

MAASAI WILDERNESS CONSERVATION

2025 Executive Summary



Preserving wilderness, wildlife and cultural heritage across the Amboseli-Tsavo ecosystem by creating sustainable economic benefit for the Maasai people.



What we do with our natural resources today will reflect on our future generations to come. We should not let the remaining wilderness be destroyed, we should protect our natural resources and our land by increasing its value as it will benefit our children, grandchildren and our great grandchildren. Conservation of wildlife and land is worth it.

*- Melelo Ene Masarie
72 years old
Maasai elder from Iltilal*

Our Mission

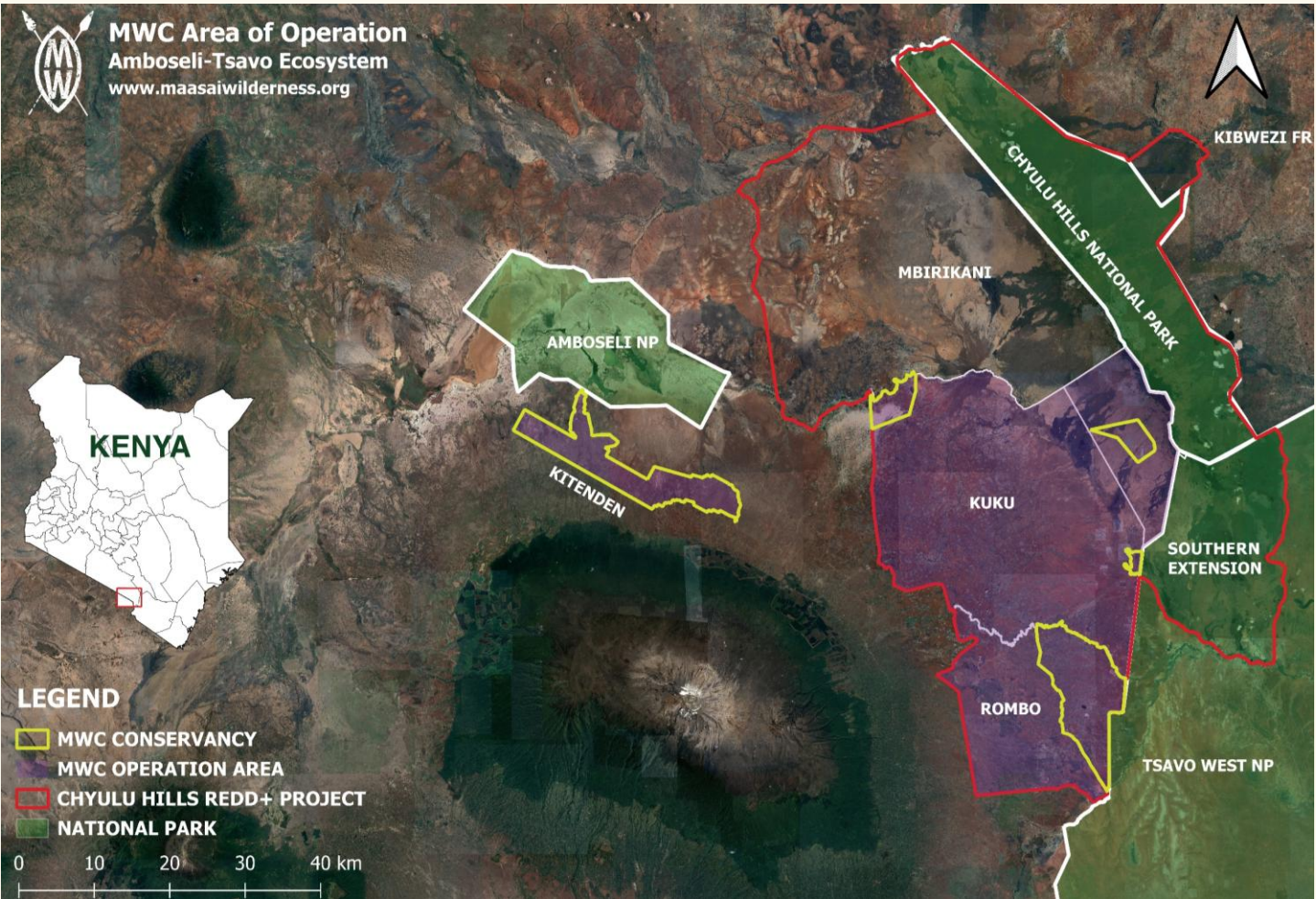
Maasai Wilderness Conservation works to protect the legendary ecosystems and astounding biodiversity of Southern Kenya through conservation that directly benefits local Maasai communities.

The world increasingly relies on many traditional communities like the Maasai to protect the ecological treasures that exist within the land that they own. But the incredible 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 incredible natural resources while preserving them. That's what Maasai Wilderness Conservation (MWC) is all about—a pioneering partnership between professional conservationists and dynamic Maasai leaders to show that the Maasai community can thrive, not just survive, by managing their ecosystem wisely.

