ASA Yearly Report 2024-2025

The Amphibian Survival Alliance (ASA) remains steadfast in its mission to safeguard the world's amphibians and the ecosystems they sustain. Guided by the 2023–2028 Strategic Plan, which encompasses six principal goals, 17 objectives, and 70 activities, ASA has made remarkable strides over the past year. In 2025, the Alliance achieved an exceptional overall progress rate of **97.1%**, the highest to date, reflecting a year of accelerated coordination, strengthened governance, expanded partnerships, and concrete conservation impact on the ground.

This year's achievements were made possible through the collective effort, strategic discipline, and commitment demonstrated across the entire ASA network. Our progress reflects the unwavering support of our host organizations, **Synchronicity Earth and Re:wild**, as well as the **George and Mary Rabb Conservation Fund**, the **Detroit Zoological Society**, the **Bezos Earth Fund**, and **Frog Con**, whose trust and generosity continue to drive ASA's work forward. We extend our sincere appreciation to **Andrea Ross**, **Pria Ghosh**, **Brian Gratwicke**, and all supporting donors and allies for their commitment to safeguarding amphibians worldwide.

We express our gratitude to the ASA Global Council, chaired by **Vivek Menon**, for their active engagement, guidance, and leadership throughout this transformative year, and we acknowledge the continued support of **Simon Stuart**, whose mentorship has strengthened ASA's governance and strategic direction.

We also wish to recognize the exceptional dedication of our Secretariat team, **Candace Hansen**, **Francis Asamoah**, **Nathan Yang**, and **Natalie Calatayud**, who served the Alliance with distinction until October 2025. Their hard work and professionalism were essential to advancing our mission. We further thank the finance team at Re:wild, especially **Alex Quintero**, **Rowena Madavaram**, **Lauren Womack**, and **Jessica Argubright**, for their meticulous support and oversight.

The year 2025 marked a period of significant growth and innovation for ASA. Key accomplishments include the expansion of our partnership network to 89 organizations across all biogeographic regions; major advances in conservation planning and ACAP implementation; the successful launch of the Targeted Amphibian Research and Action Program (TARAP); substantial progress under the Tropical Amphibian Resilience Initiative (TARI); strengthened capacity-building initiatives, including a new global seminar series; and the development of digital infrastructures, new publications, and governance reforms that position the Alliance for long-term sustainability.

This report provides a detailed account of our progress under each objective, demonstrating how strategic coordination, transparent communication, and collaborative action translate into measurable conservation impact. We invite you to explore the achievements of 2025 with pride in what has been accomplished and optimism for what lies ahead. The challenges facing amphibians remain immense, but together, with our partners, donors, allies, and the dedicated individuals across our network, we continue to build the systems, leadership, and momentum needed to secure amphibian futures.

Gina Della Togna, Ph.D.
Executive Director
November 24rd, 2025



TABLE OF CONTENTS

Goal 1: To enhance the capacity of ASA partners to develop and successfully implement conservation actions. ***3***

Objective 1: Understand ASA partner's training needs and support capacity building to successfully implement conservation programs. **3**

Objective 2: To increase integration of amphibians and their needs into international/national policy and planning through engagement with governments, NGOs, and communities. **5**

Goal 2: To increase conservation actions for amphibians based on the ACAP and CMP Conservation Actions Classification v2.0 ***6***

Objective 1: Support partners to identify realistic local and regional conservation actions for amphibian **6**

conservation aligned with ACAP **6**

Objective 2: Increase collaborations within ASA's partners and between ASA partners and other organizations working to apply conservation actions for amphibians **9**

Objective 3: Support partners in the identification of amphibian Key Biodiversity Areas (KBAs) and Alliance for Zero Extinction (AZE) Sites **11**

Goal 3: To effectively and efficiently achieve ASA's mission through improved governance, enhanced alignment of operations, and strategic budget management ***13***

Objective 1: Establish an operational plan for the ASA Secretariat, Global Council, and partners with clear roles, assignments, and goals **13**

Objective 2: Build a sound organizational framework for evaluation and communication of the strategic plan and results **14**

Objective 3: Develop a sustainable financial plan to support ASA operations **15**

Objective 4: Strengthen communication between the ASA Secretariat, the Global Council, and ASA partners **16**

Objective 5: Strengthen ASA Programs **17**

Goal 4: To promote partnerships and streamline sharing of information among partners ***19***

Objective 1: Ensure and maintain open communication within ASA, between the Secretariat and the partners, and within ASA partners **19**

Objective 2: Strengthening internal and external communications **21**

Objective 3: Strengthen the existing partnerships and promote the strategic recruitment of new partners **22**

Goal 5: To increase funding opportunities for amphibian conservation ***24***

Objective 1: Increase ASA's fundraising capacity **24**

Objective 2: Provide support to partners in their fundraising efforts **26**

Goal 6: To maintain an informed society that has access to and interest in understanding ASA's mission and activities, and their implications in amphibian conservation ***27***

Objective 1: Engage youth, young professionals, and Future Leaders with ASA-related activities through education and outreach opportunities **27**

Objective 2: Generate awareness and support for ASA's work in the public sphere **30**

Goal 1: To enhance the capacity of ASA partners to develop and successfully implement conservation actions.

Objective 1: Understand ASA partner's training needs and support capacity building to successfully implement conservation programs.

Number of Activities: 4
Average Progress: 100%

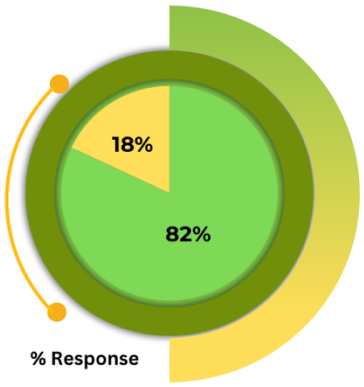


Fig 1. Percentage of Partners that submitted responses

In 2025, ASA completed its annual partner Training Needs Assessment, using the Amphibian Conservation Action Plan (ACAP) goals as a guiding framework. This year's assessment achieved engagement from 82% of ASA partners (Fig.1), representing a significant increase from 50.7% in 2024. This improvement reflects strengthened communication, trust, and participation across the network, and provides a robust evidence base for directing capacity-building support where it can have the greatest impact. This assessment will be continuous, with the objective of collecting detailed information on our partners' current capabilities and future training requirements to ensure they are well-equipped for effective conservation programs.

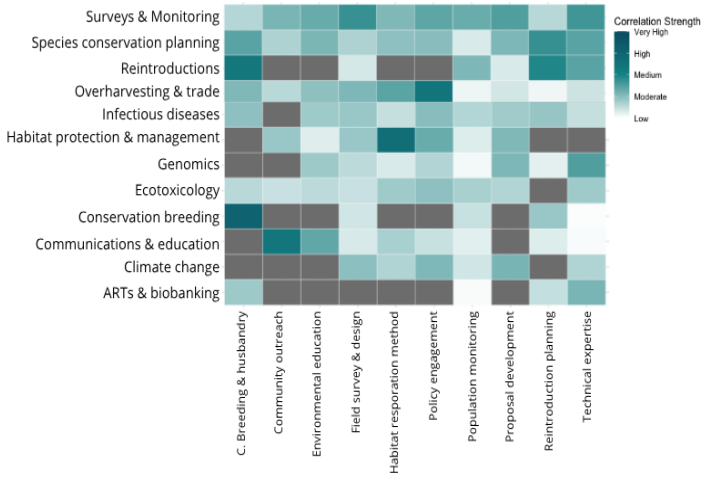


Fig 2. Correlation Between Partner Knowledge Areas and Training Skills. Darker shade indicate stronger correlations, and light grey indicates low correlation; dark gre represents no correlation detected.

provide capacity support (Fig. 2).

However, the assessment also identified key gaps in specialized and emerging fields, including Assisted Reproductive Technologies (ARTs), biobanking and genomics, disease management, ecotoxicology, and climate-resilience planning. Expertise in these areas remains concentrated within a small number of institutions with limited bandwidth to provide training broadly. These results highlight the need for targeted training

The analysis revealed that while partners share several core capacity needs, including funding support, conservation planning, and monitoring methodologies, there are also distinct regional priorities and varying levels of technical expertise across organizations. Correlation analyses showed strong alignment between partners' technical knowledge and training skills in foundational areas such as species monitoring, habitat management, and conservation planning. This suggests a strong opportunity for peer-to-peer training and mentorship within the network, enabling partners to both receive and

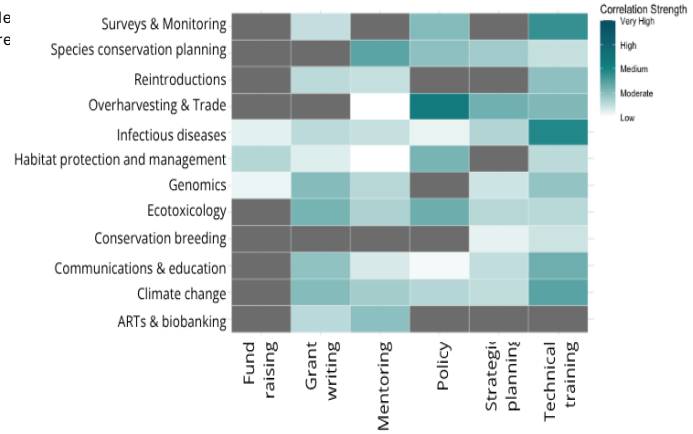


Fig 3. Knowledge–Institutional Expertise Correlation. Darker shades indicate stronger correlations, and light grey indicates low correlation; dark grey represents no correlation detected.

partnerships, development of regional centers of expertise, and coordinated knowledge exchange to ensure critical skills are more widely distributed.

In response, ASA advanced a coordinated global capacity-building initiative, launched in collaboration with the IUCN SSC Amphibian Specialist Group and Red List Authority, the IUCN SSC Green Status of Species, Amphibian Ark, the IUCN SSC Conservation Planning Specialist Group, and Re:wild. This included the delivery of introductory seminar series on Red Listing, Green Status, Conservation Needs Assessments, and Conservation Planning (Fig. 4 and 5). Additionally, in-person capacity-building on ARTs and biobanking was delivered by ASA in Cali, Colombia (Fig. 6). Additional modules now being prepared include grant writing for amphibian conservation, KBA identification, and use of ZIMS for amphibian management.

Through this work, ASA strengthened the evidence-based foundation for capacity building across the network and created the conditions for a decentralized, collaborative model of training and mentorship. By linking needs with expertise, and ensuring training design is informed directly by partner priorities, ASA is reinforcing the ability of organizations across the network to design, resource, and implement effective amphibian conservation actions.



Fig 4. Capacity-Building Series on Amphibian Assessments and Planning Tools, in collaboration with IUCN SSC Amphibian Specialist Group, IUCN SSC Green Status of Species, IUCN SSC Conservation Planning Specialist Group, Amphibian Ark and Re:wild.



