

KruShan Foundation Annual Report 2023



krushanfoundation.org

penguins@krushanfoundation.org

+1 512-827-7354

Wimberley, Texas

US 501(c)(3)—EIN: 87-4716839



TABLE OF CONTENTS

| | |
|------------------------------------|----|
| A Message from the Co-Founders | 3 |
| Your Donations at Work | 4 |
| Our 2023 Impact | 5 |
| Financials | 9 |
| Vision, Mission, and SDG Alignment | 15 |
| Our Board | 16 |
| Become a Penguin Protector | 18 |

A MESSAGE FROM THE CO-FOUNDERS

We are a small charity run by a mighty all-volunteer board. Small charities are underdogs, often overlooked for funding. The endangered African penguins we protect are also underdogs. Many people don't realize that South Africa has penguins, let alone that they are endangered and may become functionally extinct in the wild by 2035. As underdogs protecting underdogs, we had an impactful year that included saving 350 African penguin chicks from starvation. We're the little foundation that could. With your help we can increase our capacity to be of greater service.

The idea for KruShan Foundation began as a conversation after we returned from a 2019 visit to South Africa just a couple of months before the COVID-19 shutdown. We've seen how those who polluted the least suffer some of the worst consequences of climate change. We have roots in the communities we serve. Kruger is from South Africa, and Shannon has loved South Africa since her first visit in 2010. Because we've been on-site with the African penguins many times, it seemed natural to form partnerships in South Africa with organizations working tirelessly to protect them from extinction. Our visits to South Africa in 2022 and 2023 provided us with even more direct experience in the field.

We began 2023 with Silver level transparency from Candid GuideStar and reached Platinum level transparency (the highest rating) at the start of 2024. 2023 saw us receive our first donation from someone who is not a friend or family member. This honor underlined our tremendous responsibility to serve our donors, supporters, partners, and the endangered African penguins.

We rely on donations to continue our work. After you read our report, we hope you will feel moved to become a Penguin Protector and help us protect the iconic African penguin. If we can save one species, we'll leave the world brighter for future generations.

With hope and gratitude,

Kruger & Shannon

March 2024
KruShan Foundation
Kruger du Plessis, Co-founder, and president
Shannon du Plessis, Co-founder, and vice-president/treasurer



