

MAASAI WILDERNESS CONSERVATION



2024
IMPACT
REPORT



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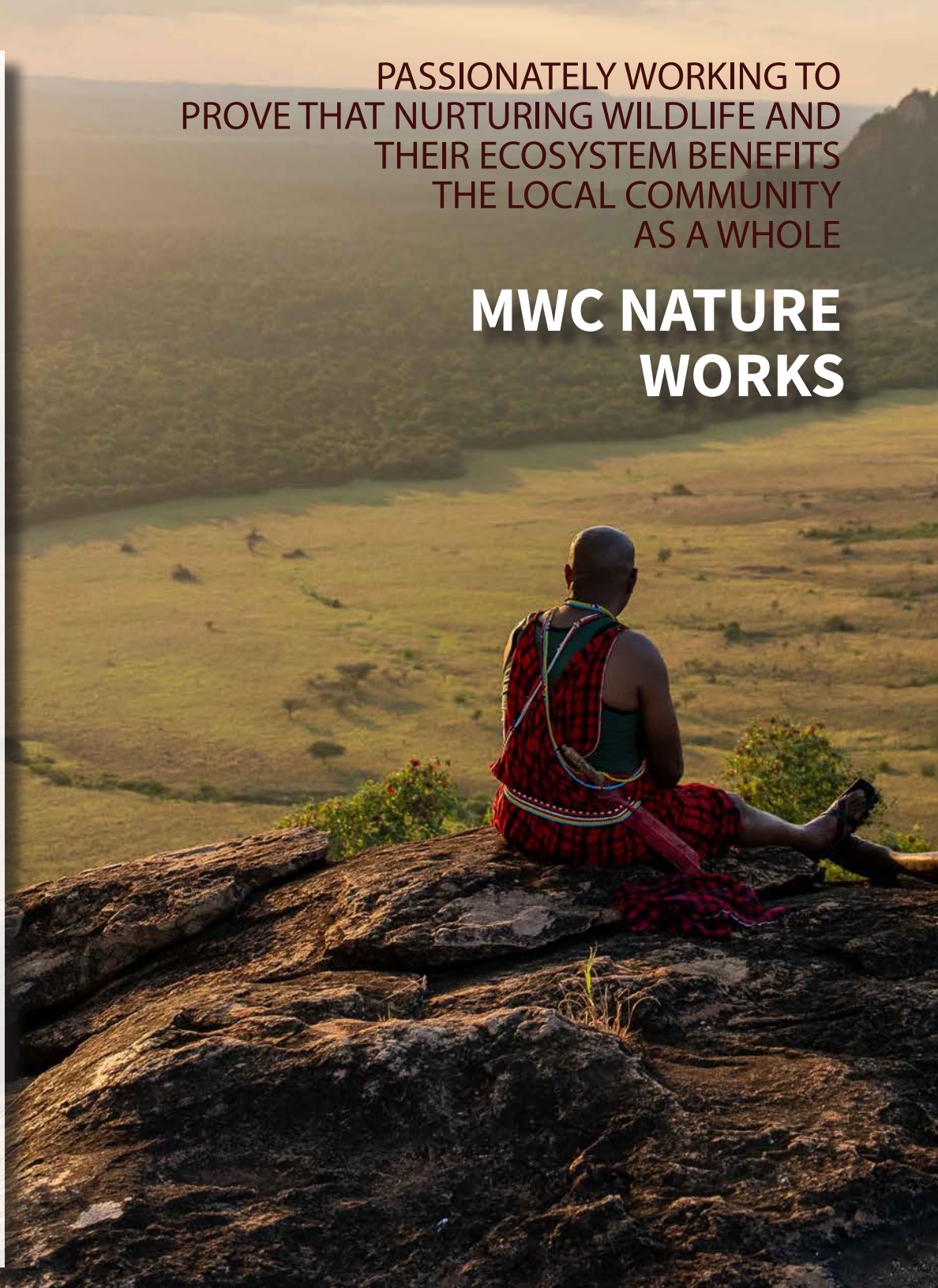
FINANCIALS

MWC Program Costs

ACKNOWLEDGEMENTS

PASSIONATELY WORKING TO
PROVE THAT NURTURING WILDLIFE AND
THEIR ECOSYSTEM BENEFITS
THE LOCAL COMMUNITY
AS A WHOLE

MWC NATURE WORKS



FOUNDER'S MESSAGE



"If you feel something that is driving you, you shouldn't listen to the grown up who tells you 'grow up stop dreaming' - I didn't and that desire to follow my passion has led to something much bigger than myself..."

- Luca Belpietro, TEDxTalk

Message from Luca Belpietro, Director of MWC

2024 has been a defining year for the Maasai Wilderness Conservation. With the addition of the Kitenden Conservancy in Amboseli, MWC now works with four different Maasai communities, covering over 400,000 acres of community owned land. MWC five conservancies cover 70,000 acres of critical land — a living corridor that connects Amboseli and Tsavo, two of Kenya's most iconic National Parks. This expansion strengthens our role as custodians of one of Africa's most critical landscapes, where elephants, rhinos, lions, giraffes, and countless other species depend on open, protected rangelands for survival.

Our conservation model is unique because it works hand in hand with the Maasai community: more than 95% of our team are local Maasai, and every program — from wildlife security to education, health, and climate resilience — is designed to improve livelihoods while protecting biodiversity. In 2024 alone, MWC trained and deployed 47 new rangers, restored 2,654 acres of degraded land, and created direct employment for over 400 community members.

At the heart of our work is a simple conviction: conservation must benefit people if it is to endure. The revenues from carbon credits, eco-tourism, and innovative payment-for-ecosystem-services schemes are channelled not just into conservation programs, but also into schools, clinics, and livelihoods, ensuring that protecting wildlife is inseparable from improving lives.

As MWC grows in scope and impact, so too does our invitation to partners. The challenge ahead is immense — climate change, community ownership of ancestral land, human-wildlife conflict, and economic pressures continue to test this fragile balance. Yet the opportunity is greater: to scale a proven model of community-driven conservation that delivers measurable results for nature, people, and the planet.

If you have supported us, the 30,000 Maasai who directly benefit from MWC thank you profusely. If you are reading this considering to support us, please do: we need your help to keep safeguarding this delicate and precious ecosystem, not just for the Maasai, but to enable your grandchildren to enjoy this wilderness, cultural and wildlife Maasai heritage.

