2024 2025 ANNUAL REPORT

ANURA AFRICA'S FIRST YEAR OF OPERATION

Anura Africa Annual Report 2024/2025

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Anura Africa Non-Profit Company (NPC)
South Africa

Advancing Amphibian Conservation in Africa

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Dr Jeanne Tarrant, Keir Lynch
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Dr Jeanne Tarrant
Graphic Design:
Alouise Lynch

Building a Legacy

It is with immense pride and gratitude that we present Anura Africa's first Annual Progress Report—an overview of our journey from vision to action in our inaugural year. Launched in February 2024, with the mission to conserve Africa's amphibians through science-based, landscape-level action, Anura Africa has established itself as a key player and trusted partner for amphibian conservation in Africa.

In just twelve months, we've established a robust operational foundation, built partnerships with over ten institutions and organisations, and directly contributed to conservation research and species recovery efforts. Building on our 'Local is Lekker' approach, we have initiated new projects focused on some of South Africa's most threatened frog species and worked to develop novel techniques for measuring conservation impact – with a view to scaling this to other species and regions. Our work has spanned strategic planning, cutting-edge monitoring technologies, and the mentorship of young scientists—many of whom are shaping the next generation of amphibian research in Africa.

We've helped coordinate assessments for over 240 frog species for the IUCN Red List, led multi-stakeholder conservation planning processes, and initiated community-linked conservation projects for Endangered species like the Long-toed Tree Frog and the Micro Frog. Our efforts have been amplified through storytelling, music, and social media, where we've built a dynamic and growing digital community advocating for Africa's overlooked but vital amphibians. This nature-art connection is something we're passionate about. Just as much as driving evidence-based conservation action is, which is guided by our Scientific Advisory Board.

This report is not only a record of activities and milestones—it's a reflection of the dedication, collaboration, and shared vision that drives Anura Africa. It's also a promise: that we will continue to build on this momentum, grow our impact, and centre African leadership, innovation, and voice in amphibian conservation.

To our partners, funders, supporters, and the passionate individuals who walk this road with us—thank you. We are just getting started.

Yours in Frogs,

Jeanne & Kev

CONSERVING AFRICA'S AMPHIBIANS

SAVING SPECIES, SECURING LANDSCAPES, STRENGTHENING CAPACITY

Anura Africa is a Non Profit Company, reliant on financial sponsorship from grant-makers across the world. Our NPC was founded by Dr Jeanne Tarrant and Keir Lynch in 2024, and we support landscape-level amphibian conservation priorities in Africa, with a focus on South Africa. Our conservation projects are informed by conservation evidence and implemented alongside strengthened capacity of local conservationists to ensure resilience for species, habitats and communities.

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ANURA AFRICA

YEAR ONE AT A GLANCE

FUNDING & ORGANISATIONAL GROWTH

Registered as NPC & VAT Entity - Formed a Scientific Advisory Board - secured $80,000 for amphibian conservation - sustainable budgeting in place, with strategic planning underway.

CAPACITY BUILDING

One new intern appointed - passive acoustic monitoring and aSCR training done for 2 partners - Internship & Training opportunities created for local researchers and landowners.

CONSERVATION & RESEARCH

246 Amphibians species assessed for the IUCN Red List - 9 peer-reviewed publications and book chapters co-authored - 20 expert contributors to the Red List assessments - 2 flagship species projects launched - 4 MSc & 3 PhD students supported.

OUTREACH & ENGAGEMENT

1700 people reached in-person through events - exponential growth on social media - social media campaigns over Instagram, Facebook and LinkdIn - Presented at 4 conferences - initiated conservation art crossover.

GEOGRAPHICAL REACH

Projects across 3 Provinces in South Africa - Networking with 37 Organizations across 15 Countries - Global collaboration with 10+ local and international partners.

