



WildPhilanthropy

IMPACT TRAVEL AND CONSERVATION

WE HAVE 10 YEARS BEFORE WE WILL NEED TO START RESTOCKING WILD AFRICA.

Will Jones: Fellow of the Royal Geographical Society

Wild Philanthropy has been established by the award winning frontier travel company, Journeys by Design, in order to try to rebalance the travel sector in East Africa towards better providing community economic development and conservation whilst scaling up community and conservation enterprises.

Wild Philanthropy has been designed to provide multiple ways to invest in the future of Africa, its people, wildlife and wilderness with the aim of protecting at-risk African ecosystems.



JOURNEYS BY DESIGN
— DISTINCTIVE AFRICAN TRAVEL —



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VISION: ECOSYSTEMS,
WILDLIFE & COMMUNITIES
NEED SPACE TO SURVIVE

MISSION: TRAVEL-DRIVEN
INVESTMENT TO SUPPORT AT-
RISK ECOSYSTEMS, WILDLIFE
& COMMUNITIES

AMBITION: PROTECT
ECOSYSTEMS & WILDLIFE
BY HELPING COMMUNITIES
MONETIZE THEIR NATURAL
ASSETS

Africa's wildernesses and wildlife are disappearing quickly and irreversibly. Rapid population growth, combined with a poor understanding of the value of the continent's natural capital, mean that land is being degraded, thus decimating wildlife and communities.

By way of example lion populations have declined 42% in the past 21 years. There are an estimated 475,000 elephant remaining in Africa which are being poached at a rate of about 30,000 per year.

In the absence of viable employment, many communities eke out an existence on increasingly marginal land. In turn, this has led to greater human-wildlife conflict and a growing dependence on income from poaching.

OUR FOUR KEY GOALS

01: IDENTIFY AT RISK ECOSYSTEMS AND COMMUNITIES ACROSS EAST AFRICA

02: INVEST IN, AND MENTOR TOURISM ENTERPRISE MODELS TO TRIGGER REVENUE FLOW

03: PROVIDE GRANTS TO CHARITABLE PARTNERS WORKING IN CORE ECOSYSTEMS

04: USE TRAVEL AS A MECHANISM FOR INSPIRING AND PROMOTING CORE ECOSYSTEM PROJECTS TO OUR DONOR TRAVELLERS





Dear Donor & Friend,

Wild Philanthropy is a charity designed to identify, invest in and help manage key at-risk ecosystems in Africa. It is our response to what I believe is one of sub-Saharan Africa's most urgent questions. In the face of exponential population growth, the effects of climate change, and the pressures of fast-growing nation state economies, how are we to preserve what are in effect some of the world's last great wildernesses?

When I started Journeys by Design in 1999, it was with the idea of sharing through travel a glimpse of the Africa I knew and loved as a child. Born in Nigeria and raised in seven different African countries, this idyllic childhood instilled in me a profound and unbreakable love for the continent's people and wildlife. Africa has provided me and my family not only with indelible memories and experiences, but also with a successful business and livelihood. For this, I am extremely grateful.

But the Africa of my youth is quickly disappearing. Wild Africa is succumbing to a maelstrom of interconnected pressures: lack of viable employment in rural communities, poaching, breakneck population growth and poor land management are all contributing to an accelerating crisis. At current rates of decline, we may have as little as ten years before key wildlife species will need to be restocked. As I have watched the environmental decimation unfold, I feel compelled to do more – much more – in response.

So in 2016, I started Wild Philanthropy as a targeted solution to help support at-risk ecosystems, wildlife and communities. As well as providing grants to local conservation projects, Wild Philanthropy leverages Journeys by Design's expertise, networks and contacts to help high potential but as yet underperforming travel assets (such as start-up or struggling camps and lodges) by investing in them financially and with our intellectual capital. Through this hands-on investment process, we help establish them as profitable, community-owned enterprises that provide direct conservation impact as well as economic opportunities for local people. Tourism, with its plethora of employment, is a

significant revenue generator and enables us to equip individuals with the skills to improve their own futures as well as protect the natural assets that surround and sustain them.

In fact, Wild Philanthropy in its first year is already making a positive difference in four at-risk ecosystems: the Omo Valley (Ethiopia), the Northern Rangelands (Kenya), the Ntakata Community Forest Reserve (Tanzania) and EnoNkishu, Maasai Mara (Kenya). To date, we have invested USD 375,000 in community enterprise projects; providing employment for local villagers, ranger training and equipment, and business development advice. We will continue our work in these areas and look forward to sharing our progress with you.

I often think that all the jobs I've ever had led me to the creation of Wild Philanthropy: studying tigers in Madhya Pradesh, India, working with African hunting dogs in Mkomazi National Park and black rhino in Tsavo, and establishing the first ecotourism project in Ethiopia after completing my degree in environmental science at Southampton University. Wild Philanthropy is a natural evolution of my career from an environmental student to business owner to conservationist, giving me the necessary experience to apply the rigor of business principles to the conservation field. I believe that we at Wild Philanthropy and Journeys by Design are in a uniquely qualified position to address the plight of Africa's ecosystems and the vulnerable communities and wildlife that depend on them.

I hope you will join us on a journey like no other.

WILL JONES, WILD PHILANTHROPY
FOUNDER AND PROJECTS MANAGER



**WITHOUT LAND,
BOTH WILDLIFE AND
TRIBAL CULTURES WILL
DISAPPEAR, AND WITH
THEM, AFRICAN
TOURISM**

The issues





What are the issues?

Without land, both wildlife and tribal cultures will disappear, and with them, African tourism. The continent's exploding human population, in concert with poor land use, illegal hunting, poaching and farming, is rapidly winning the battle against wildlife and wilderness. Marginal communities that depend on a healthy environment are also losing out. Wilderness areas are continually under threat and are desperately in need of investment for their long-term protection and survival.

There is a growing field of thought called "natural capital" which articulates the immense economic value inherent in land and habitats, and argues for protection of and investment in these areas. Many traditional economic models (including farming) seek to maximize short-term financial gains, without considering longer term impacts on the environment. Sustainable development such as ecotourism is instead focused on shifting the balance toward long-term economic benefits that protect both the land and society's most vulnerable people. Governments need to understand the value that these areas provide, and ecotourism tangibly demonstrates this by driving direct investment into communities. The sustainable, profitable use of land is a highly effective long-term conservation tool and an economic strategy with positive results that empower previously marginalized people. Thoughtful stewardship and the protection of land in the form of at-risk ecosystems underpins everything Wild Philanthropy seeks to achieve.



800 GORILLAS
 12,000 CHEETAHS
 28,000 RHINOS
 30,000 LIONS
 80,000 GIRAFFES
 400,000 ELEPHANTS
 —
 7,300,000,000 HUMANS

Current population numbers of each species

Source: Save the Tiger



Source: African Wildlife Foundation

LINKING ECONOMIC DEVELOPMENT AND CONSERVATION WITH ENTERPRISE

The solution



What is the solution?

