



## 2025 IMPACT REPORT

# THE ORIGINS FOUNDATION FAMILY

Blood Origins released its first piece of content in October 2017. Since then, the “we” of Blood Origins has grown from a single person into a movement of donors, supporters, and wildlife conservation champions around the world. It wasn’t until the end of June 2020 that Blood Origins became what it is today. In June 2020, we received our 501(c)(3) non-profit designation and began expanding our voice for hunting globally. In 2026, we took another step in our evolution, changing our name to The Origins Foundation and moving our mission forward: to convey the truth about the sustainable use of wildlife worldwide.

We have firmly established ourselves as unbiased truth-tellers about our community, its benefits, and the defense of our lifestyle in a way that has people listening. Thank you for believing in me, and in us, over the last five years. Hold on tight; we’ve just gotten started. If you want to get involved, reach out. You know how to find me.

All my best,

*Robbie*



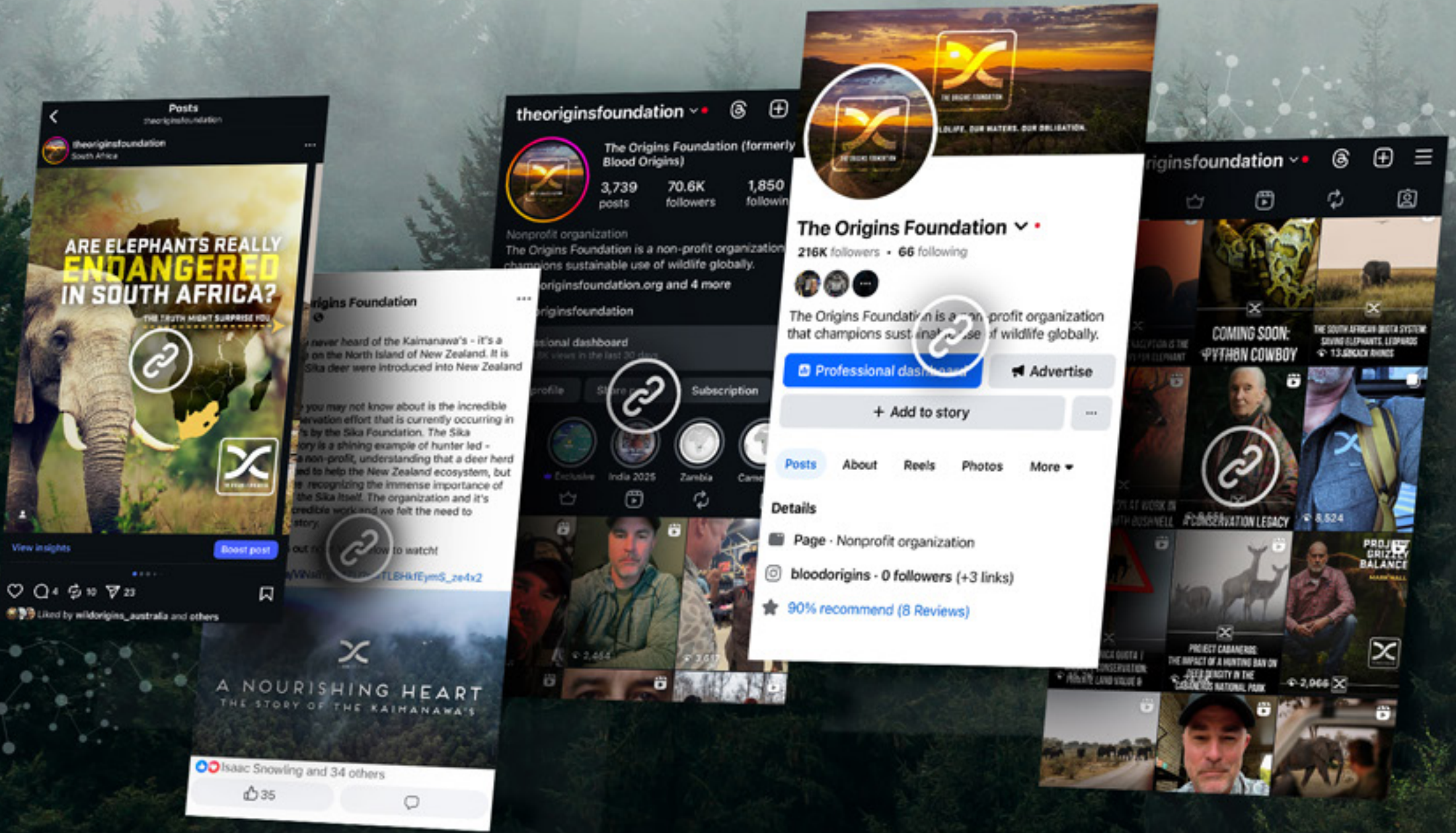
\* This is an interactive document. Anytime you see these two icons you can click or tap to view/interact content.