ABOUT OUR NPC

Anura Africa is a South African-based non-profit focused on amphibian conservation across Africa. We work to protect threatened frog species and their habitats through science-based, landscape-level strategies. Our projects combine cutting-edge research, local partnerships, and capacity building for conservation impact. We prioritise mentorship, community engagement, and storytelling to drive awareness and action. By centering African leadership and collaboration, we aim to create lasting resilience for species and ecosystems.

OUR MISSION

Anura Africa supports landscape-level amphibian conservation priorities in Africa. Our conservation projects are informed by conservation evidence and implemented alongside strengthened capacity of local conservationists to ensure resilience for species, habitats and communities.

OVERVIEW

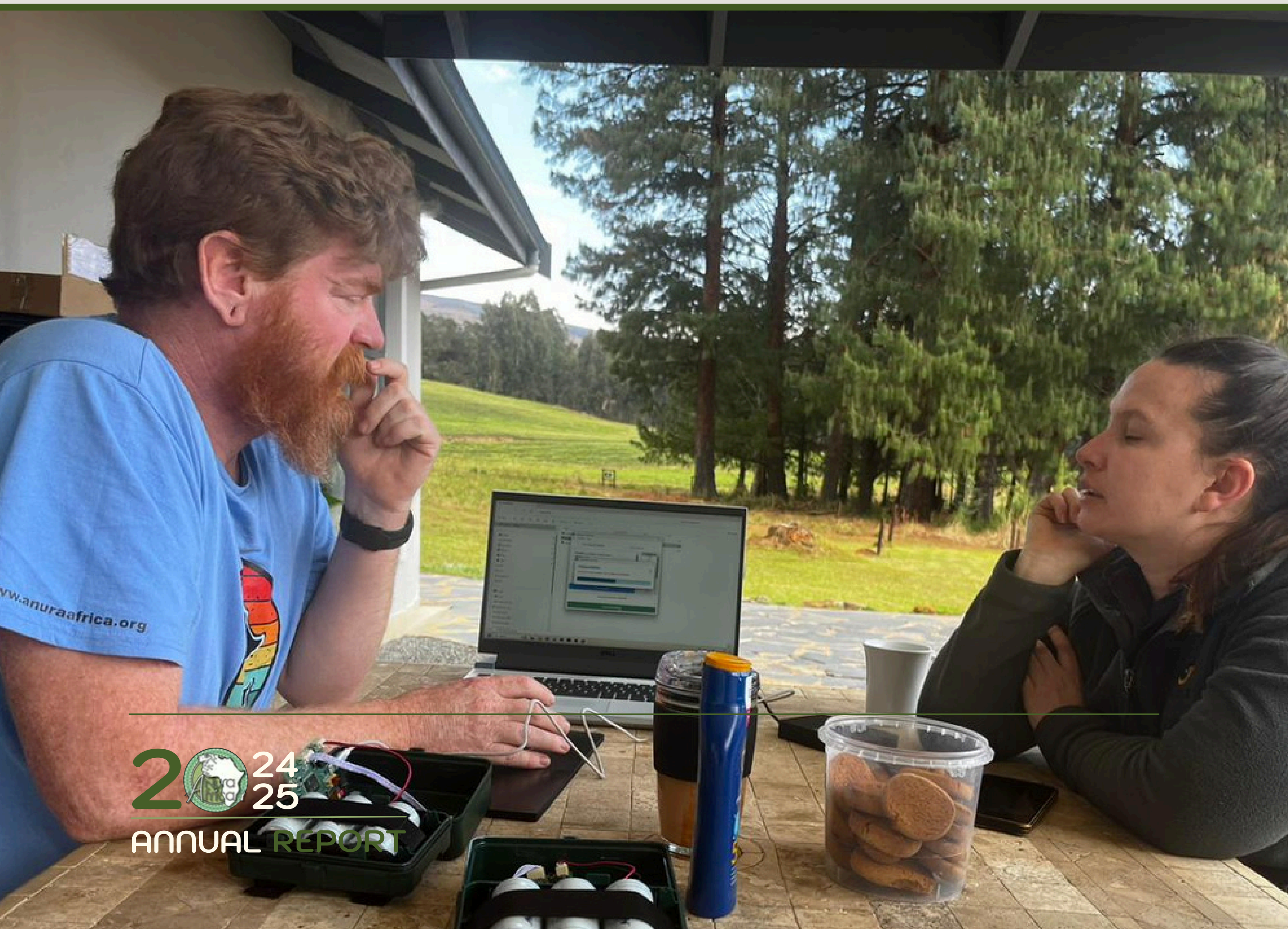
In our first year, we set out to build a strong operational foundation, grow strategic partnerships, support conservation research, and launch high-impact projects that protect Africa's most threatened amphibians.