Wild Philanthropy links economic development and conservation with enterprise. Through our travel-driven conservation model, and by working with partners on the ground who share our vision, we create employment and opportunity at the local level, where it counts.

Wild Philanthropy identifies ecotourism projects in often marginal areas that have great potential, yet need a boost in the form of seed capital and mentoring. Wild Philanthropy provides marketing, operational and accounting support, as well as general business advice and, importantly, clients.

Wild Philanthropy also has a deep understanding of African conservation: what works, and what doesn't. Grants are placed with trusted and effective charities that play key roles in our strategic development plan. Together, we protect at-risk ecosystems for the benefit of all.

Why does our solution work?



Our unique conservation model engages sophisticated travellers and facilitates their investment into high priority, at-risk African ecosystems. By promoting investment into sustainable tourism, we unlock the potential of these ecosystems, establishing the landscape as an economic asset. In our view, travel is the key to building and sustaining interest and therefore investment in natural assets.

A key ingredient of our model is the opportunity for donors to travel with Wild Philanthropy to visit projects first hand, as well as engage with like-minded individuals: fellow travellers as well as experts working on the ground. We provide travel opportunities that are both original and unique, including a range of wilderness experiences not available to the general public or even to clients of Journeys by Design. This very special program will, we trust, be of considerable interest to Wild Philanthropy donors.

In executing this model, Wild Philanthropy leverages the considerable heritage and reputation of its sister organization – Journeys by Design – which is a market leader in specialist African travel. The leaders of Wild Philanthropy have over sixteen years of experience at the helm of Journeys by Design, so have a thorough understanding of how frontier tourism businesses work. Wild Philanthropy knows what travellers want, and can spot an opportunity that has the potential to become a strong tourism business.

Critically, Journeys by Design also provides Wild Philanthropy with access to a global database of clients and travel agents, giving nascent businesses early traction in the marketplace. From an investment perspective, Wild Philanthropy offers significant added value through its ability to bolster struggling enterprises or by helping small businesses which have found it difficult to scale.



85% of all funding goes directly to projects and investments on the ground

Directors of Wild Philanthropy are tasked with choosing ecotourism investments and allocating funds to conservation partners involved in efforts such as anti-poaching, rangelands management, basic education and community health programs. 100% of net operating profits of any investment is returned to Wild Philanthropy to support its mission. Wild Philanthropy intends to limit administration costs to no more than 15%, ensuring that 85% of all funding goes directly to projects and investments on the ground.

Wild Philanthropy has an experienced management team in both the USA and UK who are experts in African travel, conservation, philanthropy, and impact investing. Wild Philanthropy also maintains a base in Addis Ababa, Ethiopia which runs the organization's tourism programme for East Africa.

PROJECT EVALUATION

Wild Philanthropy identifies, evaluates, consummates and manages high-impact conservation enterprise investments into high-priority conservation landscapes. This is a discipline that lies at the heart of the operating model. There are 4 pillars to the way that Wild Philanthropy operates on the ground:

- 01 Identifying high potential yet underperforming conservation tourism enterprises that can deliver both conservation impact and operate as a successful business.
- 02 Investing in these conservation tourism enterprises financially and through structured business support to strengthening businesses.
- 03 On-going management and marketing support helping drive clients to conservation and tourism enterprises using existing client base and international networks to ensure long term viability.
- 04 Providing grants to high impact conservation and social project in key landscapes.



Conservation journeys

Powered by Journeys by Design, Wild Philanthropy arranges both bespoke and set departure Conservation Journeys. All profits from these journeys are channelled back into Wild Philanthropy. The aim is to use these funds to cover operating costs for Wild Philanthropy, thus freeing up donations to be directed 100% on the ground. We also anticipate that travellers will consider a donation to Wild Philanthropy after seeing projects first-hand. The journey will inevitably be a blend of work and play: combining the classic luxury safari with the opportunity to spend some time under the stars engaged in stakeholder conversations. These journeys are fun adventures into the wilderness, allowing you the opportunity to access Africa in true holiday fashion – but with a conscience!

BESPOKE

Wild Philanthropy opens up the frontiers of travel and conservation in a way that few others, if any, can provide. Powered by Journeys by Design, these extraordinary bespoke trips are designed to give an in-depth view of some of the conservation challenges as well as innovative solutions. Special guests will join us along the way to give you expert insight into ecosystems, tribes, wildlife and conservation.

The tailor-made Conservation Journey opens up access to a portfolio of over 400 camps and lodges across East and Southern Africa. Being powered by Journeys by Design the donor traveller is able to access the full range of tailor-made intellectual capital built up over 20 years of designing bespoke safaris at Journeys by Design. We can tailor the journey to meet your precise dates and your exact requirements on a private basis.

SET DEPARTURES

Wild Philanthropy is also offering an exclusive selection of set departure Conservation Journeys, hosted by our founder, Will Jones. These have been designed to explore some of our current projects and partners.

October 8–20, 2017

The Northern Rangelands of Kenya:

A visit to a range of conservation projects and community-owned tourism programs. We will spend time with local conservation partners engaged with improving grasslands and rangelands for semi-nomadic pastoralist groups. We will explore some of the significant conservation challenges and tourism opportunities in this emerging travel destination.

June 25–July 5, 2018

Western Tanzania's New Opportunities:

A journey into off-grid protected areas under threat from population pressures but with significant tourism opportunity. We will visit one of our first tourism investments in the Ntakata Forest with the Tongwe community.