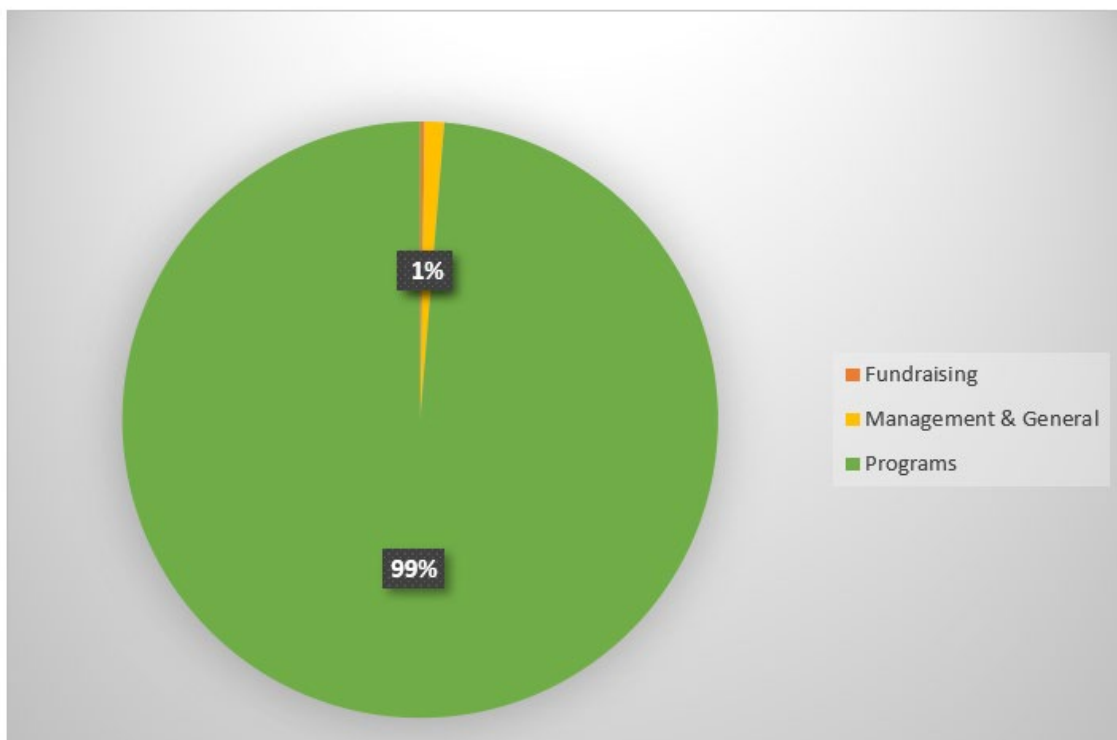
YOUR DONATIONS AT WORK

At least 95% of your donation directly benefits endangered African penguins.

We protect endangered African penguins from extinction by increasing awareness of their plight through education and outreach.

We work with our partners to bolster populations in the wild by:

- rearing abandoned chicks and incubating eggs—a vital part of the African Penguin Biodiversity Management Plan;
- rehabilitating injured, ill, or oiled birds;
- providing funds during mass illness, oiled bird events, or other emergencies;
- equipping African penguin populations with artificial nests;
- supporting Penguin Rangers in the field;
- monitoring African penguin research; and
- rejoicing when raised or rehabilitated African penguins are released into the wild.



2023 Expense Percentages

OUR 2023 IMPACT

Over 350 African penguin chicks fed.



20 artificial penguin nests provided

5 African penguins rehabilitated

350 African penguin chicks saved from starvation

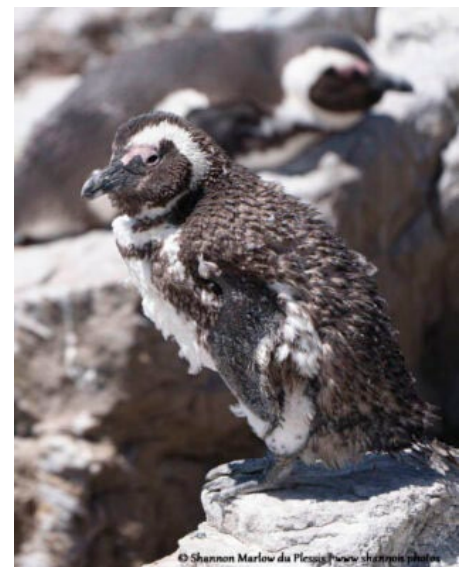


Recently hatched African penguin chick

Our partner, the Dyer Island Conservation Trust, cares for approximately 350 African penguin chicks at the African Penguin and Seabird Sanctuary (APSS) between October and January.

Dr. Liezl Pretorius, a zoologist and veterinarian at APSS, explains that during this time, African penguin parents endure their annual molt, rendering their feather coat non-waterproof. Consequently, they cannot catch fish to feed their offspring.

Penguin chicks are left in their nests, but they are too young, some just a few days old, to catch fish for themselves, leaving them vulnerable to attacks by seals and seagulls. If parents do not return to the nest and the chicks' condition deteriorates rapidly, the chicks are removed and transported to the African Penguin and Seabird Sanctuary (APSS). There, they are treated and cared for until they are old and strong enough to survive on the island independently—a monumental task during the busy chick season, when more than 350 African penguin chicks are fed, weighed, tagged, and monitored twice daily. APSS conservation coordinator Trudi Malan said that hungry penguin chicks need about 100 kg (220 pounds) of fish daily during the busy chick season.



African penguin during molting season

Constant, prolonged power outages cause further pressure. There were no funds for a 24-hour generator at the penguin sanctuary—creating an urgent need for funds to purchase two large gas freezers. We responded with an immediate donation that funded the purchase of two 215-liter (57-gallon) gas freezers to the Dyer Island Conservation Trust to store the fish needed to enable the endangered African penguin chicks to survive.



Kruger helping unload one of the two freezers.

