



AFRICAN PENGUIN PROTECTORS  
**KRUSHAN**  
FOUNDATION

## KRUSHAN FOUNDATION ANNUAL REPORT 2024



 @Shannon du  
Plessis  
[www.shannon.photos](http://www.shannon.photos)

[krushanfoundation.org](http://krushanfoundation.org)

[penguins@krushanfoundation.org](mailto:penguins@krushanfoundation.org)

+1 512-827-7354

Wimberley, Texas

US 501(c)(3)—EIN: 87-4716839



**KruShan Foundation is the only US-based 501(c)(3) nonprofit dedicated solely to protecting critically endangered African penguins from extinction. #NotBy2035**

# TABLE OF CONTENTS

A MESSAGE FROM THE CO-FOUNDERS _____	3
OUR PROGRAMS _____	4
OUR 2024 IMPACT HIGHLIGHTS _____	5
15 AFRICAN PENGUINS RESCUED FROM WINTER STORMS _____	5
AFRICAN PENGUIN PROTECTORS KRUSHAN FOUNDATION X-RAY ROOM _____	7
SALARY AND EXPENSES FOR DYER ISLAND SEABIRD RANGER _____	8
STEM EDUCATION FOR UNDERPRIVILEGED STUDENTS _____	9
FINANCIALS _____	10
2024 FINANCIAL SNAPSHOT _____	10
2024 FINANCIAL REPORTS _____	11
VISION, MISSION, THEORY OF CHANGE, AND SDG ALIGNMENT _____	17
OUR BOARD _____	18
OUR PARTNERS _____	20
JOIN THE PENGUIN PROTECTOR SQUAD _____	21

## A MESSAGE FROM THE CO-FOUNDERS



2024 marked the beginning of our third year of protecting African penguins so we celebrated with a rebrand that more accurately expresses our mission. It was a year of highs like the increased revenue that allowed us to hire a fundraising consultant to increase our impact, and the expected, but nonetheless gut-punching low of the IUCN uplisting the endangered African penguins we all love to critically endangered—just one step from extinction in the wild.

We added Penguins International and The Ocean Advocate as new partners and joined the Not on our Watch (#NOOW) campaign.

Thanks to increased donations, including our first donations from African penguin lovers outside the U.S, we were able to rescue and rehabilitate more African penguins, pay the annual salary of a full-time Seabird Ranger, and fund the African Penguin Protectors KruShan Foundation X-Ray Room to significantly expand medical care available in the Overstrand area of South Africa. We also expanded into education by sponsoring our first student to attend a three-year DEEP Blue Ambassador program. The program provides STEM education to underprivileged students. We held the first of many planned outreach presentations where much learning and laughter occurred. We are anything but boring.

### Looking Forward

Our plans for 2025 include:

- spending the month of March in South Africa with the critically endangered African penguins and several of our partners, and attending the opening of the African Penguin Protectors KruShan Foundation X-Ray Room;
- engaging a volunteer African penguin ambassador to help our outreach efforts with short educational videos featuring African penguins and those protecting them, shared across our social media channels and our blog;
- applying for grant funding and corporate sponsorships;
- continuing our outreach presentations both in-person and online; and
- continuing to expand our Penguin Protector Squad by creating more relationships with individual donors

We could not do this without you. We are so grateful to you for caring and taking action. If we can save one species, we'll leave the world brighter for future generations.

