



**\_2018 IMPACT REPORT**

# Impact Travel and Conservation



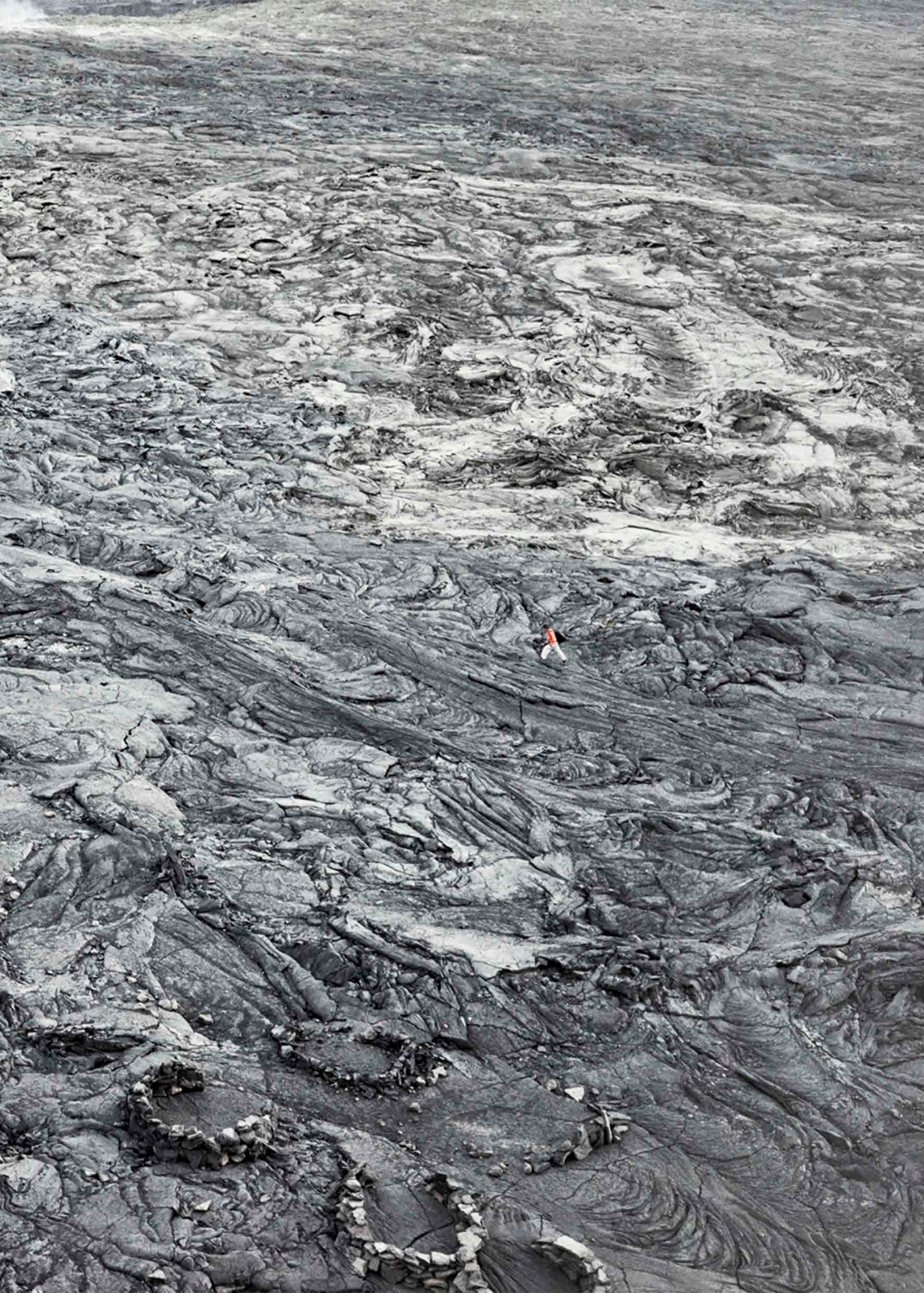
**WildEnterprise**



**WildPhilanthropy**



**WildExpeditions**



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Dear Donor and Friend,

2018 has been a busy year for us. As many of you know, over the past few years we have been developing Wild Philanthropy (our charitable organisation); Wild Enterprise (our social enterprise); and Wild Expeditions (our Ethiopian impact travel business).

All of which would not have been possible without the support of the Friends of Wild Philanthropy and Journeys by Design (our Travel Partner) who took the leap of faith to kick start this group. This enabled us to bring philanthropy and business closer together so that we can deliver long-lasting change that empowers local communities through economic development.

