



JOURNEYS BY DESIGN
- CHANGE -







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AFRICA IS AT A CROSSROADS. IF ITS VAST ENORMOUS RESOURCES ARE REALISED, IT WILL ONE DAY BE THE WORLD'S MOST POWERFUL CONTINENT. HOWEVER, WHILE I'M ALMOST CERTAIN THAT THIS WILL INDEED BE THE CASE, I'M EQUALLY CONVINCED THAT UNLESS WE TAKE STOCK AND PLAN PROPERLY FOR WHAT'S TO COME, WE RISK LOSING MUCH OF WHAT MAKES IT SO EXTRAORDINARY.

IN THIS RESPECT, 'CHANGE' DOES NOT SET OUT TO SHOWCASE THE AFRICAN SAFARI PER SE. RATHER, IT'S AN **URGENT CALL TO ACTION.** THRIVING IN ONE SENSE, AFRICA IS, IN ANOTHER, A DYING CONTINENT. EXPONENTIALLY RISING POPULATIONS AND CLIMATE CHANGE ARE THE MAIN CULPRITS, BUT SO IS THE DECISION MAKING THAT PUTS SHORT TERM ECONOMIC BENEFIT AHEAD OF THE GOOD OF AFRICA AS A WHOLE. THE WILDERNESSES ARE DISAPPEARING AT AN ALARMING RATE.

HOWEVER, 'CHANGE' IS NOT A MEANS OF SHINING A LIGHT ON EVERYTHING THAT SEEMS WRONG IN THE WORLD OF PRESENT AFRICA. ON THE CONTRARY, IT'S A CELEBRATION OF **CHANGING FOR THE GOOD,** AT EVERY LEVEL. IT'S A CHAMPIONING OF THOSE INDIVIDUALS AND ORGANISATIONS WHOSE IDEAS AND ENERGY FOR CHANGE ARE HAVING AN ENORMOUSLY POSITIVE EFFECT ON THE WAY WE MANAGE OUR WILDERNESSES. IT IS ALSO A MEANS OF PROPERLY INTRODUCING **WILD PHILANTHROPY,** AN IDEA THAT'S BEEN GESTATING FOR SEVERAL YEARS, AND HAS FINALLY, THIS YEAR, SEEN THE LIGHT OF DAY.

CHANGE, SO THE SAYING GOES, IS AS GOOD AS REST AND IN MY EXPERIENCE IT HAS ALWAYS BEEN SO. JOURNEYS BY DESIGN RECENTLY MOVED OFFICE, WHICH WAS SOMETHING OF AN EMOTIONAL WRENCH, AT LEAST FOR ME. OUR LAST ADDRESS WAS WHERE **JOURNEYS BY DESIGN** GREW FROM, TO WHAT IT IS TODAY. HOWEVER, AFRICA HOUSE - THE NEW OFFICE - HAS DONE EXACTLY WHAT CHANGE DOES: OPENED UP NEW OPPORTUNITIES; BREATHED NEW LIFE INTO OLD WAYS AND FOCUSED THE MIND ON WHAT REALLY AND TRULY MATTERS.

TO WHICH END, **CHANGE IS ABOUT THOSE PEOPLE** WHO KNOW WHAT REALLY AND TRULY MATTERS: RICHARD'S CAMP, FOR EXAMPLE, AND THEIR CONSERVATION WORK WITH KENYA'S ELEPHANT; GREAT PLAINS' SIMILARLY VISIONARY WORK WITH RHINO IN BOTSWANA; ETHIOPIA'S ABACA MOBILE OPERATOR RANGER TRAINING; WILLY ROBERTS' INFLUENCE IN NORTHERN KENYA; ROLAND PURCELL'S SIMILARLY EFFECTIVE WORK IN TANZANIA; OR THE QUIETLY SUPER-ENTERPRISING FRIEDKIN FUND.