Luca Belpietro Director, Maasai Wilderness Conservation



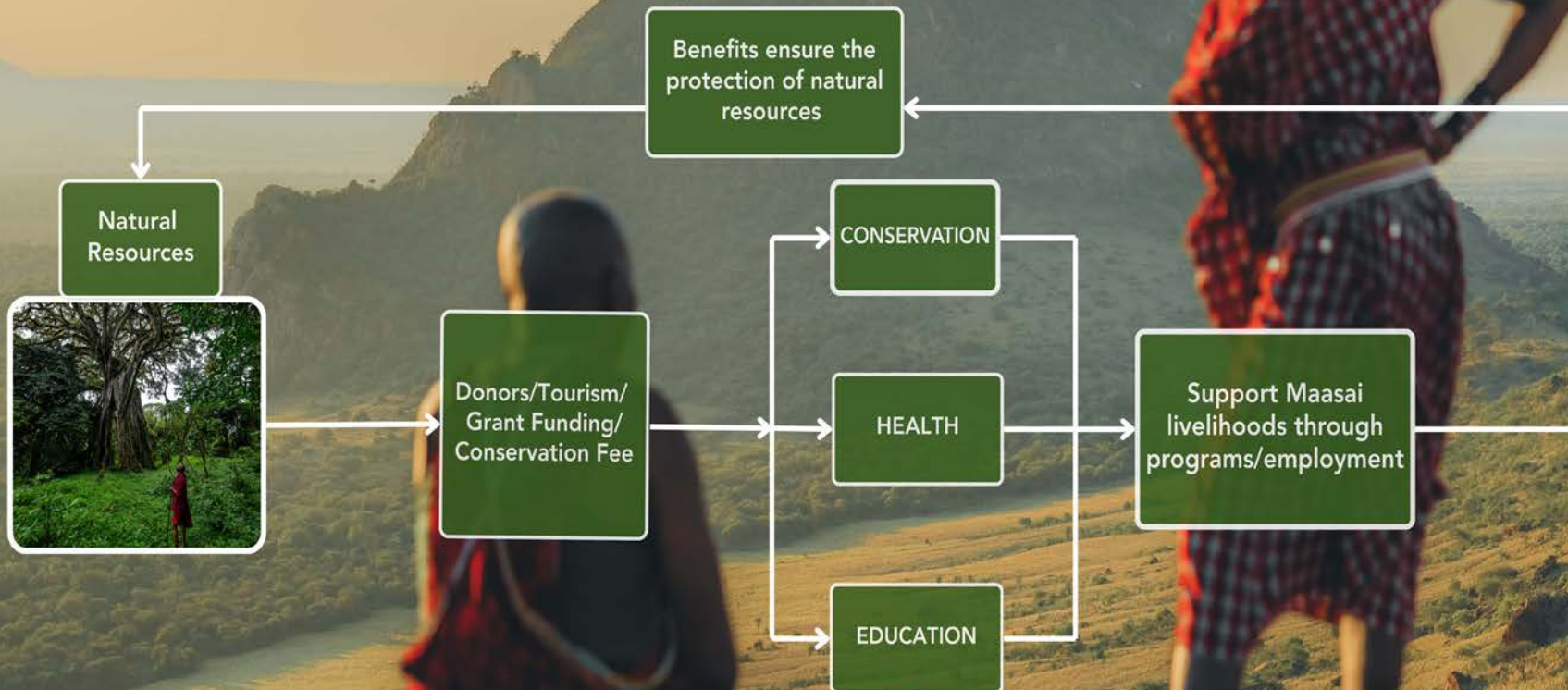
ABOUT MWC

Maasai Wilderness Conservation (MWC) works to protect the legendary ecosystems and astounding biodiversity of East Africa through conservation that directly benefits local Maasai communities.

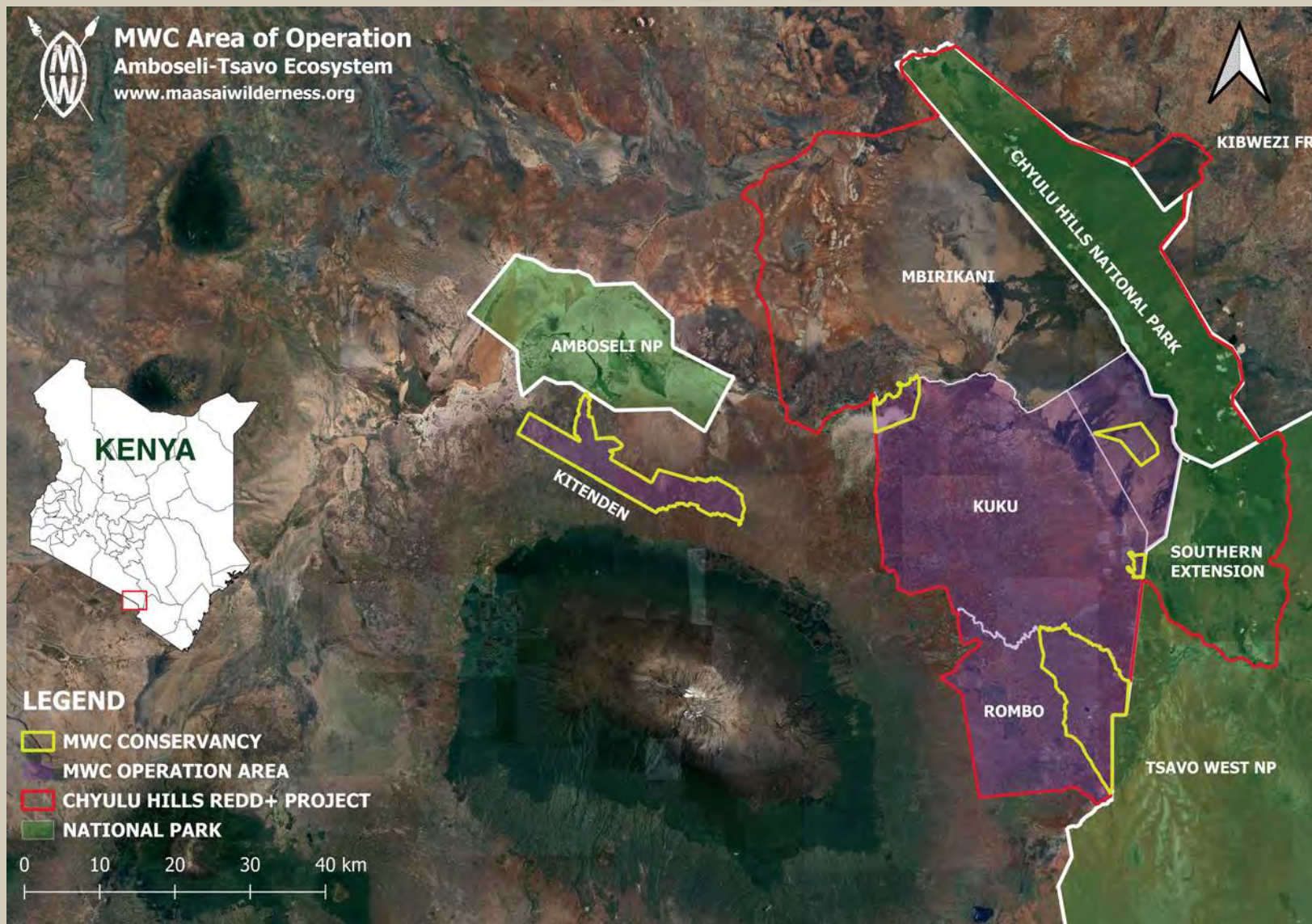
Our mission is to preserve the wilderness, wildlife and cultural heritage across the Amboseli - Tsavo Ecosystem by creating sustainable economic benefit for the local Maasai community.

MWC's holistic approach integrates conservation, health, and education - ensuring that conserving nature directly improves the well-being and future prospects of the community that calls this landscape home.

HOLISTIC APPROACH



WHERE WE WORK



MWC operates in the heart of the Amboseli and Tsavo ecosystem, the largest of Kenya's three most important wildlife areas. Our landscape lies in southern Kenya, at the foothills of Mount Kilimanjaro and the Chyulu Hills. It forms a vital wildlife corridor for key wildlife species such as elephants, lions, cheetah, buffalo and Maasai giraffes amongst others, allowing them to move freely across the landscape.

The area of operation covers 417,608 acres of community land, where the Maasai community lives alongside their livestock and wildlife - their main livelihood comes from pastoralism. Our work focuses on conserving this rich ecosystem while strengthening community livelihoods, ensuring a future where both people and wildlife can flourish together.