Wild Philanthropy allows us to drive philanthropic capital into the right places. Through refining our model over the last year we can play to our strengths and deliver the greatest positive impact in Africa. We use our networks on the ground to identify the highest impact projects, which we match with our donors.

We were delighted that Wild Enterprise was accepted onto the Social Ventures Incubator Programme at the University of Cambridge Judge Business School. The support we've been given has opened up opportunities to receive advice from leading thinkers in the Social Enterprise space and further solidify our legal structures. This will enable Wild Enterprise to deliver on its social mission while remaining business focused.

Wild Expeditions Ethiopia has grown from strength to strength and now employs 38 people in Ethiopia, the majority of whom are from the marginalised Kara community of the Omo Valley. We continue to help this business grow; supporting training and development opportunities for key staff as well as helping with refurbishing the flagship camp, Lale's Camp.

We believe this blend of philanthropy and business will enable us to continue to scale up our model in the most effective way. Our model is unique compared to the traditional 'charitable' or 'business' models, and believe we need to do things differently if we are to offer a solution to social and environmental problems in today's world. By testing the boundaries, we will demonstrate a long-term solution to help support Africa's future, one where its natural capital is properly protected and provides wealth for the local communities.

If you have any questions, please don't hesitate to reach out to me. I'd be delighted to discuss any thoughts, comments or suggestions you might have to help us develop our approach.

Yours truly,

**WILL JONES, WILD PHILANTHROPY  
FOUNDER**



**AFRICA'S WILDLIFE,  
WILDERNESS AND CULTURES  
ARE UNDER THREAT. THE SCIENCE  
HAS NEVER BEEN CLEARER. THE  
NEED FOR ACTION NEVER SO  
URGENT. WE ARE THE FIRST  
GENERATION TO KNOW THAT WE  
ARE DESTROYING THE PLANET ON  
WHICH WE DEPEND.**

Introduction



## Introduction

Our primary way of creating a social and environmental impact is by actively demonstrating the role 'responsible tourism' can play in shaping a positive future for Africa. We achieve this through three pillars.

## Our three pillars:

01: **DEVELOPING** Impact Travel that offers uniquely immersive experiences whilst delivering positive environmental and social impacts (IMPACT Travel)

02: **INVESTING** in and supporting responsible, community-led tourism businesses, like Wild Expeditions Ethiopia (IMPACT Invest)

03: **LINKING** discerning travellers with high impact conservation and community projects (IMPACT Philanthropy)

We have developed this impact economy to play a small but important role showing how responsible tourism can support Africa's people, wildlife and wildernesses. 2018 is our second full year of operations and through our charitable arm, Wild Philanthropy, we have continued to support a range of conservation and community development projects. Through our impact investment arm, Wild Enterprise, we are continuing to help grow our community led travel business, Wild Expeditions Ethiopia.

Throughout 2018 Wild Philanthropy has been developing our network of trusted conservation and community partners to drive finance into the most needed areas. Some of the projects we've supported have included scientific research, solar pump irrigation systems, rhino conservation, anti-poaching and the support of rangers. Wild Enterprise has helped Wild Expeditions grow its business, creating new jobs as well as demonstrating to local communities the value of the surrounding ecosystems.

We are exceptionally fortunate to have our Friends Programme, which underwrites our operating costs allowing us to drive 100% of any other donation we receive to projects on the ground. Looking ahead, we have developed some ambitious targets to scale up our philanthropic support to raise and deploy significant funding on the ground.