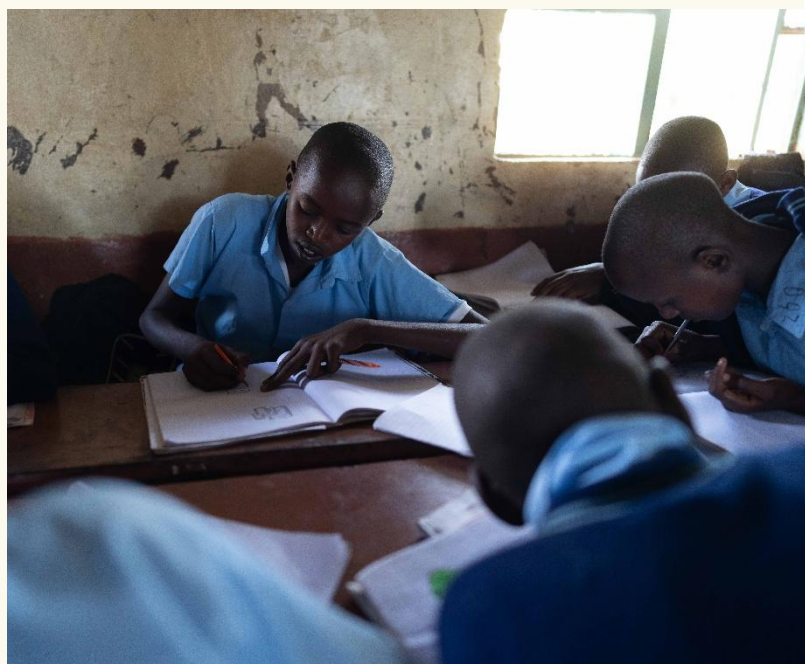
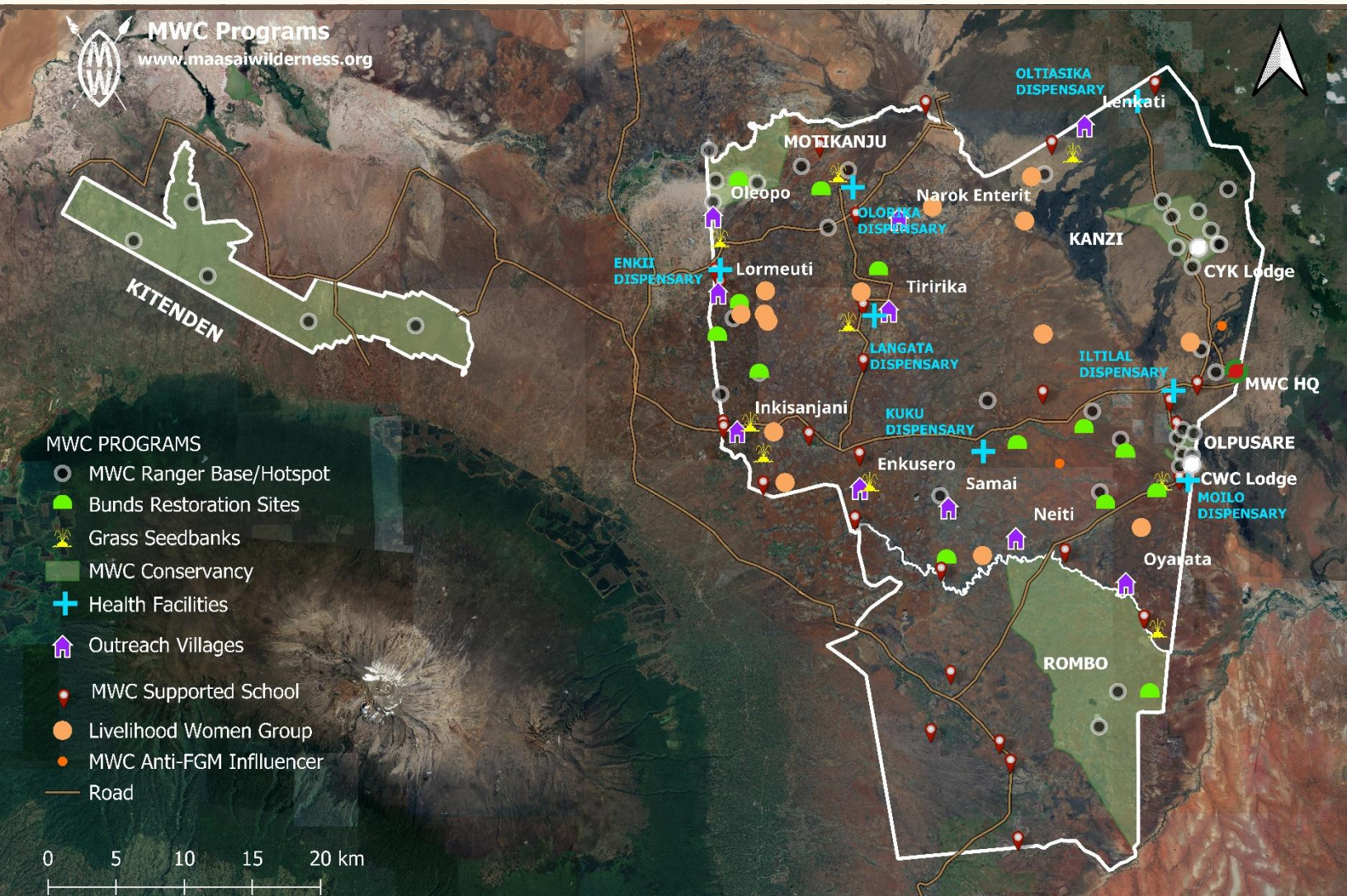
A delicate transition is happening with the recent introduction of a new law governing land ownership: the Community Land Act. MWC is earmarking significant resources to enable the Maasai community to maintain their communal ownership of the land. Where they prefer to subdivide the communal land to individually owned plots, MWC is engaging the local Maasai to create a network of conservancies and/or leasing these plots to ensure the connectivity of the Amboseli, Chyulu and Tsavo National Parks. MWC's efforts are focused on the Maasai communities and landscapes of Kenya's Chyulu Hills, within the world-famous and ecologically important Amboseli-Tsavo Ecosystem. This is Hemingway's "Green Hills of Africa", ancient and lush cloud forests on hills over the savannah teeming with wildlife and Mount Kilimanjaro rising out of the plains. The Maasai communities of this area own all the land between the protected National Parks and within their land lie critical wildlife migration corridors and habitat reserves, forests that are carbon sinks and rivers and springs that supply the fresh water not only to this ecosystem but to more than seven million people downstream in Kenya, including the second largest city, Mombasa.

MWC funds and operates programs that promote sustainable economic benefits from conserving this ecosystem. Lease payments for conservancy zones, carbon credits, sustainable ecotourism, wildlife monitoring and security, conservation, livelihoods, tourism employment, health, and education services — these are just some of the ways MWC is creating a cutting-edge holistic model of successful community-based conservation.