The two freezers were in place in early October, just in time. Eskom, the national power company in South Africa, has struggled with power outages for years with no end in sight. The number of penguin chicks fed due to our partner's ability to keep fish fresh during continued power outages will increase yearly.



Our Board Advisor Xolani with the new freezers full of fish for the African penguins



"Dear Shannon and Kruger, on behalf of our CEO, Wilfred, the African Penguins at APSS, and our Dyer Island Colony, we can't thank you enough for your incredible, lifesaving, donation. Thank you thank you, you literally saved us from having to turn away penguins."

Christine Wessels, Public Relations / Personal Assistant: Wilfred Chivell – Founder African Penguin and Seabird Sanctuary

20 artificial nests for African penguins

African penguins didn't have a homelessness problem and were happily laying their eggs in burrows dug into centuries-old layers of their excrement until the 1800s when traders discovered that African penguin guano was an excellent fertilizer and shipped it to the United Kingdom.

The guano burrows had provided African penguins with these benefits.

- A constant micro-climate
- High relative humidity
- Buffered temperatures
- Little exposure to the wind
- Shelter from rain and predation

With their nesting sites effectively stolen, penguins were left to nest in the open, making them vulnerable to heatstroke and their chicks and eggs exposed to heat damage and predators.

Luckily, some brilliant people discovered a way to create artificial penguin nests, or penguin penthouses, to protect African penguin families. The nest team spent three months rigorously field-testing 15 different nest prototypes, each equipped with high-precision sensors, determining the microclimate conditions inside the various test nests.

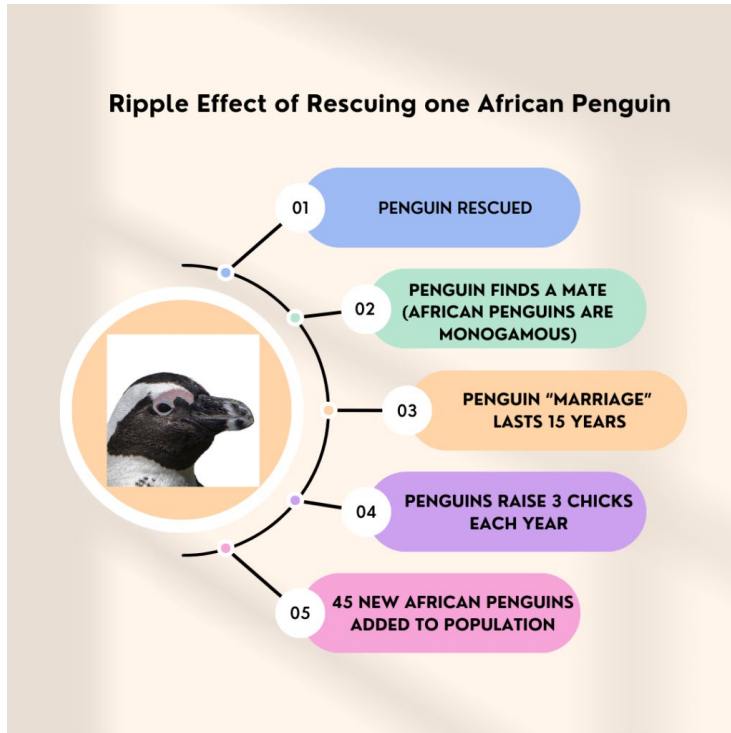


African penguin exiting an artificial nest

The “winning” nest material is a ceramic-based slurry. The interior volume of the nest matches the measurements of wild guano nests. The nest entrance mimics the entrance hole of the old guano burrows. The new style penguin penthouses were revealed to the penguin populations of Bird Island in the Eastern Cape and Dyer Island in the Western Cape in February 2018.

Continued environmental monitoring proved that the new design met all the environmental requirements, with the ultimate test passed when African penguins successfully bred and raised their chicks in these newly designed penthouses.