## Our fundraising targets are:

2019/20

US\$ 500,000

2020/21

US\$ 1,000,000

2021/22

US\$ 1,500,000

# \_ OVERALL SUMMARY IMPACTS FOR 2018

**01: FOUR** COUNTRIES  
SUPPORTED

**02: US\$ 359,840** DEPLOYED IN  
AFRICA

**03: 61** IMPACT TRAVELLERS

01 The Core Ecosystems Projects supported are in Kenya, Tanzania, Ethiopia, and Democratic Republic of the Congo.

02 This figure includes both donated funds and impact investment.

03 These individuals have donated to Wild Philanthropy as a result of their travels.

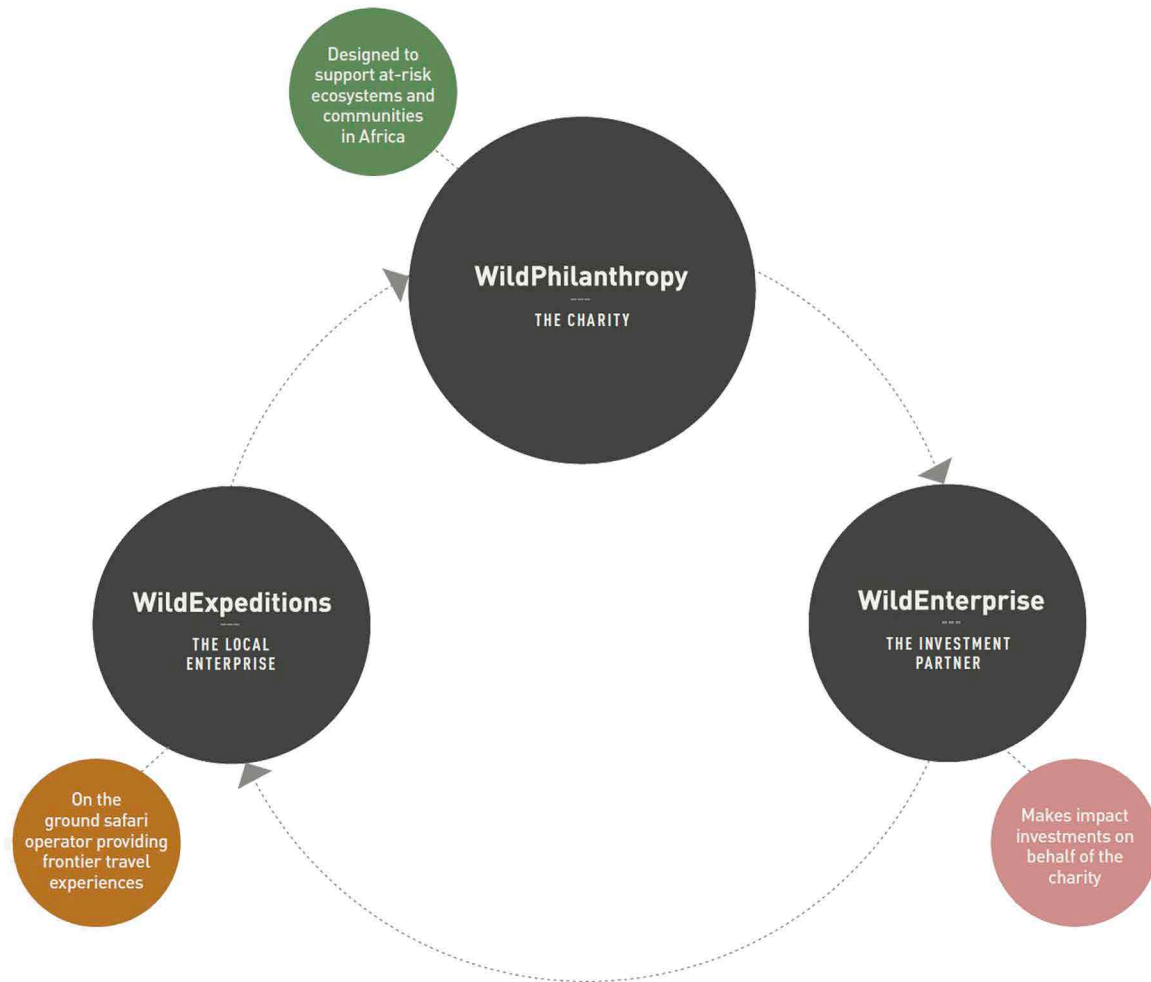




**\_OUR MODEL HAS THREE  
DISTINCT APPROACHES: OUR  
CHARITABLE WORK, OUR IMPACT  
INVESTMENT, AND OUR ETHICAL  
TRAVEL BUSINESS.**

The Impact Economy

# Building an impact economy



Our organisational model has three distinct approaches: our charitable work (Wild Philanthropy), our impact investment (Wild Enterprise) and our ethical travel business (Wild Expeditions). These are different ways to prevent the loss of Africa's wildlife and wilderness whilst demonstrating sound economic benefits for local communities. In order to reverse this decline, we need to firstly drive philanthropic finance into high impact conservation and community development projects. Alongside this we need to establish responsible tourism business models which offer longer-term solutions that do not require continued philanthropy. In addition, these businesses provide critical economic opportunities to marginalised communities, demonstrating the value that protecting wilderness and wildlife has for local communities through tourism.

In the US, Wild Philanthropy, Inc. is a registered 501(c)(3) Public Charity. This allows donations to be tax deductible to the full extent of the law. In the UK we work with Prisma the Gift Fund which allows us to receive an additional 25% Gift Aid on donations from UK taxpayers. Wild Philanthropy identifies high impact conservation and community projects and links them up with prospective donors. We carry out due diligence on these projects so we can be confident in building a strong lasting relationship with them and recommending them to donors as the projects we class as holding a high impact return.

