

Wild Philanthropy

# IMPACT REPORT 2021–2023



Welcome	01
Projects focus introduction	04
PROJECT FOCUS 1 Enarau Conservancy and the use of technology in conservation	06
PROJECT FOCUS 2 Chem Chem Association and supercharging homegrown entrepreneurship	12
PROJECT FOCUS 3 Ecoexist and the development of human-elephant coexistence working groups	16
PROJECT FOCUS 4 Enonkishu and its Save our Savannas wildlife libraries initiative	22
PROJECT FOCUS 5 Elephant Protection Initiative and the African Journalism Project	26
Summary of grants	34
Endnote	43

# PROTECTING AT-RISK ECOSYSTEMS IN AFRICA BY SUPPORTING AND ENABLING LOCAL COMMUNITIES TO REALISE THE VALUE OF CONSERVATION THROUGH TOURISM.

## WELCOME

Dear Friend,

Welcome to Wild Philanthropy's Impact Report 2021 – 2023.

Founded in 2016, Wild Philanthropy is a US registered 501(c)3 public charity designed to protect at-risk ecosystems and support vulnerable communities in Africa. Driving philanthropic capital into targeted at-risk ecosystems, we support initiatives that help people, place, and wildlife thrive for the long term.

Due to the effects of Covid-19 on travel, trade, and on-the-ground organisations, we were unable to provide an impact report for the years 2020-2021. Instead, we chose to focus our efforts on mitigating the loss of income suffered by our partners in at-risk ecosystems. Thankfully, while the after-effects of the pandemic remain, we are now able to report on the years 2021-2023.

The Report begins with in-depth reporting on five projects, allowing for a deep understanding of the breadth and depth of the charity's work. We follow up with a short summary of the grants made in the period 2021-2023, giving a broad picture of who benefited, where, and in what way. The Report ends with a note on 2024 and beyond.

When looking at what we have managed to achieve over the last few years, I am acutely aware that none of it could have happened without our community of supporters and our partners, whose work is an education and a constant source of inspiration. I am enormously grateful to you all.

Yours,

Paul Herbertson  
Chief Executive Officer



Kara, Omo Valley, Ethiopia  
© Chris Roche

## PROJECTS FOCUS

Wild Philanthropy supports a range of projects at different funding levels. Strategic and opportunistic in our approach, we work to support both key landscapes with multi-organisational and high impact projects. The following Projects Focus is designed to demonstrate the extraordinary impact had by five very different organisations.





## ENARAU CONSERVANCY AND THE USE OF TECHNOLOGY IN CONSERVATION

Established in 2022, and run in partnership with the local Maasai, Enarau Conservancy is a mixed 1,136-hectare of grasslands, forest, and marshlands habitat. Designed to reverse the effects of overgrazing and habitat erosion, while at the same time supporting the needs of the local community, it employs a science-based approach to the restoration and revitalisation of its lands, and sees the use of technology in data collection, data analysis, and data visualisation as key to the conservancy's growth and development. Wild Philanthropy is a founding member of the conservancy.

## IT'S ALL ABOUT THE RAW DATA

One of the distinguishing features of Enarau's approach is the fact that it makes its decisions based on sound research, which in turn ensures that it is both measurably accountable to its stakeholders and constantly innovative. Huge importance is placed on the quality of the data gathered. Led by a dedicated research team, the conservancy employs the use of camera traps, drone technologies, soundscape acoustics, and Geographic Information System (GIS) technologies.

### Camera traps

The conservancy uses camera traps to collect data on wildlife and on illegal grazing, logging, and trespassing activities. The data contributes to the movement, population dynamics, behaviour, and health of the conservancy's animals and to protecting and growing the conservancy's different restoration and revitalisation programmes.



### Drone intelligence

Drone camera imagery is key to monitoring habitat change over time. A visiting student from Wageningen University in the Netherlands has developed a 3D model to assess soil-eroded gullies, the development of which required high-resolution images for the accurate mapping of degraded areas. As a result, the conservancy has a much better understanding of gully formation patterns, overland water flow, and how best to tackle gully restoration and soil erosion. The conservancy's Head Ranger is a licenced drone camera pilot.

### Building soundscapes

Another student, this time from Nottingham Trent University in England, is pioneering the use of soundscape acoustics as part of the conservancy's Land Degradation and Surveillance Framework. Sound data is analysed as a means of understanding species characteristics throughout the study area, which then feeds into a variety of land management and conservation strategies.