Five African penguins rehabilitated

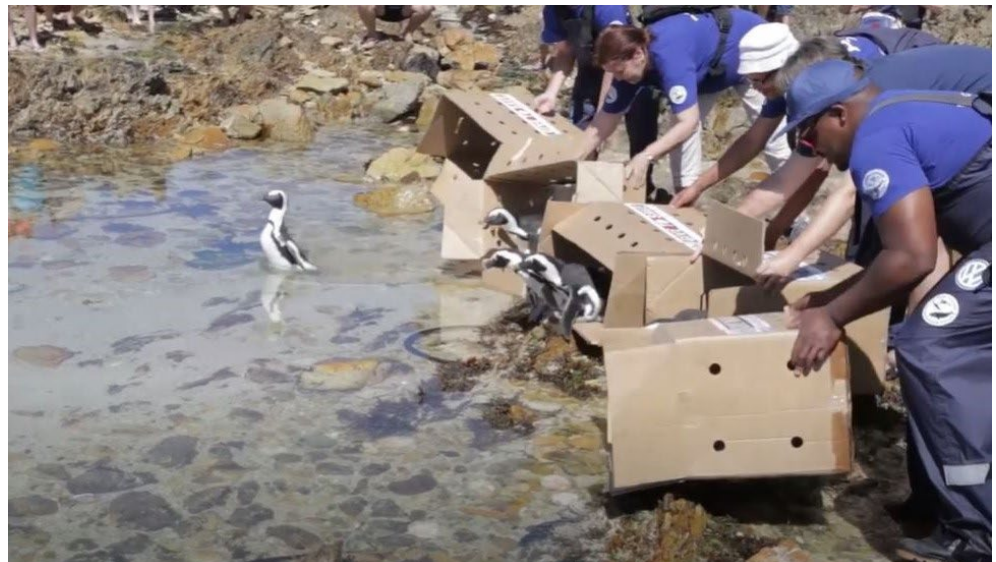


When we help rear an African penguin chick or rehabilitate an injured African penguin, that act has a long-term ripple effect that increases the population of African penguin colonies. Indeed, every African penguin counts.

African penguin rehabilitation and chick-rearing is the most expensive intervention. Most rehabilitated African penguins are released back into the wild. Others, like Elvis, make a permanent home at one of our partner seabird sanctuaries. Elvis, thin and weak, had a painful seal bite on his left shoulder, leaving him unable to swim or eat independently. Curmudgeonly, Elvis prefers lots of alone time and has learned to swim again despite some lingering trouble from his left shoulder.



Elvis



Release days when African penguins are released back into the wild are always joyful.

FINANCIALS

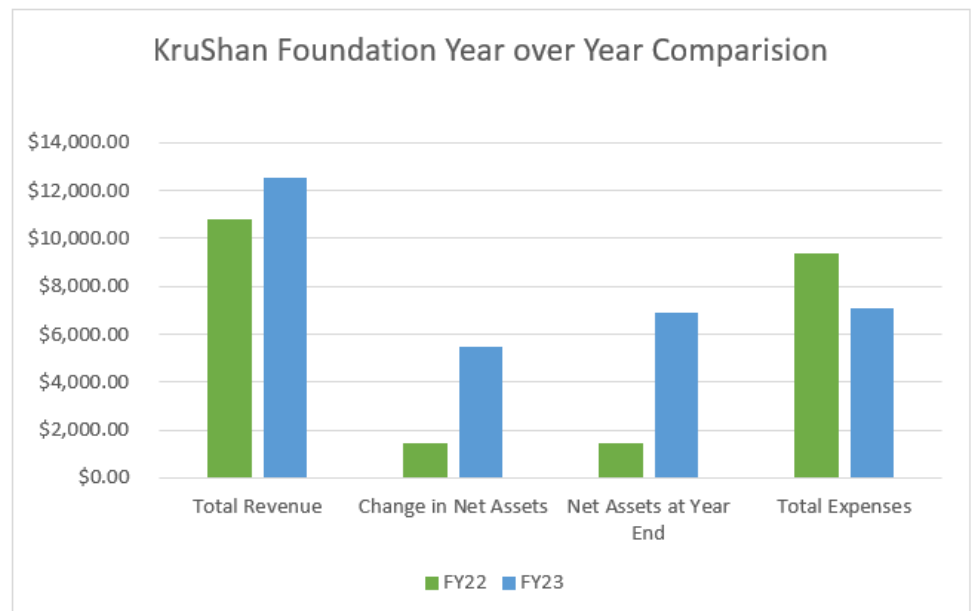
The word “foundation” may conjure images of wealthy individuals. We are not that. We are working professionals. We volunteer our time to KruShan Foundation and pay for our travel expenses. KruShan Foundation has less than 1% overhead expenses (no salaries to us, no office rent) and minimal fundraising expenses. At least 95% of your donation goes directly to help the African penguins. With your help, we can help save the endangered African penguin as “the little foundation that could” while increasing our capacity to do more to serve them.