Ecosystem Map



Programs Map



Conservation Programs



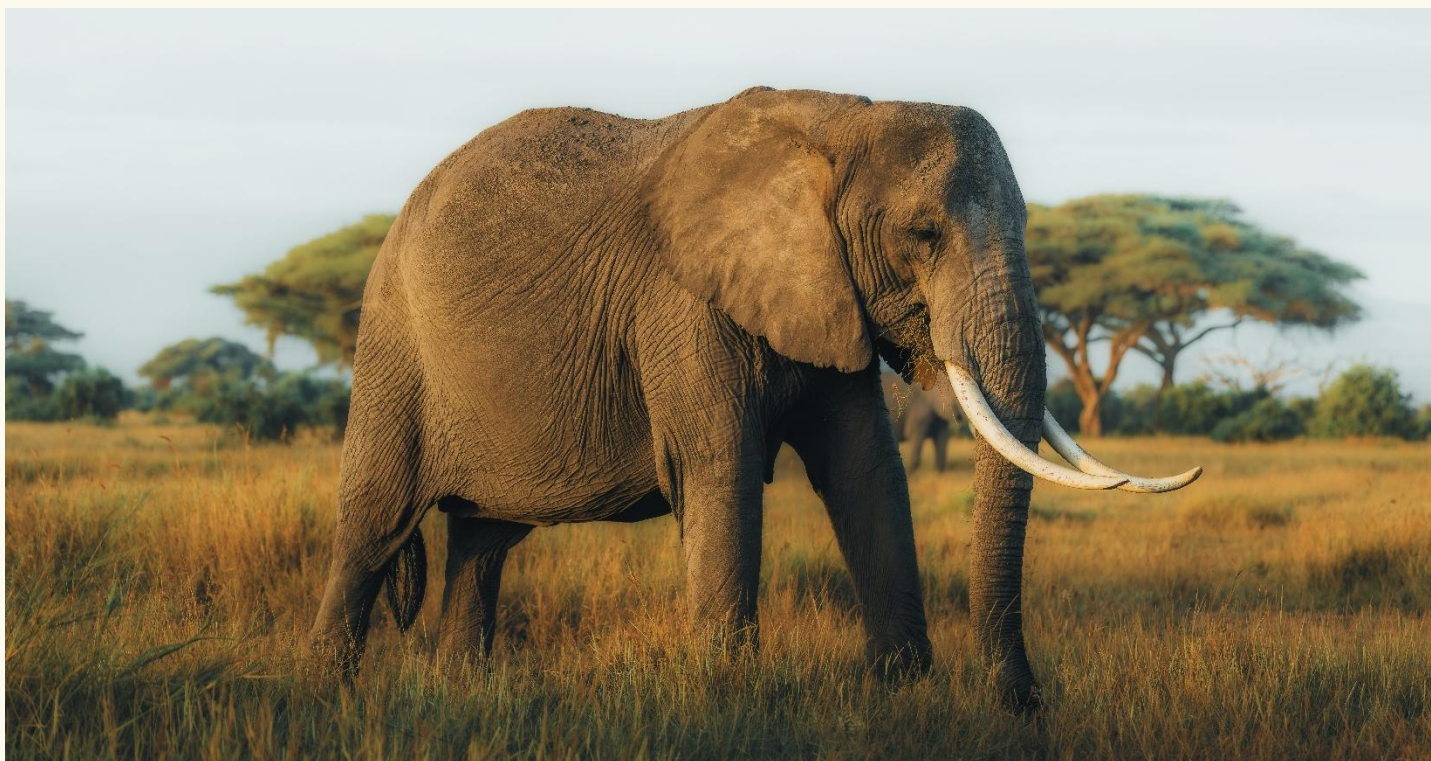
1. Tourism / Wildlife Pays

MWC created one of the most effective eco-tourism partnerships that provides multifaceted benefits to the local communities. Over three decades ago, MWC's first eco-tourism partner, Campi ya Kanzi, was a pioneering award winning ecolodge, which now has a \$150 per person-day conservation fee. MWC is now the owner of Campi ya Kanzi and of the newly built Chyulu Wilderness Camp. Lodges are operated by Luca Safari Ltd, acting as a B Corp, where all the proceeds generated from these lodges are directed towards MWC and its programs. Additionally, we've created a partnership with Conservation Equity, to develop lodges in Kenya, where 100% of the profits of Conservation Equity will be donated to conservation.

The majority of the MWC lodges' employees are from within the immediate local communities. The lodges use only solar energy for both electricity and hot water, manage waste sustainably and recycle all black water and grey water, and are self-sufficient in water, using self-collected rainwater as opposed to drawing from community water sources. Safari vehicles are Land Rover retrofitted with electric motors. Rivian supports MWC and Conservation Equity with their Electric Vehicles and has custom made a safari EV for MWC. This unique approach results in reliable and sustainable revenues from tourism that directly benefit the community, with the impact approaching \$500,000/year. This is an 'achieved' objective, but MWC serves as the official oversight/management representative for the community in enforcing compliance and managing the revenues from conservation surcharges.

Conservation Equity covers all land leases and tourism conservation fees are used by MWC to fund Wildlife Pays, a program that compensates livestock herders for losses to wildlife predation through a rigorous system of verification and monitoring of best practices. Maasai livestock owners are paid quarterly for value of losses in exchange for full protection of predators and other wildlife throughout the Kuku Group Ranch. MWC's Wildlife Pays uses no philanthropic funding to pay for this program. Conservation fees levied on tourists coming to see wildlife are more than enough to cover the annual compensation costs, establishing a pioneering and sustainable new model of Payment for Ecosystem Service (PES) around the protection of wildlife. Compensating livestock predation has benefited not only the lion population, but also other predators, through the prevention of poisoning of livestock carcasses in retaliation. Vultures are also benefitting meaningfully.

Future goal(s): MWC is promoting this sustainable model of Wildlife Protection PES to major tourism industry leaders within the ecosystem. With our strengthening collaborations, MWC is working towards activating Wildlife Protection PES surcharges on the bed nights of larger hotel concessions within the parks to fund expansion of compensation and wildlife security capacity throughout the community lands between Amboseli and Tsavo. MWC is also looking at diversifying its tourism footprint by creating private villas to expand its network of conservancies and increase its tourism revenues and have more conservation dividends for the indigenous communities.



2. Wildlife Monitoring, Security & Recovery

MWC's community-based conservation program employs more than 250 local women and men as Community Rangers and Simba Scouts. The Rangers and Scouts work to protect and monitor the wilderness and wildlife within this important migration corridor located in community-owned lands in-between Tsavo and Amboseli National Parks. In formalized partnership with Kenyan Wildlife Service (KWS), MWC's conservation team operates a successful anti-poaching program that prevents illegal activity, reduces human/wildlife conflict, and monitors biodiversity.

MWC's conservation program is implementing cutting-edge technology tools, creating landmark successes in research, monitoring and protection. The Zoological Society of London (ZSL) chose MWC in 2013 to pilot the use of SMART (Spatial Monitoring and Reporting Tool), an innovative data collection and analysis platform in partnership with Google Earth Outreach. MWC has been using it since and installed 15 solar powered Wi-Fi hotspots within different ranger sectors, enabling real-time data collection and reducing fuel costs – making our data collection carbon neutral. The use of SMART has increased our team's efficiency, accountability and effectiveness.

Over the years, we've built a robust and extensive database that provides invaluable insights into patrol coverage, wildlife trends, and threats such as poaching and habitat degradation. This long-term dataset allows us to track progress, adapt our strategies, and demonstrate impact to stakeholders with confidence.

MWC is contributing to lion research on an international level with the data collected and published from our collared lions. The knowledge gained through the monitoring and research of the collared lions provide a greater look into the ecology and behavior of lions in general in the area, proving a valuable contribution that help us as we mitigate human/wildlife conflict and protect this extraordinary species.

While elephant poaching has devastated populations throughout the African continent, MWC's team has kept Kuku Group Ranch nearly free of poaching and has supported Kenya Wildlife Service (KWS) in many arrests of poachers in neighboring areas. As we write this, for the last 12 years there have been zero elephant poaching in Kuku Group Ranch. MWC has also been particularly successful in protecting the endangered Masai giraffe population of Southern Kenya.

In 2024, we have expanded our wildlife monitoring and security efforts to one of our newly acquired conservancies (Kitenden) situated south of Amboseli National Park in the important trans-boundary elephant corridor.

Future goal(s): MWC seeks to expand this program into the entire region, as well as building greater participation of women working within the Wildlife Monitoring Program.





3. Land Conservancies

MWC has developed an ambitious model for a network of land conservancy zones focused on securing the integrity of key ecosystem components and services that lie within the community owned lands between the national parks. The network of conservancies that MWC and Conservation Equity have secured covers 70,000 acres of critical wetlands and grassland, protecting the most important ecological zones (wildlife corridors, grassland reserves, watersheds and springs) and the long term management deals in our model will ensure that good stewardship of the ecosystem also creates alternative livelihood opportunity with meaningful sustainable revenue for the community, whose cattle economy suffers ever more regularly from the impacts of climate change and drought.

To demonstrate the viability of this program, MWC has negotiated, secured, and funded 5 such conservancy deals for key grassland habitat, a critical wetland that lies directly within the wildlife migration corridor, a connectivity with Tsavo and a vital dispersal area in Amboseli. These conservancies (Kitenden south of Amboseli, Motikanju, Kanzi and Olpusare in Kuku Group Ranch and Rombo next to Tsavo in Rombo Group Ranch), collectively created a critical corridor for the Amboseli-Tsavo ecosystem.