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# BE AMAZED

## The Origins Foundation Platform Impact

Since 2017, we have constantly focused on growing our base with loyal followers and engaging non-hunting audiences. It's working. The numbers show we are growing our impact daily.



### Total Eyeballs

2021 » 158,259  
2022 » 177,456  
2023 » 262,542  
2024 » 414,869

**2025 » 444,082**



### Total Views

2021 » 2.2 Million  
2022 » 5.05 Million  
2023 » 24.2 Million  
2024 » 21.2 Million

**2025 » > 23.2 Million**



### Total Engagement

**8,989,912**  
**Across All Platforms**



WAYPOINT TV

CARBONTV



### Email Subscribers

**7,400+**

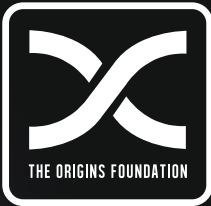
**2025 » 21.9%**  
**Average Open Rate**

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# BE HEARD

## The Origins Foundation Podcast Network

A global podcast network, available on all major podcast distribution sites, discussing the truth about hunting with Vegans, and common blue-collared hunters, ranging in topics from conservation science, wildlife education, and sustainable use. Our network has significantly expanded in 2025 boasting 4 podcasts under our umbrella - The Hunter Conservationist and Wild Origins Canada podcast, Wild Origins India Podcast, and the Wild Origins Australia Podcast.



**Highest Podcast Ranks**  
**#1 Wilderness**  
**#5 Sports**  
**#103 Overall Podcasts**



**Top 20**  
**10 Countries**



**Downloads**  
2021 » 129,985  
2022 » 292,89  
2023 » 323,519  
2024 » 458,383  
**2025 » 453,234**

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# BE MOVED

## The Origins Foundation Stories

The Origins Foundation is the foremost storyteller in the hunting community, focusing on capturing and conveying the heart of hunters.



**The Origins Foundation Stories**  
**86 Episodes**



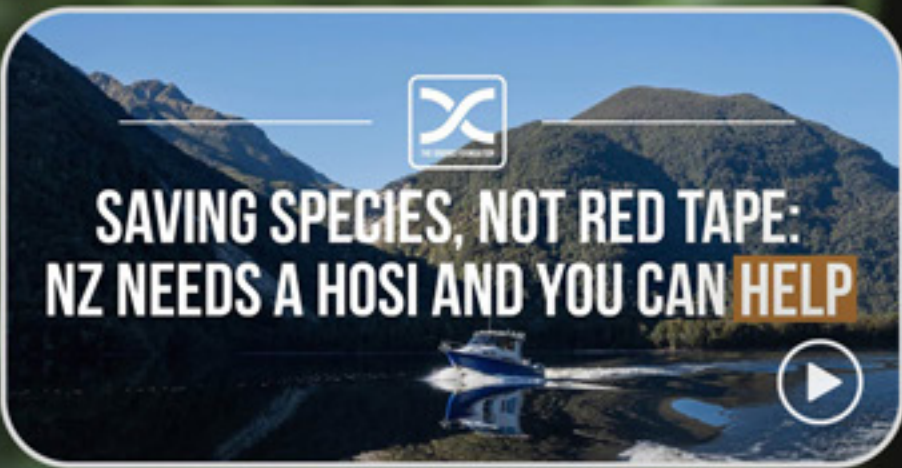
**Last 3 Episodes**  
**3,414,066 Views**

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# BE FIRST

## Nothing But The Truth For The Proof

The Origins Foundation is positioning itself as the global leader in unbiased truth-telling around sustainable use issues. From duck hunting in New Zealand, to predator management in the United Kingdom, to Black Bears in the United States. If you want to know the truth, conveyed in an honest, authentic, unbiased manner, we are the voice globally that hunters, the general public, and news outlets are turning to.

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# BE IMPACTFUL

In 5 years what has The Origins Foundation actually done? What can you point to that shows the success and proof of your mission and work. A lot of non-profits will claim EVERY victory under the sun as theirs even though they had very little to do with it. We don't do that. Each victory below was shaped by us.



## Defending Elephant Hunting in Botswana

The very first current elephant hunting controversy was documented in April of 2022 coming out of Botswana. It was on the heels of the government lifting the ban on elephant hunting. We were contacted as soon as the news started spreading to help defend the practice and the activity of elephant hunting. Over a short period of time we produced a series of 3 unbiased podcasts that provided all viewpoints around the issue, the information within was then used and published in over 30 newspaper articles around the world about that specific hunt.