In the UK we are going through the final stages, with support from Cambridge University, of registering Wild Enterprise as an independent Social Enterprise. Wild Enterprise will continue to invest in and support development of marginal tourism businesses that can deliver positive conservation and community development impact. Written into its Articles of Association is a mission lock, an ethical mechanism that ensures the business puts stakeholders before shareholders. Under UK company law (Companies Act 2016) this will be a legal requirement of the company. This enables the business to put social and environmental priorities ahead of financial. It will also be legally obliged to distribute at least 10% of its profits to Wild Philanthropy.

In Ethiopia, we have Wild Expeditions Ethiopia, a local travel business in which Wild Enterprise is the majority shareholder alongside four local shareholders. Wild Expeditions aims to support sustainable economic development in Ethiopia which protects Ethiopia's natural resources rather than extracts them.

**AT THE CORE ARE OUR FRIENDS,  
A GROUP OF  
FORWARD-THINKING  
CONSCIENTIOUS ADVENTURE  
TRAVELLERS WHO HELP PROVIDE  
WILD PHILANTHROPY WITH THE  
STABILITY TO BE ABLE TO GROW  
AND DEVELOP STRATEGICALLY.**

Wild Philanthropy

# \_WILD PHILANTHROPY SUMMARY IMPACTS FOR 2018

**01: US\$ 175,840** DONATED TO  
CONSERVATION AND COMMUNITY  
PROJECTS

**02: 52,561 HECTARES** OF LAND  
SUPPORTED

**03: 692** COMMUNITY MEMBERS  
SUPPORTED

01 These are the grants provided to our Charitable Partners.

02 This is the area supported through our work with Enonkishu and Tongwe Trust.

03 The number of community members directly supported through Wild Philanthropy initiated grants.





## Wild Philanthropy

Wild Philanthropy has gone from strength to strength. At the core are our Friends, a group of forward-thinking conscientious adventure travellers who help provide Wild Philanthropy with the stability to be able to grow and develop strategically. We have steadily been developing our database of impact partners, carrying out the necessary due diligence to be confident to invest in these organisations. We look forward to announcing some new partners during 2019.

## THIS HAS ENABLED US TO DO THE FOLLOWING:

Wild Philanthropy deployed over US\$ 175,000 to a range of conservation and community projects. See pages 15 to 17 for the full list of supported projects.



Through our support to Enonkihsu Conservancy and Tongwe Trust we have helped support over 50,000ha of conservation land. Enonkishu is implementing multiple revenue streams to support the conservancy. We are helping Enonkishu by supporting Last Line of Defence. See over leaf to read more about projects at Enonkishu.



Our immersive travel itinerary in Ethiopia was shortlisted for the We Are Africa travel awards. We Are Africa is the leading African Travel Trade show and this provided us with a unique platform to communicate our work.



A photograph of two children pulling a wire cart on a sandy beach. The child on the left is wearing a dark tank top and dark pants, while the child on the right is wearing a light-colored tank top and shorts. The cart is filled with various items, including what appears to be a bucket and some containers. The background shows the ocean and a clear sky. The entire image is overlaid with a semi-transparent teal color.

# Charitable Partners



**TONGWE TRUST:** Formed in 2002 to establish a new cultural Heartland for the Tongwe People. In the years that followed, the trust has pieced together community owned land to form a protected ecosystem in the remote mountain forests of Ntakata.

US\$ 9,500

This has supported the Ranger Program to help prevent illegal logging and manage this valuable ecosystem for future generations.

**BORANA CONSERVANCY:** Dedicated to sustainable conservation of critical habitats and wildlife. Borana's mission is to provide a sustainable ecosystem, in partnership with its neighbours and community, for critically endangered species on the brink of extinction.

US\$ 20,000

This has supported two rhinos. Additionally, Borana has seen 17 rhino births this year with no poaching for the last five years.



## PROJECTS WE'VE SUPPORTED IN 2018

**LION RECOVERY FUND:** Invests in the most effective projects aimed at recovering lions across Africa. It backs several key tactics such as supporting the parks and reserves that serve as lion strongholds and promoting co-existence so that people can live alongside and benefit from lions.

US\$ 5,000

No single organisation can recover lions on their own. Lion Recovery Fund works to unite efforts and investments through collaboration.

**GREAT PLAINS FOUNDATION:** Identifies and selects key areas that are under threat, often next to national parks and reserves; and acquires the rights to convert that land to protected areas with economic benefits. For example, converting hunting land or agricultural land to wildlife conservation, supported by photographic tourism. The overarching principle is that without large protected corridors where migration routes are maintained, then wildlife will not stand a chance of survival.