Future goal(s): With the Group Ranch Act repealed and substituted by the Community Land Act, this is the moment to assist the indigenous communities to protect their land, while earning direct individual benefits. MWC has demonstrated that conservancies can produce sustainable dividends through Payment for Ecosystem Services (PES) but is also seeking to create a Conservancy Endowment to expand its current network of protected land. This goal of assisting the indigenous communities with a viable subdivision, is the most urgent and critical goal of MWC for the coming year.





4. Payment for Ecosystem Services — PES

MWC is continuing to lead in efforts to protect the value of carbon stocks and watershed services, which bring additional revenue to the community for sustainable stewardship of ecosystem assets like forests and water sources.

MWC and the Kuku/Rombo communities have signed a MoU creating a formal partnership and strategy designating MWC as the community's agent in developing, negotiating and managing payment for ecosystem service deals from all community resources. This is the first such partnership ever created within the Maasai Group Ranches of the Amboseli-Tsavo ecosystem.

MWC helped setting up the Chyulu Hills Conservation Trust (CHCT) made up of 9 stakeholders consisting of 5 indigenous communities, 2 government organizations and 2 local non-profit conservation organizations – the first community rooted partnership where all carbon credit sales generated are shared equally with its partners. MWC continues to be the point of contact, and project office for all stakeholders.

Through the Chyulu Hills REDD+ Carbon Project, we have successfully completed validation, verification of **5,200,000 carbon credits, generating a revenue of nearly \$30 million towards tangible community and environmental impacts.**

These impacts include: food program support to 34,500 primary school students during the last long drought, bursaries, tree nurseries, community and school reforestation projects, beehives and bee-keeping training, purchase of anti-fire equipment and ranger training, employment, clean water sources, wildlife and habitat protection, and so much more.

MWC also extended its PES program by coordinating a landmark collaboration, on behalf of all stakeholders within the Chyulu Hills ecosystem, with Conservation International, The Nature Conservancy, AECOM, Pavan Sukdhev's GIST Advisory Group, and Chyulu Hills Conservation Working Group to formulate a multi-pronged assessment, protection, and collateralization strategy for the critical Chyulu Forest-Mzima Springs watershed.

Nearly 7 million people, almost a seventh of Kenya's population, including the city of Mombasa, rely fundamentally on Mzima Springs for fresh water and the MWC/CI initiative is the first such coordinated strategy to address long-term security for this "life-line" of the ecosystem.

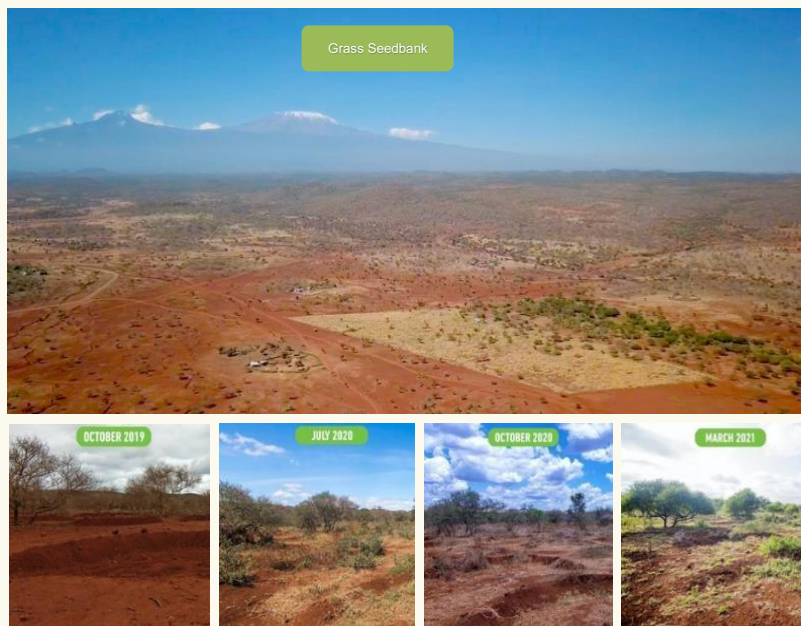
The catchment area for the Chyulu aquifer is almost one hundred per cent overlain by the project area of the Chyulu Hills REDD+ Carbon Project. This means that the CHRP and the Trustee organizations of the Chyulu Hills Conservation Trust that own the CHRP are protecting the forest and surrounding habitats and are by default also the guardians of the Chyulu aquifer.

Future goal(s): to establish a stable portfolio of payments for ecosystem services, for sales of carbon credits and to continue to pursue the PES for the Chyulu aquifer.

5. Land Restoration

MWC is working with international partners to study the impacts of intensive herding practices, fire and drought on rangelands in order to create and implement a strategic and sustainable grassland management plan that will increase the health of the people, livestock, and the ecosystem. In partnership with Justdigggit, MWC have established 10 grass seed banks and other grassland restorations initiatives over the past 10 years, where the women of the community increase their economic independence through the sale of hay and grass seeds to restoration projects in the area. The goal is to re-green the ecosystem and restore degraded lands through innovative rainwater harvesting techniques known as bunds (semi-circular structures dug by hand). Bunds help to slow down water flow, reduce water-run off and erosion, herby increasing the infiltration and retention rate of the rainwater leaving more moisture in the soil for plants to grow. Over 430,000 bunds have been constructed to date, restoring more than 3,400 hectares of degraded land on Kuku and Rombo Group Ranch.

The Rangeland Restoration in Chyulu Program (RRC) has come to an end. However, this three-year project that was implemented in partnership with Conservation International (CI) aimed to demonstrate that improved livestock management can catalyze rangeland restoration, sequester carbon, and build climate resilient pastoral livelihoods across Africa.



Future goal(s): To restore more degraded land and work with the community to establish a sustainable grazing plan for these restored areas. Create more awareness regarding the benefits of restoration and sustainable land use.

6. Species Research

In partnership with KWS, MWC is a key contributor to lion research in the region. MWC collared and is tracking lions in the ecosystem, via modern GPS satellite collars. This data is proving valuable insights to lion research in all of Africa as we collaborate with international partners about the ecology and behavior of the Kuku lions. It has further assisted MWC to manage human/wildlife conflict in the area due to an increase in knowledge on lion movement behavior. The near real-time location data obtained from the collars are used to inform herders on the whereabouts of the lions, in this way the herders can avoid those areas and thereby lower the risk of livestock predation and conflict with the lions. MWC has hired 18 young Maasai warriors as Simba Scouts to assist in lion monitoring. They receive education, training, and economic benefit from protecting the lions and the entire ecosystem. The Simba Scouts have become conservation leaders and role models in the community by demonstrating the benefits of conservation. MWC runs biannual aerial wildlife census, which have contributed very meaningful data about wildlife population trends and movements within the area, both in the dry and wet seasons.

With the support in equipment received by IFAW (International Fund of Animal Welfare), MWC is able to collect data through new smartphones and communicate through new digital radios for timely reports on any illegal activities and human wildlife conflict incidents within the group ranch.