## Defending California Black Bears

In one of the very first policy talking heads we engaged in, we publicly addressed SB14, a senate bill proposed by Sen, Wiener from San Francisco, that a Black Bear hunt needed to be shut down in California. With public pressure, that started with us, resulted in the creation of Howl for Wildlife, and the science that the California Department of Fish and Wildlife had on black bear populations, the bill was soundly defeated, and publicly the anti-hunting brigade was admonished about their lack of seeing the science of sustainable use of black bears.



## Defending Cabaneros, Spain

Because of our reputation on addressing sustainable use issues, we were alerted to a governmental take over of private land, shutting down hunting and any culling of wildlife in Cabaneros national park (that encompassed private land). We engaged the private landowners to disseminate several pieces of content, including a high end documentary called Cabaneros. Cabaneros got the ear and eye of Spanish journalists, resulting in a dozen articles and news opinion editorials about the catastrophe unfolding in Cabaneros due to the hunting ban. The landowners petitioned the European Union and using our film and on the ground data won their petition, which has resulted in the Spanish government now paying the landowners to cull their deer and pigs.



## Defending Alberta Mountain Lion Hunting, Canada

In February 2025, a public controversy erupted in Southern Alberta after activists accused hunters of knowingly killing a female mountain lion with kittens. Wild Origins Canada investigated and refuted these claims by engaging with the hunters and addressing misinformation about mountain lion hunting and houndsmen in addition to revealing the truth about mountain lion research. We challenged media misinformation and prompted a national news outlet to retract an inaccurate story about this event. The issue was resolved when Mark Hall, the Director, briefed Alberta's Premier and assured the government of the hunters' ethics and integrity.



## Tahrmageddon

The very first project that The Origins Foundation was asked to say something about was when Forest and Bird in New Zealand were asking the government through the DOC Minister, Eugenie Sage, to eradicate tahr and undertake a mass cull. Tahrmageddon was tied to a draft operational plan to be released July 1st. We received the DOP on June 28th and proceeded to create a series of videos articulating the voice of the New Zealand hunting community. That content resulted in helping the NZ Tahr Foundation to raise over \$250k to sue the government and create a more management culling plan that fit with hunting and management of tahr.

## Extra Impacts in 2025



**Mahannah Wildlife Management Area - Dissuaded Private Influence on Public Land**



**Prop. 127 - Banning of Hunting of Mountain Lions in Colorado**



**The Worlds Largest Cheetah Relocation Project**



**Hunting Billboard in Victoria Australia**



**Helping Governmental Agencies in Sustainable Use Communications**



**Investing in Conservation**

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# BE INSPIRED

## The Origins Foundation Documentaries

The Origins Foundation is the foremost storyteller in the hunting community, focusing on capturing and describing the heart of hunters and telling the truth about what hunting is doing around the world for people, wildlife, and communities.