US\$ 3,000

This has supported Solar Lanterns Project, which provides a clean, sustainable source of light for the children of Eretsha to attend school and fully engage in the educational system in the darker months of the year.

**TURKANA BASIN INSTITUTE:** Provides permanent infrastructure to enable year-round research in this remote area of sub-Saharan Africa. From 2006 onward Turkana Basin Institute has been constructing facilities for a long-term field camp for the first Kenya-based Human Evolution Workshop. We were pleased to support furthering academic research in the field.

US\$ 10,000

This has supported research that provides an insight the unearthing of a burial site at lake Turkana hinting at social complexity of the earliest herders.



# PROJECTS WE'VE SUPPORTED IN 2018



**NOMAD TRUST:** Focuses on three main areas: conservation, education and health. Through their in-house team which works alongside their camps they are able to run projects that influence, support and protect core Nomad values. The trust understands that without an active involvement in conservation and community improvement, as well as a commitment to sustainable management of Tanzania's wonderful wildlife and habitats, it does not leave anything for the next generation.

US\$ 2,000



**FRIEDKIN CONSERVATION FUND:** Is committed to Tanzania and safeguarding its immense and unique wilderness heritage. As well as being the responsibility of Tanzania to look after that important heritage, Friedkin Conservation Fund believes we all should contribute to ensuring that future generations can experience and enjoy Africa's unspoiled wilderness.

US\$ 5,000



**BIG LIFE:** Protecting over 1.6 million acres of wilderness in the Amboseli-Tsavo-Kilimanjaro ecosystem of East Africa, Big Life has partnered with local communities to protect nature for the benefit of all. From its inception, Big Life has expanded to employ hundreds of local Maasai rangers, including 30+ permanent outposts and tent-based field units; 13 Land Cruiser patrol vehicles; three tracker dogs; and two planes for aerial surveillance in the cross-border fight against poaching.

US\$ 840

This has helped support the confiscation and removal of one-tonne of ivory from the black market while not losing a single rhino and celebrating the birth of a new baby eastern black rhino.







**VIRUNGA FOUNDATION:** Supports the Virunga National Park, a World Heritage site located in the east of the Democratic Republic of the Congo. Affected by the war and armed conflict for the past 20 years, Virunga protects this diverse area – including the last of the worlds critical endangered gorillas – through the support and funding of 600 rangers. Part of this support is understanding that the park is a vital part of the surrounding community. In this respect, it is a catalyst for wider sustainable development. As such, it has invested heavily in three key areas: sustainable agriculture and fisheries, hydropower, and tourism.

US\$ 2,500

This has funded the training of new recruits for the Ranger Programme through a rigorous six-month course led by special forces including humanitarian protection and advanced first aid.

## PROJECTS WE'VE SUPPORTED IN 2018

**NORTHERN RANGELANDS TRUST:** Supports 39 community conservancies across northern and coastal Kenya. Its aim is to support communities to govern their wild spaces; identify and lead development projects; build sustainable economies linked to conservation; spearhead peace efforts to mend years of conflict; and shape government regulations to underpin the structures.

US\$ 8,000

**KARA COMMUNITY FARM:** The Omo Valley's Kara community is coming under increasing pressure through the loss of the seasonal floods on which they depend. This has required direct action to ensure food security and allow the people to take control of their own futures. Please see page 20 for more information.

US\$ 30,000

**LAST LINE OF DEFENCE TRUST:** Supports Enonkishu Conservancy, a community-led conservancy looking after the heritage, people, and natural resources of an increasingly fragile ecosystem on the edge of the Mara-Serengeti Ecosystem. It is committed to sustainable rangeland management that allows space and resources for all people, cattle, and wildlife. To achieve this it seeks a balance between conservation of the ecosystem and appropriate enterprise for the resident Maasai communities. Enonkishu is adopting a unique approach to conserving land by creating a viable livestock enterprise. Through this, Enonkishu intends to improve productivity of the livestock in the region, improve livelihoods, and maintain heritage. Please see page 19 for more information.

\$80,000



KaraCommunityFarm



An aerial photograph of a river valley, overlaid with a teal tint. The river flows through a valley, surrounded by dense vegetation and trees. In the background, there are mountains and hills. The text "Core Ecosystems Projects" is centered in the middle of the image.

# Core Ecosystems Projects

# ENONKISHU PROJECTS

## CORE ECOSYSTEM PROJECT

### **Mara Training Centre**

Provides high-quality practical training that focuses on learning for effective real-life solutions. This training is centred on natural resource regeneration and community revitalisation. It is linked to improved decision-making and coupled with business development. The training is designed to create a prosperous and healthy future for rangelands in the Greater Mara Ecosystem.