ORGANISATIONAL OBJECTIVES

Amphibian conservation priorities and ***knowledge gaps*** are identified for African countries and are informed by conservation evidence, while building in-country research capacity, through citizen science and partnerships.

Sustainable landscape-level habitat protection and ***natural resources management*** secures long-term survival of key amphibian areas and strengthens ecosystem resilience and species adaptation, guided by global amphibian conservation priorities.

Mindset shifts that promote appreciation of African amphibians and important habitat conservation and are supported ***through environmental education, improved awareness, critical skills transfer*** and ***strengthened local capacity.***



Changes to our Team

Chris Martens was appointed as Non-Executive Director in May 2024 in an Advisory role, bringing his experience of landscape-scale conservation onboard to strengthen our mission of protecting amphibians and their habitats across Africa. Alouise Lynch stays on in a consulting capacity as our Communications Specialist and operational support in partnership with Bionerds PTY Ltd. In February 2025, Alex Nieto joined our team as Intern for the Southern African Amphibian Red List Project.

Dr Jeanne Tarrant
Executive Director

Keir Lynch
Executive Director

Chris Martens
Non-Executive Director

- Executive Directors: Dr Jeanne Tarrant, Keir Lynch | Non-Executive Directors: Chris Martens
  - Financial
    - Common Sense Accounting
  - Scientific Advisory Board
    - Dr Louis Du Preez
    - Dr Chad Keates
    - Dr Andrew Turner
    - Dr Lesley Minter
  - Student Development
    - Kyle Smith, Cardiff University
    - Arno van Niekerk, North-West University
    - Joshua Weeber, University of Cape Town
    - Darren Mackintosh, University of KwaZulu-Natal
    - Tiaan Botha, North-West University
  - Staff
    - Alex Nieto, Intern
  - Organisational & Comms Support
    - Alouise Lynch, Bionerds

Key Priorities

Our ***key priorities*** in the first year of operations were to:

Establish a new amphibian-focused NGO to fill conservation and research gaps in southern Africa.

Strengthen capacity through mentorship and building a network of in-country partners in other African countries.

Mentor local organisations and upcoming herpetologists and improve citizen science data to better support African amphibian conservation needs.

Develop and implement local projects directly based on conservation evidence through research, monitoring, conservation interventions and training as relevant.

ACHIEVEMENTS

ORGANISATIONAL SETUP

We registered Anura Africa as a Non-Profit Company with the CIPC (South Africa's Companies and Intellectual Property Commission in 2023 and received our certificate of Memorandum of Incorporation registration in September of that year. In July 2024, we registered with the South African Revenue Services (SARS) for VAT. We are still in the process of registering as a Public Benefit Organisation with SARS.

We established our Scientific Advisory Board (SAB), comprised of Dr Chad Keates, Dr Andrew Turner, Dr Les Minter and Professor Louis du Preez and had our first meeting in October 2024. The purpose of our SAB is to create a platform to correlate and collaborate on amphibian-focused scientific research applications, as well as to review all aspects of Anura Africa's research and projects (see attached MoA).

We outlined our Strategic Vision and now embark on refining this with the help of Foundations of Success and Regenerative Changemakers, to ensure that not only is our conservation impact scalable, but that our team wellbeing remains a priority.

