



# KruShan Foundation Sustainability Policy

## KruShan Foundation Vision Statement

Empathy is our compass. We believe humans are part of nature, woven into its rhythms, not above or apart from it. Every life holds inherent worth. We reject the notion that harm is only real when it reaches us directly or that something isn't a problem just because it doesn't affect us personally. We envision a future where species and habitats are protected simply because they matter. Where marine ecosystems flourish, and future generations inherit oceans teeming with wonder, with the iconic, quirky, adorable and deeply lovable African penguin is waddling into the hearts of generations to come.

## KruShan Foundation Mission Statement

KruShan Foundation protects critically endangered African penguins from extinction and restores the marine ecosystems they call home. Found only in South Africa and Namibia, these iconic birds are vital to local economies and serve as frontline indicators of ocean health. Their decline is a red alert: our oceans are struggling to support life.

We work hand-in-hand with trusted partners on the ground—some of them smaller, community-rooted nonprofits doing extraordinary, high-impact work that larger funders often overlook. From our U.S. headquarters, we receive real-time updates and direct donor funds where needed most and when it matters most to help these beloved birds survive and thrive well beyond 2035. #NotBy2035

## KruShan Foundation Theory of Change

With African penguins facing extinction by 2035, we mobilize funding and support from our U.S. headquarters to fuel the work of our trusted frontline partners in South Africa and Namibia, the last strongholds of wild colonies, so they can continue lifesaving interventions to ensure this iconic species thrives beyond 2035.

### *More about our "how"*

KruShan Foundation works in strategic partnership with South African and Namibian organizations to prevent the extinction of the critically endangered African penguin through targeted, evidence-based interventions such as:

- **Habitat restoration:** Deploying artificial nests to improve breeding success and protect vulnerable chicks from exposure and predation
- **Wildlife rehabilitation:** Funding medical care for injured, ill, or oiled African penguins through trusted local facilities
- **Chick rescue and rearing:** Supporting the rescue and rehabilitation of orphaned, lost, or abandoned chicks to bolster population recovery

- **Colony protection:** Covering salary and operational costs for the Seabird ranger safeguarding the 2,800-penguin Dyer Island colony
- **Emergency response and equipment:** Providing rapid support and essential tools to frontline teams during crises
- **Outreach and education:** Amplifying awareness of the African penguin’s plight and engaging youth in marine conservation

By addressing both immediate threats and long-term resilience, our work strengthens African penguin populations and contributes to the health of the broader marine ecosystem. We believe that community-rooted, [trust-based collaboration](#) is essential to lasting impact.

Our work contributes to and is aligned with the following United Nations Sustainable Development Goals (SDGs).



## Objectives

Our commitment to protecting the endangered African penguins includes environmental, social, economic, and governance responsibilities including transparency, accountability, internal controls, equity, and justice. to be innovative and demonstrate leadership on important issues to those we serve.

We commit to the following:

- Minimize waste, water, energy, land use, and air quality environmental impacts.
  - We work remotely and commit to lowering our carbon impact as much as possible. We collect rainwater, use energy-efficient electric appliances and workstations, reuse, repair, and recycle, own one compact car that gets 33 mpg city/40 mpg highway (until we can afford an electric vehicle), and reject consumerism.
  - We have banking relationships with institutions that do not do business with the fossil fuel industry.
  - Land acknowledgment and certifications: Our home and workplace are situated on the land of the Jumano Nation people. Our 4.5-acre forested property in Wimberley, Texas, is a National Wildlife Foundation Certified Wildlife Habitat (#171510), a Xerces Society Pollinator Habitat, a MonarchWatch Monarch Waystation (#10692), a North American Butterfly Association (NABA) Certified Monarch Garden (#2223) and is recognized by the International Dark-Sky Association (IDA)-Texas Chapter as Nature, Neighbor, and Night-Skies Friendly
  - Given the nature of our work, we must fly to Sub-Saharan Africa. We directly plant trees to offset air travel GHG emissions rather than purchasing carbon offsets.
  - We hold 90% of our meetings online.

- Give back to communities by volunteering and donating resources.
  - We are members of the Texas Master Naturalists (Hays County chapter), where we volunteer for environmental projects, donate personally to Sub-Saharan Africa wildlife organizations, and participate in The Climate Reality Project as Al Gore-trained Climate Reality Leaders.
- Ensure our supply chain has responsible social and environmental practices to the extent possible.
- Call for transparency in our financial reporting, board governance, funding sources, and grantor/grantee relationships.
- Embracing diverse communities and the unique voices they support. We can't solve complex problems with only the voices of a few.
- Practice trust-based philanthropy, which demonstrates equity in an unequal dynamic between grantor and grantee. We look for organizations that aren't on the more prominent donors' radar and center on those who have been historically least well served (funding those furthest from opportunity first).

We acknowledge we have limited influence over third parties whose events we may attend but do not organize, such as trade shows, conferences, and other gatherings. While we cannot control the decisions of these parties, we commit to sharing our policy and encouraging them to align their operating practices with sustainability goals.

### **Reporting**

We report our progress on our sustainability goals and financials at our annual board meeting and by publishing an annual report that we post to our website and on social media.