### **The ranger programme**

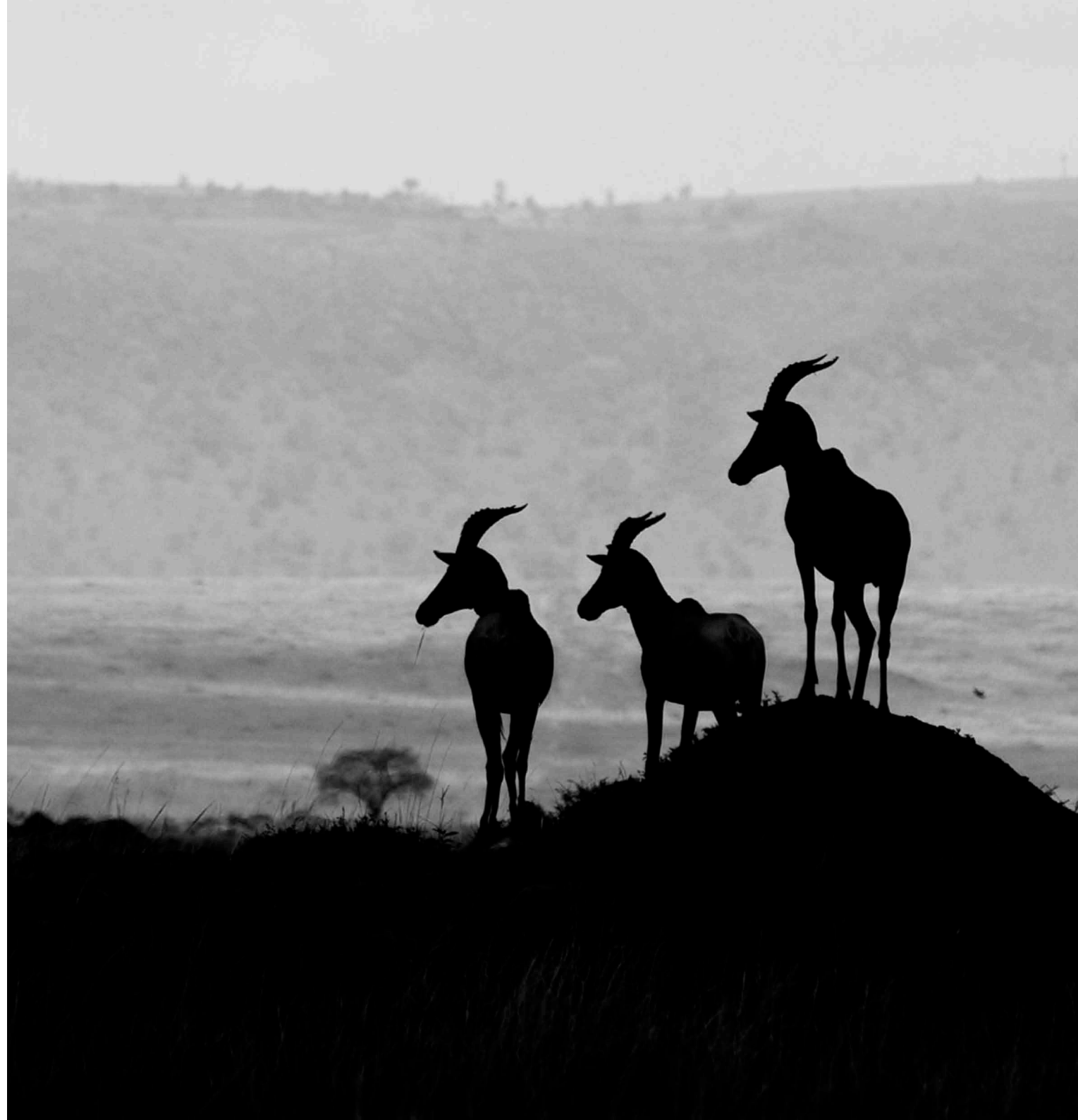
Provides education to the rangers responsible for protecting the land. This includes supporting operations to check on the camera traps during their patrols – the likelihood of them being damaged by hyenas and elephants is very high. It also supports the trialling of new technology, including smartphones to upload data of incidents to help fully map the protected area.

### **Tree nursery**

Supporting biodiversity and encouraging a balance between livestock, wild animals, and maintaining natural beauty.

### **Mobile bomas**

Mobile bomas have been introduced. This significantly reduces the number of livestock attacks. In turn, it reduces the number of retaliatory killing of lions. These bomas are moved along with the livestock as a part of the conservancy's grazing plan.