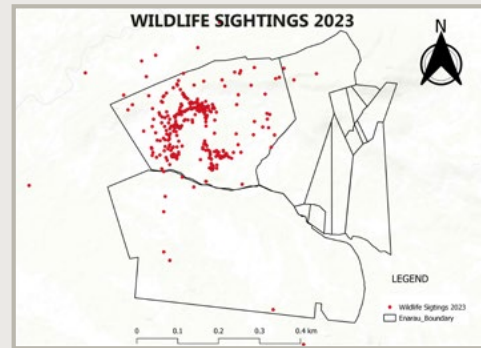
### EarthRanger it

The conservancy employs EarthRanger software in collecting data on animal sightings, illegal logging, rangers' patrols tracks, illegal grazing – as well as reporting human wildlife conflicts. Data collected is instantly made available to the Conservancy Management Team for analysis, allowing it to quickly deploy rangers and make informed decisions in land use planning.



## SEEING IS BELIEVING

The conservancy analyses and communicates or visualises the collected data in a number of ways, employing a range of techniques and technologies. Common analysis tools include R-studio, Ecoscope, and GIS technologies. Analyses are represented in different ways, depending on dataset types, and used to share information with stakeholders and aid decisions on strategic direction. Data visualised includes wildlife, plant, livestock density, and financial information.



### EcoScope

By integrating various datasets, including satellite imagery, field observations, and sensor data, EcoScope is particularly useful for Enarau in providing a comprehensive view of the ecosystem and assessing rangers patrol efforts.

### GIS

The use of GIS (ArcGIS, Google Earth, and QGIS) means we are able to create detailed maps showing wildlife locations, vegetation cover, changing land use, livestock densities, and ranger movements – as well as mapping out the boundaries of Enarau Conservancy.

### RStudio

RStudio is used to analyse various types of data collected at the conservancy. This tool helps in statistical analysis, modelling, and identifying patterns or trends in the data. For example, it has been used to access the patterns of mature trees vs saplings in one of the study plots within the wildlife corridor. Results from RStudio analysis provide insights that guide decision-making and help prioritise restoration projects.



“Technology in conservation is a game changer, providing the means to scale up monitoring from local to landscape levels. This ensures informed decisions that shape the future of our ecosystems. I’m enormously proud that Enarau strives to set the standard, showcasing innovations that make conservation more precise, responsive, and impactful.”

Harrison Nabaala, Strategic Advisor and Resource Mobiliser, Enarau Conservancy





## SUPERCHARGING HOMEGROWN ENTREPRENEURSHIP

Chem Chem Association (CCA) is a nonprofit operating in the Burunge Wildlife Management Area in northern Tanzania. Dedicated to protecting wildlife and empowering the surrounding rural communities, it takes a holistic approach to conservation, wherein 'tourism, wildlife protection, and community engagement are inextricably linked'. Working with 10 villages in Burunge on conservation, education, and community engagement projects, it has over the last 16 years helped rehabilitate the Kwakuchinja wildlife corridor, relinking Tarangire and Lake Manyara national parks. In this reporting period, Wild Philanthropy has helped fund its Community Upliftment Projects, including its aspirational IT and entrepreneurial programme designed to alleviate poverty in youth.

## Income generating pathways

For CCA and partner, the job creation charity Hand in Hand Tanzania, the future Kwakuchinja wildlife corridor lies in the hands of an empowered set of local communities. Part of that empowerment has seen the initiation of 'economic upliftment' training projects designed to help individuals and groups develop entrepreneurial skills to start businesses in 'alternative income-generating pathways', namely beekeeping and honey-making, horticulture, poultry farming, and sunflower oil production. Within a year of being rolled out in 2022, the scheme had already met 85% of its target for

the enrolment of 2,800 trainees, many of whom are now running successful businesses. It had also helped establish 10 Community Microfinance Groups, giving low-income households access to basic financial services and therefore to the means with which to start their own businesses. The initiative ends in 2026, when it is hoped it will have created 2,548 jobs and a further 20 microfinancing groups.

## Empowering the youth

A new phase in CCA's Community Upliftment Projects sees the 2024 rollout of an initiative aimed at empowering youth between the ages of 18-25 to equip themselves

with ICT and entrepreneurial skills that will help create income generating opportunities and result in financial independence. Designed to build confidence, encourage a sense of professionalism, planning and lifelong learning, and enable market driven livelihoods, it is hoped that the scheme will reach 900 youths over the course of five years, with 70% expected to start their own businesses off the back of the training, and that the remaining 30% will find employment in other businesses in the immediate area and beyond.