ACHIEVEMENTS

PARTNERSHIPS

We have partnered with over 10 organisations and institutions, both globally and locally, including the Amphibian Survival Alliance (where we serve on the Global Council), IUCN Amphibian Specialist Group, Bionerds, Endangered Wildlife Trust, Re:Wild, Kenya Herpetology Tours, Nature Group International, Nuwejaars Wetlands Special Management Area and Wildlife ACT. We are also associated with North-West University, University of KwaZulu-Natal, Cardiff University, and University of Liverpool.

Through collaboration with the above research institutions, we have co-supervised four MSc students and three PhD studies linked to our and partner organisation projects. Three Masters projects were completed and submitted in March 2025:

Arno van Niekerk, North-West University: Reproductive behaviour of the Kloof Frog (*Natalobatrachus bonebergi*), an endangered South African endemic.

Tiaan Botha, North-West University: Frogs of the Nature's Valley area: Biodiversity and Conservation

Darren Mackintosh, University of KwaZulu-Natal: Proactive planning to prevent alien amphibian invasions in South Africa — Using *Duttaphrynus melanostictus* (Schneider, 1799) as a case study to compare detection methods

New NWU MSc student, Karla van Rensburg joins us this year to continue work on Kloof Frogs in KwaZulu-Natal, while Tiaan will continue with his PhD on Rain Frogs. We are also in discussions to renew a project on assessing trade in South African frog species.

Further to this, we have assisted with reviews of partner grant applications, helping to better understand the extent of researchers based in the global south working on amphibians.

Our first intern position started in February 2025: Master's student, Alex Nieto, through the with the University of Johannesburg, and SANBI's research centre at Kirstenbosch. His research focus is on amphibian and reptilian genetic diversity. Here's what Alex has to say about joining Anura Africa: "In my work, I always want to be able to connect the data and statistics to the little critters they represent. I've always wanted to head towards the NGO conservation space and help bridge the gap between the strict academic science of a university setting, and the ground-level fine-scale conservation work that is the make-it or break-it for individual species. I'm so excited to see how I can make this happen with Anura Africa!"

We aim to create at least one additional internship in 2025.

With our 'Learning to Listen' project, we trained partner staff from Wildlife Act, as well as Zimbali Eco-Estate in the use and operation of passive acoustic monitoring devices, and the aSCR technique. Training on this, as well as drone mapping will also be given to our project partner Nuwejaars Wetland Special Management Area to support recovery of the Endangered Micro Frog population on the Agulhas Plain in the Western Cape.

CHALLENGES

Being a small organization, with few members of staff has many advantages, including being nimble in terms of decision making and governance, but also runs the risk of individuals taking on multiple responsibilities and lacking sufficient support for carrying out certain tasks, for example the need for having adequate financial reporting systems in place.

We plan to address this through the development of a detailed 5-year strategy, which will include how we will operationalize how we achieve our objectives and what systems we have in place to do so effectively. We aim to embrace technologies that will assist with data collection and analysis, simplify administrative duties and enhance communications and reporting. Partnerships and consulting with external specialists, including social scientists, is key to the strength of our envisioned success. Included in our strategy planning is building in support for team wellbeing and health, something often lacking for those working in the conservation sector.

NETWORKING

During 2024, with the support of SE and WFN, we were able to attend the World Congress of Herpetology in Borneo. This was a huge opportunity for us, and we are extremely grateful for the support to be able to attend (see attached report).

Jeanne was on the organising committee for 2024's combined HAA & AAWG conference (Herpetological Association of Africa and African Amphibian Working Group). It was the first time the two had been combined and delegates provided positive feedback on the proceedings, with some long-standing members saying it was the best HAA they had ever attended. Thanks to the support of SE, we also hosted the highest number of African delegates in the history of the conference, representing nine countries from the continent.

In March, Jeanne was invited to present at a special session on biodiversity at the South African Mountain Conference, attended by over 300 people. While we were the only 'frog' talk on the agenda, the opportunity has led to exploring potential collaborations with the University of the Free State, National University of Lesotho and University of Eswatini.