KEY IMPACT HIGHLIGHTS 2024

Here are some of MWC's most significant impacts in 2024:

1

New conservancy (Kitenden) of 31,700 acres secured

47

New rangers recruited and trained

236

Community members employed through restoration projects as casual workers

1,378

Acres of degraded rangeland restored

\$26,000+

Income generated through the livelihoods program for the community

69

Sponsored students

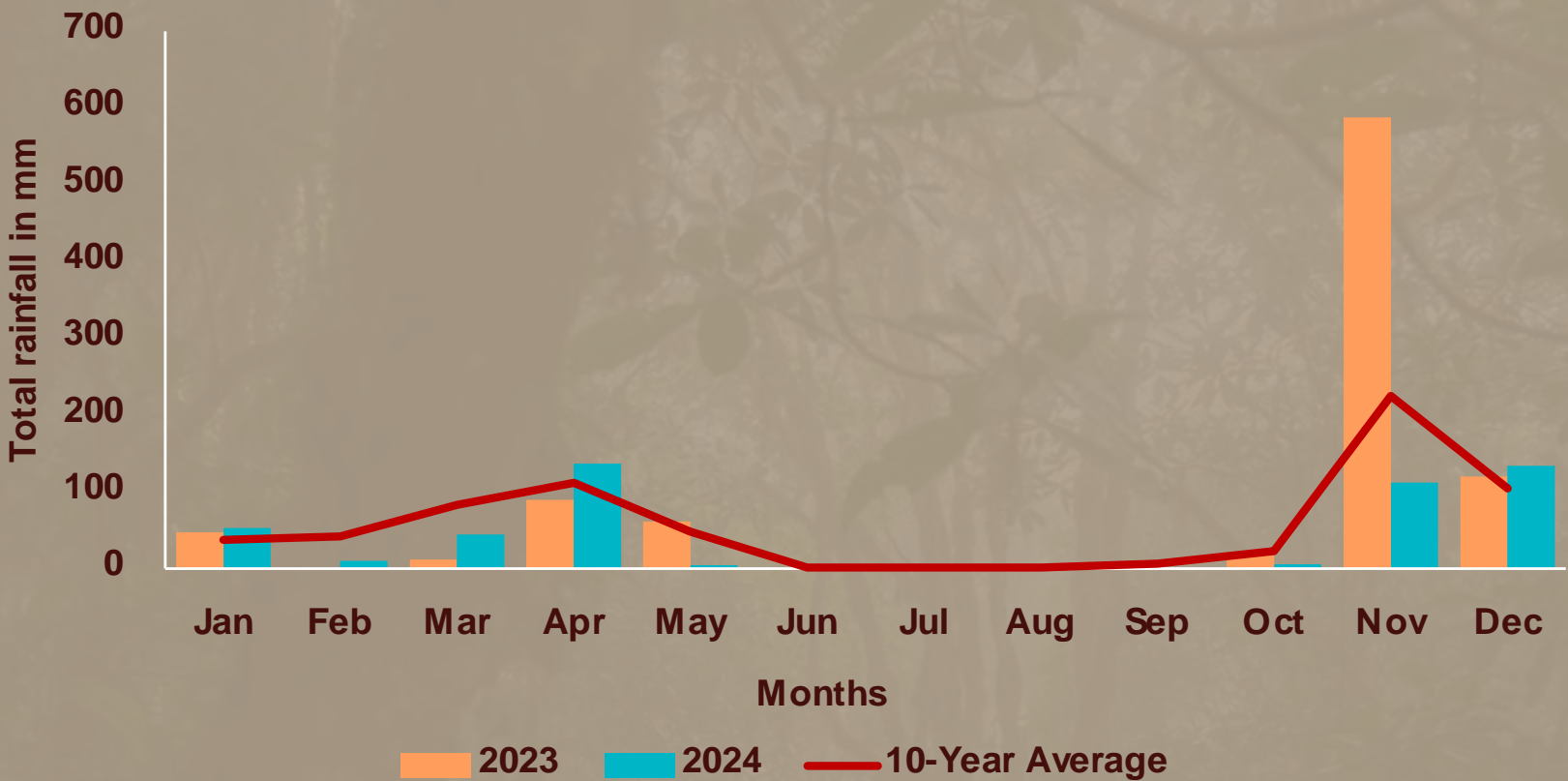


CONSERVATION

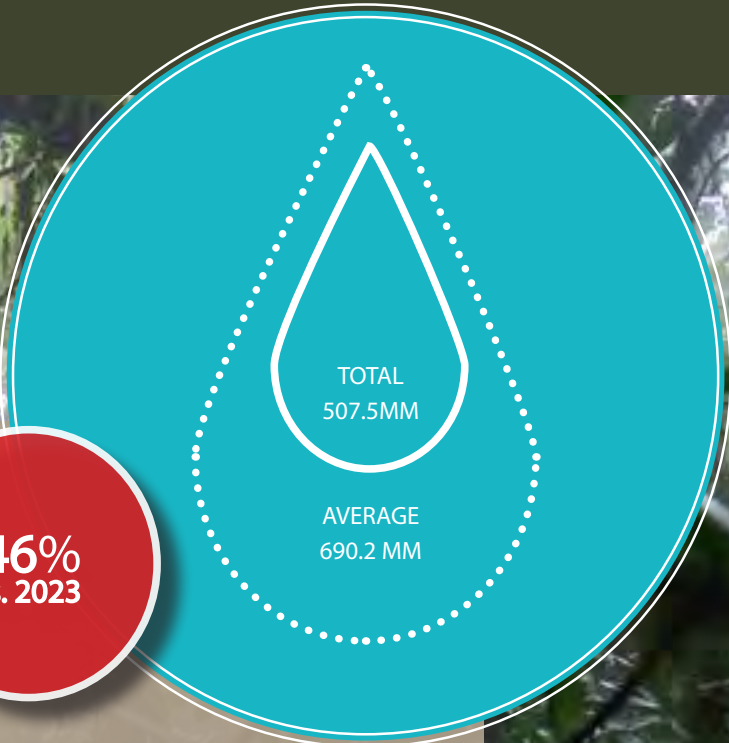
Conservation is at the heart of MWC's work. It's by far our largest program, employing the majority of our team (90% from the local Maasai community) and directly benefitting the community members of Kuku Group Ranch. Our conservation program includes several initiatives all working together to promote coexistence between people and wildlife, protect biodiversity and habitat and reduce the cost of living alongside wildlife.

ANNUAL RAINFALL

This graph illustrates the long-term mean annual precipitation recorded at the Chyulu Conservation and Research Centre (MWC's HQ) Rainfall Monitoring Station. It presents a comparative analysis of rainfall data over a 10-year period. The red line represents the 10-year average annual rainfall, while the orange and blue bars highlight the total annual rainfall for 2023 and 2024, respectively. This visualization allows for a clear comparison of recent rainfall trends against the historical average.



↓46%
vs. 2023



WILDLIFE SECURITY & HABITAT PROTECTION

COMMUNITY RANGERS

Our community rangers collect valuable wildlife data for long-term monitoring, gather information on illegal activities to enable-informed management decisions, support the community in addressing human-wildlife conflict, respond to related incidents, and protect the wildlife conservancies from intrusions, creating a safe space for wildlife away from human disturbance while ensuring the general security of the area.

Rangers go on daily foot patrols, with set distance and coverage targets each month. This helps us thoroughly monitor the entire landscape, identify any gaps in coverage, and address them to make our conservation efforts more effective.