2023 Financial Snapshot

50% increase in funds awarded from 2022 to 2023

280% net operating revenue increase from 2022 to 2023

97% of donations went to programs



2023 Financial Reports

Statement of Activities and Change in Net Assets January – December 2023

Revenue

Contributed income (all unrestricted)

| | |
|----------------------------|-----------|
| Donations from individuals | 10,483.75 |
| Corporate donations | 15.62 |
| In-kind donations | 850.00 |
| Non-cash contributions | 1,104.92 |

| | |
|---------------------------------|---------------------|
| Total Contributed income | \$ 12,454.29 |
|---------------------------------|---------------------|

| | |
|-------------------|-------|
| Investment income | 60.50 |
|-------------------|-------|

| | |
|----------------------|---------------------|
| Total Revenue | \$ 12,514.79 |
|----------------------|---------------------|

Expenses

| | |
|-----------------------------|----------|
| Awards & grants to others | 5,016.02 |
| In-Kind Donations to Others | 850.00 |
| Travel | 1,104.92 |
| Software & apps | 74.25 |
| Merchant account fees | 17.21 |

| | |
|-----------------------|--------------------|
| Total Expenses | \$ 7,062.40 |
|-----------------------|--------------------|

| | |
|-----------------------------|--------------------|
| Change in Net Assets | \$ 5,452.39 |
|-----------------------------|--------------------|

| | |
|---------------------------------|----------|
| Net Assets at beginning of year | 1,423.26 |
|---------------------------------|----------|

| | |
|----------------------------------|--------------------|
| Net Assets at end of year | \$ 6,875.65 |
|----------------------------------|--------------------|

Note: Travel expenses offset by the co-founders' donation to foundation.

Statement of Financial Position
As of December 31, 2023

ASSETS

Current Assets

Bank Accounts

| | |
|-----------------------|----------|
| Checking (operations) | 3,674.83 |
|-----------------------|----------|

| | |
|---------|----------|
| Savings | 3,104.02 |
|---------|----------|

| | |
|----------------|-------|
| Stripe Holding | 96.80 |
|----------------|-------|

| | |
|----------------------------|--------------------|
| Total Bank Accounts | \$ 6,875.65 |
|----------------------------|--------------------|

| | |
|-----------------------------|--------------------|
| Total Current Assets | \$ 6,875.65 |
|-----------------------------|--------------------|

| | |
|---------------------|--------------------|
| TOTAL ASSETS | \$ 6,875.65 |
|---------------------|--------------------|

LIABILITIES AND NET ASSETS

| | |
|-------------|------|
| Liabilities | 0.00 |
|-------------|------|

| | |
|--------------------------|----------------|
| Total Liabilities | \$ 0.00 |
|--------------------------|----------------|

Net Assets

| | |
|------------|----------|
| Net Assets | 1,423.26 |
|------------|----------|

| | |
|--------------------------------|----------|
| Net Revenue (all unrestricted) | 5,452.39 |
|--------------------------------|----------|