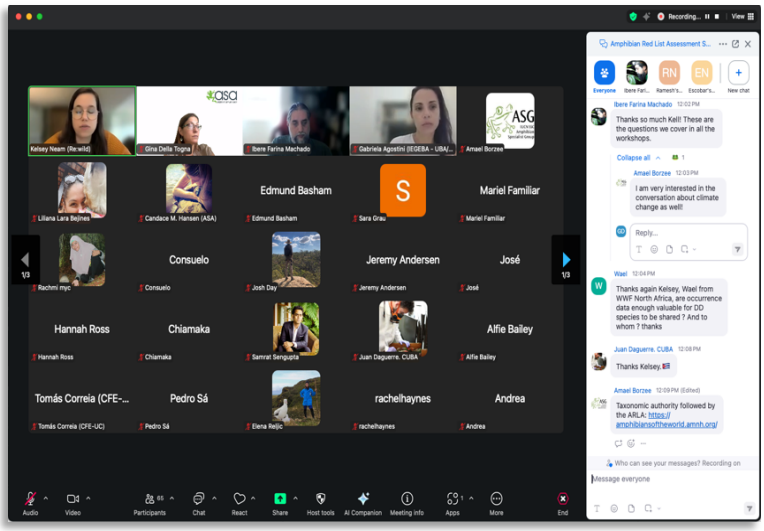


Fig 5. Seminar 1 of the series: Introduction to Amphibian Red List Assessments, delivered by Kelsey Neam from Re:wild/ARLA.



Fig 6. In-person ARTs and Biobanking Training at the Cali Zoo, Colombia.

Objective 2: To increase integration of amphibians and their needs into international/national policy and planning through engagement with governments, NGOs, and communities.

Number of Activities: 2
Average Progress: 100%

During 2025, ASA made significant progress in advancing the integration of amphibian conservation priorities into national and international policy frameworks. Building on the outcomes of the 2024 partnership assessment, this year we conducted a dedicated ASA-wide policy needs survey to better understand our partners' policy engagement, barriers, and opportunities for collaboration. This assessment was complemented by a series of one-on-one meetings with partners to gather deeper insights into their advocacy priorities and operational realities.

Results revealed that 62% of ASA partners are now actively engaged in amphibian policy and advocacy initiatives, compared to 60% in 2024 (Fig. 7). This upward trend reflects growing recognition of the importance of aligning on-the-ground conservation with broader policy mechanisms. The most frequently cited priorities included species and habitat protection, followed by trade regulation and policies governing captive breeding programs (Fig. 8).

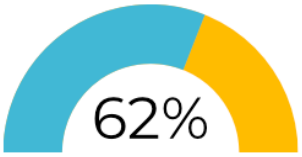


Fig 7. Involvement of ASA Partners in amphibian conservation policy and advocacy.

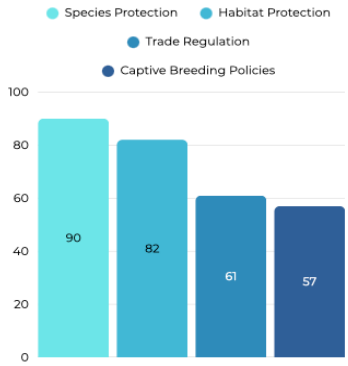


Fig 8. Percentage of ASA Partners and their policy priorities.

The network demonstrated considerable internal capacity to strengthen policy engagement, with 63.5% of partners expressing willingness to provide guidance, training, or technical advice to others on policy and advocacy. This highlights an important opportunity for ASA to act as a convening platform, facilitating cross-learning and peer support. To build on this momentum, ASA plans to launch a policy and advocacy seminar series in 2026 and to connect partners requiring policy assistance with those already experienced in this domain.

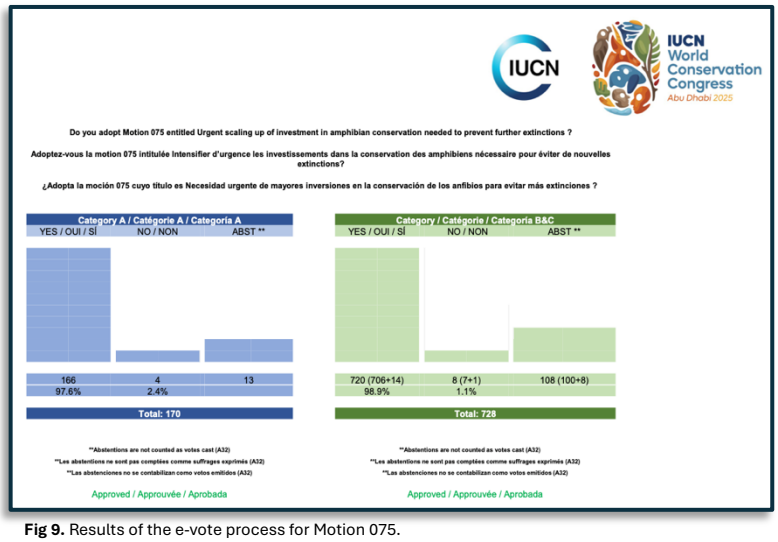


Fig 9. Results of the e-vote process for Motion 075.

At the international level, 2025 marked an important milestone in ASA's collective advocacy efforts. In collaboration with the IUCN SSC Amphibian Specialist Group, Synchronicity Earth, Re:wild, the IUCN SSC Conservation Planning Specialist Group, the Zoological Society of London, and the Wildlife Trust of India, ASA co-led the development and submission of the motion "Urgent scaling up of investment in amphibian conservation needed to prevent further extinctions" to the 2025 IUCN World Conservation Congress. The motion was overwhelmingly approved with 98.9% of the votes, reflecting strong global consensus around the urgency of amphibian conservation (Fig. 9).

At the national level, through the Tropical Amphibian Resilience Initiative (TARI), ASA and its partners continued to support the updating of the National Amphibian Conservation Action Plans of Panama and Ecuador, ensuring that amphibian priorities are integrated into broader environmental policies, biodiversity strategies, and national implementation frameworks for the Global Biodiversity Framework (GBF).

Together, these efforts have strengthened ASA's position as a bridge between science, policy, and action, mobilizing its network to ensure that amphibians are increasingly visible and prioritized within global, regional, and national conservation agendas.

Goal 2: To increase conservation actions for amphibians based on the ACAP and CMP Conservation Actions Classification v2.0

Objective 1: Support partners to identify realistic local and regional conservation actions for amphibian conservation aligned with ACAP

Number of Activities: 3
Average Progress: *80%*

Throughout 2025, ASA significantly advanced its role in guiding, supporting, and documenting partner-led conservation actions aligned with the Amphibian Conservation Action Plan (ACAP, 2024). This year demonstrated measurable growth in both the scale and sophistication of conservation efforts across the network. Partner programs now collectively contribute to the conservation of at least 275 species from 106 genera, more than doubling the 2024 baseline of 116 species from 78 genera.

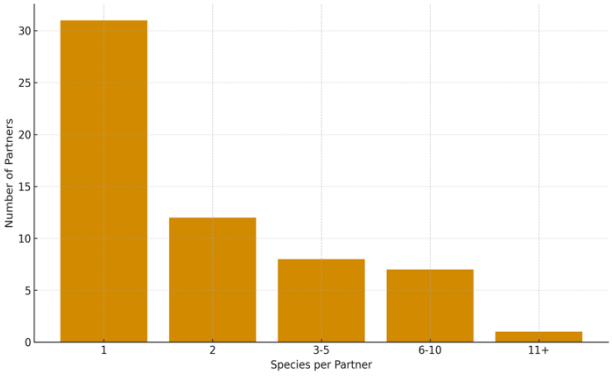


Fig 10. Species Distribution per partner.

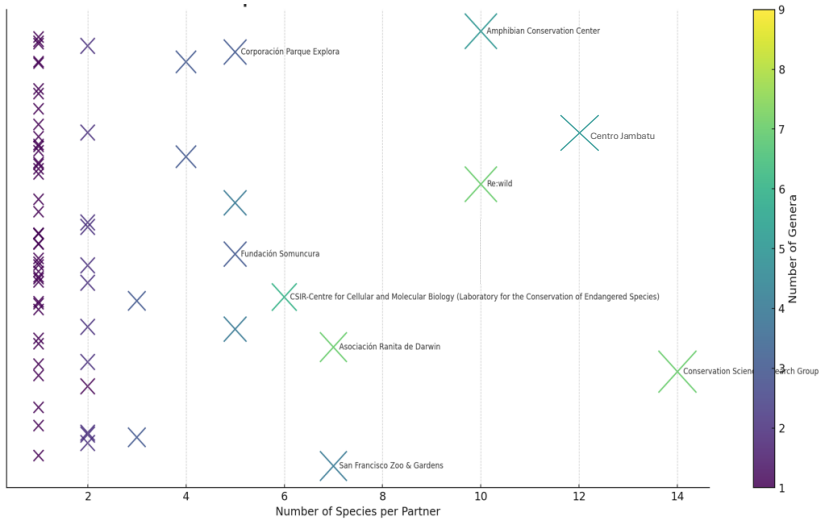


Fig 11. ASA Partner Species Portfolio of at least 275 Species and 106 Genera across 89

Most partners focus on one or two priority species, consistent with ACAP's emphasis on species-level interventions for highly threatened taxa, while others operate at the multi-species, genus, national or thematic levels, influencing hundreds of species through policy, research, habitat protection, or capacity-building programs (Fig. 10 and 11). This mixed model reflects the holistic structure of ASA, which integrates species recovery, habitat safeguarding, ex situ conservation, research, education, and policy action.

ASA is making substantial progress transitioning partners from interest in conservation planning to engagement in actual planning processes. Through the 2025 Amphibian *Assessments and Conservation Planning Tools* Capacity-Building Seminar Series, ASA collaborated with the IUCN SSC Conservation Planning Specialist Group (CPSG) to deliver an introductory seminar on amphibian conservation planning (Fig. 12). This training gave partners foundational understanding of CPSG methodologies, decision-making pathways, and the linkages between planning outputs and ACAP implementation. Following the seminar, ASA will be mapping partner interest in developing Conservation Planning Workshops (CPWs) and identifying those interested in becoming CPSG-certified facilitators.

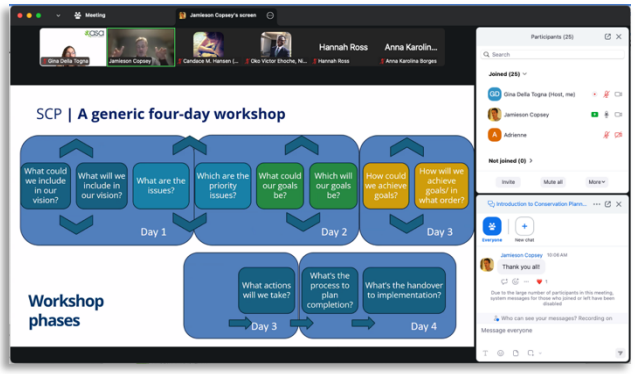


Fig 12. Introduction to Conservation Planning Seminar delivered by Jamie Copsey

To further institutionalize this effort, ASA and CPSG are now collaborating to establish a joint, centralized database of amphibian conservation action plans. This repository will compile species- and region-specific plans, CPW outputs, and ACAP-aligned priority actions. The initiative will be expanded through coordination with AmphibiaWeb, an ASA partner, to create a unified public-facing platform where users can access both global and national amphibian conservation plans. ASA will also collaborate with the IUCN SSC Amphibian Specialist Group (ASG) to update and enhance their existing repository, ensuring that conservation planning information is current, accessible, and globally standardized.



Fig 13. Telmatobius Conservation Planning Workshop.

These steps lay the groundwork for long-term, regionally autonomous conservation planning capacity as well as for the development of regional and local conservation initiatives. Through the Future Leaders of Amphibian Conservation Program, ASA supported two conservation planning workshops (CPWs):

- A genus-level CPW for Telmatobius in Santiago, Chile – Telmatobuis Task Force (Fig.13), and
- A CPW for Colombian Atelopus species in Cali, Colombia – ReCRAC (Red de Conservación de Ranas Atelopus de Colombia) (Fig. 14).