September 8–23, 2018

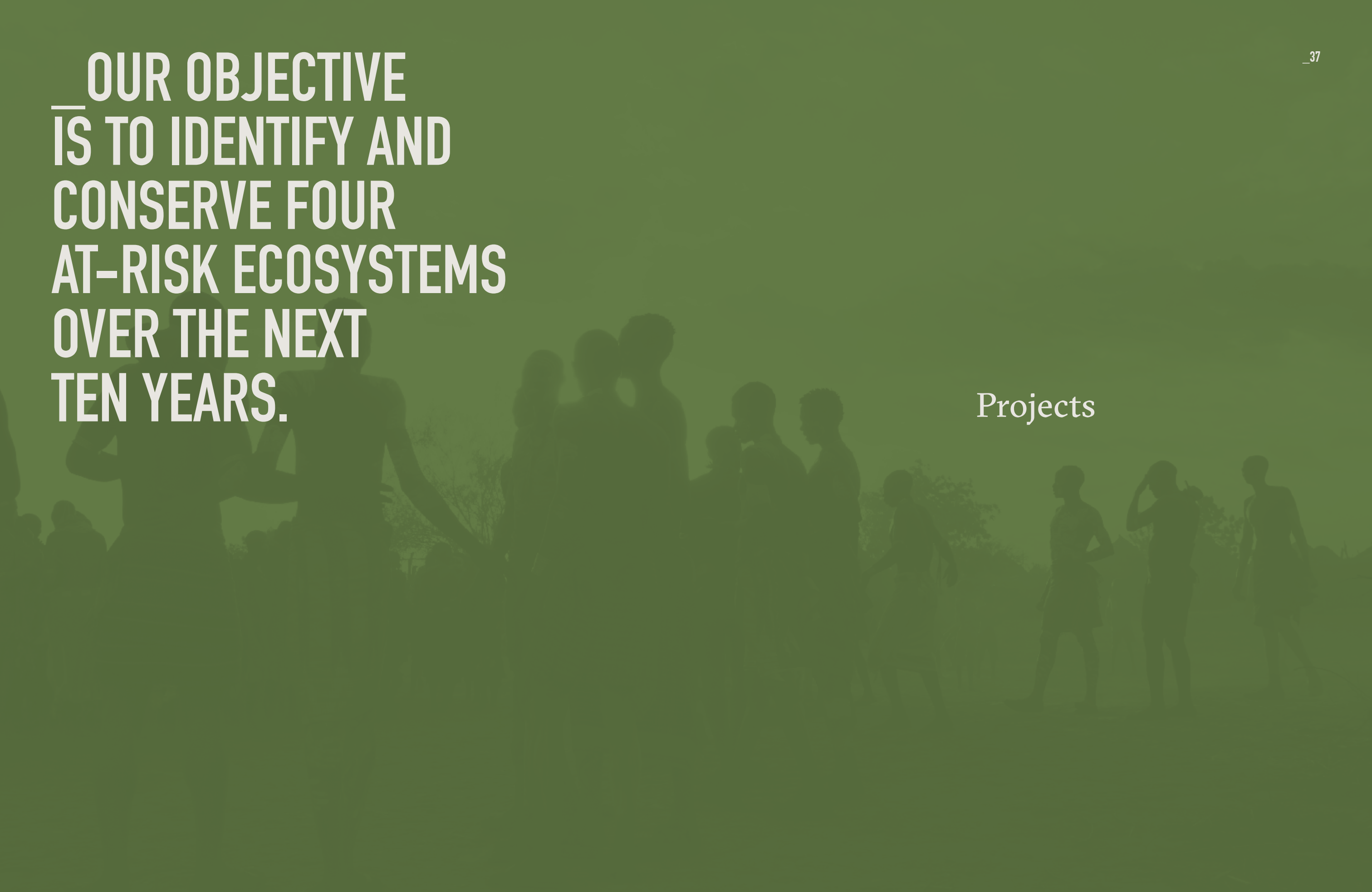
Linking The Wildernesses of Ethiopia & Northern Kenya:

A mega-transect that combines the Omo Valley of southern Ethiopia with the vast deserts and rangelands of northern Kenya. We will visit our first tourism investment project in the Omo Valley, spending time with a range of Afro-Asiatic and Nilo-Sahara communities under threat from dams and commercial farms.



**OUR OBJECTIVE
IS TO IDENTIFY AND
CONSERVE FOUR
AT-RISK ECOSYSTEMS
OVER THE NEXT
TEN YEARS.**

Projects





Our first four projects

Following discussions with potential donors and on-the-ground charitable and enterprise partners, Wild Philanthropy has identified and will provide financial and strategic support in the following four ecosystems:

OMO VALLEY: Located in southwestern Ethiopia, the Omo Valley is home to a range of Afro-Asiatic and Nilo-Saharan tribes and communities whose way of life is under threat.

NTAKATA FOREST: The Ntakata Forest is adjacent to Lake Tanganyika, due north of the Mahale Mountains and is home to a huge variety of wildlife.

ENONKISHU, MAASAI MARA: Enonkishu Conservancy is a cooperative of pastoralist families living on the edge of the Mara Ecosystem.

NORTHERN RANGELANDS: The northern rangelands of Kenya encompass 45,000 sq km of remote landscape and is home to politically and socially marginalized communities of nomadic pastoralists.

OMO VALLEY

SOUTHERN ETHIOPIA

Located in southwestern Ethiopia, the Omo Valley is home to a range of Afro-Asiatic and Nilo-Saharan tribes and communities whose way of life is under threat. Additionally there are considerable wilderness areas which play home to pockets of wildlife but which are being slowly pushed to local extinction. The Omo River flows along the valley floor on the last leg of its journey to Lake Turkana, the largest desert lake in the world. The river plays an essential part in the lives of local communities and serves as an umbilical cord for Lake Turkana.

Why is it in Crisis?

The Omo Basin is a rich tapestry of tribal culture and tradition, but the Omo River is increasingly being dammed for commercial irrigation, affecting the natural flooding patterns that local people have depended on for centuries. An estimated 170,000 Lower Omo and Lake Turkana people are directly affected by the damming of the Omo. With the population doubling every 20 years, it is estimated that a further 330,000 people will be indirectly affected.

The Need for Support

Damming has caused enormous areas of wild Omo to be reallocated for large scale agriculture such as sugar cane plantations, decimating wildlife and forcing indigenous people from their land. Indeed, many Bodi, Kwegu and Mursi people have already been displaced to make way for the Kuraz Sugar Project, which covers 370,658 acres and will eventually almost double in size, causing even more forced resettlements. Wildlife is being crowded into increasingly small areas, heightening the likelihood of conflict between people and animals. Without enough land to sustain their agro pastoralist way of life, local communities face a crisis unless they can develop an alternative livelihood. Tourism can help fill this gap through the creation of community wildlife conservancies and its associated tourism revenue.

The Enterprise Opportunity

There is enormous untapped potential for carefully managed cultural experiences in this region of Ethiopia. Wild Philanthropy will assist both the Kara and Mursi to organise their communities into an association so they can register an interest in the land with the government. Wild Philanthropy will work with its enterprise partner, Wild Expeditions, to help the local communities grow their own ecotourism businesses. Wild Philanthropy made its first investment in 2016 in a joint venture with Ethiopian shareholders, including a member of the Kara community.





Wild Expeditions Ethiopia operates the only mobile tented camp in the Omo Valley as well as seasonal camps, and provides the base for wildlife, historical and cultural safaris across Ethiopia.

These camps provide access to a range of Nilo-Saharan and Afro-Asiatic linguistic groups which are unique in their genetic variance. Unique to Wild Expeditions Ethiopia, clients are taken in boats into the deepest corners of the Omo Valley, including the Mursi Mountains and Omo Delta. This is a flagship project for Wild Philanthropy, which we are confident will grow to take center stage in Ethiopian tourism.

The Conservation Partner

We currently do not have a conservation partner in the Omo. We are currently working to identify one which is one of the challenges we face.

OMO VALLEY

THE RESULT OF DAMMING

With an estimated 50% of the Omo river's water predicted to be siphoned off for the irrigation of fuel and cash crop projects, the recently completed Gibe III dam is set to change the natural flood cycles upon which the Turkana basin's people have always economically and culturally depended.