Future goal(s): Establish clear and collaborative research agendas that service conservation implementation, fund them and recruit research talent with the goal of producing and publishing new scientific studies. Implement long-term monitoring protocols for key species with regional stakeholders. Expand number of monitored animals and include other species (hyena, wild dogs, leopards) in the monitoring. MWC strongly believes in the development of cutting-edge research on local wildlife resources conducted by local community members for the benefit of the community.

7. Chyulu Conservation & Research Centre



Using funds raised in the highly publicized “Maasai Marathon” campaign during the 2009 New York Marathon, MWC acquired and renovated a defunct safari camp, transforming it into the Chyulu Conservation and Research Center (CCRC). More than just the headquarters for MWC, CCRC is a fully equipped and appointed facility that serves as the hub and host of many diverse collaborations and partnerships supporting MWC’s agenda. In addition, CCRC represents yet another alternative employment and training opportunity for people for the local community to work in conservation as staff, security, and increasingly sophisticated roles like research assistants and project managers.

CCRC held the inaugural Carbon Summit and Water PES Summit that brought together officials of Kuku, Rombo and Mbirikani Group Ranches as well as other partnering organizations. The success of this coordinated effort has made MWC and CCRC as the point of contact and the key meeting place for all stakeholders in the community. CCRC is also the head quarter of the Project Office for the Chyulu Hills Carbon Project. With support from Rivian Foundation and Give Power, CCRC is now fully solar, running programs with zero emissions EV’s.

Future goal(s): To install zero emissions induction kitchens and improve the internal research capacity of the facility and to expand its infrastructures to host guests, volunteers, and external research facilitators.

8. Employment & Building Capacity of the Communities



The benefits entering the community through conservation related employment have become substantial. MWC is the largest employer in the Maasai communities, employing nearly 450 people and is proactively cultivating and training a new generation of leaders within the community. Samson Parashina, pictured left, embodies this commitment. The son of a local chief, he started as a waiter at our partnered ecotourism lodge and rose to become President of MWC and of Chyulu Hills Conservation Trust (the legal entity empowered by the local stakeholders to deal with Payment for Ecosystem Services). While still working as a guide he attended university in Nairobi and continues to negotiate MWC agreements with the community leaders. In 2012, Samson was awarded the United Nations 2012 “Champions of the Earth” prize for leading community efforts to conserve Kenya’s Tsavo-Amboseli ecosystem. In 2014, Samson was invited by ZSL to speak at the United for Wildlife (UFW) event that featured the world’s 7 largest field-based conservation organizations and included UFW’s president, the Duke of Cambridge. In partnership with electoral leaders, MWC has been supporting students with numerous scholarships and bursaries.

The Community Ranger Commander & Deputy Sergeants, Wildlife Pays Verification Officers, Simba Scout Coordinator, Education Coordinator, Livelihoods Coordinator and Officers are all Maasai from the local Kuku community. The CCRC Operations team, the Executive Director and founder, the Director of Finance, the Conservation Manager, and the Health Director, are also all Kenyan.



In 2024, we established the Esambu Ranger Training Facility, our own dedicated center to build the capacity of both new recruits and existing community rangers. In partnership with Elephant Cooperation and GivePower, we were able to equip the facility with solar power, ensuring reliable, sustainable energy for training and operations. In 2024, we trained 47 new community rangers (9 of them being women) here that have since completion of their training been deployed to protect and monitor Kitenden Conservancy. Moving forward, we aim to strengthen and expand this facility as a hub for conservation training, leadership development, and skills-building.

Future goal(s): Continue empowering the youth of the Maasai communities by creating meaningful employment opportunities, building skills through on-the-job training, and supporting access to education.

9. Education



MWC recognizes that along with a healthy, sustaining environment necessary for their traditional pastoralist culture and livelihood, one of the Maasai community's top priorities is education. This Maasai area of Kenya has been characterized by insufficient classrooms, furniture, learning materials, general school supplies and acute shortage of teachers. As a result, historically the schools have witnessed high enrolment of pupils but low retention, completion, and transition rates. However, we have since seen a major increase in retention and completion through the MWC education program, which focuses on improving access to quality education and transition to higher levels of learning.

Access: To improve access to quality education, MWC recognizes the need for adequate classrooms, furniture, water, electricity, stationery, and dedicated teachers. In an effort to address these crucial needs, MWC in partnership with specific donors constructed and equipped 8 classrooms, staffroom, head teachers house and ultra-modern library at Iltilal Primary school, which is attended by more than 1,100 pupils. In addition, this school enjoys tapped water, solar power, and stationary provided by MWC. This is the model school which MWC wishes to replicate in other parts of Kuku Group Ranch in the future.

Currently, MWC supports 27 schools within Kuku Group Ranch through the employment of 72 Kenyans as teachers and supporting staff and provision of essential school supplies. These 27 schools are attended by over 9,000 pupils with near gender parity.

Retention: The partnership local electoral leaders, MWC has been supporting students with scholarships and bursaries. Currently, 117 scholarships and 618 bursaries have been given out to students. MWC also provides assistance to students for the Kenya Certificate of Primary Education (KCPE) exams to improve their scores.

In addition, MWC facilitates passage of certain aspects of the rich Maasai culture which are of historical importance to school pupils through the employment of Maasai elders as cultural teachers. In order to improve the value attached to education, MWC organizes an annual Education Day to celebrate the school that emerges top in the (KCPE) examination among Kuku Group Ranch schools.

Extra-curricular activities are also encouraged, which provide pupils with an opportunity to explore their talents and interests. MWC supports ball games, wildlife clubs, educational field trips to the National Parks, athletics, and music festivals among Kuku Group Ranch schools, which has enabled some school teams to compete at provincial level.

Transition: After witnessing low transition rates from primary to secondary levels of education, MWC offered the first merit secondary school education scholarship in 2005. The MWC scholarship/bursary program has benefited more than 200 students at primary, secondary and college levels of education. The promotion of higher learning is further supported by our partnership with the electoral leaders. MWC continues to partner with leading Kenyan and international learning institutions in order to offer life changing opportunities to top students from Kuku Group Ranch. This initiative has enabled admission of several students at Naisula International school and secured admission opportunities at Le Rosey Institute in Switzerland.

Future goal(s): To significantly expand the Education Program with well-equipped schools, secure enrollment and continue to improve retention levels. To expand by providing secondary and university scholarships. To build a technical school in Kuku for guides, hospitality jobs and mechanics that are useful within the tourism sector.



10. Health



One in five people live in the world's biodiversity areas—areas on the edge of some of the world's most endangered natural ecosystems and with little access to basic government services like health and education. MWC Health Program acknowledges and addresses the complex inextricable connections between families, their health and their environment and therefore seeks to simultaneously improve the health of people and the environment. This program aims to improve access to quality healthcare services, promote health and prevent diseases through an integrated community-based Population, Health and Environment (PHE) approach. We provide quality frontline medical care in 5 health centers, conduct medical outreaches to remote areas and we are constantly developing innovative ways to advocate for improvements in the health of the Maasai people. Our projects aim to improve health while at the same time helping the community to manage their natural environment. These projects include family planning, safe motherhood, child survival and HIV care.