ASA also supported the Telmatobius Task Force, a regional initiative that brings together several ASA partners such as the Bolivian Amphibian Initiative, Grupo Rana, and Asociación Pro Fauna Silvestre Ayacucho, to coordinate regional, taxon-focused conservation strategies. Additionally, ASA co-supported a planning workshop that resulted in the establishment of the first Latin American Biobanking Network, advancing in situ and ex situ conservation, cryopreservation, and genetic resource management across the region. These actions directly reinforce ACAP guidance on strengthening regional coordination and taxon-specific recovery programs.

The launch and Year 1 results of the *Tropical Amphibian Resilience Initiative (TARI)*, a collaboration between ASA, The Smithsonian Institution, Centro Jambatu de Investigación y Conservación de Anfibios, FUDECI and Parque Explora, provided an unprecedented opportunity to connect partner-led conservation actions with ACAP priorities. TARI generated substantial conservation outcomes across Panama, Venezuela, Ecuador, and Colombia, exemplifying how coordinated, evidence-based approaches accelerate progress toward ACAP targets.



Fig 14. Colombian Atelopus Conservation Planning Workshop.

Key Year 1 TARI results include (Fig. 15):



Fig 15. TARI Initiative actions: Top left circle: trial soft translocation of from an ex situ program into the wild in Panama; Center left circle: increase ex situ capacity in Colombia, Bottom left circle: translocation of from an ex situ program into de wild in Ecuador; Right circle: translocation from an ex situ program into the wild in Venezuela.

- Eight species involved in reintroduction trials, exceeding the 5-year target in the first year.
- 4,451 individuals released or translocated across the four countries.
- Three disease mitigation techniques tested, advancing ACAP's priority to develop tools to address the global chytrid crisis.
- 20 species now represented in regional biobanks, directly supporting ACAP priorities on genetic resource preservation and ARTs and Biobanking.
- Improved husbandry, breeding, and monitoring protocols, strengthening ex situ programs for threatened species.
- Progress toward national Amphibian Conservation Action Plan updates in Panama and Ecuador, demonstrating alignment with ACAP's call to embed amphibians in national biodiversity strategies and policies.

All these advances directly support ACAP's emphasis on species management, integrating research, in situ and ex situ interventions, habitat protection, reintroductions, and policy action into a coordinated species recovery framework.

TARI's early achievements also demonstrate how regional coordination accelerates species recovery. For example:

- In Venezuela, amplexed pairs of *Atelopus cruciger* were observed five months after release, indicating encouraging establishment.
- In Panama, adaptive release trials for three species improved understanding of microhabitat use, predation pressures, and disease dynamics.
- In Ecuador, large-scale release trials involving 1,200 tadpoles, 750 juveniles, and 64 adults improved insights into release design, survival, and disease mitigation strategies.
- In Colombia, advances in biobanking, enclosure upgrades, reproductive monitoring, and ultrasound-based female assessments significantly strengthened ex situ program resilience.

These results offer concrete examples of ACAP implementation in action, linking species-specific recovery actions to habitat protection, disease threat research, ex situ genetic management, and community engagement.

In parallel, ASA is conducting a network-wide assessment of partner conservation actions mapped against ACAP 2024 priorities. This effort will make it possible to quantify how partner initiatives contribute to each major ACAP priority and therefore, measure the impact of ASA in the advancement of the ACAP. The information will also help identify critical gaps where targeted support, training, or new collaborations are needed.

Objective 2: Increase collaborations within ASA's partners and between ASA partners and other organizations working to apply conservation actions for amphibians

Number of Activities: 2
Average Progress: 100%

Throughout 2025, ASA significantly strengthened collaborative action across its partnership and beyond, reflecting the ACAP Chapter 2 call for deeper coordination, interdisciplinary cooperation, and engagement with broader community stakeholders (Fig. 16). ACAP highlights that modern amphibian conservation requires the integration of diverse skills, the bridging of research and implementation, the reduction of institutional silos, and the mobilization of coordinated, multi-sector alliances. ASA's work this year directly addressed these needs by actively connecting partners, fostering regional alliances, and creating the conditions for joint conservation action at a scale not possible for any single institution.



Fig 16. ASA's contributions to amphibian conservation through the expertise of its partners



Fig 17. TARI Network of ASA's partners funded by the BEF.

The Tropical Amphibian Resilience Initiative (TARI) exemplified the power of coordinated, multi-institutional collaboration. Across Panama, Colombia, Ecuador, and Venezuela, partners shared methodologies, co-designed release trials, improved husbandry protocols, advanced biobanking techniques, and jointly contributed to national amphibian policy processes (Fig. 17). These collaborations extended beyond technical exchanges; they built a cohesive regional network working toward shared ACAP priorities in species recovery, ex situ management, disease mitigation, biobanking, community engagement, and national conservation planning.

ASA also facilitated collaboration with organizations in the process of becoming ASA partners, such as Cali Zoo, which led the first Latin American Biobanking Workshop. ASA coordinated the participation of partner institutions (FUDECI, Centro Jambatu, and Parque Explora) ensuring that expertise in Assisted Reproductive Technologies (ARTs) and genetic resource management was shared across borders (Fig. 18).



Fig 18. Representatives from FUDECI, Parque Explora and the ASA Secretariat at the Biobanking Workshop in Cali, Colombia

ASA played a key role in establishing new forms of collaboration that extend beyond traditional conservation partnerships. Together with the San Diego Zoo Wildlife Alliance, ASA has begun developing a global capacity-building strategy to address priority training needs identified earlier in the year. ASA also catalyzed collaboration between two U.S.-based partners (the Oakland Zoo and San Francisco Zoo) supporting the development of a joint biobanking funding proposal for California amphibians.

Collaboration also advanced at a global scale. ASA worked alongside the IUCN SSC Amphibian Specialist Group, Amphibian Ark, Re:wild, Synchronicity Earth, and IUCN SSC CPSG to launch the Global Amphibian Coalition (GAC) (Fig. 19). This coalition aims to coordinate country-level amphibian conservation strategies, align national efforts with the ACAP and the assess-plan-act framework, and develop joint fundraising mechanisms to support implementation. Within this same consortium, ASA co-led shared initiatives and collaborations in 2025, including:



Fig 19. Draft Framework of the GAC.

- a four-part global seminar series on Red Listing, Green Status of Species, CNAs, and Conservation Planning;
- the organization of two amphibian-focused forums for the IUCN World Conservation Congress 2025; and
- the preliminary design of a collaborative strategy to update the Panama National Amphibian Conservation Action Plan that would include red-listing, green status classification, CNAs and conservation planning.

ASA is coordinating an in-person capacity-building course on Assisted Reproductive Technologies with the European Association of Zoos and Aquaria (EAZA), including participation from Chester Zoo, Barcelona Zoo, Paris Zoo, and others. These organizations have come together and collaborated with the aim to increase their own capacity to improve their amphibian conservation programs.

ASA's role in fostering interdisciplinary and cross-continental collaborations also extended to Australia, where partners and local stakeholders coordinated inputs for the Australian Bd Abatement Plan, contributing scientific and strategic guidance to national-level disease mitigation efforts. These collaborations demonstrate how ASA enables the transfer of expertise and the co-development of strategies across diverse ecological and regulatory contexts.



Fig 20. Participation in the ICCB 2025 Symposium co-coordinated by ASA and the University of Wollongong.

ASA also collaborated with the University of Wollongong, currently applying to become an ASA partner, to co-organize a symposium for ICCB 2025 (Fig. 20), integrating perspectives from Amphibian Ark and other invited institutions. This event will help elevate amphibian conservation challenges within the broader conservation biology community.

Finally, ASA is working closely with CPSG, identifying and pairing partners interested in initiating conservation planning processes with CPSG, expanding the global capacity to deliver rigorous, ACAP-aligned Conservation Planning Workshops.

Objective 3: Support partners in the identification of amphibian Key Biodiversity Areas (KBAs) and Alliance for Zero Extinction (AZE) Sites

Number of Activities: 4
Average Progress: 82%

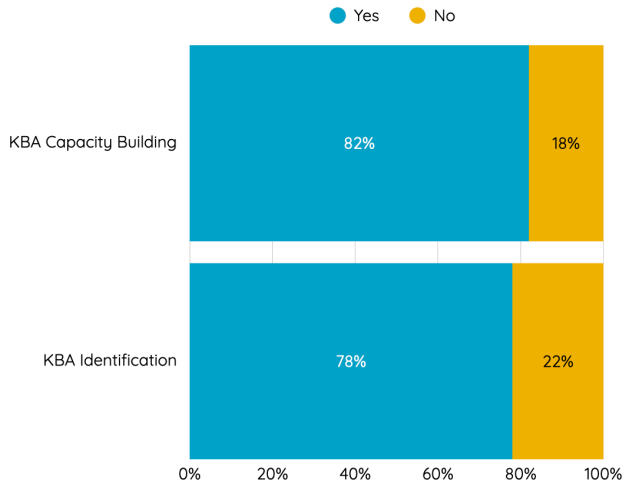


Fig 21. ASA Partners' interest in KBAs.

In 2025, ASA continued to play a leadership role in strengthening site-based conservation for amphibians by enabling partners to identify, assess, and prioritize amphibian-triggered Key Biodiversity Areas (KBAs) and Alliance for Zero Extinction (AZE) sites. As the ASA partnership expanded by 18% this year, interest in KBAs grew correspondingly: 82% of the partners (77% in 2024) expressed interest in strengthening their capacity on KBA identification, and 78% of partners expressed intentions to engage in KBA identification, marking a notable increase from 2024 and reflecting heightened recognition of KBAs as a strategic tool for safeguarding critical amphibian habitats (Fig. 21).

To meet this growing interest, ASA is coordinating a new KBA Seminar Series in collaboration with the KBA Secretariat, designed to introduce or reinforce partner understanding of the KBA methodology, data requirements, and pathways to national recognition. This initiative directly advances ACAP 2024's call for improved spatial planning, site prioritization, and coordinated stakeholder engagement, ensuring that threatened amphibian species benefit from scientifically grounded habitat protection frameworks.

Under the Tropical Amphibian Resilience Initiative (TARI), ASA expanded these efforts by initiating capacity development among TARI partner institutions to identify new amphibian-triggered KBAs in the countries where no KBA assessment has taken place and to review and update existing KBAs in countries where TARI operates and KBA assessments have already been completed. This includes providing technical coordination, linking partners with national experts, and ensuring that KBA work is grounded in current species assessments, reintroduction results, and site-level ecological data.



Fig 22. Official meeting between ASA – The KBA Secretariat and the Ministry of Environment of Panama. From center to the right: Mr. Tomás Fernández, National Director of Protected Areas and Biodiversity of Panama; Dr. Andrew Snyder, Re:wild's KBA Coordinator; Dr. Andrew Plumptre, Head of the KBA Secretariat; HE Juan Carlos Navarro, Minister of Environment of Panama; Mr. Ángel Cárdenas, Director of Foreign Affairs of the Ministry of Environment; and Gina Della Togna, ED of ASA.

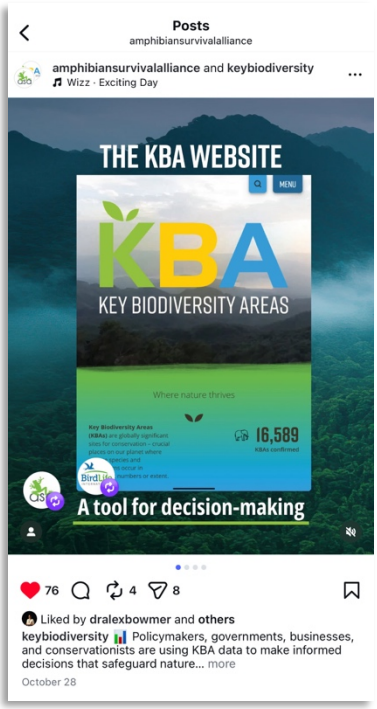


Fig 23. Example of ASA support to KBA communications.