# OMO VALLEY PROJECTS

## CORE ECOSYSTEM PROJECT

### Community Farm

With support from Only the Brave Foundation, we have installed a solar powered pump as a fundamental stage in developing the Kara community farm. The farm will be located next to Lale's Camp, providing a close and viable market for surplus crops and other goods.

### Crops

The primary crop will be sorghum for the Kara village of Dus, as well as fruits, herbs and vegetables that can be sold to Lale's Camp providing an alternative income for the community.

### Irrigation

The irrigation system pump will also be able to help with getting water to the camp. This will reduce the burden of carrying water up the steep banks from the river, a challenging task often taken on by the women working in the camp.

### Food security

The irrigation system pump will help improve food security in the village. It will also allow for additional revenue getting back to the community through sale of goods to the camp.

### Sustainable development

We believe we have an attractive model that combines community farming with an incentive to work towards increased food security, complementing the existing ecotourism business and further empowering Kara families. We believe this model can be replicated with other communities in the valley.

**\_ALL THE EFFORTS OF WILD  
ENTERPRISE HAVE BEEN  
FOCUSED TOWARDS  
SUPPORTING THE GROWTH OF  
OUR FIRST IMPACT  
INVESTMENT: WILD  
EXPEDITIONS ETHIOPIA.**

Wild Enterprise

# \_WILD ENTERPRISE SUMMARY IMPACTS FOR 2018

**01: US\$ 220,000** INVESTED IN  
COMMUNITY-LED TOURISM

**02: 35** PEOPLE PROVIDED WITH  
TRAINING

**03: US\$ 1,189,959** BACK INTO THE  
AFRICAN ECONOMY

01 Impact investments made by Wild Enterprise into Wild Expeditions Ethiopia.

02 This training is for staff and community members in Ethiopia for business planning, sales, and camp operations.

03 This is the value of ethical tourism business so far created in Ethiopia.





## Wild Enterprise

Wild Enterprise is our impact investment arm. We have a pivotal year. So far, all efforts have been concentrated in Ethiopia, supporting the growth of our first impact investment, Wild Expeditions Ethiopia.

## THIS HAS ENABLED US TO DO THE FOLLOWING

We have provided US\$ 220,000 of impact investment into Wild Expeditions, helping to grow the business whilst providing technical support including business planning, marketing, and training support.



We supported six members of the Wild Expeditions team to receive training at one of Wild Philanthropy's partners, Enonkishu Conservancy. Here the team were able to get a better understanding of how a Kenya safari business operates, and especially how the Maasai guide tourists. This was a great opportunity for the team to learn from some of the best in the industry. We sent an experienced ground handler from Kenya to spend time working with seven of the Addis-based Ethiopian team, helping develop their sales and operational processes. This provided Wild Expeditions with a platform to manage operations going forward.



With support from Cambridge University, we are in the final stages of registering as a Social Enterprise. This will include a range of mechanisms (enshrined in UK company law within our Articles of Association), ensuring that the business: puts stakeholders first; acts in the best interests of community and conservation; donates at least 10% of net profits to Wild Philanthropy; and is asset-locked, protecting its charitable mission.



As part of the investment, we refurbished Lale's Camp and introduced a training programme for all staff. This has helped the community develop additional transferable skills whilst increasing the overall standard of the camp.



**\_IN ITS THIRD YEAR OF  
OPERATIONS, WE ARE CLOSE TO  
BREAKING EVEN, WITH GROWTH  
TRENDS SHOWING 2019 TO BE A  
VERY GOOD YEAR.**