256

Rangers
(47 New Rangers recruited & trained in 2024 for Kitenden Conservancy)



417K+

Acres Protected
1 new conservancy secured in 2024



219

Rangers dedicated to monitoring & law enforcement



SMART & Cybertracker

Used for efficient data collection & informed decision making



14

Sectors in Kuku & Rombo



39,478

Total distance (Km) covered on foot patrols (including Kitenden Rangers)

↑23%
vs. 2023



5

New sectors in Kitenden



2,875

Anti-Poaching patrols conducted (including Kitenden Rangers)

↓3%
vs. 2023



6-8

Rangers per sector



47

New ranger recruits trained at Esampu Training Camp



8

Arrests (2 poaching, 1 illegal charcoal burning, 2 theft, 3 aggravated assault)



5 CONSERVANCIES

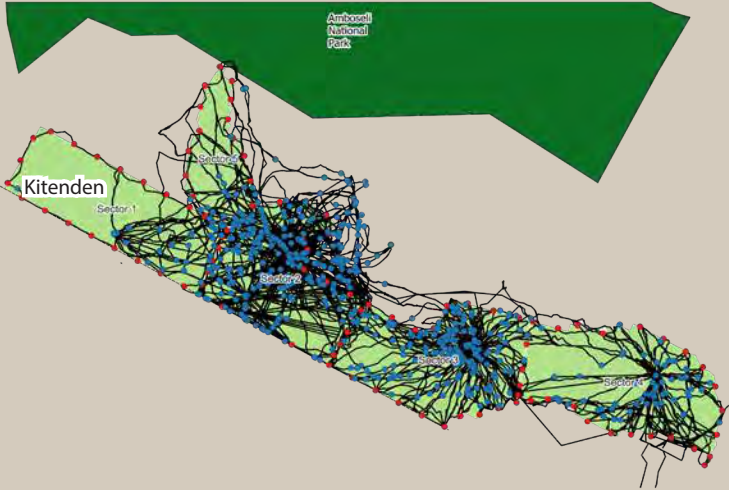
MOTIKANJU + KANZI + OLPUSARE + ROMBO + KITENDEN

69,150 ACRES

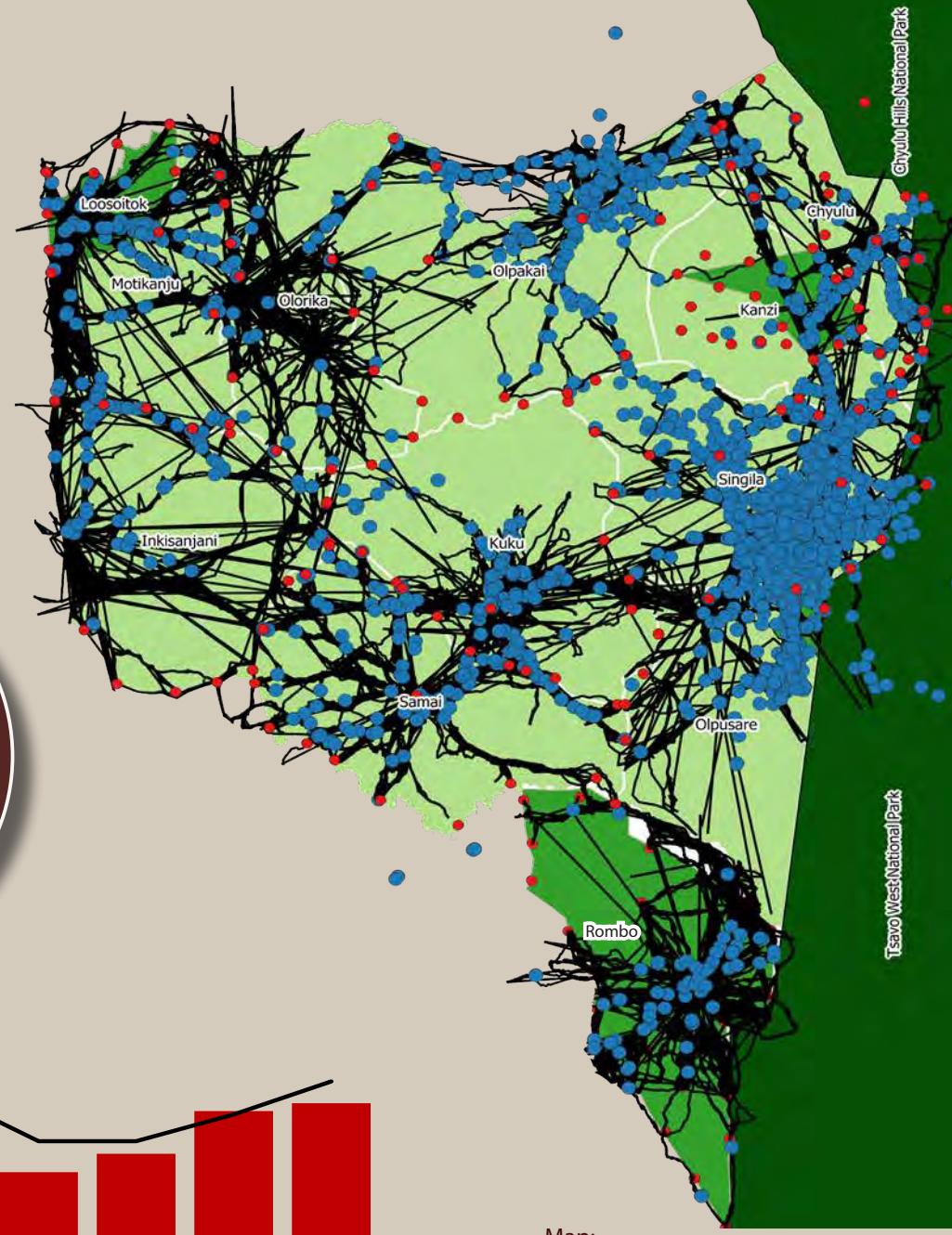
OF KEY WILDLIFE HABITAT PROTECTED
NO LIVESTOCK GRAZING, HEIGHTENED LAW ENFORCEMENT AND SECURITY

WILDLIFE SECURITY & HABITAT PROTECTION

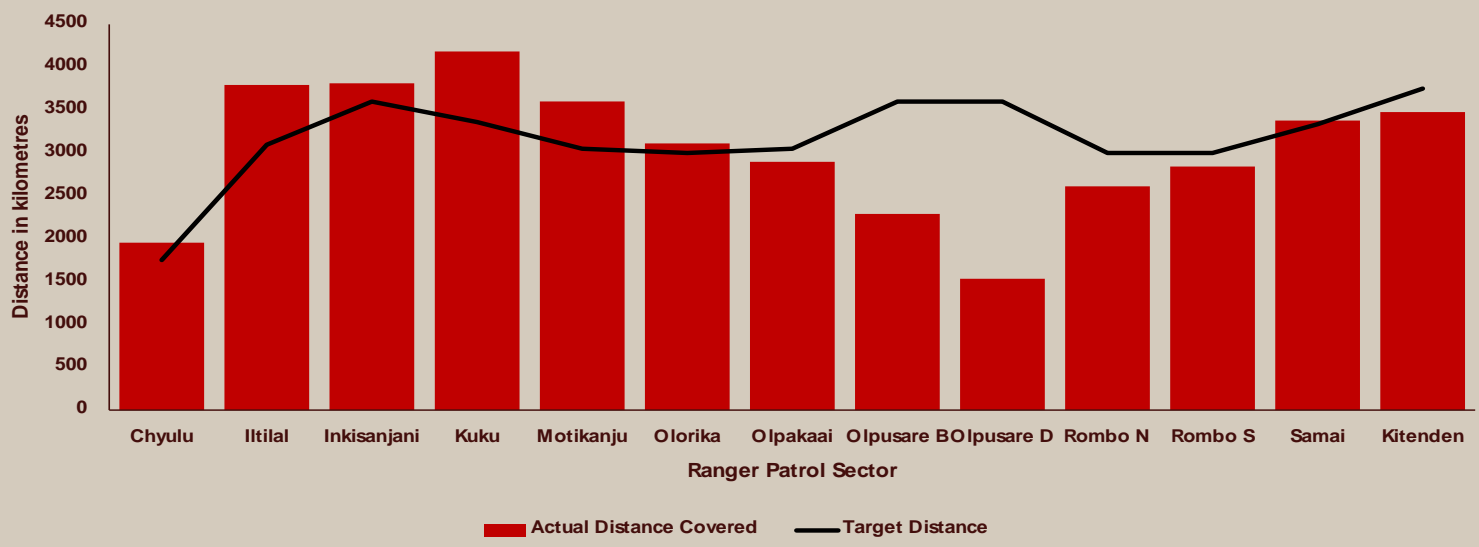
RANGER PATROLS




39,478km
COVERED ON FOOT
PATROLS IN 2024



Graph:
Annual (2024) Ranger Patrol Distances



Map:
Annual (2024) Ranger Security
Patrol Coverage

- FOOT PATROLS
- PATROL POINTS
- WILDLIFE SIGHTINGS
- KUKU, ROMBO & KITENDEN SECTORS
- CONSERVANCIES

INCIDENTS & HUMAN-WILDLIFE CONFLICT

42

Wildlife Mortality Incidents:

21 animals as a result of poaching
10 animals as a result of natural causes
6 hyenas were poisoned
5 lions were killed in self defense

21

Bushmeat Poaching incidents



15 Giraffes



5 Zebras



1 Pangolin

25

Crop Raiding Incidents

12

Charcoal Burning Incidents

6

Lion Hunts Prevented

4

Lion Tusks Recovered

1

Wildlife Rescue:
Spearred male giraffe

22

Wildfires

A significant increase in wildfire incidents was observed during the reporting period which represented a notable rise from the 7 fires reported in 2023.