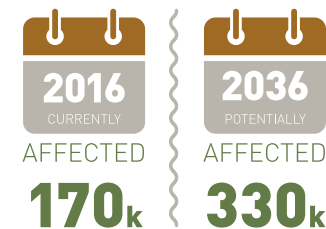
Source: Sean Avery, What Future for Lake Turkana, African Studies Centre



THE NUMBERS AFFECTED

An estimated 170,000 Lower Omo and Lake Turkana people are directly affected by the damming of the Omo. With the population doubling every 20 years, it is estimated that a further 330,000 people will be indirectly affected.

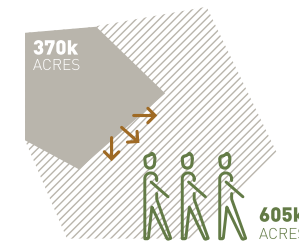
Source: African Studies Centre, 2012



ENFORCED RESETTLEMENT

Members of the Bodi, Kwegu and Mursi have already been evicted from their land into resettlement areas to make way for the Kuraz Sugar Project, which covers 370,658 acres. Projected to eventually cover 605,408 acres, this and other projects will result in a growth of enforced resettlement programmes.

Source: Survival International, 2016



NTAKATA FOREST

WESTERN TANZANIA

The Ntakata Forest is adjacent to Lake Tanganyika, due north of the Mahale Mountains and is home to a huge variety of wildlife, including chimpanzees, elephants, leopard, lion, buffalo, zebra, giraffe and endemic birdlife and butterflies. The Mahale Mountains are the original homeland of the Tongwe people, an ancient forest tribe with roots in the Congo basin. The Tongwe view the forest as sacred, and would not cut trees. Nkungwe, the highest peak in the Mahale range, is also their most powerful God.

Why is it in Crisis?

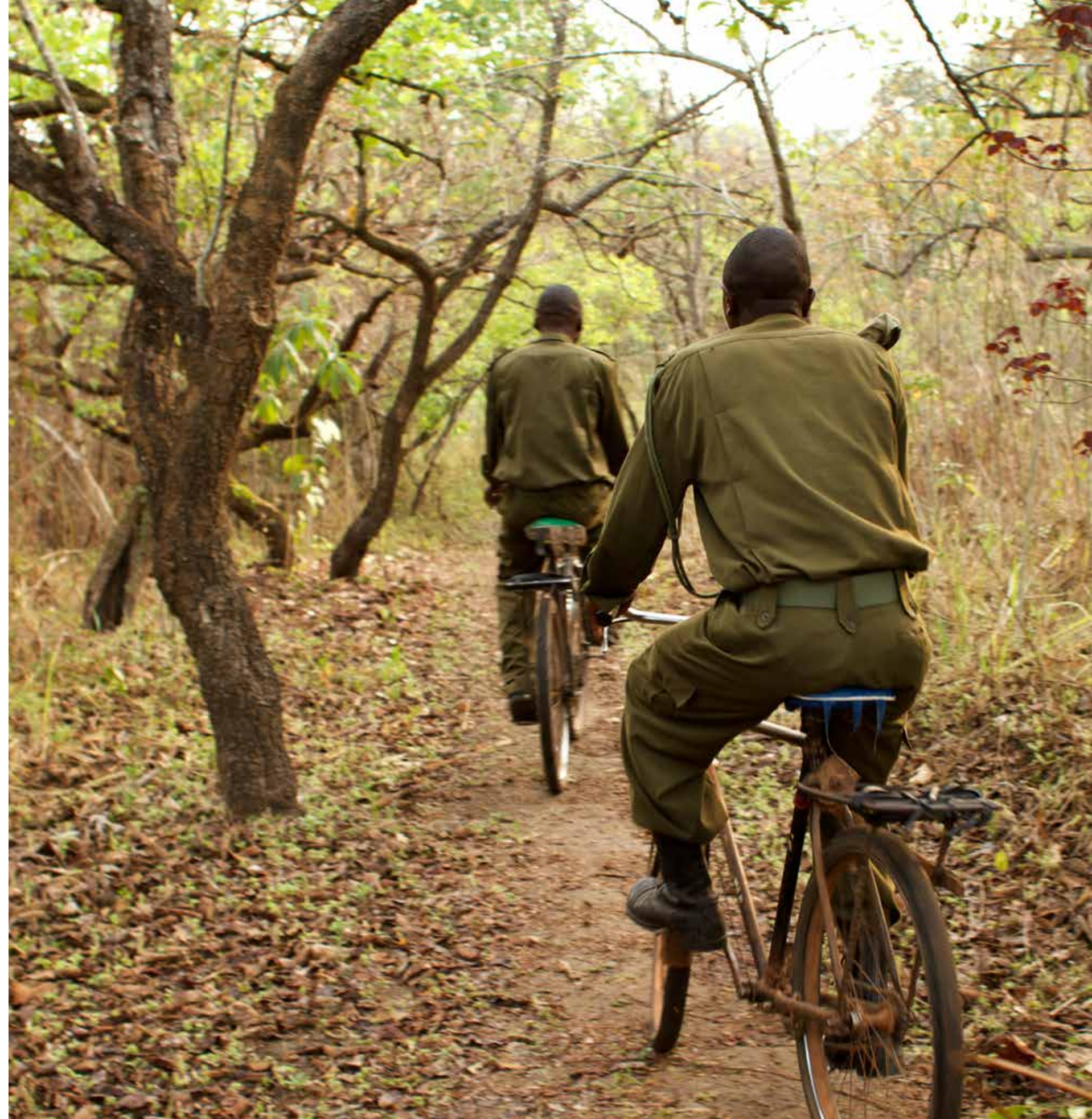
In 1973, the Tongwe were evicted from their land and forcibly moved to larger settlements on the lakeshore, putting their traditional culture at risk of being overcome by land disputes and pressures from the outside world. In 1985, when the Mahale Mountains were declared a national park, the door closed on any chance the Tongwe had of ever returning to their ancestral lands. In addition to this threat to an indigenous culture, a large part of the Greater Mahale landscape is not part of the national park and is under increasing pressure from conversion to farmland, soil degradation and forest loss. This area, the Ntakata Forest, is thought to be the last area in Tanzania where wild chimpanzee and elephant overlap, and they are in peril.