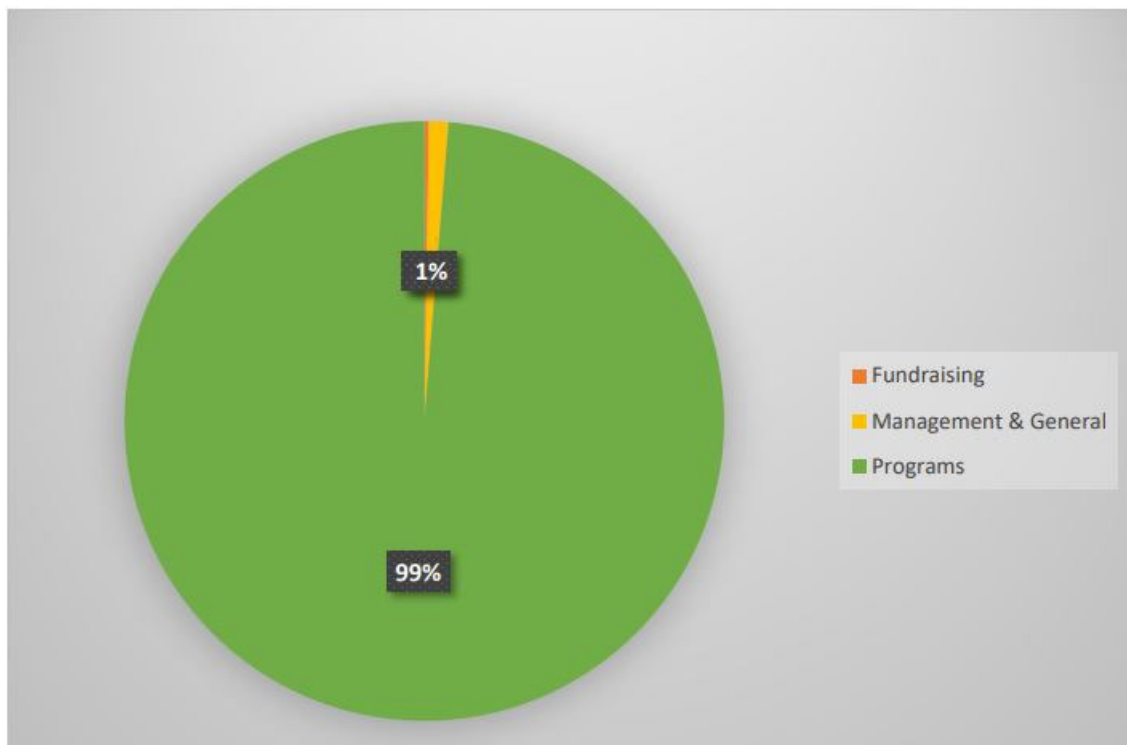
| | |
|-------------------------|--------------------|
| Total Net Assets | \$ 6,875.65 |
|-------------------------|--------------------|

| | |
|---|--------------------|
| TOTAL LIABILITIES AND NET ASSETS | \$ 6,875.65 |
|---|--------------------|

January – December 2023

| Expenses | Management & | | | TOTAL |
|-----------------------------|--------------------|-----------------|-----------------|--------------------|
| | Programs | General | Fundraising | |
| Awards & grants to others | 5,016.02 | | | 5,016.02 |
| In-Kind Donations to Others | 850.00 | | | 850.00 |
| Travel | 1,104.92 | | | 0.00 |
| Software & apps | | 74.25 | | 74.25 |
| Merchant account fees | | | 17.21 | 17.21 |
| Total Expenses | \$ 6,970.94 | \$ 74.25 | \$ 17.21 | \$ 7,062.40 |

Note: Travel expenses offset by the co-founders' donation to foundation.