The surge in fire activity can be partially attributed to the abundant rainfall received in 2023, which led to a substantial increase in biomass within the ecosystem, providing more fuel for fires.



22 FIRES REPORTED
IN KUKU GROUP
RANCH

104 FIRES REPORTED
IN THE ECOSYSTEM

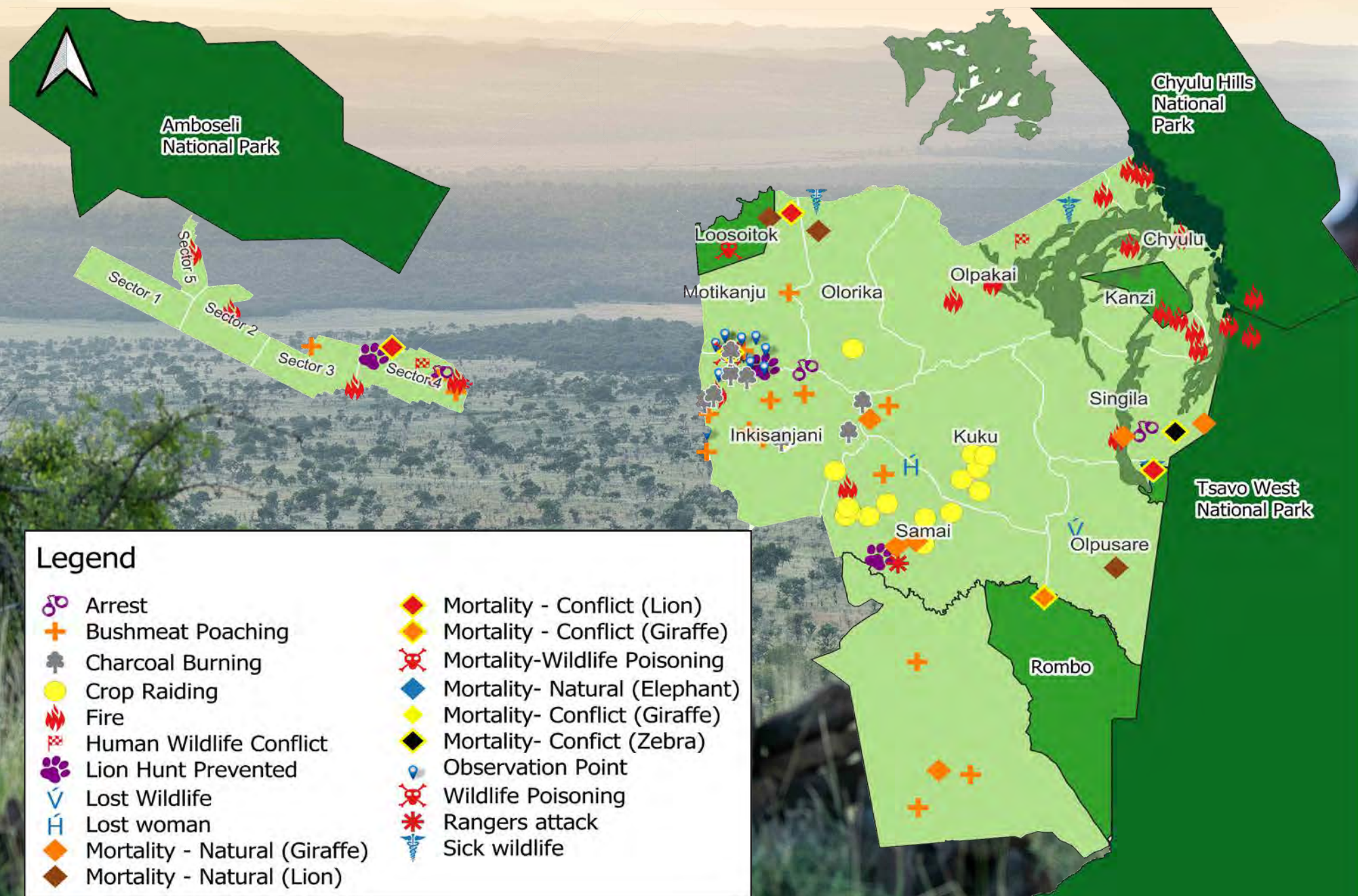


199.5 HOURS
FLIGHT TIME (AIR TRACTOR)



21 RANGERS TRAINED IN FIRE
FIGHTING

INCIDENTS & HUMAN-WILDLIFE CONFLICT



WILDLIFE SECURITY & HABITAT PROTECTION SUMMARY

21

BUSHMEAT
POACHING
INCIDENTS

↑ vs 10
in 2023

12

ILLEGAL
CHARCOAL
BURNING
& WOOD
LOGGING
INCIDENTS

↓ vs 17
in 2023

2

WILDLIFE
POISONING
INCIDENTS

↑ vs 1
in 2023

17

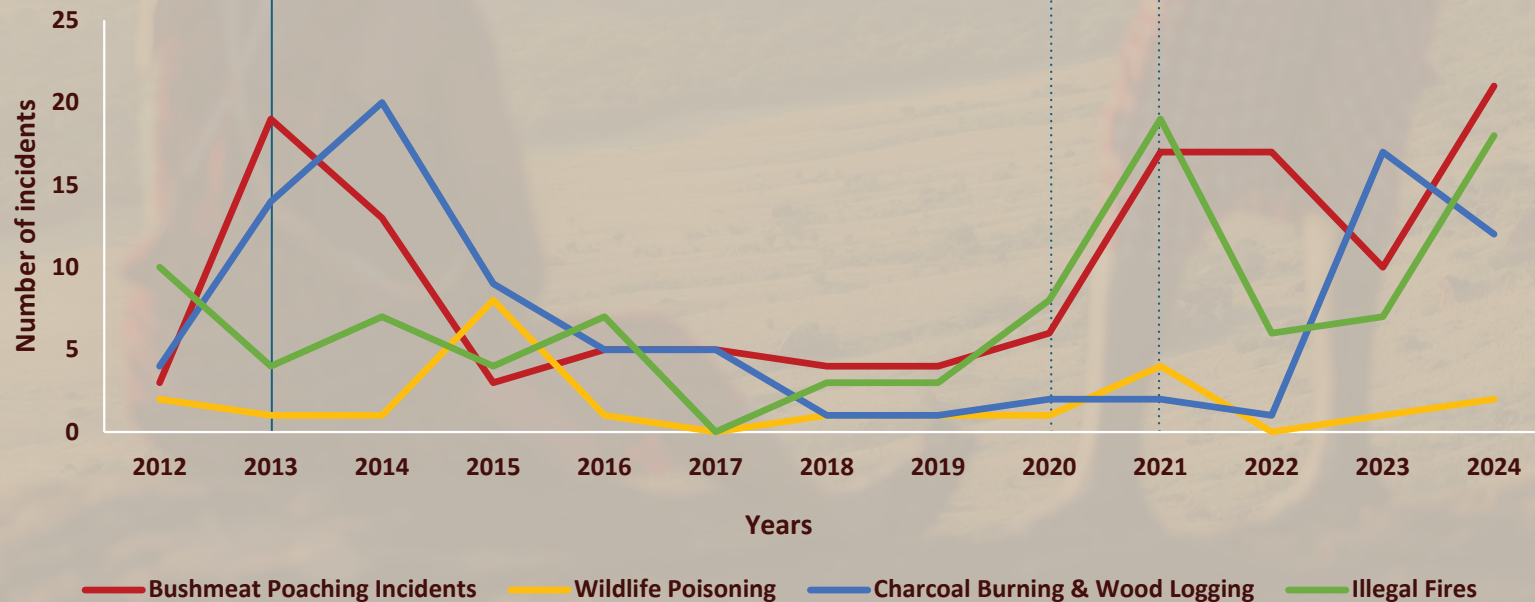
ILLEGAL
FIRE
INCIDENTS

↑ vs 7
in 2023

Graph:
Linear representation of Illegal
activities over a 12-year period
within Kuku Group Ranch.