With hope and gratitude,

*Kruger & Shannon*




**February 2025**

**KruShan Foundation**

**Kruger du Plessis, Co-founder, and president**

**Shannon du Plessis, Co-founder, and vice-president/treasurer**

# OUR PROGRAMS

African Penguin Protection	Outreach	STEM Education
	 <p>To schedule a talk contact us at <a href="mailto:penguins@krushanfoundation.org">penguins@krushanfoundation.org</a> @krushanfoundation social media <b>#NotBy2035</b></p>	
<p>There's something magical about working together to save a species from extinction. We work with our partners in South Africa to protect the critically endangered African penguins by:</p> <ul style="list-style-type: none"> <li>• bolstering the chick population, rearing abandoned or lost chicks, and incubating eggs—a vital part of the African Penguin Biodiversity Management Plan;</li> <li>• paying the salary of African penguin rangers;</li> <li>• rehabilitating injured, ill, or oiled birds;</li> <li>• funding needed equipment purchases;</li> <li>• responding to emergencies or time-sensitive needs, and</li> <li>• equipping African penguin populations with artificial nests</li> </ul>	<p>We raise awareness in the Global North for our partners and feathered friends in the Global South through outreach efforts via:</p> <ul style="list-style-type: none"> <li>• fun and engaging presentations and interviews, both in-person and online;</li> <li>• event participation;</li> <li>• social media;</li> <li>• our newsletter and blog;</li> <li>• media interviews and podcast appearances, and</li> <li>• advocacy for increased Marine Protection Areas to protect the ecosystem that African penguins need to thrive.</li> </ul>	<p>Our educational efforts include the following:</p> <ul style="list-style-type: none"> <li>• providing underprivileged students with STEM skills by supporting the three-year DEEP Blue Ambassador training program;</li> <li>• collaborating with partners to create educational materials for children, adolescents, and adults, and</li> <li>• working toward establishing a marine and seabird education center in Gansbaai, South Africa.</li> </ul>

## Our cumulative impact as of December 31, 2024

**560 +**

African penguins fed.

**20 +**

African penguin families protected with artificial nests.

**67**

African penguins rehabilitated.

**2,800**

African penguins protected by the Seabird Ranger whose salary/expenses we fund.

**1**

Underprivileged student(s) sponsored to learn STEM skills via the three-year DEEP Blue Ambassador training program. More planned for 2025.

**97 %**

Of donations directly fund programs.



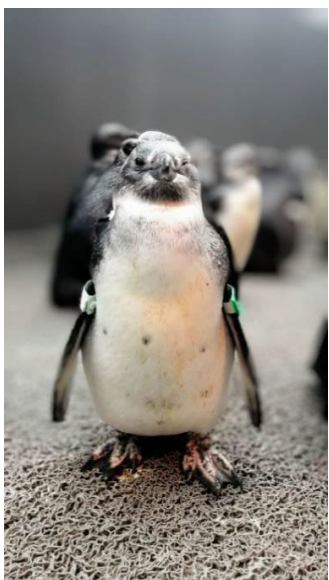
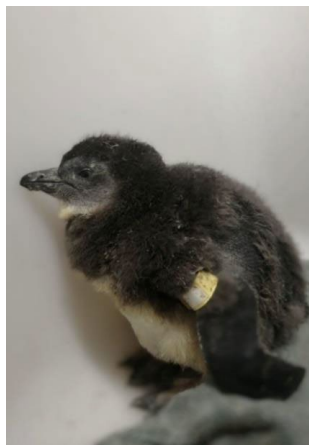
## OUR 2024 IMPACT HIGHLIGHTS

### 15 African Penguins Rescued from Winter Storms

The Western Cape experienced severe storms in June and July 2024, with disaster areas declared. The African penguin colonies were hit hard, with African penguin chicks drowning or parents abandoning their offspring. By mid-July, our partner, SANCCOB, had rescued over 30 chicks and 25 eggs (a total of 55), with more rescues expected. SANCCOB was fortunate to have its Rangers out in the field, doing everything in their power, even during the storms, to try and mitigate the loss of life in the endangered seabird colonies. Together with managing authorities, these devoted Rangers have dug trenches and constructed diversion pathways to encourage water flow away from nesting sites.

African penguin rehabilitation is one of the most expensive costs we incur. Thanks to the generosity of donors, our emergency funding account covered the care of 15 African penguin chicks rescued from the Stony Point and Boulders Beach colonies. We are happy to report that all 15 chicks were treated and later released back into the wild.