“Entrepreneurial spirit is crucial for youth in Africa to drive innovation, create jobs, and uplift communities. It is the key to unlocking the continent’s vast potential and transforming challenges into opportunities for growth and development.”

Andrea Frey, Strategic Advisor, CCA





## HUMAN-ELEPHANT COEXISTENCE

Working out of Maun in Botswana, the non-profit Ecoexist seeks to reduce conflict and foster coexistence between elephants and people. Possessing an excellent understanding of the causes and consequences of human-elephant conflicts, it facilitates practical science-based solutions to problems arising from competition for access to waters, food, and space. Their efforts include helping local communities establish effective long-term deterrents, collaborating with local, national, and international groups to lobby for and create policies of coexistence, and establishing an 'elephant economy' designed to benefit those most affected by conflict with elephants.



### Project stakeholder engagement

In order to better address the root causes of human-elephant conflict in Botswana and in what is known as the Kavango Zambezi Transfrontier Conservation Area or KAZA (which spans parts of Botswana, Angola, Namibia, Zambia, and Zimbabwe), Ecoexist has established the Landscape Model for Human-Elephant Coexistence. Its objectives include: protecting elephant corridors, implementing and scaling ‘elephant aware’ farming in Botswana, and introducing and scaling the Model across KAZA.



Education and awareness, Botswana  
© Graham McCulloch

The success of the Model relies on the extent to which relevant stakeholders work together. To this end, Ecoexist has helped form and progress two key working groups: the Botswana Human Wildlife Coexistence Working Group (HWCWG) and the KAZA Elephant Sub-Working Group (KESWG). The first of these provides stakeholders with a platform for dialogue, cooperation, and documentation, feeding into a variety of human-wildlife conflict issues and policy making. The second aims to develop and implement a strategic and unified programme of outcome-focused activities to secure KAZA as a focal landscape for elephants for the benefit of the associated communities and conservation at large.

In 2021, Wild Philanthropy helped fund Ecoexist’s support for the HWCWG and KESWG. It helped the working groups hold bi-annual meetings, present to government, raise awareness, facilitate the dissemination of expert knowledge to inform human-wildlife conflict policies, have representation at the Oxford human-wildlife coexistence symposium, and conduct collaborative research on elephant connectivity and movement. It also helped support the KAZA Elephant Sub Working Group to produce a policy brief on elephant movements and connectivity within the Kavango Zambezi landscape and assist with identifying further fundraising opportunities.

Elephant corridor, Botswana  
© Amanda Stronza

## On the way to coexistence

To date, the funding has enabled the KESWG and the HWCWG. Accordingly, both groups report that they are in the position to 'generate high impact at national and regional levels to facilitate policy and management decision making and support for appropriate management actions related to

elephant conservation and human-wildlife conflict'. Equally, the task of setting up and progressing the working groups means Ecoexist has 'formed some very valuable partnerships with many of the stakeholders in the working groups, the respective government Ministries, and other government institutions,

private sector players, and NGOs', and has seen interest grow in its approach to facilitating integrated land use planning and land allocation processes. Watch this space.

“Through this project, we have achieved some major milestones, both at local and national levels, spearheading the formation and official recognition of the KAZA TFCA Elephant Sub Working Group and the Botswana Human Wildlife Coexistence Working Group. The KAZA Policy brief and publication on Elephant Connectivity and Movements are a product of and summarises the impact of this formal collaborative platform to elephant conservation in KAZA!”

Anna Songhurst, CEO Ecoexist Trust





## SAVE OUR SAVANNAHS

The community-based organisation Women in the Wild works with sustainable conservation and community development projects in the Mara in Kenya. Focusing on education, health care, women's empowerment and sustainable enterprises that support the preservation of wild spaces, it is committed to restoring biodiversity, improving livelihoods, and providing 'extraordinary experiences'. Save our Savannahs is one of Women in the Wild's projects.

## Sparking imaginations

Save our Savannahs is an initiative designed to create wildlife libraries – adapted shipping containers – for the education and enjoyment of children living alongside conservation areas, currently Enonkishu and Mbokishi conservancies. Along with their parents, these children are often involved in protecting crops and livestock from wildlife incursions. Save our Savannah aims to foster an understanding of and respect for how the Mara’s fauna and flora are a net benefit to these communities and the local economies that sustain them. Their imagination sparked, these children are the Mara’s future, its veterinarians, rangers, security experts, tourism managers, lawyers, and accountants.