Rangers start using the SMART
Tool for improved monitoring,
detection & recording.

COVID-19 Period
Restriction of ranger activity &
unemployment challenge.



WILDLIFE MONITORING

SIMBA SCOUTS

The Simba Scouts are Maasai warriors dedicated to tracking and monitoring lions, helping ease human-wildlife conflict by alerting community members when lions are nearby, allowing herders to avoid those areas with their livestock.

They also collect extensive wildlife data to aid conservation planning and play a key role in diffusing tensions and preventing lion hunts when livestock predation occurs.

↑33%
vs. 2023

46,521

Total kilometres covered on foot patrols

↑33%
vs. 2023

4,345

Total patrols

↓11%
vs. 2023

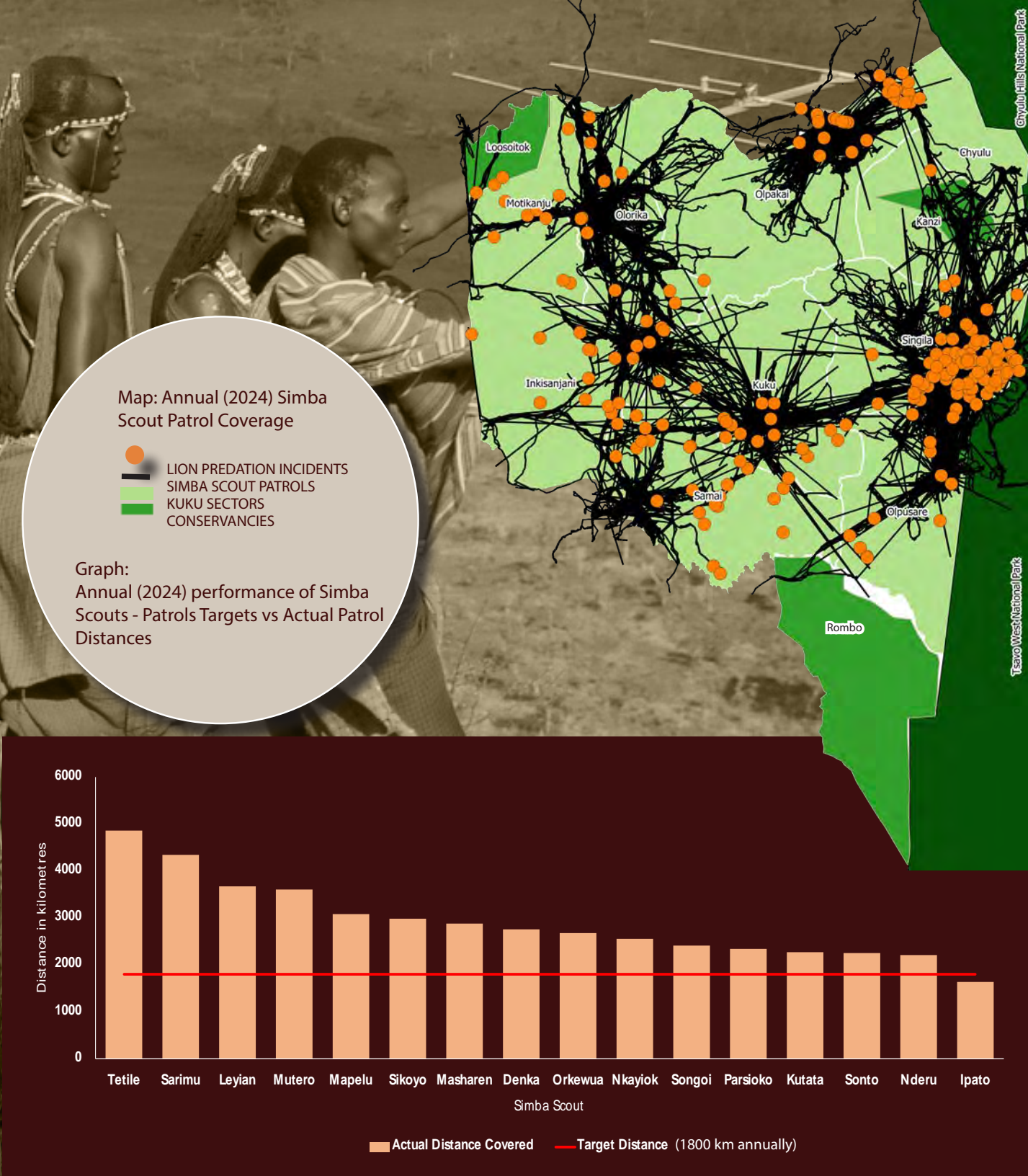
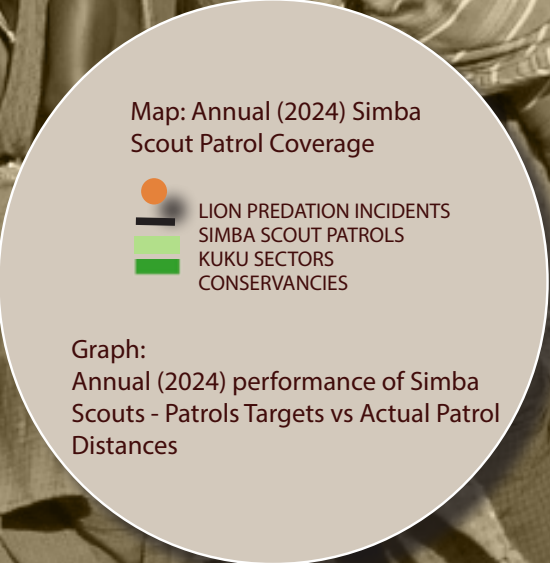
286