## African Penguin Protectors KruShan Foundation X-Ray Room

In late 2024, we made a groundbreaking donation to support the African Penguin and Seabird Sanctuary's (APSS) medical capabilities. Recognizing the urgent need for better diagnostic tools, we funded the purchase of a portable X-ray machine and related equipment. The new facility at the APSS will be the first of its kind in the Overstrand region, offering critical care for all animals in need of emergency diagnostics, especially seabirds and penguins.

Previously, any seabird or penguin requiring an X-ray had to be transported to a facility in Hermanus, a 40-minute journey that often exacerbated the animals' stress, sometimes leading to their deterioration or death. With this new equipment, the APSS will be able to provide immediate, on-site diagnoses, reducing the risk to these vulnerable creatures and improving survival rates.

APSS generously named the X-ray room **the African Penguin Protectors KruShan Foundation X-Ray Room** in recognition of our contribution to fully equip the facility.

### Making a Meaningful Impact

"KruShan Foundation's support continues to transform our ability to protect and care for the animals at the African Penguin and Seabird Sanctuary," said Christine Wessels, spokesperson for Marine Dynamics. "Whether through the Seabird Ranger initiative on Dyer Island or the life-saving X-ray facility, their contributions make a tangible difference in the fight to prevent the extinction of the African Penguin and preserve marine life."

Wilfred Chivell, CEO of Marine Dynamics and Founder of the Dyer Island Conservation Trust, added, "KruShan Foundation's dedication to conservation is a model for others to follow. Thanks to their generosity, the African Penguin and Seabird Sanctuary can now offer enhanced medical care and protection for endangered seabirds in the region."

**The African Penguin Protectors KruShan Foundation X-Ray Room** was completed and began operations in January 2025. We'll include images from the grand opening in our 2025 annual report.

*"KruShan Foundation is assisting us to act now, and actively making every cent donated count, benefiting the penguins—not the people who are using the critically endangered status of the African Penguin to earn bigger salaries by pledging for more money to research penguins to extinction!"*



*Wilfred Chivell, CEO of Marine Dynamics and Founder of the Dyer Island Conservation Trust/African Penguin & Seabird Sanctuary*

## Salary and Expenses for Dyer Island Seabird Ranger

In 2024, we began covering the cost of a dedicated Seabird Ranger for the Dyer Island African penguin colony and committed to funding the Seabird Ranger for 2025.

According to Christine Wessels at Dyer Island Conservation Trust, "KruShan Foundation, led by Kruger and Shannon du Plessis, has been a crucial partner for the Dyer Island Conservation Trust and its African Penguin and Seabird Sanctuary, in the fight to save the critically endangered African Penguin and support marine conservation efforts in the Overstrand region. From funding a Seabird Ranger on Dyer Island to supporting medical care at the African Penguin and Seabird Sanctuary (APSS), their generosity continues to make a significant impact in Marine Dynamics' efforts as the custodians of the Great Dyer Island Ecosystem."

The deployment of a specialized seabird ranger on Dyer Island increases island surveillance and monitoring. The data from all the monitoring activities provides vital information to allow for better conservation planning. The aim should not be to rely only on ongoing rehabilitation intervention to save a species, but also to improve habitat conditions and mitigate other impacts through actions like predation management plans.

Regular patrols ensures that problems are identified early e.g., during extreme weather events, and mitigation measures can be implemented without delay. Penguins or birds in trouble can be rescued and treated immediately.



Lwando, the dedicated Dyer Island Seabird ranger, logged 710 patrol hours for 2024. He is responsible for the following:

- Breeding monitoring twice a week during African penguin breeding season
- African penguin monthly moult counts – weekly
- Monthly Coastal & Seabirds census
- Predation monitoring - ongoing



## STEM Education for Underprivileged Students



We've expanded our educational efforts and sponsored our first student to attend the Dyer Island Environmental Education Program, known as DEEP. This three-year program exposes students from disadvantaged backgrounds to the field of science and conservation and serves as a forerunner for future skills training. The students live in an area where unemployment is rife and social ills are on one's doorstep, and the chance for a successful future is often nonexistent. This is a reality for many in South Africa; however, there is hope through education.