Most recently, we attended the NEWF Congress (Nature Environment Wildlife Film) where we interacted with nature filmmakers from around the world, including National Geographic. NEWF aims to develop local talent to showcase Africa's wildlife and communities. The Congress aims to bring together creatives, scientists and conservationists, and is an extremely nurturing environment, truly building skills on the African continent to support conservation storytelling.

Through a review process with Re:Wild for Fonseca funding applications, we also have improved knowledge of organisations and researchers working on amphibian conservation in Africa. This includes 40 people representing 37 organisations, from 15 African countries.

IUCN Red List Assessments

Working closely with Josh Weeber from EWT, we have coordinated and contributed to Red List assessment updates for the southern African region. We are in the process of assessing 246 species from 10 countries. Seventy four percent of these species are endemic to the region. We accumulated over 150,000 records, from 16 institutions and have had the input of 20 species experts.

For South Africa, we assessed 134 species, including 17 newly described species since the 2004 publication of the Atlas and Red Data book. Four species are Critically Endangered, 15 Endangered, 9 Vulnerable, 6 Near Threatened. Four newly described species are Not Evaluated, and no Data Deficient species remain (previously 4). This data has contributed to South Africa's National Biodiversity Assessment, and we aim to submit all assessments to IUCN by the end of June 2025 for publication later this year.

Alex Nieto has joined us as intern to help bring this data into SIS, IUCN's database, and to assist with the updated strategy we are aiming to publish.

BUILDING CONSERVATION EVIDENCE

Our research is focussed on building solid conservation evidence based on monitoring protocols to improve understanding of both target species and their habitats.For species, we have a focus on passive acoustic monitoring (PAM), which can be used to obtain data on species assemblages and amphibian activity in response to seasonal and climatic changes. Keir has tested various aSCR methodologies to determine accuracy and affordability. We have settled on a Zoom Recorder and six Godox Shotgun Microphones as the most affordable and best quality setup that meets our needs for aSCR surveys. For presence absence surveys we have purchased Audiomoth Audio Recorders that we will use in areas where we still need to determine presence or absence of our target species before we conduct aSCR surveys. We use the acoustic Spatially Explicit Capture Recapture (aSCR) method with microphone arrays to determine population density at key sites for target species. We aim to build a picture of population dynamics to assess responses to management interventions, such as wetland rehabilitation, and grazing and burning regimes. We are collaborating with North-West University on some of this work and exploring opportunities for improved data analysis and storage.

For habitat monitoring, we have partnered with Verdant Environmental to conduct Wetland Health Assessments at priority sites for the Long-toed Tree Frog, *Leptopelis xenodactylus*. This looks at vegetation communities, hydrology, soil characteristics and disturbance units to provide a Present Ecological State score, and to guide rehabilitation and management recommendations.

Keir is overlaying this with historical aerial photographs, drone footage and fixed-point photography using GIS to produce high resolution orthomosaics for key study site, which in 2024/2025 included the Splashy Fen wetland and Giants Cup Wilderness Reserve. Additional sites in the Underberg area and KZN Midlands will be surveyed during the 2025 field season. We aim to install weather stations at key study sites to obtain real-time, local climatic data to improve understanding of both species' activity triggers and seasonal patterns.

PUBLICATIONS

We have co-authored nine publications/book chapters that have been published or submitted during 2024/2025, including to African Journal of Herpetology, African Journal of Ecology, Ecology and Evolution, and a synopsis on Conservation priorities for global amphibian biodiversity, submitted to Nature Reviews Biodiversity, along with co-authors from around the world.