Lion predation incidents recorded

↓14%
vs. 2023

6

Lion hunts prevented



WILDLIFE MONITORING

LION MONITORING

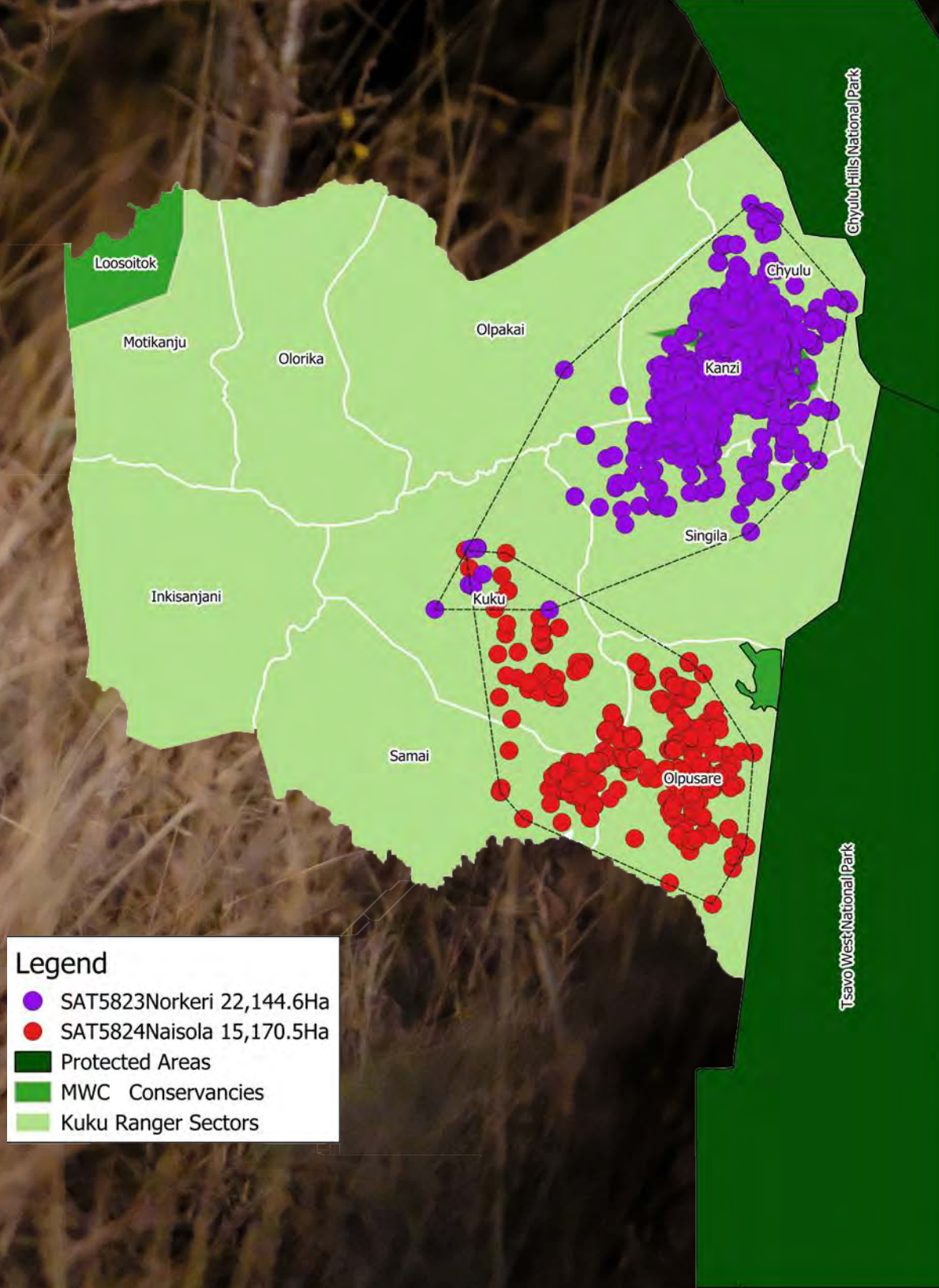
Collaring lions is a critically important step towards mitigating human-wildlife conflict. Four individual lions on Kuku Group Ranch (KGR) have been collared with GPS/VHF tracking collars and 2 of the pride's movements (monitored via satellite) is illustrated in the map. The other 2 collared prides have been monitored by our Simba Scouts via telemetry and camera traps as the satellite tracking function of these collars has stopped working. Monitoring is important for assessing population growth rates and habitat utilisation on KGR.

Norkeri (female) is in a pride consisting of three lionesses, one male lion, and three cubs that has been sighted at Olkeri, Kiwanja, Makao, and Koikuma, with frequent visits to Center and Oltiasika over this reporting period.

Over the reporting period, the pride covered a total area of 22,144.6 Ha and has not been involved in any known livestock predation incidences.

Naisola (female) is in a pride of five lions consisting of two adult females, one male lion and two sub-adults. They have been sighted in Kuku plains, Olonyo Oluwaru, Enkusero, Oyarata and areas close to Iltilal over this reporting period.

The pride covered an area of 15,170 hectares and have been involved in several livestock predation incidences. Unfortunately Naisola was killed in retaliation in March 2024.





WILDLIFE MONITORING

KEY WILDLIFE SIGHTINGS

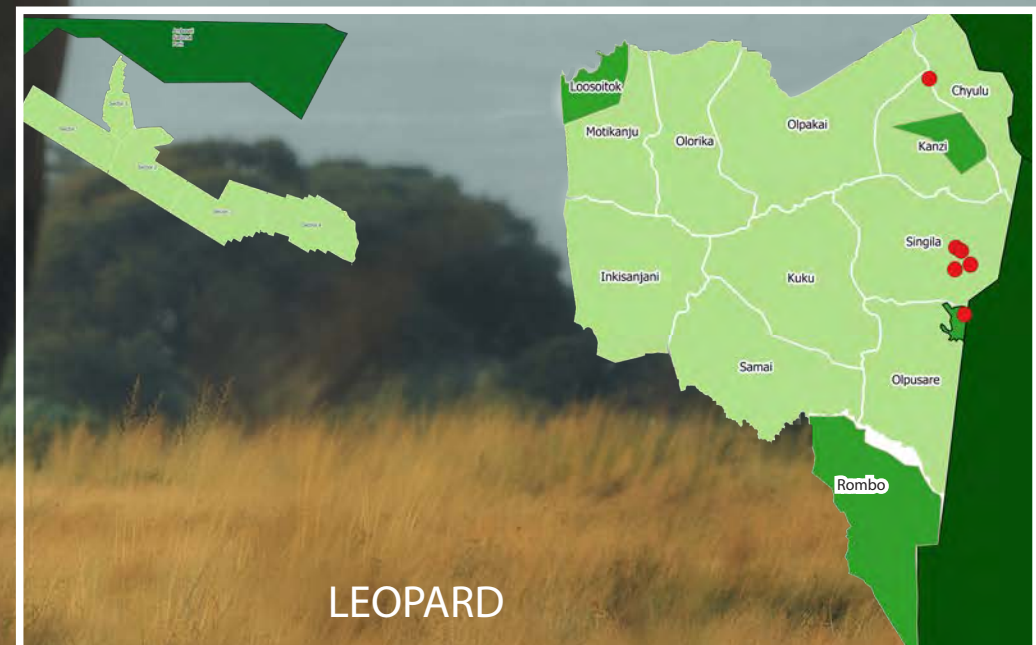
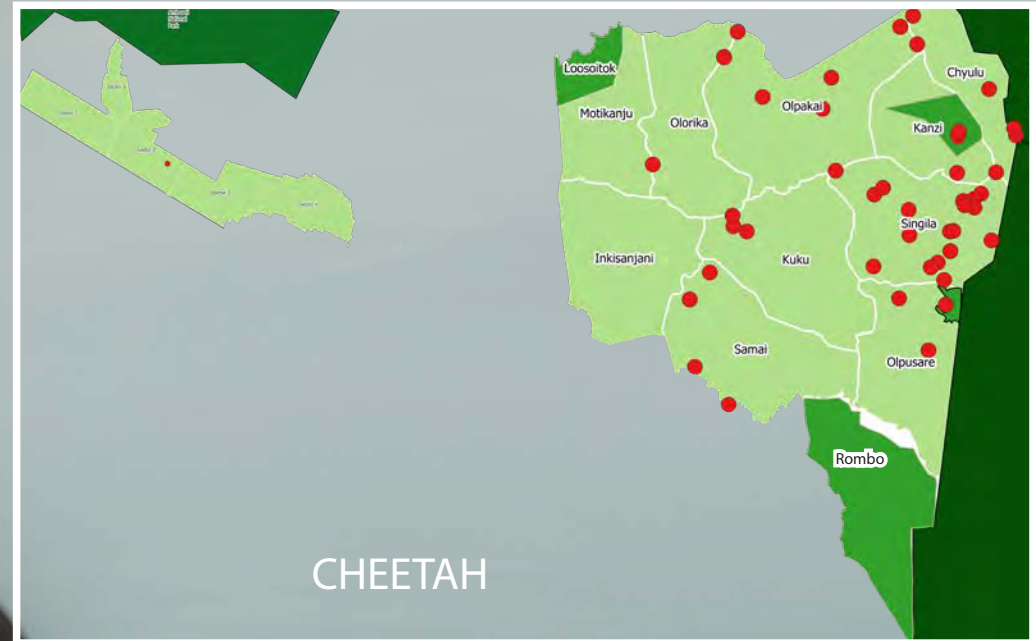
Through the collective efforts of our Community Rangers and Simba Scouts, we gather valuable data on wildlife presence, hotspots, movement, and population trends across the Kuku Group Ranch, Rombo and Kitenden Conservancies. This information guides our conservation strategies and helps us track the health of key species in this ecosystem.