Statement of Cash Flows
As of December 31, 2023

OPERATING ACTIVITIES

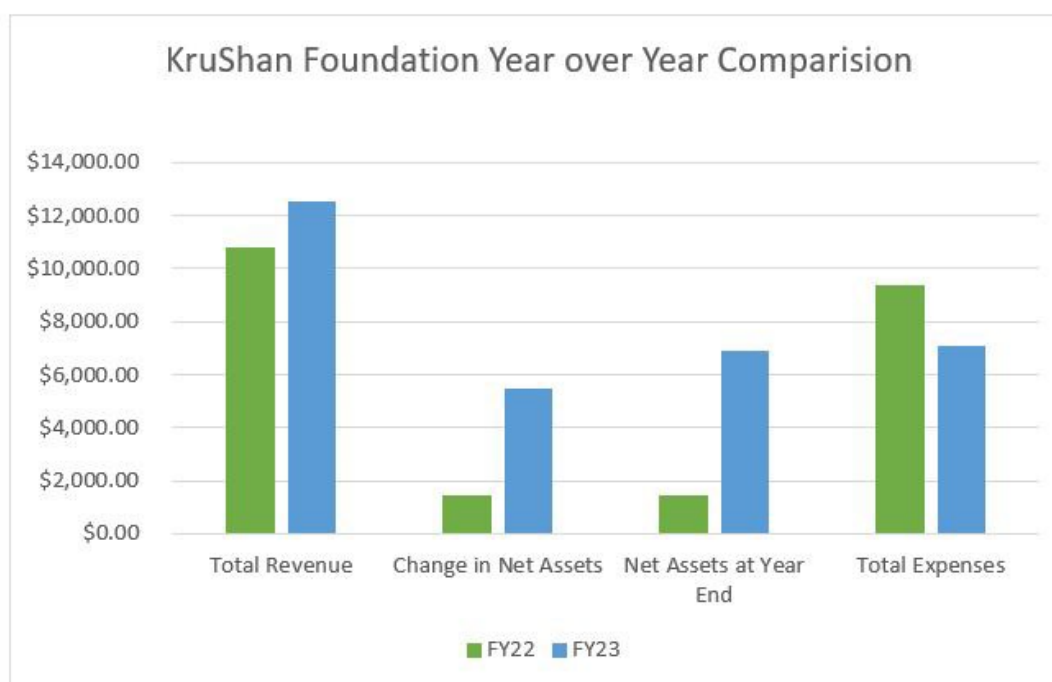
| | |
|--|--------------------|
| Net Revenue (all unrestricted) | 5,452.39 |
| Net assets provided by operating activities | \$ 5,452.39 |
| Net assets increase for period | \$ 5,452.39 |
| Net assets at beginning of period | 1,423.26 |
| Net assets at end of period | \$ 6,875.65 |

Comparative Statement of Activities

FY 2022 – FY 2023

| | Jan - Dec 2023 | Jan - Dec 2022 (PY) | \$ Change | % Change |
|-----------------------------------|---------------------|---------------------|---------------------|----------------|
| Revenue (all unrestricted) | | | | |
| Contributed income | | | | |
| Donations from individuals | 10,483.75 | 4,783.27 | 5,700.48 | 119.18% |
| Corporate donations | 15.62 | | 15.62 | |
| In-kind donations | 850.00 | | 850.00 | |
| Non-cash contributions | 1,104.92 | 6,000.00 | -4,895.08 | -81.58% |
| Total Contributed income | \$ 12,454.29 | \$ 10,783.27 | \$ 1,671.02 | 15.50% |
| Investment income | 60.50 | 1.56 | 58.94 | 3778.21% |
| Total Revenue | \$ 12,514.79 | \$ 10,784.83 | \$ 1,729.96 | 16.04% |
| Expenses | | | | |
| Awards & grants to others | 5,016.02 | 3,353.33 | 1,662.69 | 49.58% |
| In-Kind Donations to Others | 850.00 | | 850.00 | |
| Legal Fees (startup) | | 6,000.00 | | |
| Travel | 1,104.92 | | | |
| Software & apps | 74.25 | | 74.25 | |
| Merchant account fees | 17.21 | 8.24 | 8.97 | 108.86% |
| Total Expenses | \$ 7,062.40 | \$ 9,361.57 | -\$ 2,299.17 | -24.56% |
| Change in Net Assets | \$ 5,452.39 | \$ 1,423.26 | \$ 4,029.13 | 283.09% |
| Net Assets at beginning of year | 1,423.26 | 0.00 | | |
| Net Assets at end of year | \$6,875.65 | \$1,423.26 | \$5,452.39 | 383.09% |

Note: Startup legal expenses and travel costs offset by the co-founders' donations to the foundation.



VISION, MISSION, AND SDG ALIGNMENT

Our Vision

We value nature for its intrinsic worth rather than the human-centered approach that values nature as something humans can exploit. The human-centered approach to nature diminishes all other forms of life and has, over time, imperiled all life on our shared planet, including human life.

We view ourselves as part of a larger web of life rather than separate from it. As individuals, we must recognize that every action we take impacts the environment. Every living thing has an inherent right to exist and thrive.