One of the most significant advancements in 2025 was ASA's facilitation of a landmark engagement between the KBA Secretariat and the Ministry of Environment of Panama during the IUCN World Conservation Congress (WCC) 2025 (Fig. 22). ASA convened discussions that resulted in Panama's commitment to establish a National Coordination Group (NCG), a critical first step toward completing a full national KBA assessment. Once formalized, Panama will become the first country in Central America to create an NCG and initiate a country-wide KBA assessment under the updated KBA Global Standard. ASA is currently working with the Ministry of Environment to finalize a formal letter of commitment for submission to the KBA Secretariat.

ASA's engagement extends beyond national facilitation: the organization actively contributes to two working groups within the global KBA Partnership: The Communications Working Group and the Red Flags Working Group, supporting both global governance and the responsible oversight of KBA designation processes. Across ASA's communication platforms, the partnership continues raising awareness about KBAs and AZEs, highlighting their conservation importance and disseminating updates on global and national KBA progress (Fig. 23).

Next steps include delivering the full KBA seminar series, advancing TARI's KBA-related objectives, and securing the formalization of Panama's National Coordination Group. These efforts underscore ASA's commitment to scaling site-based conservation and ensuring that amphibians are fully integrated into KBA and AZE identification, management, and long-term protection.

Goal 3: To effectively and efficiently achieve ASA's mission through improved governance, enhanced alignment of operations, and strategic budget management

Objective 1: Establish an operational plan for the ASA Secretariat, Global Council, and partners with clear roles, assignments, and goals

Number of Activities: 3
Average Progress: 100%

Between 2024 and 2025, ASA successfully completed the foundational restructuring required to ensure strong governance, operational clarity, and efficient delivery of the Strategic Plan. Central to this effort was a comprehensive assessment of all Secretariat and Global Council (GC) roles, responsibilities, and key performance indicators (KPIs). These assessments, conducted annually at the beginning of each year, ensure that ASA's staffing structure remains aligned with evolving organizational needs and the priorities set out in the Strategic Plan. All Secretariat positions undergo annual performance reviews to ensure KPIs are fully achieved and that staff responsibilities continue to match ASA's objectives.

In 2025, ASA experienced a key transition when Dr. Natalie Calatayud stepped down from the Director of Partnerships position for health and personal reasons. Her contributions were instrumental in expanding the partnership base and strengthening collaboration both within ASA and with external organizations. ASA immediately initiated the recruitment process for this position, which currently holds 60% funding. Efforts are underway to secure the additional resources required to bring this role to full-time status, recognizing its direct importance to partner engagement, collaboration, and network growth.

Governance restructuring was also concluded during this period. ASA finalized the redesign of the Global Council to enhance decision-making efficiency, reducing the number of GC members from 20 to 11. The successful election and onboarding of two new regional GC members, Bolivian Amphibian Initiative representing South America and Auckland Zoo representing Australasia, marked the final step in this multi-year effort (Fig. 24). The streamlined governance framework now allows for more nimble, timely, and strategic leadership across regions.



Fig 24. New structure of ASA's Global Council.

To ensure alignment between strategic intent and implementation, ASA established detailed operational timelines and timeframes for every goal, objective and activity within the Strategic Plan. These timelines break down each strategic objective into actionable, time-bound steps supported by trimestral review cycles. Regular monitoring of these milestones has significantly strengthened internal coordination, improved accountability, and guided

more effective allocation of human and financial resources. This structured approach ensures that ASA remains on track to achieve its long-term mission while maintaining organizational efficiency and transparency.

Objective 2: Build a sound organizational framework for evaluation and communication of the strategic plan and results

Number of Activities: 4
Average Progress: 100%

In 2025, ASA successfully strengthened its organizational framework for monitoring, evaluating, and communicating progress toward its 2023–2028 Strategic Plan. ASA has implemented a comprehensive Monitoring & Evaluation (M&E) system, which includes a structured impact-reporting schedule every 3–4 months. This system has enabled efficient and transparent tracking of progress across all strategic objectives, promoting data-driven decision-making and timely course corrections where needed. As a result, ASA reached an exceptional 97.1% progress rate on its Strategic Plan during 2025, demonstrating strong alignment, internal coordination, and sustained momentum across the organization (Fig. 25).

A detailed schedule for activity evaluations has also been established, incorporating specific timelines, deliverables, and milestones to ensure continuous monitoring of all strategic actions. Weekly staff meetings every Monday provide a dedicated space to review progress, discuss challenges, and refine implementation strategies. This regular, systematic review process has been fundamental in maintaining accountability, strengthening internal communication, and ensuring that all objectives advance in a coordinated manner.

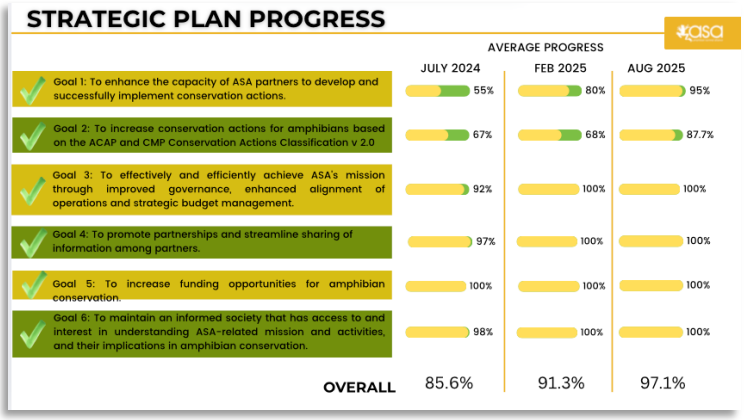


Fig 25. ASA's 2023-2028 Strategic Plan Progress over time.

Routine evaluations of strategic progress are conducted through in-depth reviews of objectives, outputs, and outcomes. This evaluation framework not only highlights ASA's achievements but also identifies emerging gaps and potential areas for improvement, ensuring that the organization remains responsive, adaptive, and aligned with long-term conservation goals.

ASA has also implemented explicit and systematic quality assurance and control mechanisms across all programs and operations. These include standardized follow-up procedures, structured application and reporting processes, formalized internal reviews, and detailed meeting minutes. These mechanisms ensure that all ASA activities meet rigorous standards of quality, consistency, and transparency, ultimately strengthening organizational integrity and reliability.

Importantly, ASA strengthened its internal due-diligence processes to support informed and ethical partnership management. A comprehensive evaluation system, aligned with ASA's By-Laws and Code of Ethics, was formalized to guide the addition of new partners and, when necessary, the removal of existing partners. This ensures that all partner institutions uphold ASA's core values and ethical standards, reinforce

trust, accountability, and integrity across the Alliance (this activity contributes directly to Goal 4, Objective 3 as well.)

These efforts have established a robust, transparent, and responsive organizational framework that enables ASA to communicate progress clearly, evaluate performance effectively, and maintain high standards across all areas of work, ensuring the successful delivery of ASA's mission and long-term strategic outcomes.

Objective 3: Develop a sustainable financial plan to support ASA operations

Number of Activities: 7
Average Progress: 100%

In 2025, ASA made substantial progress toward establishing a sustainable and forward-looking financial foundation to secure the organization's long-term viability. ASA continues to be hosted by Synchronicity Earth and Re:wild, receiving consistent and indispensable financial support from these two organizations as well as from the George and Mary Rabb Fund for Conservation, along with contributions from several partners and private donors who remain committed to ASA's mission. Through our fiscal sponsor, Re:wild, ASA's funds are carefully allocated across twelve distinct accounts, each linked directly to a strategic objective, ensuring high transparency, rigorous financial oversight, and alignment with annual priorities. ASA receives detailed quarterly financial reports which are reviewed against the approved budget to guide responsible management and real-time decision-making.

ASA remains highly dependent on its core supporters and the Rabb Fund for its operational continuity. While our aspirational annual operational budget is USD 300,000, we currently function with an average of USD 220,000, underscoring the urgent need to expand our mid- and long-term funding base. Over the past two years, we recognized that strengthening ASA's reputation, rebuilding partner trust, and demonstrating tangible conservation impact were essential prerequisites before approaching major donors. With measurable progress achieved across the Strategic Plan, strengthened governance, and significantly improved partner engagement, ASA is now well-positioned to broaden its donor portfolio and pursue more ambitious funding opportunities.

Table 1. ASA's FY 2024-2025 financial summary.

ITEM	2024-2025					
	Q1	Q2	Q3	Q4	TOTAL	COMPARED TO LAST YEAR
TOTAL ANTICIPATED INCOME 2024-2025					**$104,000.00**	Achieved
REVENUE AND GAINS	$4,249.00	$99,473.97	$3,938.50	$2,379.72	**$110,041.19**	5% increase
EXPENSES	$13,800.36	$59,119.35	$62,345.44	$40,249.35	**$175,514.50**	21% decrease
INCREASE IN NET ASSETS	-$9,550.86	$40,354.62	-$58,406.94	$15,519.77	**-$12,083.41**	84% increase
NET ASSESTS - BEGINING OF PERIOD	$153,899.68	$142,736.14	$183,120.76	$70,164.21	**N/A**	**N/A**
NET ASSESTS - END OF PERIOD	$144,348.82	$183,090.76	$124,713.82	$85,683.98	**$85,683.98**	44% decrease
TOTAL MINIMUM ANTICIPATED INCOME 2025-2026					**$183,000.00**	75% increase
TOTAL FUNDS 2025-2026					**$268,683.98**	4% increase

During 2025, we updated and enhanced all donor engagement materials, incorporating documented achievements, measurable impacts, and new strategic priorities, thereby reinforcing ASA's readiness to cultivate new supporters. We also finalized a comprehensive financial plan that reflects recent organizational changes and establishes clearer pathways for increasing revenue diversification. Through careful financial management, ASA successfully achieved a 5% increase in revenues and a 21% reduction in expenditures compared to FY 2023–2024, demonstrating strong

organizational discipline and strategic prioritization during a year of transition (Table 1).

A major milestone was the successful acquisition of funding through the Bezos Earth Fund (BEF) joint proposal with the Smithsonian Tropical Research Institute, establishing the Tropical Amphibian Resilience Initiative (TARI)across Panama, Colombia, Ecuador, and Venezuela. ASA will receive USD 500,000 over five years, of which USD 200,000 is allocated for core operations and project commitments, providing an additional USD 40,000 annually in funding support, an important step toward financial stability. The remaining USD 300,000 will be granted directly to ASA partners to strengthen on-the-ground conservation impact and regional leadership.

ASA also advanced efforts to cultivate new long-term donors by identifying partners and external organizations that may be positioned to contribute to ASA's sustainability. Tailored proposals are currently being developed for organizations such as FUNDAECO, FAUNAM, and other potential supporters, with an emphasis on creating mutually beneficial collaborations that advance amphibian conservation while reinforcing shared strategic goals.

Collectively, these achievements represent a major advancement in ASA's financial resilience. By demonstrating strong impact, strengthening donor confidence, and diversifying its funding base, ASA has laid the groundwork for a more sustainable financial future that will support expanded operations, staff capacity, and global conservation initiatives in the years ahead.