MWC supports 5 local health facilities. We employ the only doctor serving the community alongside clinical officers, a nurse and auxiliary staff. We established the first laboratory in the area, and we provide mobile lab services to various rural and under-served communities. MWC operates an ambulance service available to the patients receiving care at the five health centers. This has helped to overcome the harsh geographic terrain to bring assistance to critically ill patients. MWC has also availed solar lighting to four health centers within Kuku Group Ranch. This has had a transformative effect on the quality of health services offered at night and during emergencies. It has also encouraged more women to come to the health facility for childbirth under safe and skilled attention. In the main health center, MWC has also provided a borehole which serves both the facility, the school and the community.

MWC's Health Program Director provides needed educative, preventative and curative care outreaches to the entire community. MWC's outreaches include women's health workshops focusing on breast and cervical cancer education and screenings; family planning; pre-natal and ante-natal care; immunizations; HIV prevention; and much more. The Health Director trains and engages community health workers in collecting data for household health surveys that will help MWC increase the health of the community and our capacity by sharing their data with other stakeholders in the region.

Our weekly outreaches have resulted in increased utilization of maternal and child health services. Each year up to 1,000 women benefit from modern family planning services, more women are delivering under skilled care in health facilities and their children are receiving vaccinations because of the health messages we disseminate.

The program is working on a comprehensive Sexual & Reproductive Health and Rights advocacy campaign cutting across all age groups and genders aimed at the gradual shift in community perception. By meaningfully engaging the community, we aim to increase awareness and empower the society in tackling the unfavorable prevailing practices such as teenage pregnancies, female genital cutting, child marriages and the 'cattle culture' that deprives the boychild opportunity for formal education and positive role in championing for gender equity. In addition, MWC has provided solar lighting equipment to health clinics thereby improving health service delivery.

Future goal(s): Establish dedicated funding channels for health programs and achieve the goal of some of these services being paid for by renewable natural resource-based revenue models. Engage 100 community health workers in a supervised and performance-based stipend program. Secure more funding for outreach and awareness creation in the communities and schools.



11. Livelihoods – Alternative Sustainable Income



While encouraging the pastoral community to reduce pressure on the land, MWC helps them pursue alternative livelihood strategies. We have identified women and youth as the primary demographic for livelihood support for the following reasons:

- Maasai women are mostly responsible for all non-husbandry activities.
- Experience shows that increasing income for Maasai women results in the most benefits for household well-being and families.

MWC supports 18 Maasai Women's Groups to explore other income generating activities. While widespread illiteracy poses a challenge, MWC pursues creative ways to build financial understanding and grow the capacity of the Maasai – especially women – to run profitable enterprises.

Grass Seed Banks

A land restoration project was initially sponsored in Moilo by Justdiggit. The project proposal was happily accepted by all community leaders and members at the beginning of 2016. The restoration project entailed a grass seed bank which provides sustainable ecological, social and economic benefits to the communities. The women are able to make a profit by selling the harvested seeds and hay. Following the success of Moilo grass seed bank, 9 more women groups consisting of 10-25 women each were engaged to establish grass seed banks across Kuku Group Ranch.

Jewelry Making

Maasai women and men adorn themselves with unique, colorful beaded jewelry, which make attractive purchases for tourists. Women's groups across Kuku Group Ranch make beaded products to sell to guests at MWC's partnered ecolodges – providing yet another economic benefit that stems from conserving wildlife. MWC is supporting the women's groups to expand and improve the quality of their beaded products.

Hippo Rollers

Nearly all of the women's groups have been given a new device to carry 90 liters of water, to provide physical relief from the traditional form of fetching water on their backs with 20-litre jerry cans thus saving time and increasing efficiency in daily tasks. The device rolls easily through the terrain and allows families more time to spend together and for children to do their homework and keep up with their education.

Honey Production

MWC has started to pilot a honey production program with the women's groups. Several grass seed banks have already been lined with a bee-hive fence to naturally deter elephants from raiding and trampling their crops. Providing a natural solution to potential human wildlife conflicts as well as an alternative income from honey harvests. MWC has developed a full honey plant at Chyulu Wilderness Camp and looks forward to market the honey within Kenya, to create a sustainable income through honey sales.

Future goal(s): Continue to elevate the entrepreneurial and financial skills of the women's groups. Secure funding to supplement efficient honey production and further provide quality control workshops for beaded pieces and support the procurement of equipment such as baling machines and storage facilities for the grass seed banks.



Community Benefit Sharing

MWC has pioneered very rigorous accountability for how conservation benefits and revenues flow into the community. The large majority of current payments for land conservancy leases and other such direct benefits are paid in the form of new employment, whether to augment the community ranger program or at the Conservation Center or in the Education and Health Programs. MWC has also established a critical partnership with electoral leaders, for supporting students with numerous scholarships and bursaries.

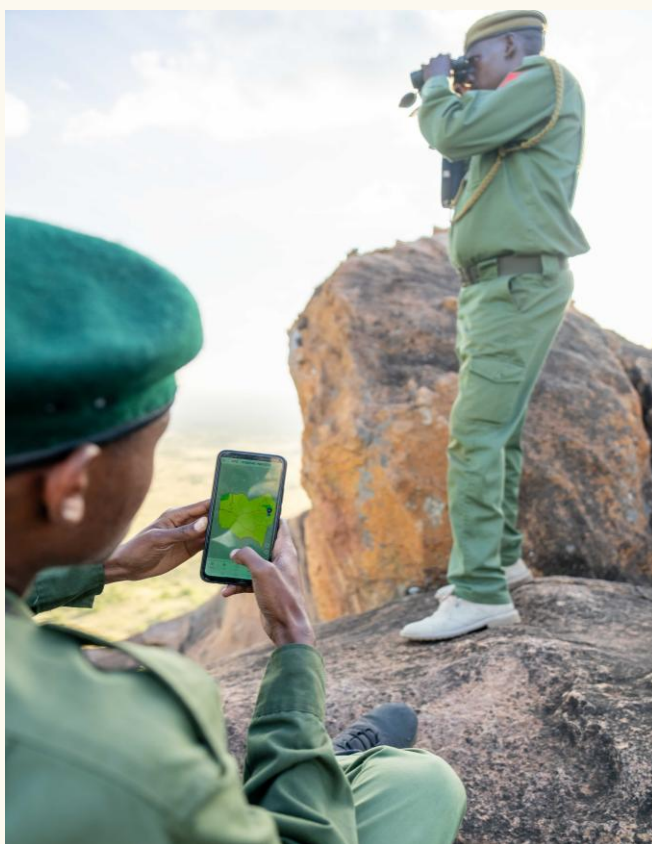
Goal: MWC aspires to support the community to develop a membership roster that can be used as the basis for a shareholder dividend arrangement as revenues increase, ensuring true widespread, traceable benefit throughout the community. UNDP and UNEP have both identified “certified community benefit sharing” as critical criteria in its funding priorities.