The students learn about the marine world, participate in beach clean-ups, go out to sea with partners Dyer Island Cruises and Marine Dynamics and go on special excursions relevant to the program, including a year-end camp.

The students learn to present to an audience, understand the marine Big Five and some of the other animals in the area, learn about our crucial wetlands and issues related to marine pollution. Students learn leadership skills, where they take responsibility for caring for the environment around their schools. The program has made a great impact at the schools and helped the students academically.

This crucial education work is only possible through corporate and private sponsorship and the support of conservation partners.

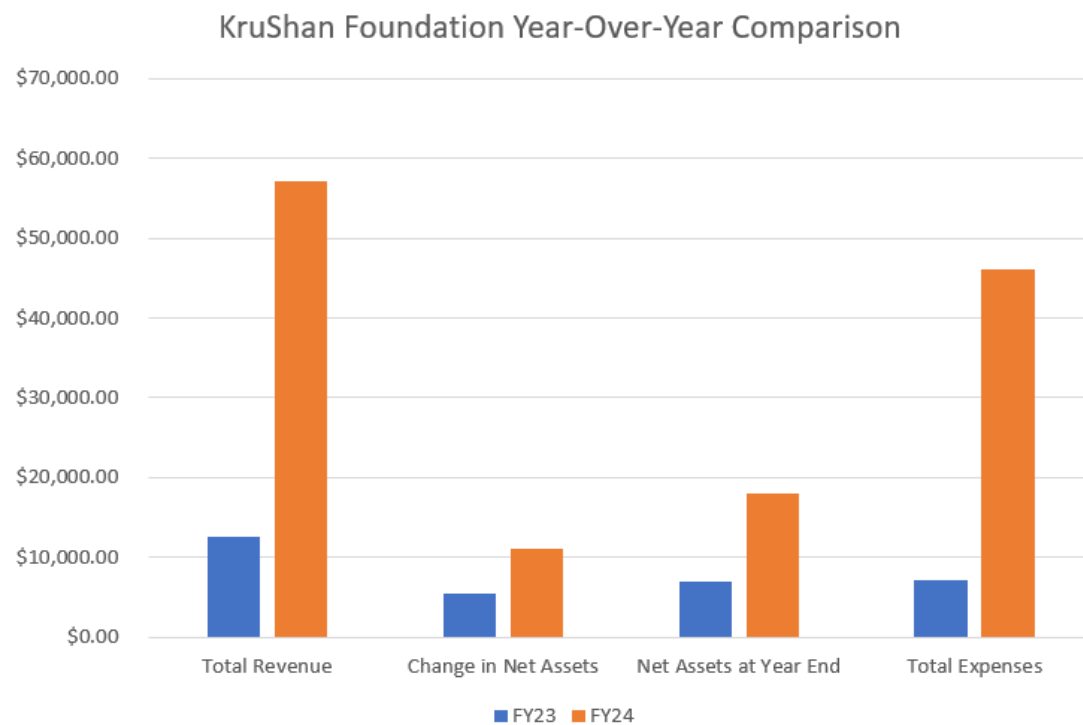
Of the first cohort of 13 students that began the program in 2016, three students left Gansbaai, seven students passed, two have a supplementary, and one failed.

The program has grown to 82 learners (43 primary school students and 39 high school students). Additional funding can expand the program to include more students in the community.

# FINANCIALS

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 97% of your donation goes directly to help the African penguins. With your help we are protecting the critically endangered African penguin as “the little foundation that could” while increasing our capacity to do more to serve them.