Objective 4: Strengthen communication between the ASA Secretariat, the Global Council, and ASA partners

Number of Activities: 4
Average Progress: 100%

In 2025, ASA continued to strengthen its internal communication and governance systems, ensuring that the Secretariat, Global Council, and partners remain fully aligned, informed, and engaged. A key component of this effort has been the consistent production of quarterly and annual reports, which deliver essential updates on program implementation, Strategic Plan progress, financial status, and emerging challenges. These reports serve as critical decision-support tools, enabling the Global Council and partners to make timely, evidence-based decisions grounded in transparent and rigorous analysis.

In accordance with ASA's commitment to open communication, concise executive summaries of Strategic Plan progress and impact evaluations have been disseminated regularly. These summaries translate complex data into accessible, actionable insights, reinforcing transparency and strengthening collective understanding of progress across the network.

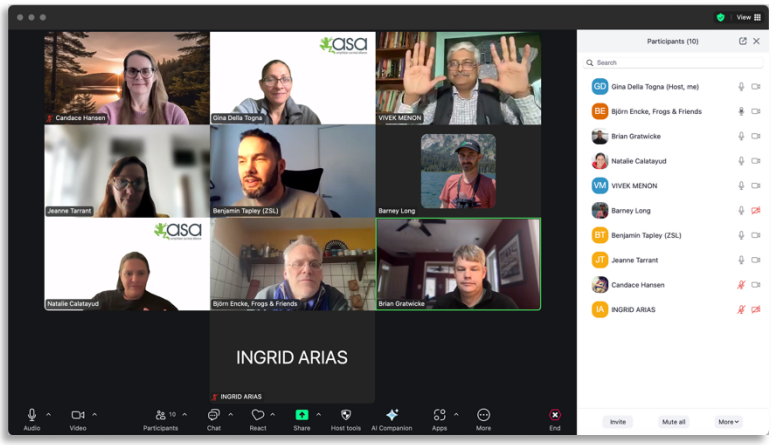


Fig 26. ASA's February 2025 Global Council Meeting.

ASA also maintains a structured schedule for governance meetings. A yearly Global Council meeting calendar, established in 2024, continues to guide regular Council engagements. During the 2024–2025 reporting period, two Global Council Meetings were held, with strong participation, an average of 9 out of 11

Council members attending each meeting (Fig. 26). This consistency has been fundamental to maintaining strategic direction, oversight, and cohesion following the governance restructuring.

A major milestone in strengthening partner engagement and institutional dialogue was the successful delivery of ASA's first online General Assembly and Regional Sessions in 2024. This landmark event provided a platform for partners across regions to receive updates, share experiences, and contribute directly to ASA's strategic direction. In 2025, ASA initiated the planning of the second General Assembly, this time in person, which will require targeted fundraising and deeper collaboration with ASA partners to ensure broad participation. This future in-person assembly will provide an invaluable opportunity to deepen collective ownership, strengthen cross-regional relationships, and generate momentum for the next phase of the Strategic Plan.

These communication mechanisms have significantly enhanced coordination, transparency, and trust across the ASA community, ensuring that all stakeholders remain fully informed and actively engaged in advancing ASA's mission.

Objective 5: Strengthen ASA Programs

Number of Activities: 4
Average Progress: 100%


Figure 1: Frog collection technique in the Commune of Dangbo

Figure 2: A researcher and his guide collecting frogs in a swampy area

Figure 3: Snout to Urostyle length (SUL) measurement

Figure 4: Frog marking

Figure 5: Measurement of the pond surface in the Commune of Dangbo

Figure 6: Recording environmental parameters using a multiparameter device

Fig 27. One of ASA's TARAP Grants. Grantee Assessing the Yield Required to Sustain *Hoplobatrachus occipitalis* Populations in the Communes of Dangbo and Bonou, Republic of Benin

In 2025, ASA made major progress toward strengthening, expanding, and strategically aligning its program portfolio to increase conservation impact across the global amphibian community. As part of our annual program assessment cycle, all ASA programs [Communications, Conservation Grants, Future Leaders, and the Amphibian Conservation Research Symposium (ACRS)] were systematically reviewed to evaluate performance, relevance, and alignment with the Strategic Plan. Each program was assessed using tailored Key Performance Indicators (KPIs) designed to measure reach, quality, efficiency, and conservation outcomes. These assessments continue to inform adaptive management, enabling ASA to invest in the most impactful program components while refining or phasing out those with lower strategic value.

The evaluations carried out in 2024 and early 2025 revealed clear opportunities to expand ASA's programmatic footprint, particularly in capacity building, ACAP implementation, rapid-response conservation, and youth engagement. As a result, a new flagship program, the Targeted Amphibian Research and Action Program (TARAP), was launched in 2025, made possible through the generous support of Synchronicity Earth's Amphibian Endowment Fund. TARAP directly responds to urgent priorities identified in the 2023 State of the World's Amphibians report and the 2024 Amphibian



Fig 28. ASA's Total Future Leaders of Amphibian Conservation Grants given to date (43).

Conservation Action Plan, channeling resources toward high-impact, locally led projects that address trade pressures, protect critically endangered genera, and advance ACAP-aligned strategies. The first funding round supported projects in Ecuador, Benin, and Nepal, delivering evidence-based field interventions, strengthening national conservation datasets, reducing wildlife exploitation risks, and empowering community-led mitigation efforts (Fig. 27).



Fig 29. First Edition of Horizons.

ASA also strengthened its Future Leaders of Amphibian Conservation Program, expanding its scope to include accredited technical training, participation in conservation planning workshops (Fig. 28), a professional publishing platform (Horizons, Fig. 29), and the development of a formal alumni network. These investments are cultivating an emerging global cadre of early-career amphibian conservation professionals equipped with the leadership, technical, and project management skills needed to guide future conservation efforts. Program outcomes in 2025 included the funding of internationally accredited courses, early-career participation in major conservation planning workshops (Chile and Colombia), a robust pipeline of applied research projects, and the launch of Horizons, which amplifies the voices and achievements of young professionals.

Similarly, ASA completed a major redesign of the Emergency Grant Program, refining eligibility criteria, strengthening the rapid-review process, and implementing a streamlined mobile-friendly application system. These improvements ensure that the program remains tightly focused on true emergencies where swift intervention can prevent imminent species loss, while reducing administrative burden for both applicants and reviewers.

To further support program delivery, ASA invested in scalable digital infrastructure that now underpins grants management, publications, multi-stakeholder initiatives, and internal workflows. Centralized program hubs, secure reviewer dashboards, applicant portals, and integrated administrative workspaces have significantly increased efficiency, transparency, and institutional memory. This infrastructure has been essential to supporting ASA's growing portfolio, facilitating higher-quality applications, faster processing, and greater accountability across all programs.

ASA's communications strategy also evolved significantly. In collaboration with ASG, ASA transferred leadership of FrogLog fully to ASG and began developing two new signature publications, AmphiBios, which will launch in early 2026 and highlight partner achievements globally, and Horizons, which elevates early-career voices through narrative and technical content. These platforms expand ASA's visibility, strengthen the global amphibian conservation community, and facilitate cross-regional knowledge exchange.

Across all programs, ASA has ensured that activities directly facilitate conservation actions on the ground, whether through targeted research and action grants, capacity-building workshops, field interventions under TARI, conservation planning participation, or the dissemination of partner achievements. The integration of programmatic results into the Strategic Plan evaluation cycle has strengthened coherence between program design, implementation, and impact assessment.

In 2025, ASA successfully evaluated, strengthened, and expanded our programs to better serve partners, support global amphibian conservation priorities, and build the systems and leadership needed to secure amphibian futures.

Goal 4: To promote partnerships and streamline sharing of information among partners

Objective 1: Ensure and maintain open communication within ASA, between the Secretariat and the partners, and within ASA partners

Number of Activities: 5
Average Progress: 100%

In 2025, ASA strengthened communication, transparency, and knowledge exchange across its global partnership, ensuring that partners remain connected, informed, and supported in ways that directly enhance collaborative conservation impact. Building on the achievements outlined in Goals 1–3, we continued consolidating the systems, processes, and relationships that make ASA an effective global coordination mechanism for amphibian conservation.

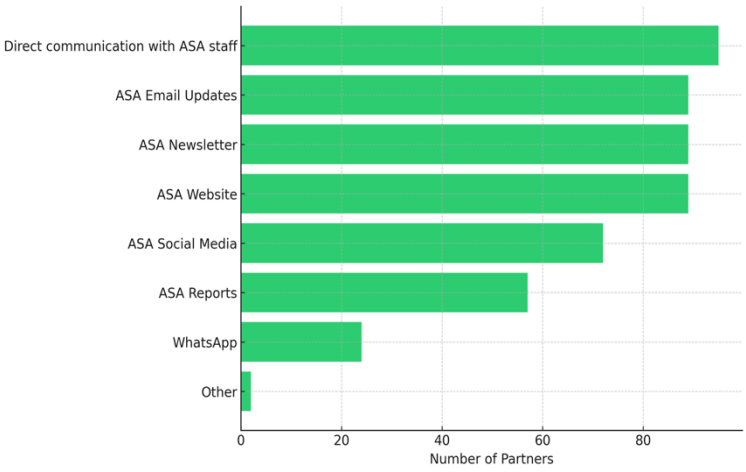


Fig 30. ASA Partners' Communication Preferences

Throughout the year, information-sharing mechanisms were expanded and made more systematic, including: regular newsletters and email updates; one-on-one meetings with partners; partner feedback cycles; strategic planning updates; and quarterly reporting to the Global Council. These efforts ensured that partners remained aware not only of ASA's strategic progress but also of each other's initiatives, promoting collaboration, reducing duplication, and enabling knowledge transfer across continents.

Partner communication preferences, identified through ASA's comprehensive partnership assessment, guided the structure of our engagement (Fig. 30). The assessment confirmed that direct communication with ASA staff is the strongest and most valued channel, reflecting the trust placed in personalized interaction with the Secretariat. At the same time, ASA email updates, the ASA newsletter, and the ASA website formed a central and highly effective communication trio for distributing regular information. ASA Reports remained essential for annual and strategic documentation, while social media served as a valuable supplementary channel to amplify partner achievements and conservation impact. A meaningful subset of partners, particularly in regions where mobile communication is dominant, also relied on WhatsApp for time-sensitive interactions.

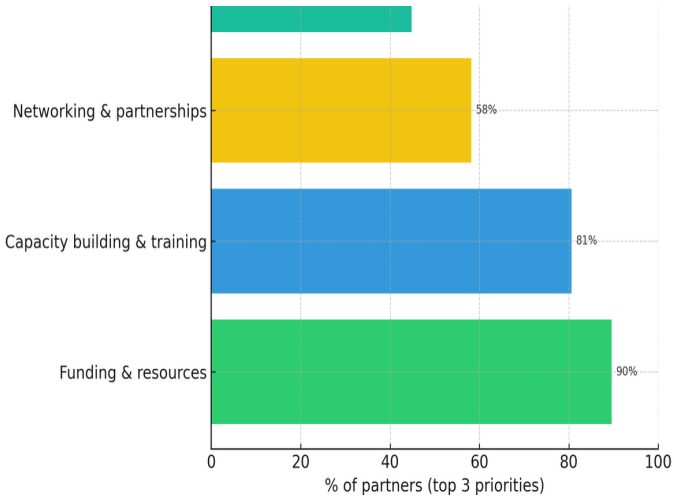


Fig 31. ASA Partners' Top Priority Needs.