Campbell Grant, E. H., et al., Tarrant, J. Upton, R., Vörös, J. & Muths, E.	2023	Priority research needs to inform amphibian conservation in the Anthropocene.	Conservation Science and Practice	https://doi.org/10.1111/csp2.12988
Mnisi, M.C., Taioe, M.O., Armstrong, A.J., Mokgokong, P., Dalton, D.L., du Plessis, I., Tarrant, j., Kotze, A. & Du Plessis, M.	2024	The bacteriome of the Endangered South African endemic Pickersgill's Reed Frog (Hyperolius pickersgilli)	African Journal of Herpetology	https://doi.org/10.1080/21564574.2024.2422429
Botha, T.P., du Preez, L.H., Tarrant, J. & Coetzee, H.	2024	A mixed-methods study on human-frog interactions in Nature's Valley, South Africa	African Journal of Herpetology	
van Niekerk, A., Tarrant, J., Armstrong, A.J & du Preez, L.H.	2025	Kickboxing Kloof Frogs: Territoriality, Female Parental Care and Other Reproductive Behaviours of Natalobatrachus bonebergi	African Journal of Ecology	https://doi.org/10.1111/aje.70011
Acker-Copper, C., Roxburgh, L. & Tarrant. J.	2025	Camera trapping observations of the Kloof Frog, Natalobatrachus bonebergi, in South Africa, reveals effects of environmental conditions on breeding behaviour patterns	African Journal of Herpetology	https://doi.org/10.1080/21564574.2025.2461302
Armstrong, A.J., du Plessis, I., Malepa, P.L., Kotze, A., Elliott, F., Louw, S.L., Acker-Cooper, C., Waller, L., Tarrant, J.	In Press	Collaborating for Conservation: the first five years of implementation of the Biodiversity Management Plan for Pickersgill's Reed Frog Hyperolius pickersgilli	Bothelia	
Cormac, C.T., Tarrant, J., Conradie, W., Downs, C.T. & Willows-Munro, S.	In Press	Phylogeography of the threatened Kloof frog (Natalobatrachus bonebergi), an amphibian forest specialist on the east coast of South Africa	Ecology and Evolution	
Borzée, A., Kumar Prasad, V., Neam, K. Tarrant, J., Kosch, T.A., Barata, I.M., Rais, M., Bickford, D., Marin da Fonte, L.F., Wilcken, J., Ghosh, D., Mindje, M., Naik, H., Chanson, J. & Wren, S.	In Press	Conservation priorities for global amphibian biodiversity	Nature Reviews Biodiversity	
Various contributors to several book chapters.	In progress	A Global Perspective on Recent Trends and Challenges in Amphibian Conservation		

PROJECTS

Learning to Listen: Long-toed tree Frog

The Long-toed Tree Frog, *Leptopelis xenodactylus*, is an Endangered species occurring in the southern Drakensberg and Midlands region of the KwaZulu-Natal province. Over the past century this landscape has undergone significant transformation due to human activities. Large portions of the native grasslands have been converted into forestry plantations and agricultural lands, particularly for the dairy industry. This land-use change has led to habitat fragmentation and degradation, posing severe threats to the biodiversity here. Despite these changes, the Drakensberg and Lesotho highlands remain a critical water catchment area, supplying water to many parts of South Africa. The Long-toed Tree Frog lives in hummocky, grassland wetlands, formed by earthworm action. We have initiated aSCRand habitat condition monitoring with our project partners as described above to establish baseline population density and understand species responses to climatic and other environmental/management variables and develop management strategies and ultimately guide habitat protection. A key part of the project is also creating awareness and engagement opportunities. This species, and where it occurs, lend itself to amazing outreach and art-nature connection possibilities. It occurs on the farm Splashy Fen, home to the iconic Splashy Fen Music Festival. As Splashy Fen proudly describes itself as “much more than just a music festival” but rather “a celebration of life, art, music, people, love, laughter, fun, and pleasure, all within the Drakensberg, a World Heritage Site,” we see a unique opportunity to unite art, joy, community, and nature conservation within this vibrant cultural gathering. We have proposed several ideas to the festival organisers and are in the process of commissioning some artwork related to the frog.

Project objectives:

1. Long-term species and habitat monitoring builds a picture of population dynamics in response to climatic changes and management interventions.
2. Improved understanding of habitat requirements supports identification of management interventions, including wetland rehabilitation needs, supporting species recovery.
3. Landowner and community engagement highlights the uniqueness of *L. xenodactylus* and supports broader habitat protection and management processes.