## 2024 Financial Snapshot



## 2024 Financial Reports

### Statement of Activities and Change in Net Assets January – December 2024

	<u>Total</u>
<b>Revenue</b>	
4000 Contributed income (all unrestricted)	
4010 Donations from individuals	1,719.38
4045 DAF Donations	55,000.00
4055 Donations from Groups	50.00
<b>Total 4000 Contributed income</b>	<b>\$ 56,769.38</b>
5310 Investment income	424.64
<b>Total Revenue</b>	<b>\$ 57,194.02</b>
<b>Gross Profit</b>	<b>\$ 57,194.02</b>
<b>Expenses</b>	
7010 Awards & grants to others	41,582.41
7500 Contract & professional fees	
7515 Consultant Fees	4,023.00
Total 7500 Contract & professional fees	\$ 4,023.00
8400 Software & apps	269.00
8500 Other expenses	
8530 Bank fees & service charges grants out	43.42
8535 Merchant account fees fundraising	12.88
Total 8500 Other expenditures	\$ 56.30
8610 Printing & photocopying	97.40
<b>Total Expenses</b>	<b>\$ 46,028.11</b>
<b>Net Revenue</b>	<b>\$ 11,165.91</b>
<b>Change in Net Assets</b>	<b>\$ 11,165.91</b>
Net Assets at beginning of year	\$6,875.65
<b>Net Assets at end of year</b>	<b>\$ 18,041.56</b>

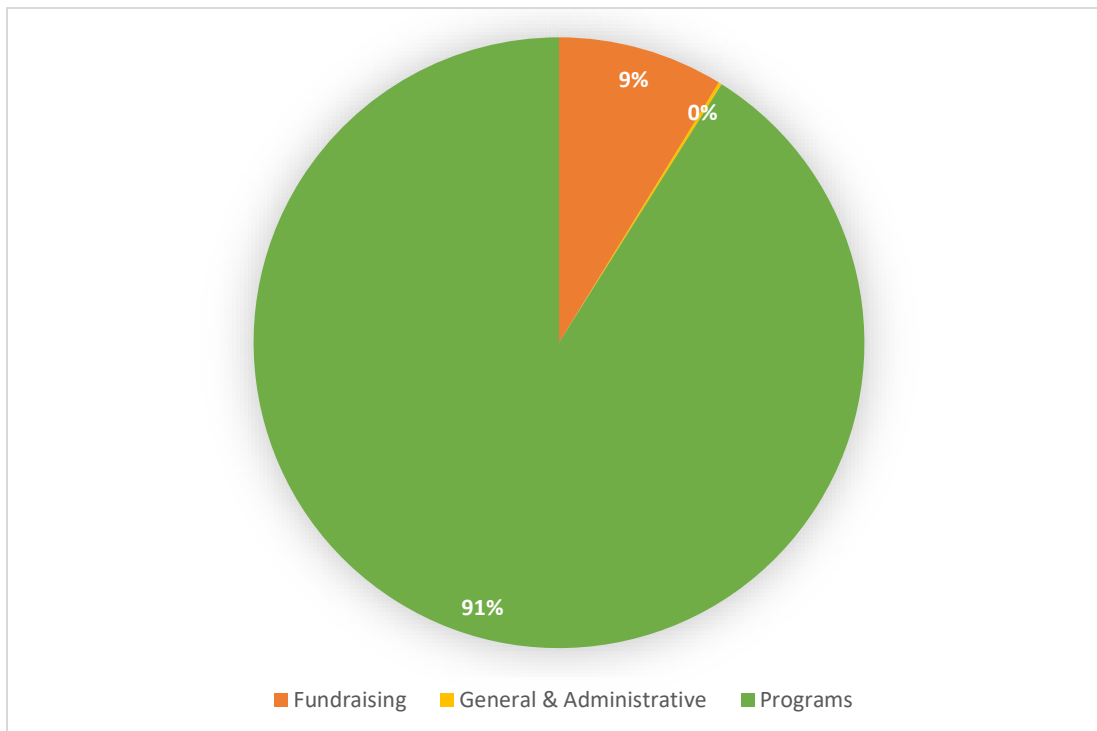
Statement of Financial Position  
As of December 31, 2024

		<b>Total</b>
<b>ASSETS</b>		
Current Assets		
Bank Accounts		
1000 Checking (operations)		2,372.53
1010 Savings		15,475.13
1030 Stripe Holding		193.90
Total Bank Accounts	\$	18,041.56
Total Current Assets	\$	18,041.56
<b>TOTAL ASSETS</b>	<b>\$</b>	<b>18,041.56</b>
<b>LIABILITIES AND NET ASSETS</b>		
Liabilities		
Total Liabilities		
Equity		
3000 Net Assets		6,875.65
Net Revenue		11,165.91
Total Net Assets	\$	18,041.56
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$</b>	<b>18,041.56</b>