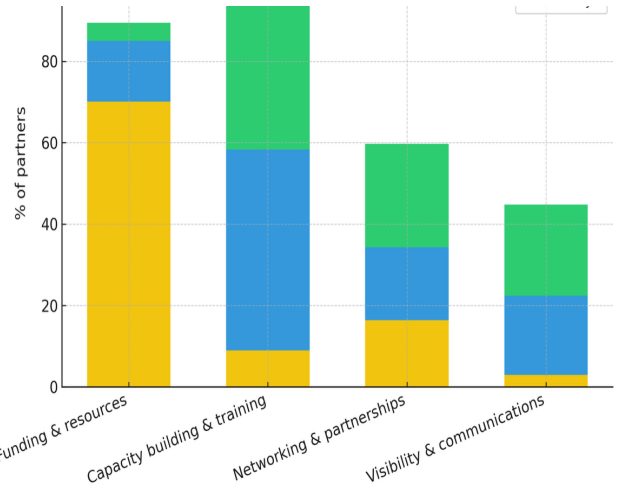


Fig 32. Distribution of Partners' Needs by Priority Rank.

The 125-question partner assessment, completed both by existing and new partners, provided crucial insights into partners' strengths, needs, and opportunities for collaboration. This structured assessment, now a core component of ASA's Monitoring & Evaluation system, revealed consistent priority needs across the network, with funding and resources (90%), capacity building (81%), networking (58%), and visibility/communications (45%) identified as top priorities (Fig. 31-32). These findings directly guide ASA's programs, communications strategy, and new partner-support mechanisms, ensuring that our actions remain aligned with the ACAP's emphasis on coordination, shared learning, and community-driven conservation.

ASA advanced regional collaborations by preparing the second cycle of ASA Regional Partner Sessions that will take place in 2026, a model that brings together partners working in the same region to present their programs, share challenges, identify opportunities for joint action, and strengthen peer-to-peer support. These sessions have become a cornerstone of ASA's partnership model, complementing new coordination efforts generated through TARI, the conservation planning seminars, the CPSG collaborations, and multiple cross-regional initiatives described under Goal 2.

In late 2024, ASA piloted a SLACK-based communication space, which did not fully meet partner needs given the platform's limitations for large, distributed networks. In 2025, ASA invested in developing a dedicated, ASA-powered online partner platform, designed to serve as the operational backbone of the Alliance (Fig. 33). This platform will become a space where:

- conservation plans, data, and strategies are uploaded and tracked,
- partners access resources, guidelines, and tools,
- regional and thematic collaboration occurs,
- funding opportunities and partner needs are made visible,
- and conservation actions become measurable across the network.

This new system, built as an integrated, dynamic collaboration space, aims to bring



Fig 33. ASA-powered online operational platform.



Fig 34. Example of our Social Media Publications showcasing ASA Partners.

together the people, institutions, and ideas required to accelerate amphibian recovery worldwide. It is the digital infrastructure that turns ASA's global partnership into a living, coordinated system where individual actions contribute to a unified conservation impact.

Throughout the year, ASA consistently shared partner achievements, project updates, capacity-building opportunities, and critical conservation milestones through its communication platforms. These included:

- ASA annual reports and email updates
- Website updates and partner features
- Social media campaigns amplifying partner work
- Progress reports, executive summaries, and GC briefings
- Content tied to major initiatives (TARI, TARAP, Future Leaders, CPSG workshops, WCC events, etc.)

These communications not only kept partners informed but elevated their work on a global stage: supporting visibility, recognition, and in many cases, leveraging new opportunities for funding and collaboration.

The mechanisms implemented under Objective 1 created a stronger, more connected, and more responsive partnership. The actions undertaken this year directly support the ACAP's call for improved coordination, cross-disciplinary collaboration, and community engagement, and ensure ASA remains the global nexus where amphibian conservation knowledge, strategies, and people converge for collective impact.

Objective 2: Strengthening internal and external communications

Number of Activities: 2
Average Progress: 100%

In 2025, ASA successfully advanced a comprehensive internal and external communications framework, building upon the foundational systems designed in early 2024 (Fig. 35). This effort has significantly strengthened coordination, reduced duplication, and ensured that information flows efficiently across the Secretariat, Global Council, partners, and external stakeholders. By investing early in a structured communications architecture, ASA is now positioned to deliver clear, consistent, and strategic messaging that supports both operational effectiveness and global advocacy for amphibian conservation.

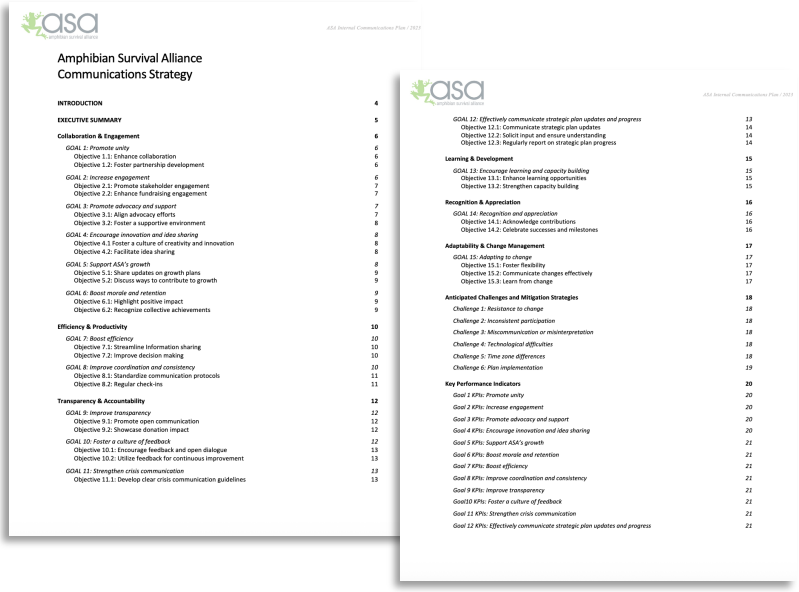


Fig 35. ASA's Communication Strategy.

Internally, the Secretariat continued implementing a streamlined communications plan to enhance workflow clarity and organizational alignment. Standardized processes for information sharing, project management, documentation, and status updates have enabled rapid coordination across programs and teams. Clear guidelines for email communication, document organization, meeting rhythms and follow-up protocols ensure transparency and accountability. These improvements have also strengthened ASA's Monitoring & Evaluation (M&E) processes, established under Goal 3, by ensuring that data is accurately collected, shared, and integrated into timely reports, strategic plan reviews, and quality assurance mechanisms.

Externally, ASA implemented a robust communications strategy that elevates its visibility, engages diverse audiences, and amplifies the achievements of its partners. Key milestones in 2025 included:

- Brand Identity Guidelines outlining visual standards, tone, and core messaging, ensuring uniformity across digital and print communications.
- An External Communications Plan establishing content priorities, messaging frameworks, audience segmentation, and measurable impact indicators.
- A structured Social Media Plan with tailored growth strategies for each platform, optimizing engagement while supporting partner visibility.
- Content calendars to guide ASA publications, partner spotlights, thematic campaigns, blogs, and social media narratives.

These tools have enabled ASA to communicate more proactively and strategically, making amphibian conservation more visible at global, regional, and national levels. This work directly supports initiatives described under Goal 2, such as the launch of the capacity-building seminar series, and the global policy engagement efforts, including the successful passage of the amphibian conservation motion at WCC 2025.

A cornerstone of the revamped communications strategy has been responding to partners' preferences and needs, as identified in the 2025 Partner Assessment. Direct communication with ASA staff remains the strongest preference, emphasizing the importance of personalized engagement. ASA Email Updates, ASA publications, and the ASA Website form the most trusted trio of information channels, supported by structured reporting. Social media plays an important supportive role in outreach and stakeholder engagement, while WhatsApp continues to serve a meaningful segment, especially among Global South partners, for rapid, mobile-based communication.

Through this strengthened communications framework, ASA has not only improved internal coordination but also significantly increased its global outreach and influence. With clear priorities, unified messaging, and efficient channels tailored to partner needs, the communications strategy is now an essential driver of ASA's mission, supporting evidence-based decision-making, enhancing community engagement, mobilizing action, and reinforcing ASA's role as the world's largest and most collaborative amphibian conservation partnership.

Objective 3: Strengthen the existing partnerships and promote the strategic recruitment of new partners

Number of Activities: 4
Average Progress: 100%

Between July 2024 and November 2025, ASA's partnership network grew by 25%, expanding from 71 to 89 partners, with seven additional applications under review and eight new organizations expressing interest in

joining the Alliance. This growth reflects the strengthened trust in ASA's leadership, the increased visibility of the Alliance, and the success of our efforts to build a more cohesive, active, and globally representative amphibian conservation community.

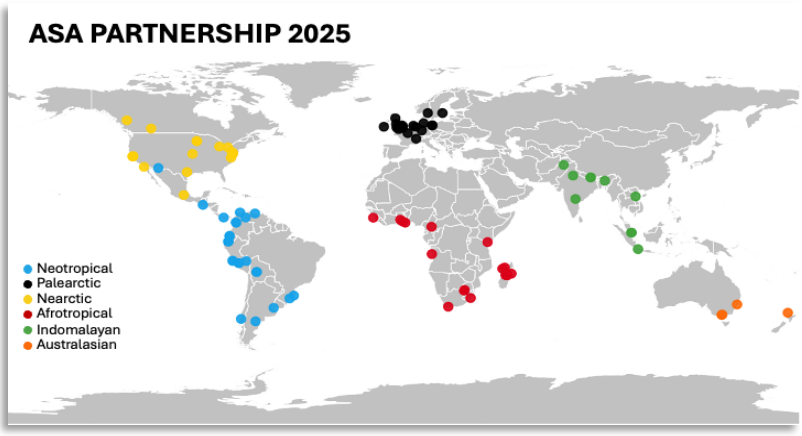


Fig 36. ASA's Partner Distribution by November 2025.

ASA's partnership network now spans all major biogeographic regions (Fig. 36), including organizations operating at local, national, and global scales. The diversity of institutional profiles, ranging from NGOs, academic institutions, and community-led organizations to government agencies and zoological collections, creates a rich foundation for cross-sector collaboration. This diversity also enables the Alliance to link scientific research, field-based action, policy engagement, conservation planning, and public education in a way that few networks can. Representation is strongest in regions with long-standing amphibian conservation programs, and partner engagement correlates strongly with areas where amphibians face acute extinction risks (Fig. 37).

At the same time, the geographic distribution of partners highlights clear opportunities to expand into regions with exceptionally high amphibian richness but limited conservation infrastructure, particularly Western Europe, Northern, Central and Eastern Africa, and several regions of Asia. ASA has begun identifying potential institutional partners in these areas to strengthen global representation and reduce geographic gaps in amphibian conservation capacity.

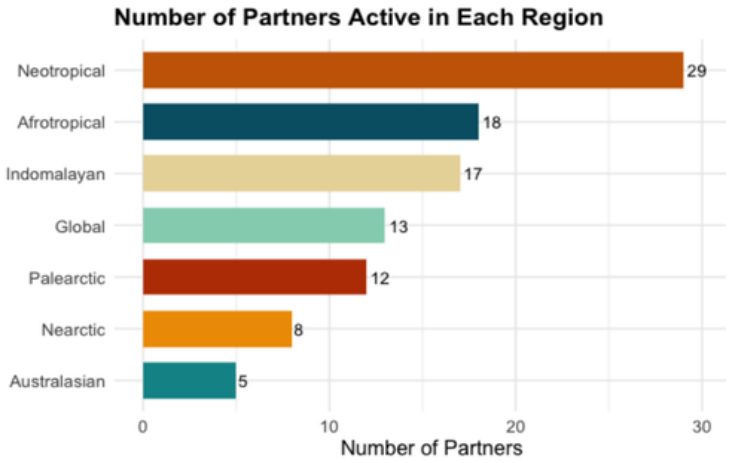


Fig 37. ASA's Partner Activity by Biogeographical Region. Several ASA Partners work in more than one region.