## Expanding futures

Established at Emarti Secondary, Ol Meoshi, and Ilookwaya schools, the libraries are each equipped with over 1,000 environment-themed books, double up as technology and innovation hubs, serve as recruiting hotspots to encourage children to take game drives into protected areas, come with solar powered Wi-Fi and solar lighting, and cost approximately \$10,000 to set up, equip, and launch. Outcomes include: a fascination and love for wildlife, contact with schools and communities across the world, the setting up of wildlife and environmental clubs, improving levels of literacy, and empowering girls’ health education initiatives. It’s a truly wonderful project.



“A community library dedicated to conservation is a beacon of knowledge, where learning and environmental stewardship come together to nurture a brighter, greener future. By working together as a community, we ensure a sustainable future for generations to come.”

Jane Nashipae Ene Sirkoine, Coordinator, Women in the Wild

## AFRICAN JOURNALISM FUND

Launched in 2014, the Elephant Protection Initiative (EPI) is an African response to the elephant conservation crisis. Its aim is to secure the harmonious coexistence of people and elephants, with herds able to travel across their range. Today, it is a pan-African alliance led by the Heads of State and Ministers from 26 member countries. Wild Philanthropy helped fund pilots for The African Journalism Fund – part of EPI's Amplifying African Voices scheme – through its The Angela Conservation Fund.

Farmer in human-elephant conflict zone, Liberia  
© James Harding Gahyde, The DayLight







## Giving voice

Piloted in 2023, the African Journalism Fund is designed and run by the EPI Foundation as a means of providing a platform – in print, as video, and online – for people who live around protected areas to voice their concerns, articulate the challenges they face, and contribute to finding long-lasting solutions to human-wildlife conflict. The pilot was initiated in Angola, Nigeria, and Liberia, three countries where elephant populations have suffered long-term poaching, habitat destruction, and political instability. Populations in Nigeria and Liberia now number in the hundreds while Angola is home to a few thousand.

An excellent idea, it provides African journalists with the means with which to properly investigate stories – in person and on the ground – and so report on issues that would otherwise be covered by official statements from conservation bodies, NGOs, or government departments. The Fund covered the costs of three fact-finding trips – made by local journalists into the rural hinterlands of their own countries, giving them the opportunity to tell their own conservation stories and generate interest in areas where there is a real threat of local elephant extinction.

## From the frontline

The Fund supported Angolan radio journalist João Baptista Lumbo, journalists from Liberia's The DayLight newspaper, and the making of the film *Saving Elephants in the Omo* by Nigerian television station Arise News. The reporting was excellent, giving voice to local communities affected by encroachment as well as articulating the stress placed on elephant herds competing with expanding human populations. The pilot proves the Fund's assertion that, given the right resources, African journalists are often best positioned to tell the stories of people whose voices are rarely heard.

“We were convinced that a relatively small amount of money could empower African journalists to travel within their own countries to tell important stories about conservation. These opportunities are often denied to them because of a lack of resources, and a lack of visibility and platforms to showcase their findings. The dedicated reporters we worked with in Angola, Liberia, and Nigeria have shown that given the necessary support, they can produce compelling work.”

African Journalism Fund Report, September 2023





## SUMMARY OF GRANTS

We work with a range of organisations, including some of Africa's leading local conservation initiatives, either supporting specific projects or helping with the everyday running costs. Journeys by Design underwrites Wild Philanthropy's operating costs ensuring every dollar raised for our partners reaches our partners and has real impact on the ground. Please find below a short summary of grants made for years 2021, 2022, and 2023. Note that unless indicated, all grants are restricted to specific projects, materials, or activities.