### A FINE BALANCE

an Original Documentary by The Origins Foundation



**A Fine Balance**  
Botswana



### THE LAST WILD ISLANDS



**The Last Wild Islands**  
Zambia



### A NOURISHING HEART THE STORY OF THE KAIMANAWA'S



**A Nourishing Heart - The Story of the Kaimanawa's**  
New Zealand



#### Documentaries Completed

**A Fine Balance** (Botswana)

**The Last Wild Islands** (Zambia)

**A Nourishing Heart - The Story of  
the Kaimanawa's** (New Zealand)



#### Documentaries In Development

**Tides of Change** (Georgia Coastline)

**Mississippi Black Bear Recovery  
Program** (Mississippi, USA)

**Wild Horse Management In The United  
States** (USA)

**Wolves In Denver** (Colorado, USA)

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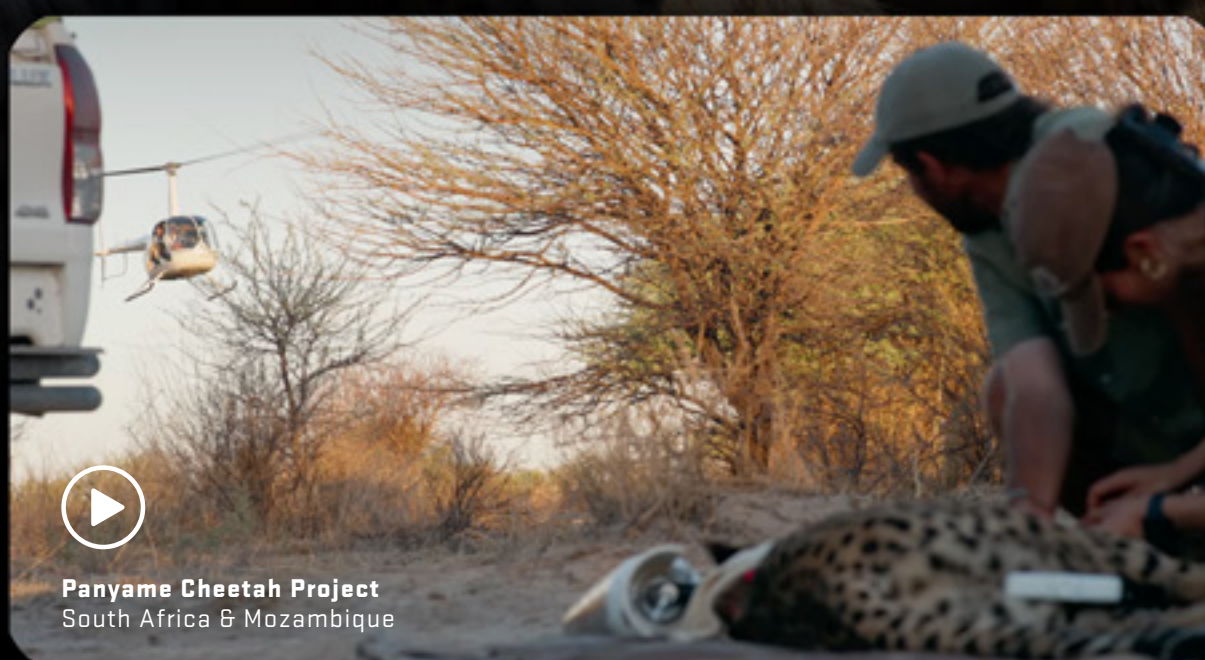
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# THE PANYAME CHEETAH PROJECT



Panyame Cheetah Project  
South Africa & Mozambique

We're thrilled to announce something truly historic – **The Panyame Cheetah Project**. This isn't just another wildlife effort – it's the largest single relocation of cheetahs ever, a game-changing move to save one of the world's most endangered cheetah populations.

## **And what makes it even more extraordinary?**

It's been fully funded by ethical, regulated hunting – a real-world example of how sustainable hunting can fuel wildlife conservation and habitat restoration. These cheetahs will *\*never\** be hunted. They will be protected, given space to thrive, breed, and reclaim their rightful place in the wild.



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# ELEPHANT TRUTH

## The Need For Elephant Management

There are a lot of mistruths when it comes to elephants, with the majority of the narrative dominated by large non-profit organizations claiming that elephants need saving. This couldn't be further from the truth. Elephants no longer need saving, but rather managing. Our campaign changes this narrative by creating a suite of content that challenges the status quo and educates the general public about the truth around elephants: there are too many elephants in some places, they need management, and saving is no longer what's needed.



### Articles Published

**Action, not finger-pointing, is needed for Madikwe's Elephants**  
[Daily Maverick] 



### Documentaries Completed

**A Fine Balance** [Botswana]



### Documentaries In Development

**Love-Death+Elephants**  
[Tanzania & Kenya]



# BE SEEN

## The Origins Foundation Conservation Projects

The Origins Foundation delivers impactful conservation projects around the world and, just as importantly, shares those successes with the world.



**Project Grizzly Balance**  
Canada



**Panyame Cheetah Project**  
South Africa & Mozambique



**The Rhino Project**  
South Africa



**Engushay Primary School Construction**  
Tanzania



**New Zealand Venison Distribution**  
New Zealand



**The Sun Project**  
Eastern Cape, South Africa



**Conservation Projects**

**24**

Since 2020



**Project Funds Raised**

**\$1,871,000**

Since 2020



**Conservation Project Documentaries**

**12**





# BE INVOLVED

## The Origins Foundation Conservation Club

Every day, The Origins Foundation fights to convey the TRUTH about hunting and hunters. We cannot fight alone. Our day-in, day-out work is supported by incredible brands, companies, and organizations from all over the world. This support allows us to fight every day, as well as find and execute impactful conservation projects across the globe.

We invite you to join us in our corner and support our mission. By choosing a tier below that aligns with what's important to your company, you help us continue our fight in the following areas:



Conservation  
Project Planning &  
Networking



Global Voice  
for Hunting &  
its Benefits



Education &  
Connection with  
Non-hunters



Social Media  
Frontline Support  
of Hunting Truths

CLUB TIER 8 | **The Heritage**

\$5000 Monthly Donation

CLUB TIER 7 | **The .600 Nitro Express**

\$1500 Monthly Donation

CLUB TIER 6 | **The .500 Jeffrey**

\$1000 Monthly Donation

CLUB TIER 5 | **The .416 Rigby**

\$500 Monthly Donation

CLUB TIER 4 | **The .375**

\$250 Monthly Donation

CLUB TIER 3 | **The .270**

\$100 Monthly Donation

CLUB TIER 2 | **The .22**

\$50 Monthly Donation

CLUB TIER 1 | **The .17 HMR**

\$25 Monthly Donation

Join the Conservation Club

\*The Origins Foundation is a 501c3 non-profit organization, and all donations are tax deductible.

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