Equipment & Infrastructure

The incredible generosity of our supporters, both grassroots and foundations, allowed MWC to acquire critically needed equipment and make substantial infrastructure investments. Our supporters have provided key components to our programs: new digital radios, solar hotspot systems, an ambulance, a modern library, solar power for health clinics, HQ and our ranger training facility, vehicles, and improvement to CCRC. With this support, MWC is better equipped to operate all our programs within this rugged and remote landscape. Rivian has renewed the entire MWC vehicles fleet with their EVs.

Goal: Further upscale our equipment to enable our growing workforce to operate better and more efficiently. We do require anti-poaching equipment for our growing force of community rangers (GPS, cameras, binoculars, uniforms etc.); provision of digital tablets and smart phones to aid in data collection. We envision electric bikes to be of great use to the team, reducing carbon emissions and equipping the rangers and scouts with transportation through the thick brush that vehicles have difficulty maneuvering through.

Top desired goals are to provide KWS training for women in the community to become rangers; build new classrooms and hire more teachers to alleviate overcrowding in classrooms; provide bicycles for our community health workers to increase their outreaches; expand accommodation for visiting collaborators and researchers at CCRC; upgrade our staff accommodation; expand fleet of motorbikes to aid in all ground operations and outreaches; acquire computers and other office equipment. It is also critical to maintain all equipment: radios, uniforms, tablets and smart phones, GPSs, drones, computers, VHF and satellite tracking collars for wildlife monitoring.

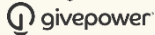


International Awards & Partnerships

It is thanks to our global partnerships that we are able to train the local community as we scale up our programs that demonstrate a successful, replicable model of community-based programs in conservation, health, and education.



Rivian: Rivian automaker company has partnered with MWC in renewing the entire vehicles fleet with their EVs.



Elephant Cooperation & Give Power: These organizations supported MWC by equipping the ranger training facility in Esambu with solar power, enhancing sustainability and operational efficiency.



Leonardo DiCaprio Foundation: LDF implements solutions that help restore balance to threatened ecosystems, ensuring the long-term health and well-being of all Earth's inhabitants. LDF has partnered with MWC to support Trust's ongoing conservation efforts and its programs.



Wildcat Foundation: MWC has partnered with Wildcat Foundation specifically to support our Anti-Poaching, Ranger and Wildlife Monitoring efforts within our conservation program.



Hitz Foundation: The Hitz Foundation has invested in MWC programs as a model of community-based programs that result in best practices for organizations that seek to benefit the local community through sustainable, holistic programs.



Conservation International: A key technical adviser and donor in the development of the REDD+ carbon project, a water PES and the Solar Conservancies.



GEF (Global Environment Facility): GEF designated MWC as one of the leading organizations on its National Task force to implement its Southern Kenya Rangelands project. Further, MWC was awarded by The Global Environment Facility (GEF) that unites 183 countries in partnership with international institutions, civil society organizations (CSOs), and the private sector to address global environmental issues while supporting national sustainable development initiatives. An independently operating financial organization, the GEF provides grants for projects related to biodiversity, climate change, international waters, land degradation, the ozone layer, and persistent organic pollutants.



Google Earth Outreach: MWC is using pro bono Google Earth mapping tools to better understand the behavior of wildlife to ultimately mitigate human/wildlife conflict and to demonstrate the importance of conserving the wilderness in MWC's migration corridor.



Government of Kenya: MWC work would not be possible without its' partnership with the Government of Kenya, specifically through the development of close working relationships with the Ministry of Health and the Ministry of Education, and KWS.



Kenyan Wildlife Service (KWS): MWC is the leading community-based conservation program in the region working in concert with KWS on anti-poaching programs.



Justdiggit: MWC is working together with Justdiggit to assist in the re-greening of ecosystems in East Africa. MWC work together with Justdiggit to restore degraded land and improving the livelihoods of local communities.



A New Course: In 2014, MWC collectively partnered with New Course. The two organizations have been effectively working together to combat the marginalization of women in Maasai communities, as well as seeking ways to improve in-home health of families. Through the Luci Light solar lamp project, as well as a grass seed bank land restoration project that has benefitted 20 women in the community of Kuku.



UNDP/UNEP: MWC was the first organization ever to be awarded both the Equator Prize from UNDP and the Champions of the Earth prize from UNEP for our President, Samson Parashina, in the same year. MWC's successful and replicable model of community-based programs has been recognized by the UN as a leading organization creating sustainable economic solutions through conservation that directly benefits the local community.



ZSL: The Zoological Society of London chose MWC to pilot the most innovative techniques in cyber-data collection for conservation. SMART is currently elevating MWC's data collection and analysis and MWC is now leading the region training others, including KWS.



IFAW: MWC has partnered with International Fund for Animal Welfare specifically for our Rangers, Simba Scouts with new radios and to support our Wildlife Monitoring efforts within our conservation program.

Roy A Hunt Foundation



Roy A Hunt Foundation: MWC has partnered with the Roy A Hunt Foundation specifically for our conservation and community-based programs.

NYRR: MWC has been partners with New York Road Runners to support our team and Maasai runners in our annual campaign during the NYC Marathon every November.



Emerson Collective: Emerson Collective has invested in MWC programs as a model of community-based programs that result in best practices for organizations that seek to benefit the local community through sustainable, holistic programs.



Le Rosey Foundation: Institut Le Rosey has been sending their students to MWC for culturally immersive student trips. We have also partners with them to establish a new school within a conservancy to educate students locally and abroad on the importance of ecological conservation within Kuku Group Ranch.



Elephants & Bees – Save the Elephants: MWC has partnered with Elephants and Bees specifically for our livelihoods program to provide a natural deterrent for the existing grass seed banks with beehive fencing.



George Waechter Memorial Foundation: The George Waechter Memorial Foundation has invested in MWC programs as a model of community-based programs that result in best practices for organizations that seek to benefit the local community through sustainable, holistic programs.