NOT BY ANY MEANS A COMPREHENSIVE LIST, THESE ARE SOME OF AFRICA'S **PIONEERS OF CHANGE,** THE QUALITY OF THEIR WORK GUIDED BY THE BREADTH AND DEPTH OF THEIR BIG PICTURE THINKING.

AND IT IS THEIR WORK THAT HAS SERVED AS INSPIRATION FOR OUR OWN WILD PHILANTHROPY. A SOCIAL AND ENVIRONMENTAL ENTERPRISE THAT SEEKS TO RAISE FUNDS FOR CRITICAL CONSERVATION AREAS, WILD PHILANTHROPY OFFERS THE ADVENTUROUS DONOR-INVESTOR THE **OPPORTUNITY TO INVEST IN WILD AFRICA'S FUTURE.** INVOLVING ALL KEY STAKEHOLDERS, FROM INVESTOR TO LOCAL COMMUNITY TO WILDLIFE, IT PROVIDES VIABLE, LONG-TERM SOLUTIONS FOR KEYSTONE WILDERNESSES.

WE HAVE ABOUT TEN YEARS BEFORE WE NEED TO RESTOCK WILD AFRICA. SO, **HERE'S TO CHANGE.**



WILL JONES
DIRECTOR & FOUNDER

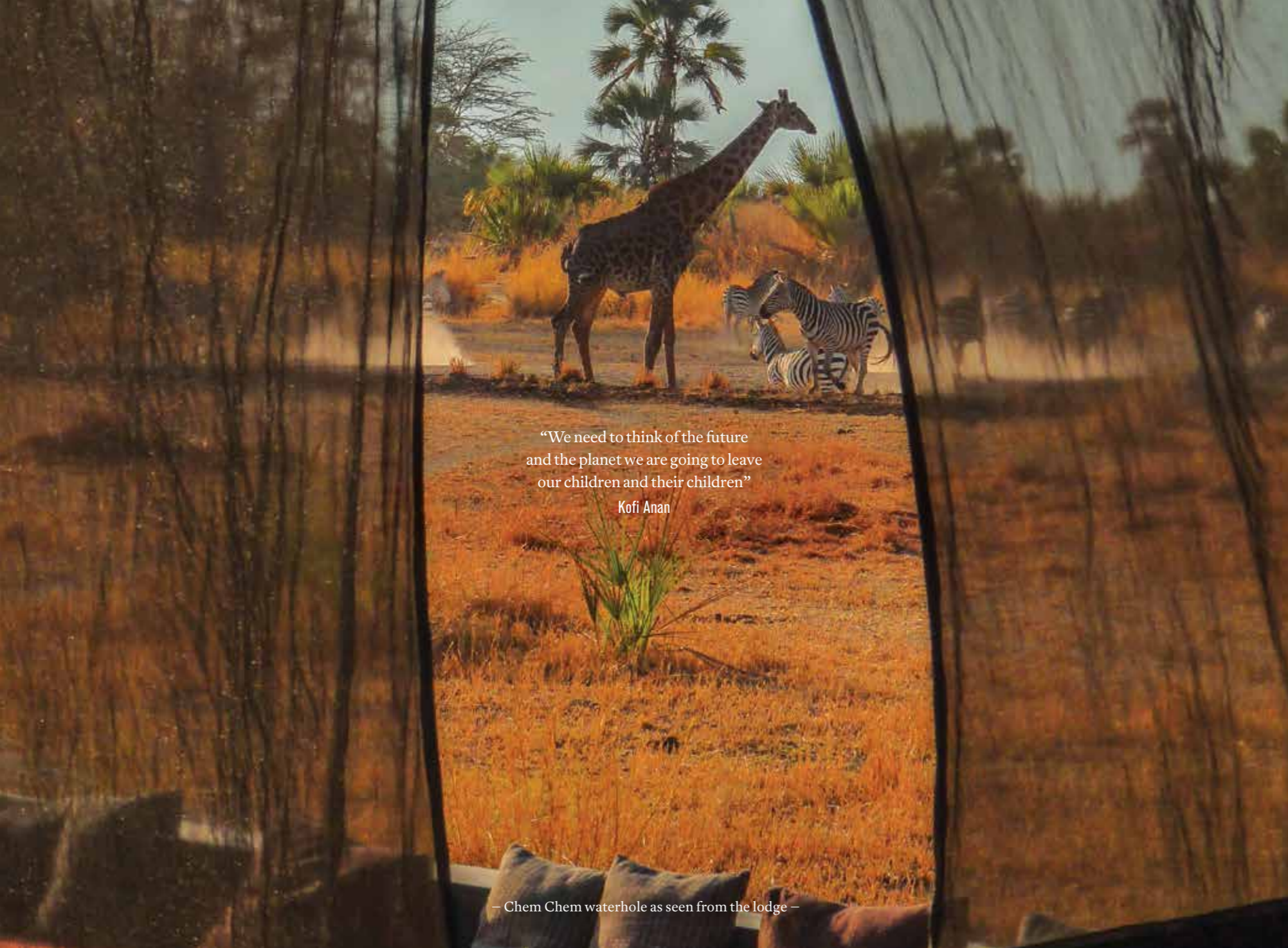
3°
44'
27.
41''S
35°
50'
20.
88''E

THE PIONEERS
- FABIA BAUSCH & NICOLAS NEGRE -

Location: Tanzania | Project: LiveWildLife



- Fabia Bausch & Nicolas Negre at Little Chem Chem -



“We need to think of the future
and the planet we are going to leave
our children and their children”

Kofi Anan

— Chem Chem waterhole as seen from the lodge —



TANZANIA

3° 44' 27.41" S / 35° 50' 20.88" E

Pioneers:

Fabia Bausch & Nicolas Negre

Location:

Tanzania, Manyara & Tarangire National Park

Property:

Chem Chem – Eight tented suites

Little Chem Chem – Five luxury vintage tents

Both properties located in their own private concessions

When to visit:

September/October – January/February

Project:

LiveWildLife