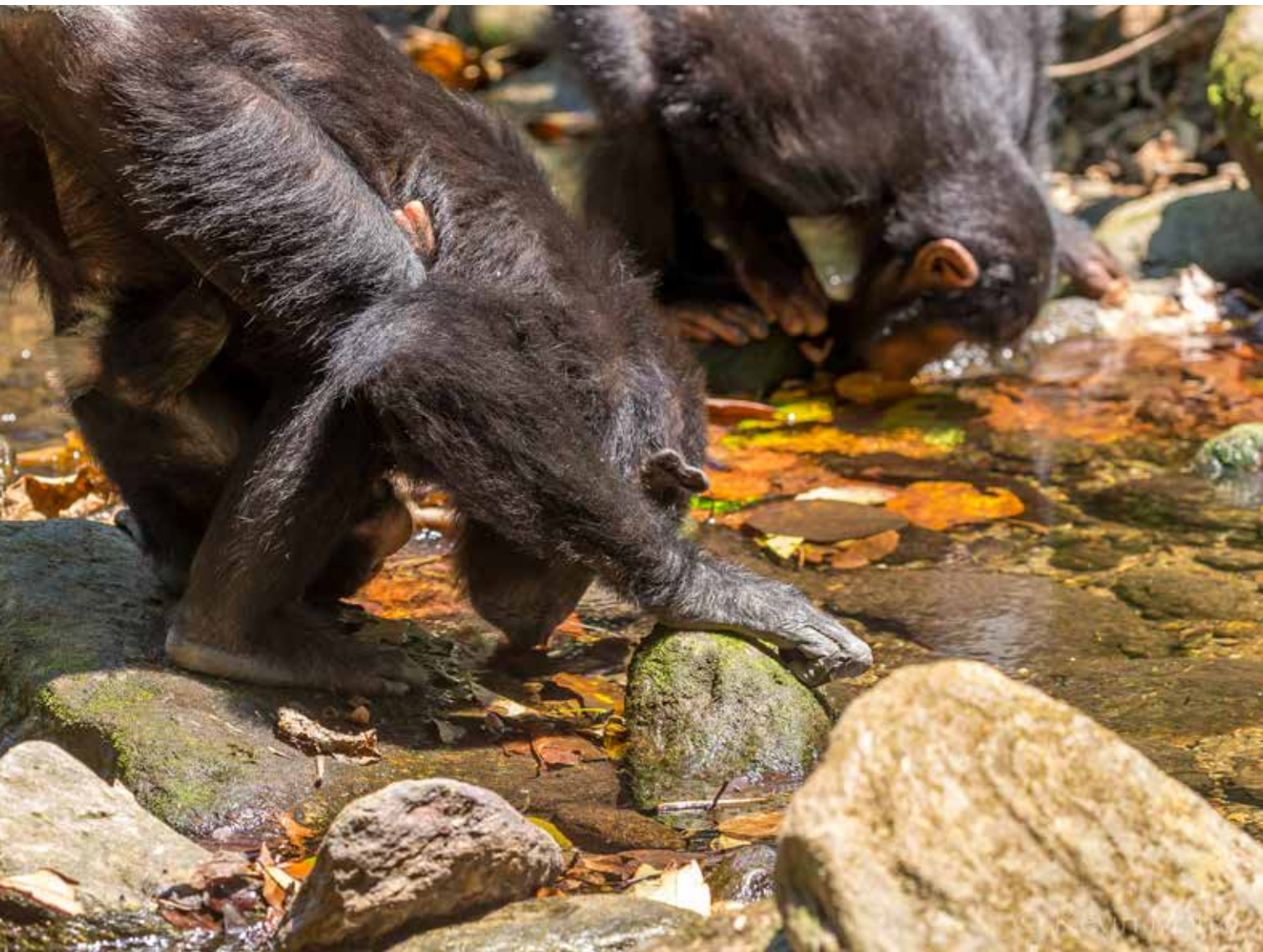
The Need for Support

Villages have only recently become aware of their potential resources lying within their boundaries. Local villagers have been successful in creating their own Forest Reserve – Ntakata – despite Tanzania National Parks (TANAPA) and others attempting to have the area zoned as Government “open” land. Historically there has been no real conflict amongst the Tongwe themselves over land management/usage, but this will change with increasing population and outside tribes moving in, hence the urgent need to demarcate and establish Protected areas under Tongwe Village control.

The Enterprise Opportunity

The Tongwe would like to increase tourism revenue in the Ntakata Forest, which is where Wild Philanthropy comes in. While the number of visitors is currently quite low, there is significant growth potential given the safari industry’s keen interest in tracking wild chimpanzee. The proximity of the forest to the better known Mahale Mountains National Park and its habituated chimpanzee families, as well as expansion of the road network, will facilitate Nkatana’s entry into an established safari circuit. Wild Philanthropy will play a key role by partnering with the Tongwe Trust to fund, manage and drive sales into the area’s tourism business.





The Conservation Partner

The loss of their homeland led to the formation in 2002 of Tongwe Trust, a project with the specific aims of conserving the forest and creating a new cultural heartland for the tribe. The Trust has cobbled together 120,000 remote mountain acres as community land for the Tongwe, the Ntakata Community Forest Reserve. Without the Tongwe, this pristine wilderness would face the same fate as the surrounding area and would be threatened by clearance for cultivation, grazing, illegal wood cutting and charcoal production. The Trust also provides local employment by funding a small ranger force recruited from the local villages. The rangers patrol

these mountain forests on foot and by mountain bike, protecting elephants, chimpanzees and other wildlife, as well as an ancient culture that is unique in Africa. Presently, the Tongwe Trust operates on less than USD 40,000 per year, conserving and protecting their land for less than 33 cents per acre – probably the best value in habitat conservation anywhere on the continent. Funding from Wild Philanthropy will support the Ntakata Community Forest Reserve and the excellent work of the Tongwe Trust.

NTAKATA FOREST

AN ECOSYSTEM UNDER THREAT

'The unprotected forests of Greater Mahale Landscape are coming under increasing pressure from conversion, degradation and loss, resulting from clearance for cultivation, grazing, fuel wood cutting, charcoal production and fire that are current threats to the high value biodiversity of the area.'

Source: Fauna and Flora International, 2013

AN ENDANGERED CULTURE

Insufficient engagement in conservation plans and the pressures of the effects of the values of other more newly settled communities have resulted in internal and external threats to Tongwe culture.

Source: The Tongwe Trust, 2014

THE IMPORTANCE OF PRESERVING TRADITIONS

Many Tongwe continue to follow the beliefs and practices of traditional ancestral religions. The forest as religious site, spirit sanctuary, and major source of the ingredients for traditional healing medicines, remains imperative to these beliefs. The Ntakata Forest benefits from the stewardship of the Tongwe.

Sources: Ania Kotarska-Boczek, A Sociolinguistic Survey of the Tongwe Community, 2015 & the Tongwe Trust Cultural Value Assessment, 2014



ENONKISHU, MAASAI MARA

WESTERN KENYA

Enonkishu Conservancy is a cooperative of pastoralist families living on the edge of the Mara Ecosystem. With 6,000 acres the group is committed to sustainable rangelands management and balancing the needs of livestock and wildlife. Commercial enterprises such as bee keeping contribute to improved economic livelihoods, and the preservation of Maasai culture is also emphasized. In 2014, Enonkishu was selected as a demonstration site for Sustainable Rangeland Management from the Mau Mara Serengeti Sustainable Water Initiative, a project of World Wildlife Fund and UNESCO-IHE.

Why is it in Crisis?