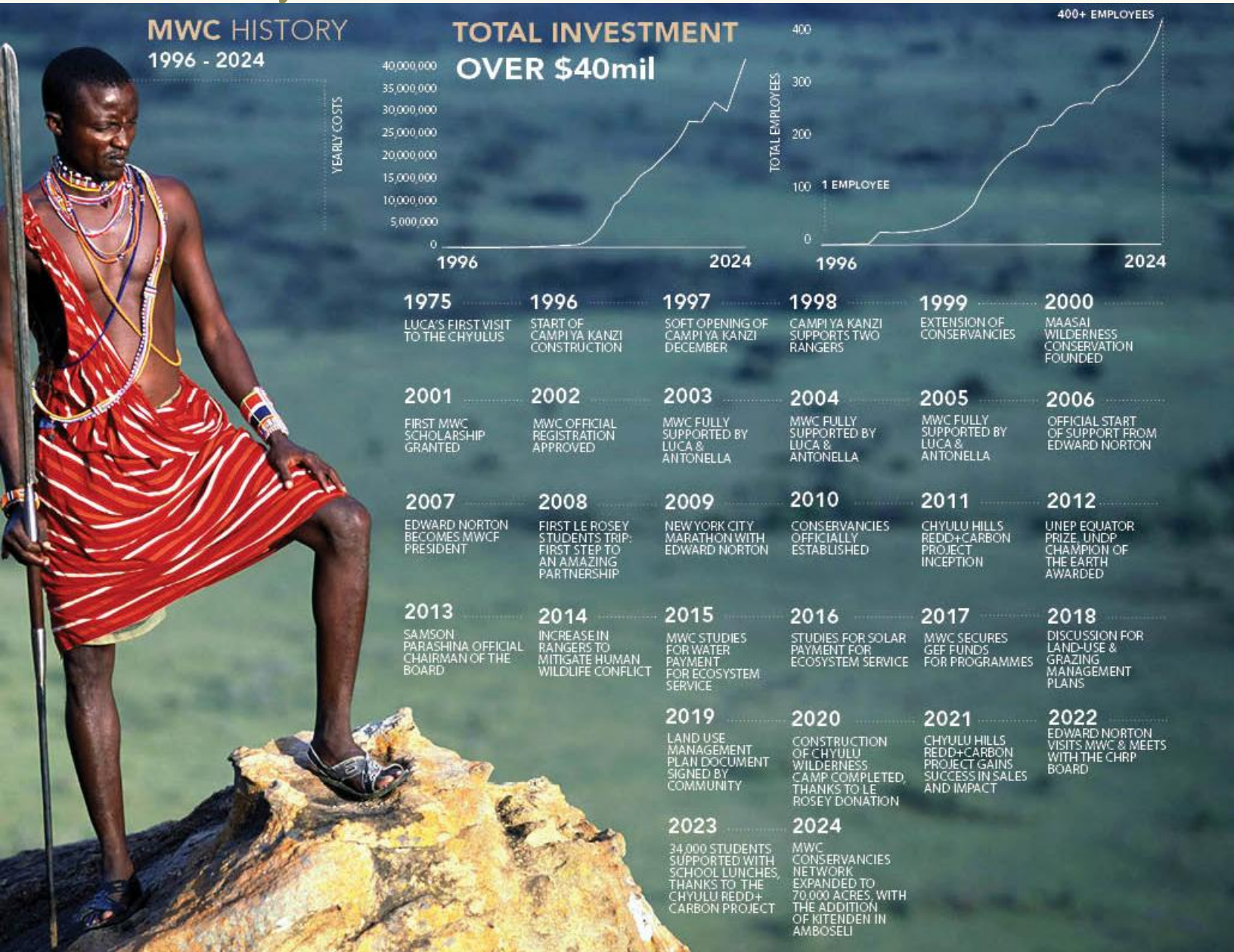


Schooner Capital: MWC has partnered with Schooner Capital to support our overall programs and help us continue our holistic model.

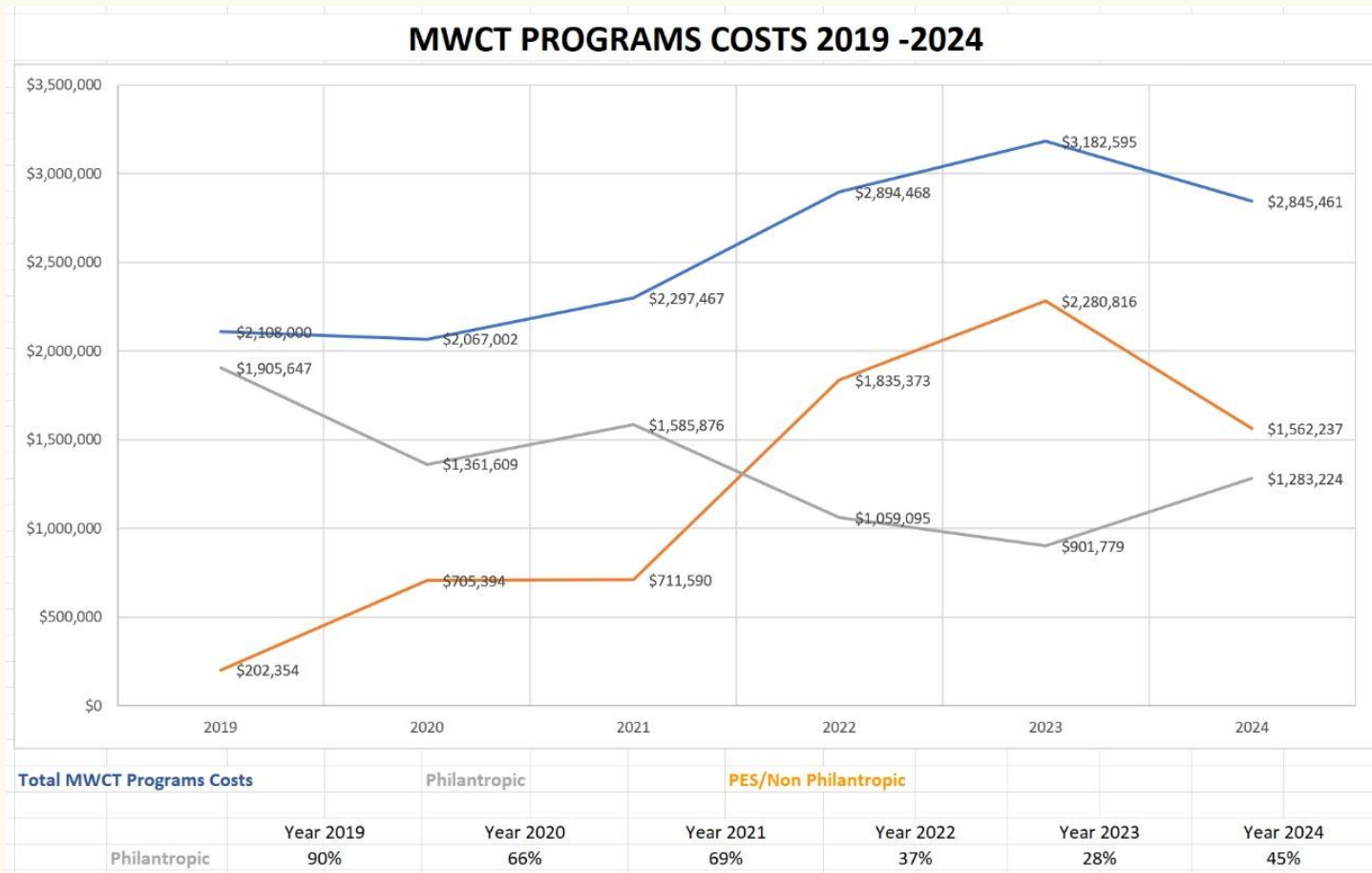


Leila and Mickey Straus Family Foundation: With support from this foundation, MWC is strengthening healthcare services provided to the community. This includes initiatives in Sexual & Reproductive Health and Rights (SRHR) alongside other community health initiatives.

Our History



Our Financial Goal



MWC’s goal is to secure long-term, sustainable funding for our programs through Payment for Ecosystem Services (PES). As illustrated in the graph, we are steadily making progress - an increasing portion of our annual budget is now covered by sustainable PES-based funding.





To make a direct contribution or join our team and help raise funds
for a specific project, please go to: www.maasaiwilderness.org

CONTACT

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