With the loss of natural habitat, comes the loss of wildlife. LiveWildLife independently engages in wildlife conservation projects that bring the interests of the residents and the environment together in an attempt to reverse this worrying trend. The foundation devotes itself to the Rehabilitation of Elephant Migration Project; The Living Walls Project; and also their Anti-poaching Unit and Wildlife Management Areas, as well as a number of education projects and community projects. Fabia and Nicolas also lead the Wildlife Corridor project, which is proving to be very successful.

1°
27'
39."
82"S
35°
3'
40."
72"E

THE PIONEERS
- RICHARD & LIZ ROBERTS -

Location: Kenya | Project: The Mara Elephant Project





“An African Elephant is
poached every 15 minutes”
Mara Elephant Project

– Elephant family on Mara North Conservancy –



KENYA

1° 27' 39.82" S / 35° 3' 40.72" E

Pioneers:

Richard & Liz Roberts

Location:

Kenya, Njageteck River, Mara North Conservancy,
Maasai Mara

Property:

Richard's River Camp – Seven luxury tents

When to visit:

August for the Great Migration

Project:

The Mara Elephant Project

For the last three generations, the Roberts families have played an integral part in conservation for Kenya. The Mara Elephant Project (MEP) is instrumental in human-wildlife conflict mitigation and anti-poaching through the collaring, monitoring and tracking of elephants. With a 24hr, dedicated Ranger patrol team that spans the Mara/Serengeti area, MEP is achieving great results in reducing elephant poaching. To this day they have arrested 150 ivory poachers and anyone can help by donating to their cause.