Engagement across the partnership varies, as expected within a network of this size and diversity. Many partners are deeply involved in ASA initiatives, actively collaborating on conservation planning, contributing expertise to regional initiatives, or participating in ASA governance, while others currently engage less frequently. To address this, ASA has intensified efforts to strengthen relationships with less active partners, ensuring they are aware of opportunities for collaboration, capacity building, and support, and helping them identify areas where ASA's programs can contribute to their priorities. Regular one-on-one meetings, regional sessions, and tailored follow-ups have been essential tools in re-engaging and supporting partners.

To ensure transparency, consistency, and a high standard of accountability, ASA has strengthened the evaluation and due diligence framework for partnership recruitment. In 2024, ASA created a comprehensive document outlining the Alliance's mission, strategic priorities, expectations, and partner benefits. This document is reviewed and updated quarterly and has become central to our recruitment strategy, improving clarity for prospective partners and streamlining the onboarding process.

Additionally, a rigorous evaluation process (Goal 3, Objective 2) provides the foundation for assessing new partner applications and reviewing existing partnerships. This system includes key indicators, requirements, and due diligence procedures aligned with ASA's By-Laws and the Code of Ethics, and ASA's policies and guidelines, ensuring that all partnerships maintain high professional and ethical standards.

Recognizing the value of celebrating excellence within the network, ASA developed the concept and criteria for the ASA Amphibian Conservation Award in 2024. In 2025, we fully implemented the evaluation framework and collected detailed submissions from partners. These entries are currently under review and will be presented to the Global Council for the selection of the inaugural awardee. The first edition of the ASA Amphibian Conservation Award will be conferred in 2026, creating a powerful incentive for partners to share achievements, strengthen documentation, and highlight impactful conservation outcomes.

These efforts have fortified ASA's foundation of collaboration and trust, expanded our global reach, and ensured that partnerships continue to grow in both quantity and quality. In doing so, ASA strengthens its role as the largest and most interconnected amphibian conservation network in the world, one that is increasingly capable of driving coordinated action to halt the amphibian extinction crisis.

Goal 5: To increase funding opportunities for amphibian conservation

Objective 1: Increase ASA's fundraising capacity

Number of Activities: 4
Average Progress: 100%

In 2025, ASA continued strengthening its fundraising capacity to secure the financial foundations necessary for long-term operational stability and impact. Our donor base currently includes five consistent contributors: Synchronicity Earth (SE), Re:wild, the George and Mary Rabb Conservation Fund, the Detroit Zoological Society, and, formally incorporated this year, the Bezos Earth Fund. These organizations provide essential support to ASA's core operations and programmatic work, ensuring continuity in our global coordination role and enabling critical conservation initiatives across multiple regions (Table 2).

Table 2. ASA's Secured FY 2025-2026 Donors.

	SECURED DONORS 2025-2026			
DONOR	**PERCENTAGE**	**AVERAGE ASK**	**TYPE**	**NATURE**
Bezos Earth Fund	35.9	$80,000.00	Financial	Restricted/Unrestricted
George and Mary Rabb Fund	17.9	$40,000.00	Financial	Unrestricted
Synchronicity Earth	22.4	$50,000.00	Financial	Unrestricted
Detroit Zoological Society	3.6	$8,000.00	Financial	Unrestricted
FrogCon	2.2	$5,000.00	Financial	Unrestricted
Online Donations	4.5	$10,000.00	Financial	Unrestricted
Re:wil	13.5	$30,000.00	In Kind	Unrestricted
TOTAL	**100.00**	**$223,000.00**		
FINANCIAL	**86.23**	**$193,000.00**		
RECEIVED BY NOV 2025	**36**	**$79,166.91**		

However, shifts in donor contributions highlighted the need to diversify and expand our funding portfolio. The George and Mary Rabb Conservation Fund announced a reduction of its annual contribution from USD 50,000 to USD 40,000, and Synchronicity Earth communicated that it would not be able to support the ASA Conservation Grant Program this year. Additionally, the Detroit Zoological Society adjusted its annual donation from USD 10,000 to USD 8,000 due to internal budgetary constraints. These combined reductions underscore a significant funding gap that ASA must proactively address through enhanced and diversified fundraising strategies.

In response, ASA developed and initiated a comprehensive Strategic Fundraising Plan designed to stabilize and grow our financial resources. This plan involves a full reassessment of the current donor landscape, including donation history, conditions, and priorities; the creation of updated donor profiles; and the design

of targeted engagement strategies for both existing and prospective donors. The 2025-2026 plan identifies specific fundraising targets and outlines priority actions to expand our donor base, with a minimum goal of securing two new core donors annually.

The fundraising strategy includes a combination of approaches:

- Tailored proposals aligned with donor interests, including species recovery, climate change adaptation, biobanking, community engagement, capacity building and global coordination.
- Strengthened donor materials incorporating concrete results from ASA's programs and partnerships, thereby demonstrating accountability, transparency, and meaningful impact.
- Exploration of long-term, multi-year commitments to reduce financial volatility.
- Strategic alignment of ASA programs with donor priorities to create compelling, high-impact cases for support (Fig. 38).

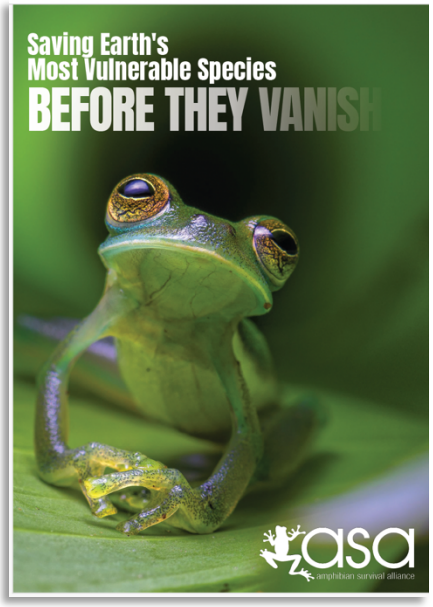


Fig 38. ASA's updated Case for Support.

A major fundraising milestone this year was the successful award of USD 500,000 through the joint ASA–Smithsonian Tropical Research Institute proposal to the Bezos Earth Fund, supporting the five-year Tropical Amphibian Resilience Initiative (TARI) across Panama, Colombia, Ecuador, and Venezuela. Of this award, USD 200,000 is allocated to ASA for core operations and project obligations, representing an additional USD 25,000 annually toward core support (and USD 15,000 toward project obligations), while USD 300,000 is directed to our partners. This collaborative funding model highlights ASA's ability to leverage global partnerships to attract large-scale investment and strengthen regional conservation leadership.

To diversify income streams further, ASA is actively engaging existing and potential partners, including FUNDAECO, FAUNAM, and others, with customized collaboration proposals designed to provide mutual benefits and reinforce shared conservation objectives. Additionally, ASA co-developed a joint fundraising case for support for the Global Amphibian Coalition, in collaboration with the IUCN SSC Amphibian Specialist Group, the IUCN SSC Conservation Planning Specialist Group, Amphibian Ark, Synchronicity Earth and Re:wild (Fig. 39). This initiative aims to attract core support for collective action and global amphibian conservation leadership, building on the momentum generated by the near-unanimous approval of the amphibian conservation motion at the 2025 World Conservation Congress.



Fig 39. GAC budgets under development.

ASA has significantly strengthened its fundraising capacity in 2025 through meticulous financial planning, targeted donor engagement, and strategic collaborative fundraising. These efforts not only offset reductions from long-standing donors but also position ASA for sustainable growth and expanded impact in the years ahead.

Objective 2: Provide support to partners in their fundraising efforts

Number of Activities: 6
Average Progress: 100%

In 2025, ASA significantly strengthened its role as a strategic facilitator of funding opportunities for its partners. Through a comprehensive yearly survey, partners were invited to identify their financial needs and the types of support they most value from ASA. This assessment revealed a strong and consistent pattern: 85% of partners identified funding support as a priority, reaffirming the persistent global funding gap for amphibian conservation at local and national levels. Nearly the same proportion of partners (84%) emphasized the importance of network facilitation, underscoring ASA's critical role in connecting organizations, fostering collaborations, and strengthening regional and thematic alliances.

A year-to-year comparison demonstrates notable shifts in partner expectations and needs. In 2024, 77.1% of partners highlighted funding support as an essential service, while 82.9% saw ASA's primary role as a facilitator of collaborations. The 2025 findings indicate a clear increase in the urgency for direct financial support, reflecting growing needs on the ground and the increasing cost and scale of amphibian conservation efforts. At the same time, partners continue to view ASA as a central coordination hub, one that strengthens implementation capacity, connects practitioners, and amplifies collective impact.

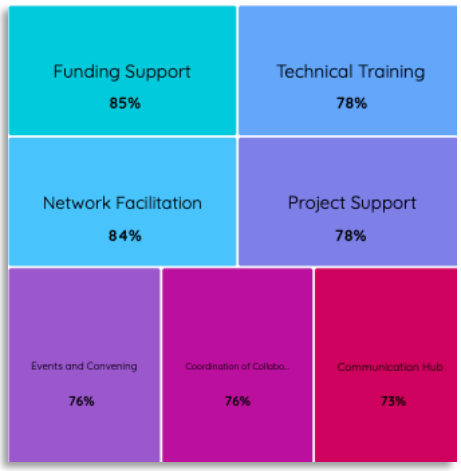


Fig 40. Main roles ASA should play in amphibian conservation according to Partners in 2025.

These results reaffirm ASA's dual role as both a resource-mobilizing alliance and a capacity-building engine, helping shape a network where funding flows, skills expand, and coordinated action becomes possible.

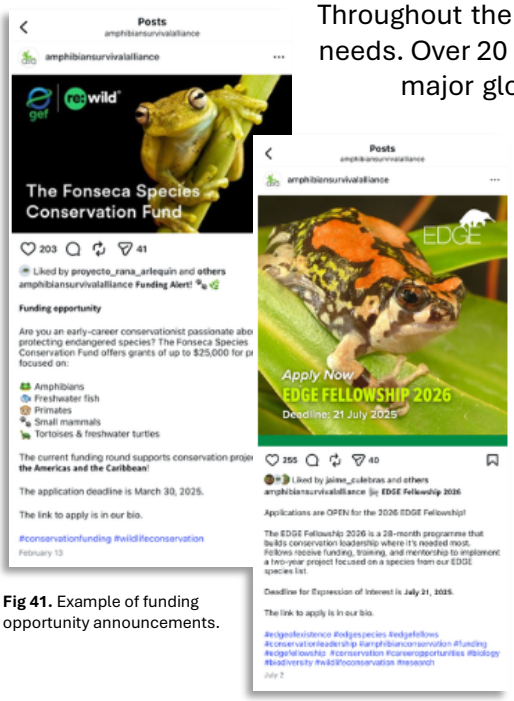


Fig 41. Example of funding opportunity announcements.

Throughout the 2024–2025 fiscal year, ASA took multiple steps to address these needs. Over 20 distinct funding opportunities were shared with partners, including major global grants such as the MBZ Species Conservation Fund, Fonseca Species Conservation Fund, Future for Nature Award, Whitley Award, EDGE Fellowships, and numerous research and postdoctoral funding schemes (Fig. 41). ASA also circulated regionally relevant grants, strengthening partners' ability to pursue financing adapted to their local contexts.