## Statement of Functional Expenses January – December 2024

Expenses	Fundraising	General & Administrative	Programs	TOTAL
7010 Awards & grants to others			41,582.41	41,582.41
7515 Consultant Fees	4,023.00			4,023.00
8400 Software & apps		80.00	189.00	269.00
8500 Other expenses				
8530 Bank fees & service charges grants out			43.42	43.42
8535 Merchant account fees fundraising	12.88			12.88
<b>Total 8500 Other expenses</b>	<b>\$ 12.88</b>	<b>\$ 0.00</b>	<b>\$ 43.42</b>	<b>\$ 56.30</b>
8610 Printing & photocopying			97.40	97.40
<b>Total Expenses</b>	<b>\$ 4,035.88</b>	<b>\$ 80.00</b>	<b>\$41,912.23</b>	<b>\$46,028.11</b>



## Statement of Cash Flows

As of December 31, 2024

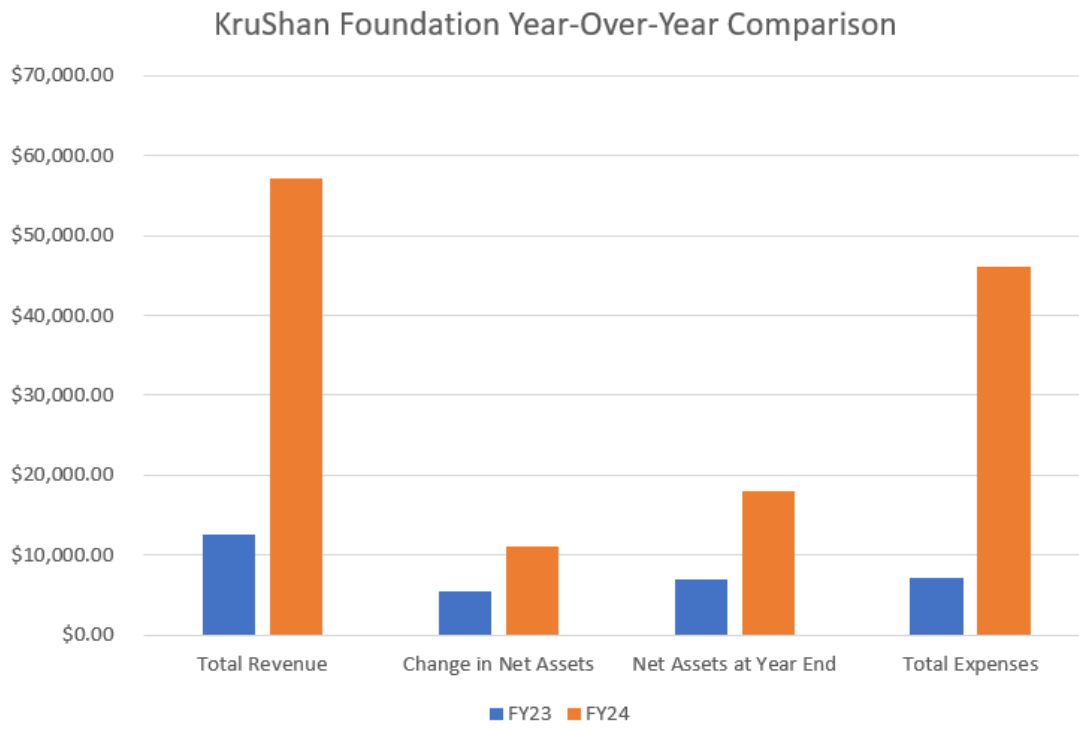
	<u>Total</u>
<b>OPERATING ACTIVITIES</b>	
Net Revenue	11,165.91
<b>Net cash provided by operating activities</b>	<b>\$ 11,165.91</b>
<b>Net cash increase for period</b>	<b>\$ 11,165.91</b>
Cash at beginning of period	6,875.65
<b>Cash at end of period</b>	<b>\$ 18,041.56</b>