18°
35'
36."
56"S
23°
30'
36."
27"E

THE PIONEERS
- DERECK & BEVERLY JOUBERT -

Location: Botswana | Project: Rhinos Without Borders



- Botswana rhino photographed by Beverly Joubert -



“It’s no good to talk about how Africa is losing its
wildlife without working on any solutions”
Dereck Joubert



– Elephant in Okavango Delta photographed by Beverly Joubert –

BOTSWANA

18° 35' 36.56"S / 23° 30' 36.27" E

Pioneers:

Dereck & Beverly Joubert

Property:

Zarafa Dhow Suite – Private, luxury and fully serviced two bedroomed villa

When to visit:

May through to November

Project:

Rhinos Without Borders

In the first four months of 2015, 393 rhino were killed in South Africa. The numbers work out as a rhino being killed every seven hours. Rhinos Without Borders (RWB) plans to relocate 200 rhino from densely populated and easily poachable areas and re-release them within Botswana where poaching is extremely low. To move each rhino costs \$45,000, and up to November 2015, 10 have been relocated. We are thrilled to share that Journeys by Design also raised enough funds for our first rhino translocation. Every donation made, goes towards giving each rhino a new and safer life, helping to secure their future.



6°
53'
15.
01"N
36°
38'
10.
84"E

THE PIONEER
- GRAEME LEMON -

Location: Ethiopia | Project: Abaca Guide Training Academy



- Afar salt caravans, Danakil region, photographed by Alistair Taylor-Young, Conde Nast Traveller, travelling with Journeys by Design, © The Conde Nast Publications Ltd -



— Ranger at Chebera Churchura National Park, photographed by Simon Morris —



— Lalibela Pilgrimage photographed by Paul Callcutt —

ETHIOPIA

6° 53' 15.01"N / 36° 38' 10.84"E

Pioneer:
Graeme Lemon

Location:
Ethiopia

Property:
Mobile Camp – Various locations

When to visit:
Throughout the year

Project:
Abaca Guide Training Academy

The academy is a new venture that will provide an educational facility to train and prepare Ethiopian scouts and guides to provide a higher level of service to the growing conservation and tourism sector. The academy would be based at Chebera Churchura National Park and would automatically help negate encroachment in that area. Raising levels of professional service and guiding approaches will help Ethiopia significantly improve its standing as a travel destination. As a country still in the early stages of its conservation evolution, these scouts and guides hold the key to the continued existence of Ethiopia's wild areas.



19°
54'
42.
26"S
13°
13'
34.
99"E

THE PIONEERS
- DR FLIP STANDER / WILDERNESS CONSERVATION -

Location: Namibia | Project: Namibia Desert Lion Conservation Project



— The Namib is the only place in the world where lions live in extreme conditions —



“A vast, textured landscape of incredible contrasts”

Wilderness

NAMIBIA

19° 54' 42.26" S / 13° 13' 34.99" E

Pioneers:

Dr Flip Stander, Wilderness Conservation

Location:

Namibia, Skeleton Coast, Kaokoland

Property:

Hoanib Skeleton Coast Camp – Seven large ensuite tents and one family ensuite unit

When to visit:

June through to September

Project:

Namibia Desert Lion Conservation Project

The desert lion is a prominent feature in Namibia and is highly treasured by the growing tourism industry. However, the conflict between lions and the local people has intensified as lions have begun to kill livestock more regularly, which results in farmers often shooting, trapping, or poisoning them in return. This long-term study, founded in 1998 by Dr Philip Stander, aims to learn more about this unique lion population through collar monitoring, and by assisting local communities with conflicts so that lions and people can learn to live together, thus helping to preserve the desert-adapted lion.



27°
12'
7.
22"S
22°
28'
4.
86"E

THE PIONEERS
- NICKY & STRILLI OPPENHEIMER -

Location: South Africa | Project: The Oppenheimer's



- Motse Lodge -



“Each loss of species impacts on everyone
and everything in some way”
Strilli Oppenheimer



SOUTH AFRICA

27° 12' 7.22" S / 22° 28' 4.86" E

Pioneers:

Nicky & Strilli Oppenheimer

Location:

South Africa, Tswalu Kalahari Private Game Reserve

Property:

Motse Lodge – Six luxury ensuite rooms
and three family suites

Tarkuni Lodge – Three luxury ensuite rooms
and two family suites

When to visit:

Throughout the year

Project:

The Oppenheimer's

Tswalu Kalahari is a vast expanse of approximately 1000km². Primarily a conservation area, the aim is to return this beautiful space to its unspoiled form. In order to reach this goal, the Oppenheimer ethos involves three main conservation objectives; the restoration of the natural environment to a pristine condition, the re-establishment and protection of biological diversity, and the maintenance of the natural ecological processes and characteristics of the Kalahari environment.