For this work we are partnering with Wildlife ACT, Ezemvelo KZN Wildlife and Verdant Environmental and have been invited to participate in the Southern Drakensberg Conservation Forum. This work is made possible by the Mohamed Bin Zayed Species Conservation Fund, Synchronicity Earth and Whitley Fund for Nature.

Micro Frog

This project focuses on the Endangered Micro Frog, *Microbatrachella capensis*, and aims to carry out species-specific conservation actions based on improved knowledge of the species' ecology. Keir is using drone mapping, acoustic monitoring, and habitat surveys, to better understand habitat requirements of the Micro Frog and to gauge the effectiveness of conservation interventions. This project will be carried out at the unique Nuwejaars Wetland Special Management Area (NWSMA) – a newly discovered site for the Micro Frog, on the Agulhas Plain in the southern Cape, South Africa. The Micro Frog provides a unique flagship species for the area, which is also home to the EDGE species *Xenopus gilli* (the Endangered Cape Platanna), and a magnitude of threatened flora. This 46,000-hectare biodiversity hotspot hosts some 1850 plant species, including rare fynbos, and over 230 bird species. Our research here will help prioritise both breeding and non-breeding areas to guide alien clearing strategies to safeguard this rare species. Specially, this project will develop and implement Species Specific Guidelines as part of the broader Environmental Management Plan for the NWSMA and expand existing invasive alien vegetation clearing efforts through creating jobs for eight local community members. The project also creates exciting local opportunities for environmental education, community outreach and storytelling.

Project objectives:

1. Improved understanding of species habitat requirements and population dynamics helps inform management interventions at NWSMA.
2. Development of Species-Specific Management Guidelines based on above monitoring outcomes in collaboration with NWSMA.
3. Implement natural resources management interventions, such as alien clearing, to create local job opportunities and improve habitat condition.
4. Co-development and implementation of a communications plan enhances local public engagement and environmental education activities, including school group wetland excursions, to showcase the story of the Micro Frog.

This work is supported by Whitley Fund for Nature and Synchronicity Earth.

URBAN ECOLOGY

Working with Richard and Candice McKibben of The LionHeart Experience, we aim to roll out acoustic monitoring for frogs at various housing estates in KwaZulu-Natal (KZN) coast in order to get a better understanding of species diversity and changes in response to management interventions, as well as possible reintroduction sites for the Endangered Pickersgill's Reed Frog.

Our work in collaboration with North-West University on the Kloof Frog, *Natalobatrachus bonebergi*, primarily takes place within urban environments, and aims not only to improve understanding of the species' biology and unique breeding behaviours, but also urban impacts such as siltation and pollution on the species.

This forest-dwelling species breeds along shaded streams, many of which are at risk of deteriorating water quality because of raw sewage and sedimentation entering these streams from urban development. Through this research, we are improving the understanding of the unique breeding biology of this species, as well as how these threats are impacting populations at several sites in KwaZulu-Natal.

Project objectives:

1. Species conservation planning improves coordination of actions to mitigate threats and improve protection of Pickersgill's Reed Frog.
2. Improved understanding of the genetics and ecological requirements of Pickersgill's Reed Frog informs conservation action for the species, contributing to the implementation of the Biodiversity Management Plan.
3. Anuran conservation is supported in urban areas through species monitoring to inform conservation management decisions.

This work is supported by Whitley Fund for Nature and Synchronicity Earth.

CONSERVATION PLANNING

We are currently involved in the development/revision of two Biodiversity Management Plans (BMP-S) for threatened South African frog species. We initiated the BMP for the Endangered Pickersgill's Reed Frog, Hyperolius pickersgilli in 2013, through the Endangered Wildlife Trust and in partnership with Ezemvelo KZN Wildlife. The first five years of implementation of the plan took place between 2018 and 2023, in collaboration with 23 partners. We have submitted a publication summarizing this work to Bothelia and Jeanne is now working with Adrian Armstrong, with support from the IUCN Conservation Planning Specialist Group (CPSG) to revise the next iteration of the plan.