**Wild Expeditions**



# \_WILD EXPEDITIONS SUMMARY IMPACTS FOR 2018

**01: 38** PEOPLE EMPLOYED

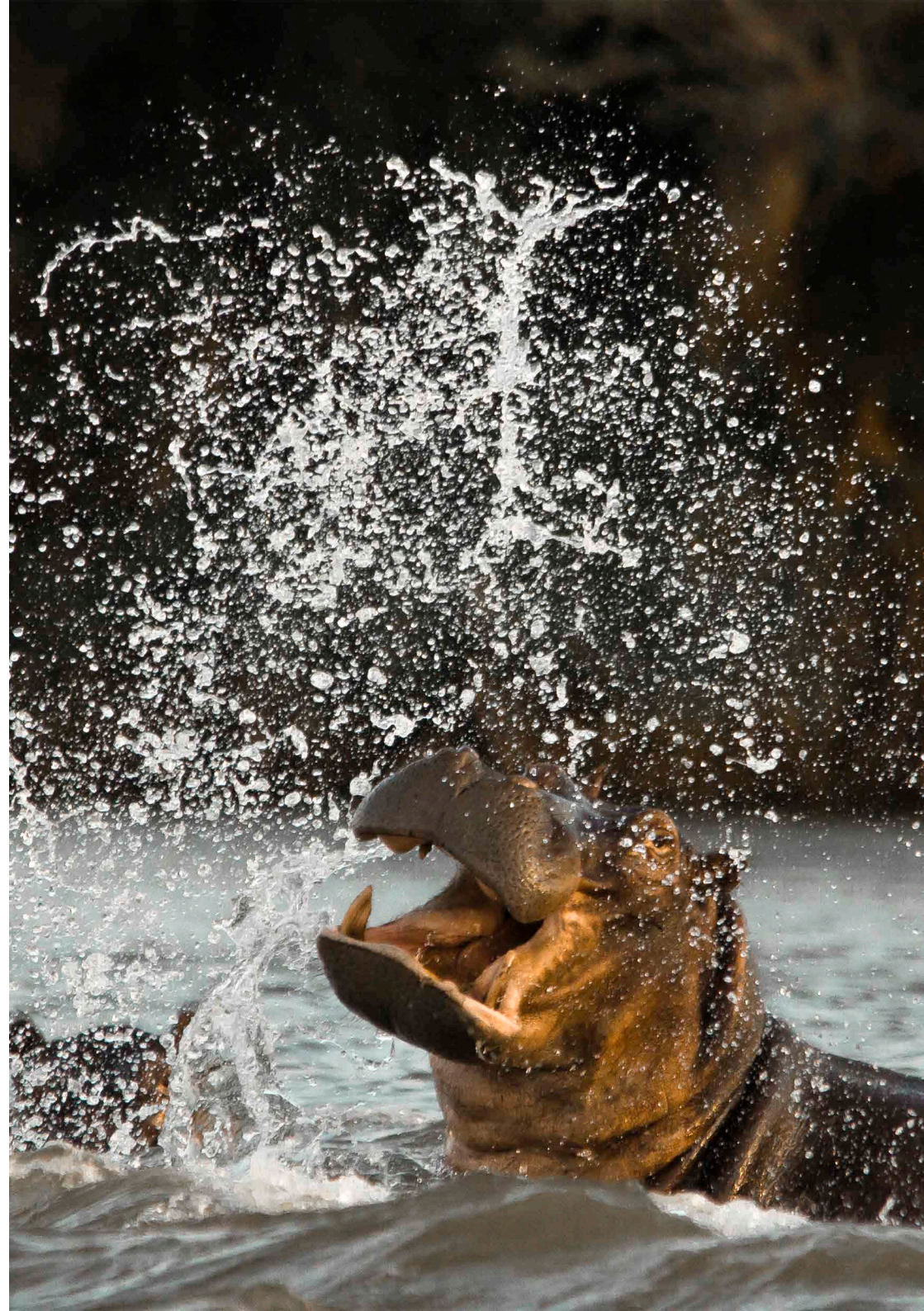
**02: US\$ 20,000** USED TO SUPPORT  
CONSERVATION / COMMUNITY  
DEVELOPMENT

**03: US\$ 33,755** CONTRIBUTED TO LOCAL  
COMMUNITES THROUGH TOURISM FEES

01 This is the total number of Wild Expeditions employees in Ethiopia. A full 97% of these are Ethiopian nationals – of which 55% are from marginalised communities in the Omo Valley.

02 This is the estimated in-kind time and resources provided to the Kara Community Farm project from Wild Expeditions Ethiopia staff.

03 This is the amount provided to the wider local communities through tourism activities. It does not include direct employee earnings.





## Wild Expeditions

Wild Expeditions has continued to grow and cement itself as the leading tour operator in Ethiopia. The company is at the coalface of demonstrating how tourism can benefit local communities whilst delivering conservation and community development. In its third year of operations, and we are close to breaking even, with growth trends showing 2019 will be a very good year.

## THIS HAS ENABLED US TO DO THE FOLLOWING

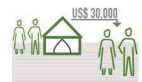
Wild Expeditions now employs **38** people. **97%** are Ethiopian nationals and **55%** of those are from the marginalised Kara community. All these employees receive pension contributions



Our primary project has been supporting the Community Farm. This has involved purchasing and installing a solar pump.



Over **US\$ 30,000** has been contributed to communities in the Omo Valley via tourism. As a model, our form of tourism provides immersive and authentic experiences, benefitting both visitors and hosts.





**With huge thanks to you for your engagement**

Photographers: Simon Morris, Alistair Taylor-Young,  
Cameron Anderson Raffan, Paul Callcutt, Paul Herbertson

**IMPACT TRAVEL AND CONSERVATION**

**WILDPHILANTHROPY.COM**