0°
3'
52.
93"S
29°
30'
38.
96"E

THE PIONEER
- EMMANUEL DE MERODE -

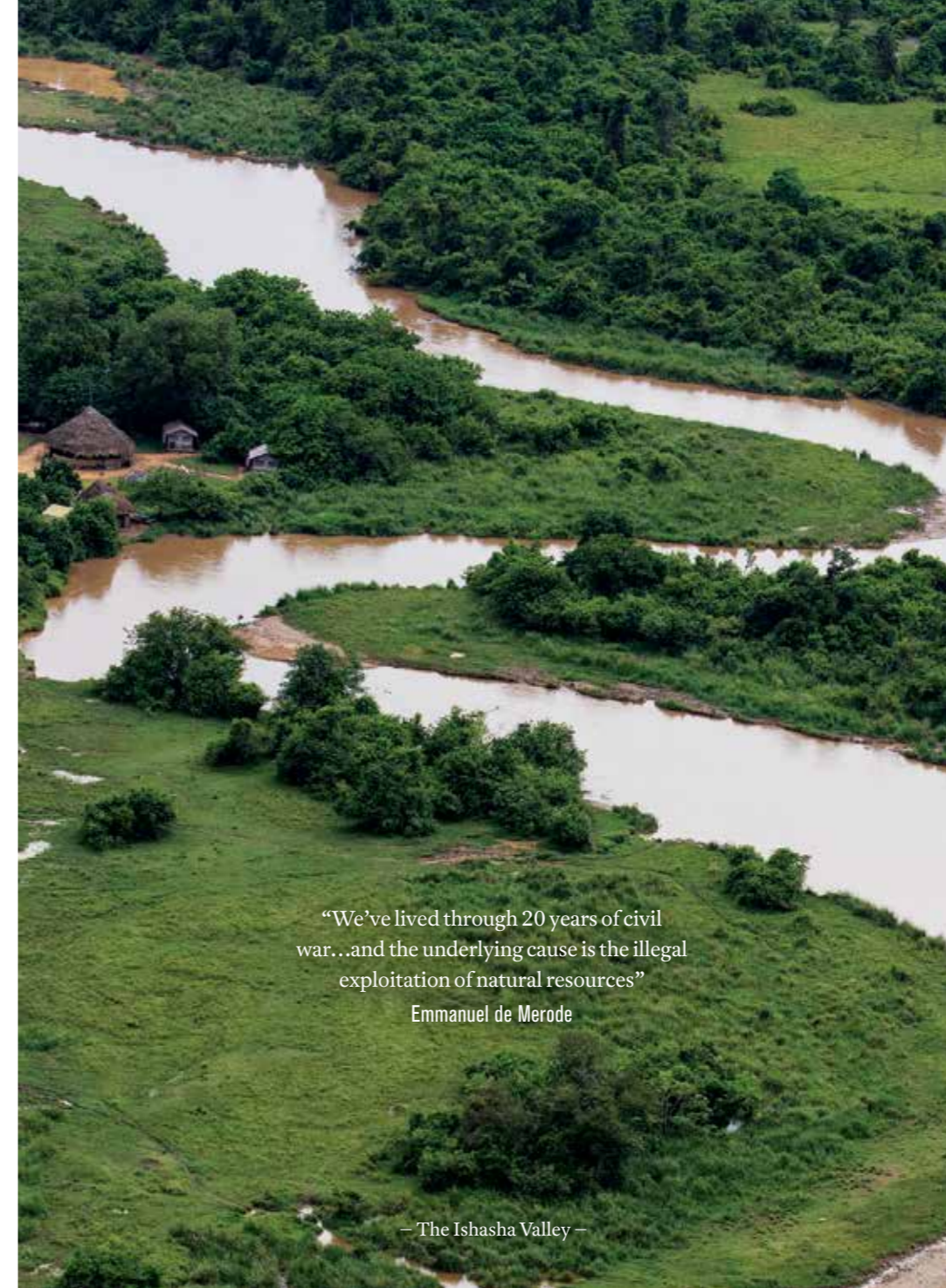
Location: The Democratic Republic of Congo | Project: Virunga Gorilla Project