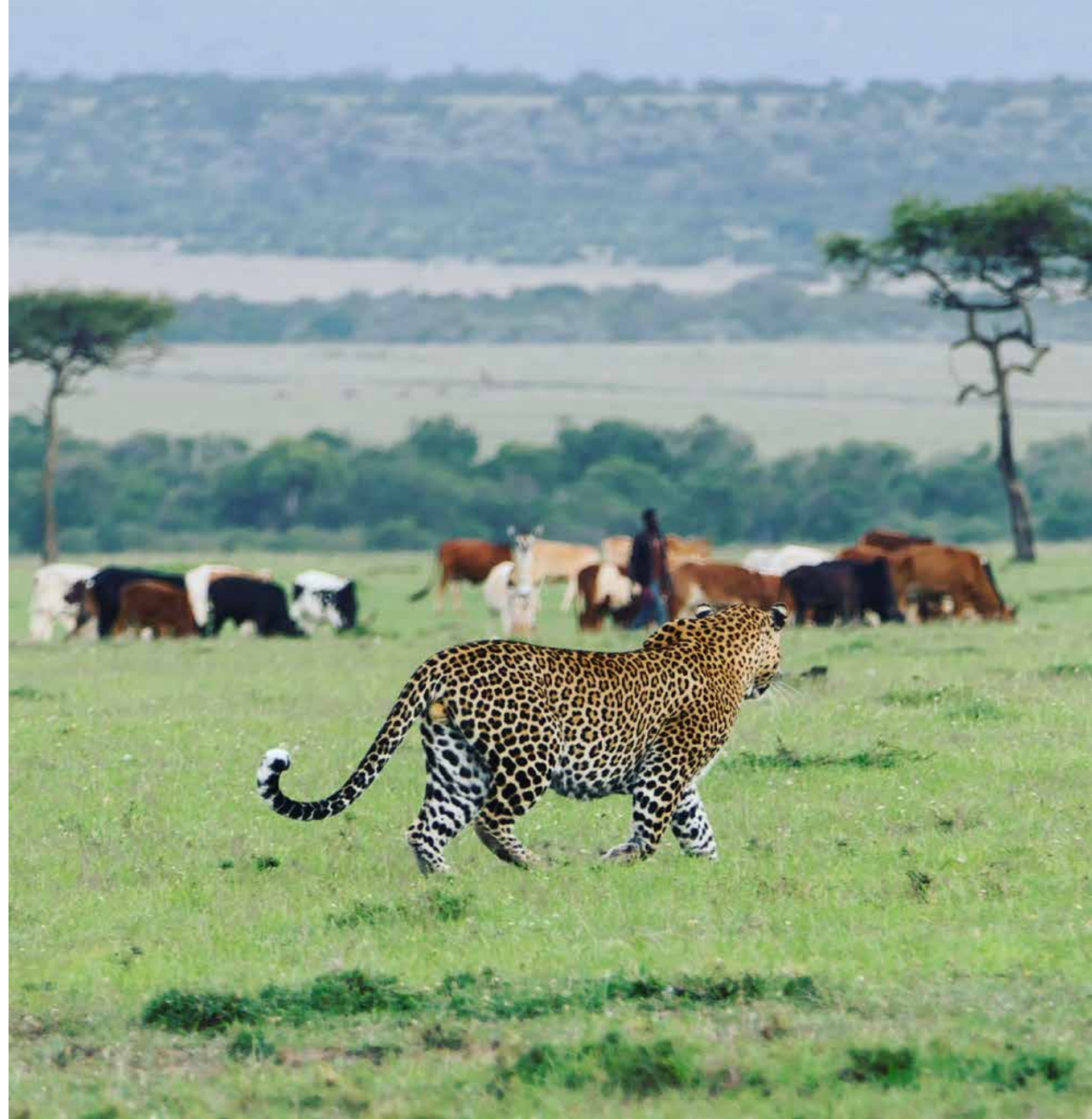
The Maasai Mara is home to one of the highest concentrations of wildlife left anywhere in the world, as well as to the greatest natural show on earth: the annual wildebeest migration. The network of community group ranches that surround the Maasai Mara act as the buffer between its wildlife and ever encroaching farmland, allowing the reserve “breathing room”. The Maasai’s increasing conversion from cattle to small scale farming is a threat to this fragile Ecosystem with wildlife habitat converted for farming. Livestock can live compatibly near wildlife and is certainly more ecologically sensitive and profitable than farming, but the communities need help in learning and implementing sustainable practices to increase the carrying capacity of the land.

The Need for Support

Enonkishu aims to enable people, cattle and wildlife to share space and resources profitably and without conflict. Since opening in September 2016, over 400 community members have been given introductory training in Sustainable Rangeland Management, with more intensive courses scheduled for 2017 and 2018. Wildlife numbers and species increased significantly. During the drought in 2015, neighbouring land owners lost 200 head of cattle to starvation. Enonkishu landowners lost no livestock. The Centre also offers training in hospitality, guiding, first aid and other courses relevant to the lodge industry.

The Enterprise Opportunity

Mara Beef partnered with Enonkishu Conservancy landowners to provide a new market for community cattle. Mara Beef buys cattle at a transparent price and eliminates the brokers and transport costs which historically had eaten into profits. Mara Beef also offers livestock husbandry training and introduced prime Boran bulls into the community herds, strengthening bloodlines and improving quality. The initiative was awarded an African Enterprise Challenge Fund grant for spearheading this private-public partnership. Adjacent to the Enonkishu conservancy, and in partnership with the local Maasai, Naretoi is a privately owned 1,000 acre estate that previously was a farm.





The owners have returned the land to its natural state and it is replete with wildlife. Naretai is an opportunity for philanthropic investors to own a home in the Maasai Mara and help preserve this important ecosystem through a model that provides significant revenue for conservation and community.

The Conservation & Development Partner

The Last Line of Defence Trust has been set up by the founders of Naretai to promote sustainable natural resource management within this crucial area, including Enonkishu Conservancy. Independent trustees oversee the management of the Conservancy and its funding, including grants and donations. The Maasai landowners have set up a cooperative that manages the departments of Security (rangers training), Social (peace keeping and social cohesion), Livestock (animal husbandry), Grazing Plan (strategic planned grazing, eco-monitoring and evaluation) and Financial (oversight, with an independent firm in Nairobi handling accounting functions).

ENONKISHU, MAASAI MARA

INCREASING THE VALUE OF LIVESTOCK

In 2016, 175 calves were produced for the community, with this next generation attaining almost the same size as their mothers within 18 months. The increased value has been transformative in changing mindsets and facilitating the shift from subsistence farming to profitable commercial livestock.

Source: Enonkishu Conservancy – 2016



PEOPLE NEED TO BENEFIT FROM CONSERVATION

The wilderness and wildlife of Africa’s grasslands and the famous culture of the Maasai people both face daunting threats to their long-term survival. The fate of both rests with the Maasai themselves as they work to figure out how to benefit from their natural resources while protecting them at the same time.

Source: Maasai Wilderness Conservation Trust – 2016



HUMAN-WILDLIFE CONFLICT ON THE RISE

The greater Maasai Mara ecosystem supports 25 percent of Kenya’s wildlife. The community areas are vital buffer zones for this wildlife, and important grasslands for local pastoralists. But agricultural practices, mainly wheat farming, are leading to a loss of habitat and increased human-wildlife conflict.