ASA engaged in several joint fundraising initiatives with partners and peer organizations, including Re:wild (to the Seaver Institute), Oakland Zoo and San Francisco Zoo (to AZA), and other collaborative efforts. While these proposals were ultimately unsuccessful, they strengthened relationships, clarified shared priorities, and helped prepare stronger joint proposals for the future. ASA continues to work actively to identify new funding pathways and build opportunities for coordinated, multi-institution proposals.

Importantly, three ASA partners received direct financial support through TARI, representing a major milestone for ASA in resourcing its network. This initiative exemplifies ASA's growing role in mobilizing regional, multi-partner funding and distributing resources to where they can have the greatest conservation impact.

Additionally, ASA implemented the Targeted Amphibian Research and Action Program (TARAP) in 2025, designed specifically to deliver on ACAP priorities. TARAP-funded projects support urgent conservation needs, improve biodiversity data, guide sustainable harvest practices, and mitigate threats in key amphibian landscapes, contributing directly to local priorities while filling global data and action gaps. ASA also strengthened its Future Leaders Program to align with ACAP, ensuring that early-career conservationists receive opportunities to become long-term leaders in amphibian conservation.

To further support partners' fundraising efforts, ASA regularly provides endorsement that bolsters partner credibility in competitive grant processes. This year, ASA supported proposals submitted by Asociación ProAves (Colombia), COANA (Argentina), Endangered Wildlife Conservation Organization (Uganda), and others, helping partners convey legitimacy, technical strength, and alignment with global amphibian conservation priorities.

These efforts illustrate ASA's ongoing commitment to ensuring its partners have access to the financial, technical, and collaborative resources needed to implement effective, evidence-based conservation actions. The combination of funding opportunity dissemination, direct support, joint fundraising, and alignment with ACAP has strengthened the network's ability to mobilize resources and advance amphibian conservation at global, regional, and local scales.

Goal 6: To maintain an informed society that has access to and interest in understanding ASA's mission and activities, and their implications in amphibian conservation

Objective 1: Engage youth, young professionals, and Future Leaders with ASA-related activities through education and outreach opportunities

Number of Activities: 6
Average Progress: 100%

In 2025, ASA significantly expanded its outreach efforts to engage youth, students, young professionals, and emerging leaders in amphibian conservation. This year marked one of the most active periods of education and public engagement across the Alliance, combining global visibility with grassroots impact. ASA and its partners participated in a range of educational and outreach events, including Frog Con 2025, the 3rd Festival de Ranas & Serpientes de Ecuador, the Seminar Series on Amphibian Assessments and Planning Tools, and the dissemination of the Atlas des Amphibiens de Guyane. These events offered opportunities to share scientific knowledge,



Fig 42. Examples of outreach and educational events in which ASA participated in 2025.

highlight conservation challenges, and inspire new generations to participate in amphibian conservation.



Fig 43. Examples of outreach and educational events of the TARI initiative in 2025.

The most transformative outreach impact came through ASA's collaboration with TARI partners—Parque Explora (Colombia), FUDECI (Venezuela), Centro Jambatu (Ecuador), and the Smithsonian (Panama). Across these four countries, TARI partners collectively delivered 25 educational and community engagement activities, reaching over 56,000 students and adults (Fig. 43). These events included school programs, community presentations, amphibian festivals, museum exhibitions, and public demonstrations that strengthened local awareness and built community support for amphibian recovery efforts. They represent a major advancement in ACAP's global priority to connect local communities with species conservation and foster long-term stewardship.

ASA's participation in high-profile international events further expanded youth and professional engagement (Fig. 44). These included:

- World Congress of Herpetology (WCH), where ASA co-organized the symposium Developing Global Collaborations for Amphibian Biobanking and Genetic Resource Management Initiatives, an important contribution to ACAP implementation in the fields of in situ and ex situ conservation, genetic resource management, and technology transfer.
- COP16 in Cali, Colombia, where ASA actively engaged with global biodiversity stakeholders to ensure amphibians were included in discussions on the Global Biodiversity Framework.
- Simposio Latinoamericano de Conservación de Anfibios (online), strengthening regional collaboration and young professional participation.
- ICCB 2025, where ASA co-organized the symposium Advances in Amphibian Conservation Breeding Programs (CBPs): Enhancing Success and Species Recovery, in collaboration with the University of Wollongong and with participation from AArk and Future Leaders.



Fig 44. Examples of ASA's Participation in International Events During FY2024- 2025.

- WCC 2025, supported by Synchronicity Earth, where ASA co-led three global amphibian-focused forums:
    - Bridging the Gap Between Science and Action in Amphibian Conservation, in collaboration with ASG, CPSG, AArk, Synchronicity Earth, and Re:wild.
    - Empowering Countries to Meet Their GBF Targets: The Global Amphibian Coalition Case Study, in collaboration with ASG, CPSG, AArk, Synchronicity Earth, and Re:wild.
    - Global Mechanisms for the Conservation of Overlooked Species, in collaboration with SHOAL and ASAP.
- ASA also participated in the First Latin American Biobanking Workshop and the CPSG Annual Meeting in Cali, providing young professionals with opportunities to gain hands-on training and exposure to global conservation planning processes.

A core pillar of youth engagement continues to be ASA's Future Leaders Program, which saw major growth in 2025. This year, the program completed three full cycles, supporting:



Fig 45. ASA's 2025 Future Leaders of Amphibian Conservation cohort.

- Participation in the Telmatobius Conservation Planning Workshop (Chile).
- Participation in the Colombian Atelopus Planning Workshop (Cali).
- Research projects (Benin, Ecuador, Nepal) aligned with ACAP priorities.
- Capacity Building.
- A communications internship within the ASA Secretariat.
- Full funding for internationally accredited capacity-building courses for eight Future Leaders.
- Launch of Horizons, a publication showcasing early-career conservationists.
- Preparation for the Future Leaders Alumni Hub, designed to strengthen long-term networking and collaboration.

ASA has also continued to support the dissemination of conservation resources, such as the Ribbit Report, ASA Insider, Horizons, and the upcoming AmphiBios, ensuring accessible and engaging materials for younger audiences, educators, and conservation professionals.

Collectively, these efforts demonstrate ASA's commitment to nurturing the next generation of amphibian conservationists. Through educational programs, global conferences, mentorship opportunities, skill-building initiatives, and targeted publications, ASA is shaping a more informed, empowered, and connected community of emerging leaders, one that will play a critical role in achieving ACAP implementation and securing amphibian futures worldwide.

Objective 2: Generate awareness and support for ASA's work in the public sphere

Number of Activities: 6
Average Progress: 100%

In 2025, ASA significantly strengthened its public engagement and external communications, ensuring that amphibian conservation remains visible, accessible, and compelling to global audiences. Through targeted messaging, strategic content development, and strengthened digital platforms, ASA has continued to advance its mission by raising awareness, mobilizing support, and amplifying the voices and achievements of its partners.

Throughout 2025, ASA maintained a robust and growing presence across its social media platforms, using these channels to share updates on ASA's mission, partner-led conservation actions, program highlights, and global amphibian conservation issues. Between January and August 2025, ASA experienced steady growth in followers, reach, and impressions across key platforms, as documented in the ASA Social Media Report (Fig. 46).

- Instagram grew to 9.2k followers, generating over 106k impressions and 70k reach.
- LinkedIn grew from 1,421 to 1,773 followers, with a notable rise in engagement, comments, and reposts.
- Facebook maintained a strong presence with 33.8k followers and a 42% increase in link clicks, indicating strong content relevanc.
- Benchmarking analyses show ASA's following is 75% higher than comparable conservation organizations, with metrics exceeding sector averages.

This consistent growth reflects greater visibility of ASA's mission and increased public engagement with amphibian conservation issues. ASA continues to tailor messaging to key audiences, using visuals, partner stories, grant announcements, and species-focused features to enhance reach and relevance.

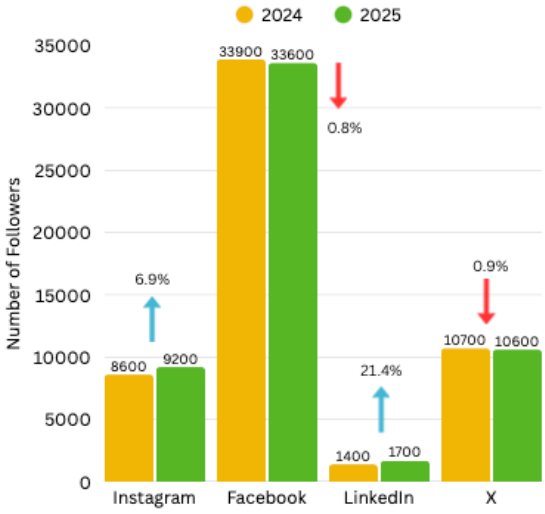


Fig 46. Growth on followers during the 2025 year across all ASA's social media platforms

ASA's website underwent a complete redevelopment in 2024 to align with the new Strategic Plan. In 2025, the website continued to serve as the central platform for:

- Program and partner updates
- Resource-sharing (grants, tools, publications)
- Strategic plan progress
- Educational materials
- News on global amphibian conservation

The website is regularly updated, ensuring that partners, donors, and the public have immediate access to relevant information and calls to action.

In collaboration with ASA partners, short educational materials, including outreach videos, infographics, and community awareness resources, were developed and used widely across public events and social media.

Examples include:

- Outreach videos co-developed with partner organizations.
- Community education materials used during festivals and workshops.
- Visual explainers on conservation breeding, KBAs, disease threats, and climate impacts.

ASA actively sought opportunities to promote amphibian conservation in international media. This included:

- Sharing partner achievements on ASA platforms.
- Promoting Key Biodiversity Areas conservation stories.
- Supporting partners' media campaigns.
- Highlighting TARI and Future Leaders achievements.
- Engaging with journalists and conservation communication networks.

These efforts increased visibility for both ASA and its partners, amplifying conservation messages to broader audiences.

To keep the public, donors, and supporters informed ASA produced multiple editions of The Ribbit Report and ASA Insider, providing digestible updates on global amphibian conservation, partner achievements, ASA programs, and strategic objectives. ASA also finalized preparations to launch AmphiBios, a major triannual magazine debuting in Q1 2025–2026. AmphiBios will feature stories from partners, regional conservation successes, ACAP-aligned actions, and deep-dive features written for both the public and conservation community. These publications form the core of ASA's external outreach strategy and significantly enhance public visibility.



Fig 47. Donation Platform for the LeapFrog Legion Program.

ASA launched the LeapFrog Legion in March 2024, ASA's first individual monthly membership program (Fig. 47). The program includes:

- Tiered membership levels.
- Amphi-themed perks and engagement opportunities.
- Regular communications tailored to supporters.
- A growing brand identity designed to attract youth, enthusiasts, and conservation advocates.

Although growth is gradual, ASA is implementing a more targeted marketing strategy in 2025–2026 to increase subscription numbers, refine member perks, and strengthen long-term support.

This objective benefits from the broader communications improvements implemented under other goals, including:

- Brand Identity Guidelines and a new External Communications Plan (Goal 4, Objective 2).
- Standardized processes for internal/external content generation.

- Strengthened storytelling based on data from partner needs assessments.
- Use of ASA's digital infrastructure to streamline publication, application, and partner communication workflows.

These enhancements have strengthened ASA's position as a transparent, responsive, and collaborative global alliance.