- Mount Muhabura, Virunga National Park -



— The lowland gorilla, also found in Virunga National Park —



“We’ve lived through 20 years of civil war...and the underlying cause is the illegal exploitation of natural resources”

Emmanuel de Merode

— The Ishasha Valley —

VIRUNGA NATIONAL PARK

0° 3' 52.93" S / 29° 30' 38.96" E

Pioneer:

Emmanuel de Merode – Director & Chief Warden at Virunga

Location:

The Democratic Republic of Congo, Virunga National Park

Property:

Bukima Lodge & Bukima Tented Camp

When to visit:

Throughout the year

Project:

Virunga Gorilla Project

Virunga has received great exposure since its Academy award-nominated documentary film “Virunga” was released in 2014. The park is home to a quarter of the world’s critically endangered mountain gorillas, which Emmanuel and his park rangers spend their lives protecting. 12 rangers were sadly killed and Emmanuel himself was shot in 2014. Donations not only help protect the gorillas, but they provide equipment for the rangers, help with training, and support widows and families of Virunga rangers killed in the line of duty.



21°
02'
57.
96"S
31°
52'
18.
53"E

THE PIONEERS
- SINGITA -

Location: Zimbabwe | Project: Singita Feeding Scheme





“What counts in life is not the mere fact that we have lived. It is what difference we have made to the lives of others that will determine the significance of the life we lead”

Nelson Mandela

ZIMBABWE

21° 02' 57.96" S / 31° 52' 18.53" E

Pioneers:
Singita

Location:
Zimbabwe, Malilangwe Wildlife Reserve

Property:
Singita Pamushana – One five bedroomed villa, two family suites and four further suites

When to visit:
April to October

Project:
Child Supplementary Feeding Program

In 2002, during a particularly terrible drought, there was an excessive number of cases of children suffering from malnutrition and illnesses, which in turn dropped school attendance. By helping to feed the children in their local rural communities, Singita, along with their development and conservation partner, initiated an extensive supplementary feeding program. Assisting those who live in and around Singita's reserves is integral to the stability between sustainable tourism, community welfare and environmental conservation. Donations to a feeding point or to a specific child, help to give children the energy to continue to go to school, fully benefiting from their education.





– Elephant in Okavango Delta, Botswana, photographed by Angela Sacha –

WE ARE HAPPY TO ANNOUNCE...

That Journeys by Design is now hand in hand with Wild Philanthropy. Together we offer unique and extraordinary journeys, pushing into a new expanse of philanthropic travel.

We offer a bespoke service, enabling our guests to explore the lesser-known frontiers of this vast safari continent in comfort and style, all the while lending our support to the legacy that is conservation.

Each and every safari not only raises funds for The African Medical Research Foundation and Trusts for African Schools (TAS), but also enables strategic donations and investments. As a stakeholder, your presence in Africa is of paramount importance to its future.

With your help we have now raised over US\$ 5 million for a range of communities and charities globally. So please do come celebrate and join us in Africa.

For more information on our environmental enterprise, Wild Philanthropy, please visit: wildphilanthropy.com

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– Baby gorilla 'Shamavu' with his Virunga ranger rescuer, Christian Shamavu, photographed by Luanne Cadd –



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All photographs in this brochure have been taken by clients, staff and our African partners on their many and varied travels around the continent. Many thanks to all for making this possible.

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