Jeanne is also working on finalisation of a BMP for the Endangered Western Leopard Toad, Sclerophrys pantherina, along with CPSG and the Endangered Wildlife Trust.

Jeanne has also been invited to contribute to Ezemvelo KZN Wildlife's Conservation Plan revision process and attended a special session on this in the Drakensberg at the end of January.

OUTREACH AND ENGAGEMENT

In 2024/2025 we directly engaged with over 1700 people in person through various events and talks. We also developed a communications strategy in 2025, which has resulted in exponential growth of our social media platforms. This included, the launch of a focused social media strategy aimed at increasing visibility, building a conservation-minded community, and establishing a consistent digital presence. The approach combined regular, platform-specific content (including educational posts, project updates, and “Frog Fact” features) with milestone-driven growth targets—most notably on Instagram, where we aimed to grow our following by 250 users per month. Early content was strategically boosted to gain initial traction, while March was used as a controlled test period for organic-only growth.

What we’ve achieved so far:

- Instagram: Grew from 466 to 2,246 followers in three months.
- Facebook: Grew from 144 to 226 followers, reaching over 74,000 accounts.
- LinkedIn: Increased from 276 to 314 followers.
- Website: Gained new followers and saw a 115% increase in engagement.

Our content reached tens thousands of people across platforms, and we successfully built a consistent brand voice that resonates with both the general public and conservation professionals. These results demonstrate not only strong audience growth but also the deepening of engagement, especially with mission-aligned communities interested in amphibian conservation.

One of the key challenges we encountered was maintaining high engagement and visibility without relying on boosted posts. Our March experiment with purely organic content led to reduced reach and fewer impressions, highlighting the competitive nature of algorithm-driven platforms. Another challenge has been balancing the varied needs of different platforms. Despite these differences, we’ve made steady progress in tailoring our content strategy for each audience segment. Additionally, maintaining consistent content creation and responding to engagement in real time with limited team capacity remains an ongoing operational challenge. However, these insights have helped us refine our approach and prepare for more strategic content planning going forward.

FUNDING SUPPORT

Our key funder to support the establishment of Anura Africa is Synchonicity Earth and we are immensely grateful for this trust and support. In addition to this initial funding, the additional funding we secured during 2024/25 includes a two-year continuation grant from Whitley Fund for Nature for support of all our objectives, and a 12-month grant from the Mohammed Bin Zayed Species Fund for habitat related work for the Long-toed Tree Frog. We applied to the On the Edge programme for support of our Micro Frog project, but this was not successful. Current pending applications include a rapid feasibility grant from Rainforest Trust to support our southern Drakensberg project on the Long-toed Tree Frog.

We also received in-kind support through WildLabs, Google's AI for Nature and Society program and BirdNET / Cornell Lab of Ornithology for training in acoustic analysis.

Funder Name	Amount	Date Received	Timeframe
Synchronicity Earth	$40,000	May 2024	12 months
Whitley Fund for Nature Small Bursary	$2,46	May 2024	Once-off
Whitley Fund for Nature Continuation Funding	$61,310	December 2024	12 months
Mohamed Bin Zayed Species Conservation Fund	$12,500	January 2025	12 months
Other	$2,200		

2025/26 HIGH LEVEL OBJECTIVES

A ***five-year strategic plan***, informed by regional priorities and within the context of African amphibian conservation, is developed by June 2026, to guide Anura Africa's organizational strategy and project implementation.

Africa-wide collaboration is strengthened through partnerships to support addressing shared priorities.

Amphibian conservation capacity in southern Africa is grown to improve evidence-based research outputs through training, mentorship, and educational and citizen science initiatives.

Species recovery for at least two key species is supported though direct implementation of interventions that improve habitat management and protection.

Anura Africa