# \_2021

ORGANISATION / PROJECT	GRANT	DETAILS
Kara Community Farm	\$6,345	Covid-related emergency food delivery to the Omo, Ethiopia
African Parks	\$3,000	Supported one ranger to attend international training
Virunga National Park	\$1,000	Funding to support ranger units, Virunga, DRC
Ecoexist	\$124,800	Supporting human-elephant coexistence, Botswana + KAZA region
Tongwe Trust	\$1,000	Supporting rangers through Wildlife Ranger Challenge, western Tanzania
Enonkishu Conservancy	\$10,000	Save our Savannah's first conservation library container installed at school, Maasai Mara, Kenya
Chem Chem Association	\$35,000	Wildlife Conservation and Community Upliftment Projects, northern Tanzania
Mara Conservancy	\$2,200	General support for the Mara Conservancy, Kenya



# \_2022

ORGANISATION / PROJECT	GRANT	DETAILS
Enonkishu Conservancy	\$25,000	Conservancy manager's replacement vehicle, Mara, Kenya
Dorobo Fund	\$2,000	General support for Dorobo Fund, Tanzania
Chem Chem Association	\$5,500	Beehives as natural defence against elephant incursion
	\$50,000	Wildlife conservation + anti-poaching operations, human-wildlife conflict mitigation, operation costs
	\$3,000	General support for Chem Chem Association
Virunga National Park	\$6,000	Ranger support from Beabond
	\$1,000	Funding to support ranger units
Ecoexist	\$5,500	Elephant Economy, reducing elephant-human conflict
	\$12,000	Supporting elephant research
Elephant Protection Initiative	\$10,000	Journalism human-conflict awareness project, Liberia, Nigeria, and Angola
Enonkishu Conservancy	\$10,000	Save our Savannah's second conservation library container installed at school
	\$10,420	Ranger motorbikes for transport, monitoring, and collecting information
Enarau Conservancy	\$13,200	Ecosystem restoration, northern Mara, Kenya

# \_2023

ORGANISATION / PROJECT	GRANT	DETAILS
Save the Rhino	\$31,186	Reduce human-elephant conflict and support local school, Borana, Kenya
Chem Chem Association	\$10,000	IT + entrepreneurial programme empowering and alleviating poverty in youth
Enonkishu Conservancy	\$19,438	Third and fourth library containers
	\$8,000	Bomas for cattle safety
Lion Landscapes	\$2,500	Support for meeting of the IUCN specialist human-animal conflict group, England
Enarau Conservancy	\$57,000	Multiple restoration + revitalisation projects
	\$20,000	General support for the establishing of the Conservancy
	\$6,000	Building of research centre
Watamu Marine Association	\$7,000	Research on dolphin and humpback whale distribution patterns and preferred habitats, Kenya
Maa Trust	\$5,000	Project to address local challenges accessing health care services and information
Project Harar	\$2,600	Linking conservation and health care in Ethiopia
Ecoexist	\$1,500	Support attendance at Oxford University HEC conference

‘When we founded Wild Philanthropy in 2016, I could only have dreamt that we would, eight years later, be reporting on funding streams that have benefited so many wonderful individuals, businesses, and organisations, and especially through the pandemic.’

Will Jones, Founder, Wild Philanthropy





## ENDNOTE

When we founded Wild Philanthropy in 2016, I could only have dreamt that we would, eight years later, be reporting on funding streams that have benefited so many wonderful individuals, businesses, and organisations, and especially through the pandemic, when various funds – most obviously the now shuttered African Travel Crisis Fund – made the most enormous difference.

There is one fund I would like to make special mention of: The Angela Conservation Fund, which was set up in the wake of the death of Angela Sacha in 2021. As well as being my right-hand woman at Journeys by Design, Angela was deeply involved in Wild Philanthropy and everything it stands for from the get-go. I wrote as part of my tribute to her that she understood nature for what it is – raw, original, necessary – and it is exactly this that she worked so hard to conserve, and why she threw herself into our charitable work. I can't think of anything more fitting than the Fund established in her name contributing to a scheme as fine as the African Journalism Fund (see page 25).

I echo Paul Herbertson's words of thanks made in his opening welcome to the Report. Benefactor or beneficiary, it is your involvement that has made Wild Philanthropy what it is: that is, an effective way to support and enable local communities in at-risk ecosystems to realise the value of conservation. Equally, I'd like to take the opportunity to thank Paul for not only taking up the Wild Philanthropy reins, but also for steering a calm and brilliant course through the chaos of the pandemic. I know he will be squirming at the sight of this – and will have done all he can to remove it – but we all owe him more than he can possibly imagine.

On which note, here's to the next chapter in the life of Wild Philanthropy. I am extremely proud of how far we've come, and equally excited to see where we go next. We have some very exciting developments on the horizon. Stand by for news on all of that.

Yours,

Will Jones  
Founder





Wild Philanthropy