## Comparative Statement of Activities

### FY 2023 – FY 2024

	Total			
	Jan - Dec 2024	Jan - Dec 2023 (PY)	Change	% Change
<b>Revenue</b>				
4000 Contributed income (all unrestricted)				
4010 Donations from individuals	1,719.38	10,483.75	-8,764.37	-83.60%
4020 Corporate donations		15.62	-15.62	
4045 DAF Donations	55,000.00		55,000.00	100.00%
4055 Donations from Groups	50.00		50.00	
4060 In-kind donations		850.00	-850.00	
4070 Non-cash contributions		1,104.92	-1,104.92	
<b>Total 4000 Contributed income</b>	<b>\$56,769.38</b>	<b>\$12,454.29</b>	<b>\$44,315.09</b>	<b>355.82%</b>
5310 Investment income	424.64	60.50	364.14	601.88%
<b>Total Revenue</b>	<b>\$57,194.02</b>	<b>\$12,514.79</b>	<b>\$44,679.23</b>	<b>357.01%</b>
<b>Gross Profit</b>	<b>\$57,194.02</b>	<b>\$12,514.79</b>	<b>\$44,679.23</b>	<b>357.01%</b>
<b>Expenses</b>				
7010 Awards & grants to others	41,582.41	5,016.02	36,566.39	728.99%
7020 In-Kind Donations to Others		850.00	-850.00	
7515 Consultant Fees	4,023.00		4,023.00	
8300 Travel				
8320 Hotels		620.19	-620.19	
8340 Vehicle rental		484.73	-484.73	
<b>Total 8300 Travel</b>	<b>\$ 0.00</b>	<b>\$ 1,104.92</b>	<b>\$-1,104.92</b>	
8400 Software & apps	269.00	74.25	194.75	262.29%
8500 Other expenses				
8530 Bank fees & service charges grants out	43.42		43.42	
8535 Merchant account fees fundraising	12.88	17.21	-4.33	-25.16%
<b>Total 8500 Other expenses</b>	<b>\$ 56.30</b>	<b>\$ 17.21</b>	<b>\$ 39.09</b>	<b>227.14%</b>
8610 Printing & photocopying	97.40		97.40	
<b>Total Expenses</b>	<b>\$46,028.11</b>	<b>\$ 7,062.40</b>	<b>\$38,965.71</b>	<b>551.73%</b>
<b>Change in Net Assets</b>	<b>\$11,165.91</b>	<b>\$5,452.39</b>	<b>\$ 5,713.52</b>	<b>104.79%</b>
Net Assets at beginning of year	6,875.65	1,423.26		
<b>Net Assets at end of year</b>	<b>\$18,041.56</b>	<b>\$6,875.65</b>	<b>\$11,165.91</b>	<b>162.40%</b>

## Comparative Statement of Activities Chart FY 2023 – FY 2024





# VISION, MISSION, THEORY OF CHANGE, AND SDG ALIGNMENT

## 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.

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.

*"It's surely our responsibility to do everything within our power to create a planet that provides a home not just for us, but for all life on Earth."*

*Sir David Attenborough*

## Mission

KruShan Foundation is the only US-based 501(c)(3) nonprofit dedicated solely to protecting critically endangered African penguins from extinction. #NotBy2035

## Theory of Change

Because human activity has reduced the African penguin population from millions of birds 100 years ago to a critically endangered species with under 11,000 breeding pairs left, we stay in near-constant contact with our partners in the field and make frequent trips to South Africa so that we know what they need in real-time to protect this iconic species from extinction. Our fundraising, education, and outreach efforts aim to bolster the African penguin population to prevent their projected extinction in the wild in 2035 so that future generations can enjoy these adorable, entertaining birds in a healthy marine ecosystem.