Source: TNC’s Kenya Program Director Munira Bashir – 2016



NORTHERN RANGELANDS

NORTHERN KENYA

The northern rangelands of Kenya encompass 45,000 sq km of remote landscape and is home to politically and socially marginalized communities of nomadic pastoralists from the Samburu, Rendille and Borana tribes. This is a historically volatile area, where poaching, cattle rustling and tribal conflict were once rife and can sometimes bubble to the surface. It is also home to critically endangered species such as black rhino and Grevy's zebra.

Why is it in Crisis?

Large swathes of northern Kenya make up a network of community owned conservancies, which are legally recognized institutions and are registered with the government as non-profit companies. These "group ranches" have few permanent settlements and are used on a seasonal basis for cattle grazing. This area has enormous conservation and tourism potential; however, the landscape has been seriously degraded by overgrazing and poaching. Wildlife numbers have plummeted and grasslands are being degraded by domestic livestock herds. With proper rangelands management, the land can and is being brought back and improved, so there is a significant conservation and tourism opportunity working alongside community ownership structures.

The Need for Support

In 2014, 70% of all Northern Rangelands Trust's (NRT) managed rangelands were degraded, with 50% heavily eroded and 40% at or below the carbon threshold necessary for plant growth. NRT is working with the conservancies to implement different grazing techniques and help correct these problems. Wild Philanthropy's support of NRT will enable it to continue working across all group ranches in the northern rangelands, which are greatly benefiting from NRT's guidance. NRT's community conservation approach has resulted in the first community conservancy in East Africa to own and operate a black rhino sanctuary, protecting this critically endangered animal and resulting in more tourism revenue.

The Enterprise Opportunity

There are a number of successful community lodges in the Northern Rangelands, including Tassia, Il Ngwesi, Sarara, Sasaab and Saruni Samburu. This small number of community lodges covers over 45,000 sq km across the northern region, indicating that the tourism opportunity remains effectively untapped and scalable. In 2016, NRT generated USD 580,000 through its various enterprise initiatives; of that, USD 430,00 was from tourism, making it the most powerful economic driver in the region. Wild Philanthropy plans to register a local company, Wild Expeditions Kenya, which will act as a management and marketing company on behalf of community owned tourism assets across a range of group ranches.





The Conservation Partner

The Northern Rangelands Trust was formed in 2004 as an umbrella organization for community support in the critical areas of land management, wildlife conservation, peacekeeping, security and enterprise. NRT acts as a catalyst for the development of community based conservation and represents over 280,000 people living and working in 27 distinct conservancies.

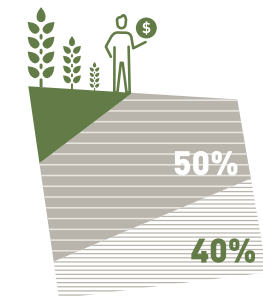
Under the NRT model, conservancy members have experienced improved grassland health, increased wildlife numbers, a 53% reduction in poaching, better household economics and much more stability among the tribes. NRT effectively steps in as a quasi-government structure for an area that has had very little oversight or support from the Kenyan government, and it is now considered to be a model of how to successfully build community conservancies.

NORTHERN RANGELANDS

A DEGRADED LANDSCAPE

70% of all NRT managed rangelands are degraded, with 50% heavily eroded and 40% at or below the carbon threshold necessary for plant growth. Sera & Melako have a combined annual operating budget of just USD 212,000, with just 60 community staff. Charitable funding remains an essential component of NRT's planning.

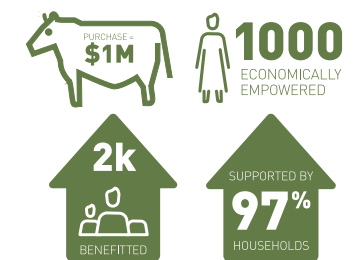
Source: Northern Rangelands Trust, 2015 /16



THE VALUE OF ENTERPRISE

NRT Trading – its for-profit social enterprise arm – supports growing numbers of sustainable livestock, bead and tourist businesses across 32,000 square kilometres. To date, 1000 women are now economically empowered; livestock purchases worth \$1 million have been made, benefitting 2000 households; and NRT's management programmes for the rangelands are supported by 97% of the area's households.

Source: Northern Rangelands Trust, 2015 /16



LOCAL COMMUNITIES SAVE WILDLIFE

92% of households in 33 NRT managed conservancies believes wildlife to be part of their future. The success of the NRT's rangelands management programme has seen Sera become the first community conservancy in East Africa to own and operate a sanctuary dedicated to the conservation of the critically endangered black rhino. Across all conservancies there was a 53% decline in poaching between 2012 and 2015.

Source: Northern Rangelands Trust, 2016





Wild Philanthropy's track record

IN ITS FIRST YEAR, WILD PHILANTHROPY HAS...

CREATED 25 NEW JOBS in Ethiopia, of which 20 were made available to the vulnerable Kara community of the Omo Valley. These 20 jobs provide support for 2,000 Kara villagers who are threatened by large scale irrigation projects.

INVESTED USD 375,000 in community enterprise and conservation projects in Ethiopia and Tanzania.

PROVIDED BUSINESS MENTORING advice for two ecotourism joint ventures in Ethiopia and Tanzania.

SUPPORTED THE NRT by paying for the training of six Kenyan rangers to protect the endangered black rhino in Sera, the world's first community managed black rhino conservancy.

PROVIDED BICYCLES AND UNIFORMS for six rangers from Tongwe Trust for the protection of wild chimpanzee families in The Ntakata Forest.

DONATED REGULARLY to The Last Line of Defence to support the Maasai group conservancy, Enonkishu.

HELPED THE ETHIOPIAN ENTERPRISE sell USD 350,000 of safari business, 90% of which came from Wild Philanthropy's own database of travelers.

SECURED MAJOR INTERNATIONAL PRESS for the Ethiopian project, with articles in Departures, The Financial Times and Robb Report.

**WILD PHILANTHROPY
SEEKS ADVENTUROUS
TRAVELLERS AND DONORS;
INDIVIDUALS IN PURSUIT
OF TRANSFORMATIONAL,
ENVIRONMENTAL AND
SOCIAL IMPACT ON THE
AFRICAN CONTINENT**

Your role



Your role in protecting wild Africa

Every ecosystem we protect, every animal we save and all the local work we support begins with your donation.

HERE'S HOW YOU CAN HELP

- **Travel with Wild Philanthropy:** Profits generated by your trip are used as unrestricted funds to support our conservation work.
- **Become a Friend:** See overleaf for details
- **Bespoke investment opportunities:** Wild Philanthropy has a number of lifestyle and legacy opportunities that we can tailor to your specific needs. If you are considering a longer term, more involved relationship with Africa, please get in touch.
- **Donate:** You can make a donation of any size. Every dollar helps, and your money goes far in Africa.