When ecosystems collapse, all lives, including human lives, are jeopardized. Let us strive towards creating a world where humans cherish nature's worth and safeguard nature through conscious choices and sustainable practices.

Our Mission

We protect endangered African penguins by partnering with organizations in South Africa to provide medical care and rehabilitation, chick rearing and release, disaster response (oiled birds), education, and awareness to protect them from becoming functionally extinct in the wild by 2035 because they are an iconic and special species found only in South Africa and parts of Namibia. Our frequent visits to our partners and African penguin colonies keep us at the forefront of African penguin conservation efforts.

African penguins serve as marine sentinels; their endangered condition warns us of the state of their marine ecosystem, much like a canary in a coal mine, and they are telling us that the oceans, and therefore humans, are in trouble. If we can save one species, we will leave the world brighter for future generations.

*"Animals are individuals with personalities and emotions, and they have the capacity for joy, pleasure, and suffering."
Carl Safina*

SDG Alignment



Our work contributes to and is aligned with the United Nations Sustainable Development Goal (SDG) 14: Life Below Water.

OUR BOARD

Meet our passionate African penguin lover volunteer board members and advisors.



Kruger du Plessis, Co-founder and President

Kruger grew up near Cape Town, South Africa. Kruger is a Climate Reality Leader, Texas Master Naturalist, and data scientist with over 20 years of IT experience. Kruger handles our website backend, including our custom CRM, metrics, data analysis, donor relations, and videography. Kruger holds a Master of Science in Data Analytics.

[LinkedIn Profile](#)



Shannon du Plessis, Co-founder and VP/Treasurer

Shannon is a native Texan, Climate Reality Leader, Texas Master Naturalist, and learning experience design consultant with over 11 years of technical writing experience and 20+ years of accounting experience. Shannon handles social media, writing, accounting, our website, and photography. Shannon holds a Master of Science in Learning Experience Design and Educational Technology.

[LinkedIn Profile](#)



Shelby Atkinson, Board Secretary

Shelby is a strategist at a top advertising company in Austin, Texas. She advises on marketing and social media and is part of our accounting internal controls. Shelby holds a Bachelor of Science in Advertising, cum laude.

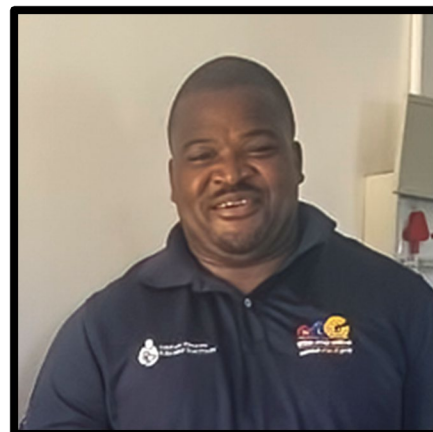
[LinkedIn Profile](#)

Board Advisors



Pinkey Ngewu, Dyer Island Conservation Trust

Pinkey is a fundraising, conservation, and administrative manager, environmental educator, and founder of the Deep Blue Ambassadors program for school children in Gansbaai, South Africa.



Xolani Lowa, African Penguin and Seabird Sanctuary

Xolani is known as South Africa's penguin whisperer. He has worked with African penguins in South Africa for over 16 years, first in the Eastern Cape and more recently in the Western Cape.

Our Partners

Dyer Island Conservation Trust

African Penguin and Seabird Sanctuary

Marine Dynamics Shark Tours

SANCCOB

BECOME A PENGUIN PROTECTOR



"Krushan Foundation is doing vital work to address detrimental environmental changes, specifically as affecting African penguins. I cannot do that work myself; however, I can donate funds to do so. In addition, the Foundation is working in a transparent manner (GuideStar-Candid), along with using a high percentage of donations for programs. Its goals align well with my desire to do something to help those in the world now and for generations to come."

Sherry Moore, Austin, Texas, recurring donor

Won't you join us? Please click a button below to donate, subscribe to our newsletter, or as we like to say when asked if we'd rather eat a peanut butter or chocolate chip cookie, "both please!"

DONATE NOW
easy, fast, secure



Platinum
Transparency
2024

Candid.

Click the box to view our trust and transparency rating and profile on Candid.