## 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. He manages our website backend, custom CRM, metrics, data analysis, donor stewardship, and videography. Kruger is an AI Gore-trained Climate Reality Leader, Texas Master Naturalist, former science teacher, karate blackbelt, and PADI Advanced Open Water Diver. Kruger has been active in CERT, enjoys woodworking and sailing, and bakes incredible sourdough bread. He is enjoying his third act as a data scientist with a Master of Science in Data Analytics.

[LinkedIn Profile](#)



**Shannon du Plessis, Co-founder and VP/Treasurer**

Shannon is a native Texan. She manages social media, writing, accounting, our website front end, partnerships, donor stewardship, and photography. Shannon is an AI Gore-trained Climate Reality Leader, Texas Master Naturalist, former accountant, and PADI Advanced Open Water Diver. Shannon led an incredible team and wrote the 130+ page application that earned The Wimberley Valley the International Dark Sky Community designation. Meeting the late Leonard Nimoy (Mr. Spock) was a life highlight. She holds a Master of Science in Learning Experience Design and Educational Technology.

[LinkedIn Profile](#)



**Shelby Atkinson, Board Secretary**

Shelby is a brand strategist responsible for board records, advising on branding, marketing, and social media, and is part of our internal accounting controls. She's an avid reader and attends the Austin City Limits Music Festival annually. Shelby holds a Bachelor of Science in Advertising, cum laude.

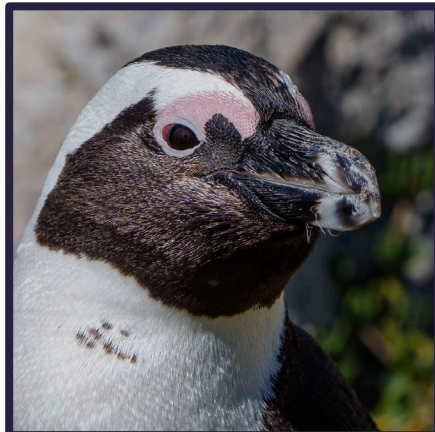
[LinkedIn Profile](#)

## Board Advisors



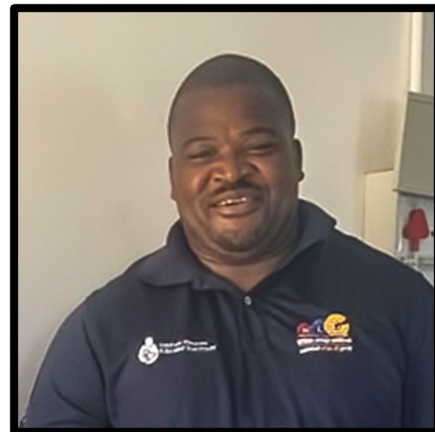
### **Pinkey Ngewu, Dyer Island Conservation Trust**

Pinkey is a fundraising, conservation, administrative manager, and an environmental educator.



### **Waddlesworth, Chief Inspiration Officer**

Several years ago, we saw Waddlesworth, or Wads as we call him, at Stoney Point African penguin colony in Betty's Bay, South Africa. He is why we do what we do. He doesn't let that go to his head, but he can be snarky, which we like. He opines on our social media channels from time to time.



### **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 currently in the Western Cape at the African Penguin and Seabird Sanctuary in Gansbaai, South Africa.

# OUR PARTNERS





## JOIN THE PENGUIN PROTECTOR SQUAD



*"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 donate, subscribe to our newsletter, follow us on social media and share our posts, and tell your friends and family about our work. Join us because you care about future generations. Join us because you love animals. Join us because you believe we need all the cuteness we can keep in the world. Join us because protecting a species from extinction feels good. Join us for your own reasons. We'd love to hear why you support the critically endangered African penguins.



**DONATE**



**SUBSCRIBE**

Platinum  
Transparency  
2024

**Candid.**

We maintained our Platinum level transparency (the highest rating) from Candid GuideStar in 2024 and continue to hold that rating in 2025. Click either box to view our trust and transparency rating and profile on Candid GuideStar.

Platinum  
Transparency  
2025

**Candid.**