For US donations by check, please make payable to Wild Philanthropy Inc and mail to:

Wild Philanthropy Inc NY
641 Lexington Avenue
15th floor
New York, NY 10022

For UK donations by cheque, please make payable to Wild Philanthropy and post to:

Wild Philanthropy UK
Africa House
Brunswick Row
Brighton, BN1 3JZ

Wild Philanthropy Inc is a registered 501(c)3 with the ability to accept donations that are tax-deductible to the full extent of the law.

Or if you prefer to talk about your commitment by phone or email, please contact:

Will Jones at +1 (213) 550 5448
or + 44 (0) 1273 623 790
or will@wildphilanthropy.com

Friends of Wild Philanthropy



Donors at the level of USD 60,000 and above (a single donation or structured as a pledge and paid over three years) can become a Friend of Wild Philanthropy and benefit from special access trips personally hosted by our Founder, Will Jones. We open up the frontiers of travel and conservation for our donors in a way that few others, if any, can provide.

These extraordinary trips are designed to give Friends an in-depth view of some of our current projects and enable them to see how their funds are being put to work. We arrange talks around the campfire with leading conservationists so that donors have the opportunity to ask questions and exchange ideas with the people who are leading the charge on the ground. Special guests will join us along the way to give you expert insight into ecosystems, tribes, wildlife and conservation.

Friends of Wild Philanthropy have the opportunity to access the following services:

- A dedicated conservation and impact travel specialist responsible for making your relationship with Wild Philanthropy more meaningful, and enabling travel to both our Core Ecosystems (and over 400 different camps and lodges in our Africa portfolio through our award winning sister company Journeys by Design);
- Private home visit by one of our conservation specialists to discuss your charitable giving strategy and travel expectations;
- Join unique conservation-driven itineraries which are hosted by Wild Philanthropy experts and available to Friends and donors only to see first-hand the lasting conservation work your financial support has made possible;

- The opportunity to design and lead your own private 'Expedition, Enterprise and Ecosystem' journey across your favourite ecosystems and camps with friends and family, which we will design, host and operate exclusively for you;
- Join a community of like-minded individuals who share a common interest in seeing the sustainable development of our natural capital through the sharing of skills and ideas;
- Early access to Wild Philanthropy's Annual Report Summary and a mailed copy of the full annual report.

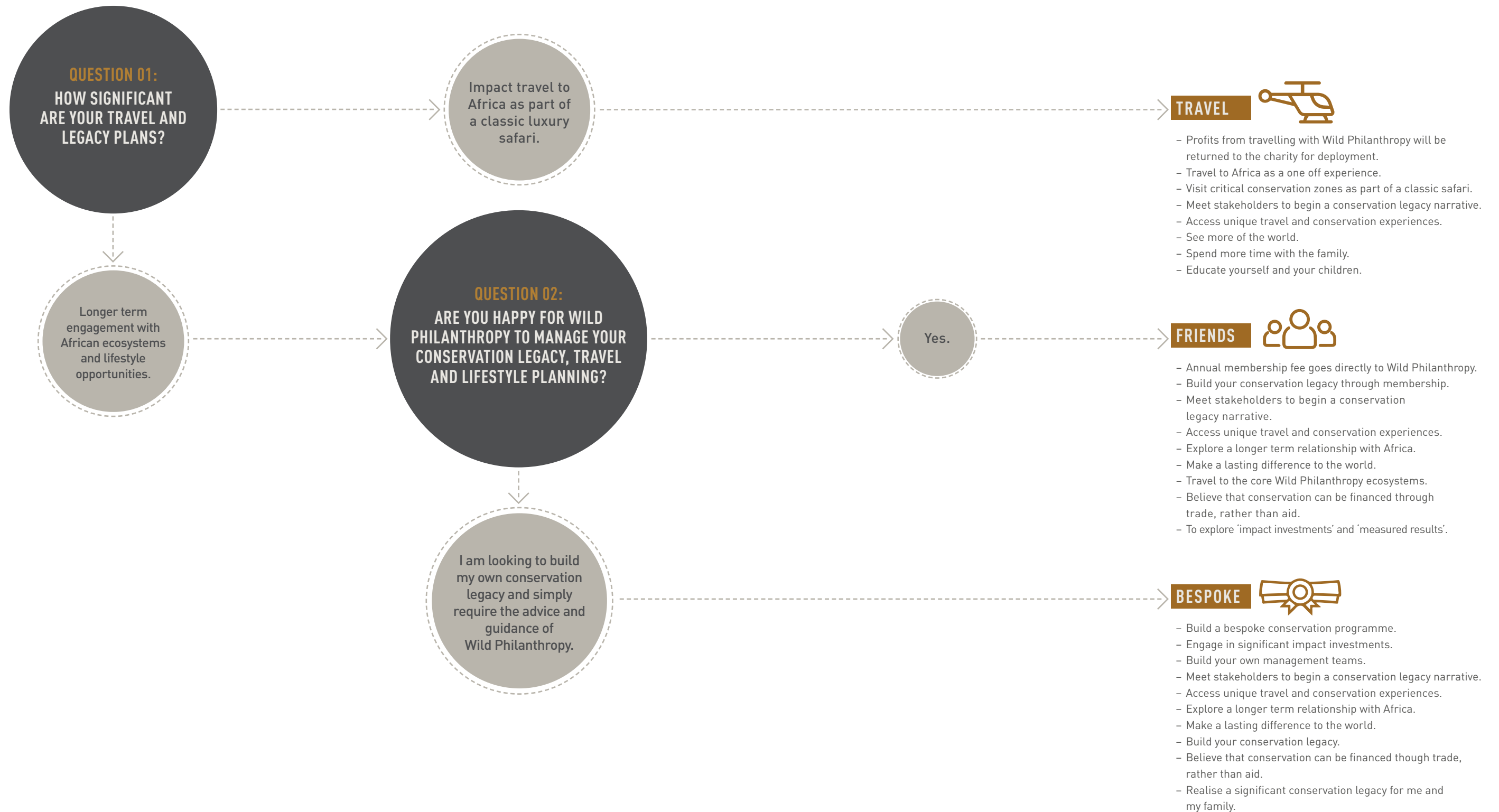
If you are interested in becoming a friend, please contact:

Will Jones at +1 (213) 550 5448
or + 44 (0) 1273 623 790
or will@wildphilanthropy.com

Please see www.wildphilanthropy.com/donate for other ways to donate.

MOTIVATIONS TREE

If you are unclear about what level of engagement you are looking for, please use the motivation tree.





Founding friends of Wild Philanthropy

FRIENDS & DONORS:

- Gloria and Juan Ernesto Snead, USA and Paraguay
- Jon and Sue Olsen, London, UK
- Charles Stonehill and Salla Alfieri, New York, USA
- Tim and Megan Kirley, Washington, USA
- Scot and Keely Sellers, Nevada, USA
- Anthony and Jacqueline Todd, London, UK

SUPPORTERS & DONORS:

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- Will Jones and family

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