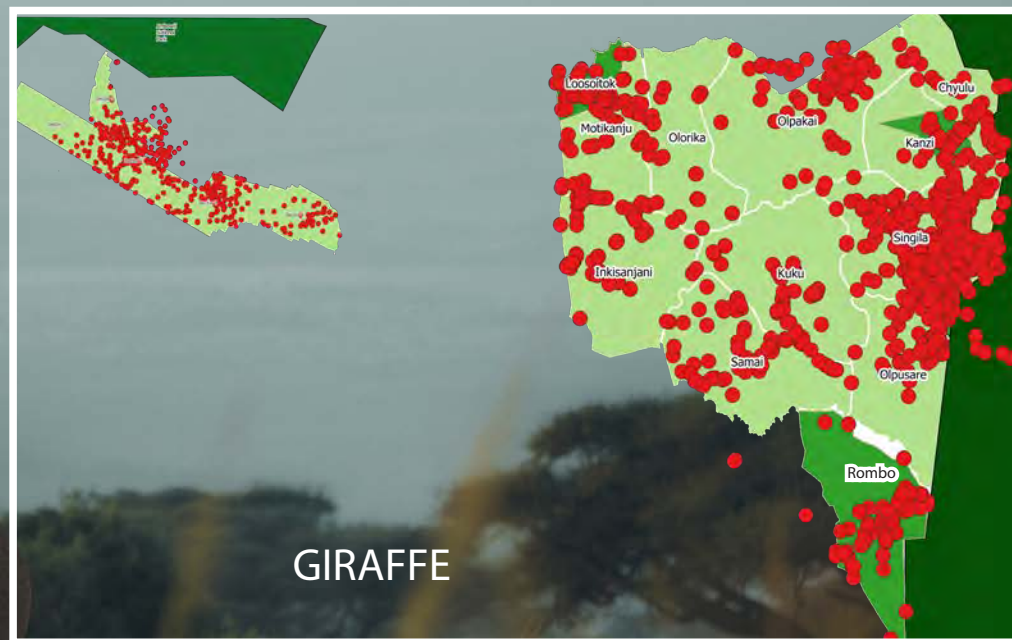
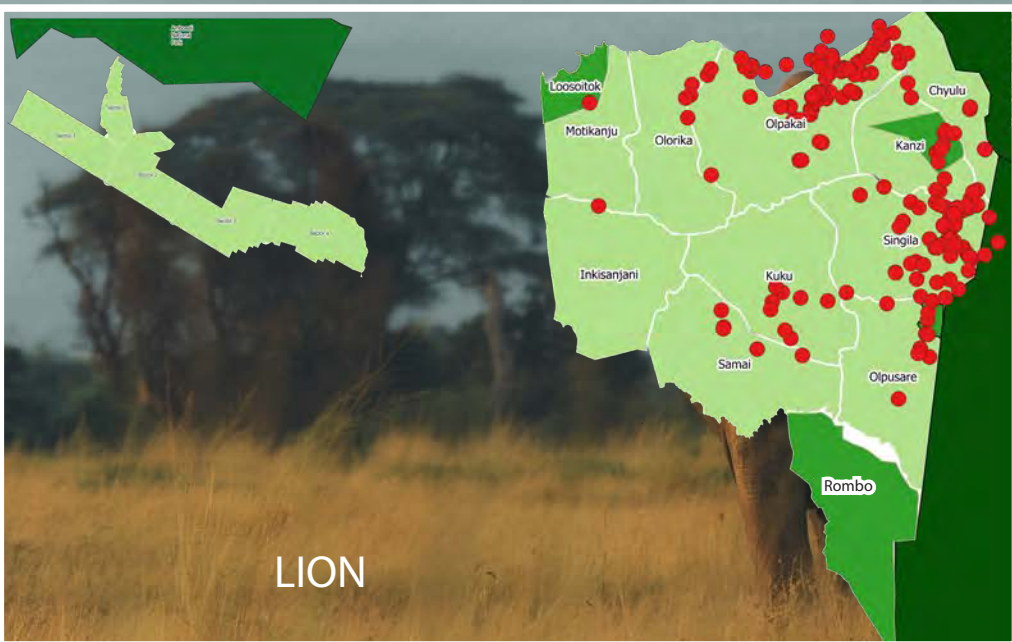
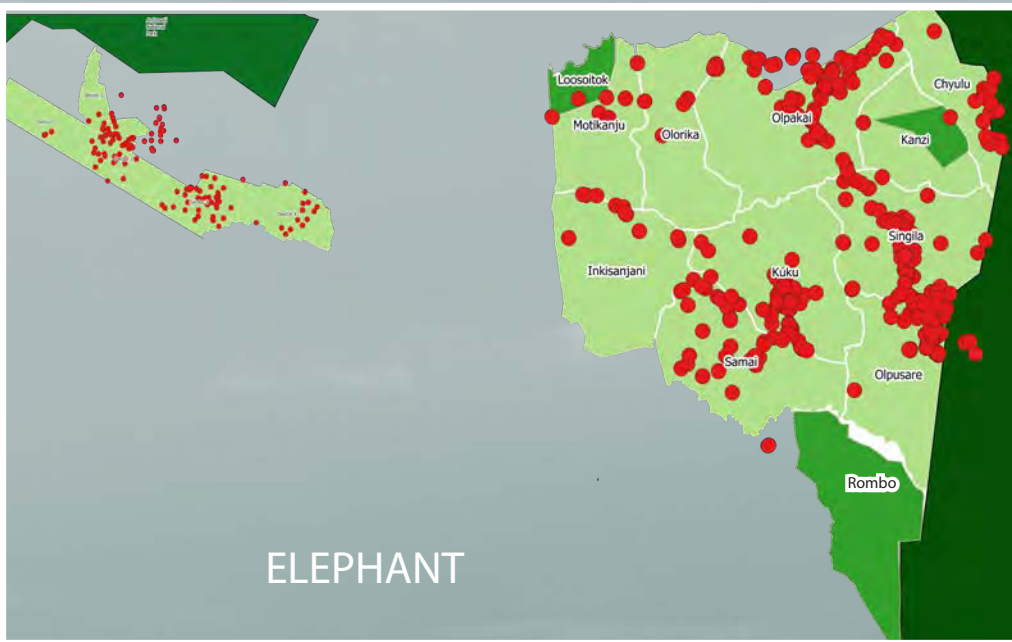
A species is classified as a Key Wildlife Species if it is listed by the IUCN as Vulnerable (VU), Endangered (EN), or Critically Endangered (CR) — reflecting a significant risk of extinction and a need for targeted conservation efforts. These species are under pressure due to factors such as habitat loss, poaching, human-wildlife conflict, and the illegal wildlife trade.

The following maps show the distribution of key wildlife species as recorded by both our Community Rangers and Simba Scouts during 2024.

LEGEND

- KEY WILDLIFE SIGHTINGS
- NATIONAL PARKS
- KUKU CONSERVANCIES
- KUKU, ROMBO & KITENDEN RANGER SECTORS





WILDLIFE MONITORING

CAMERA TRAP SIGHTINGS

Some wildlife species are elusive or difficult to spot in the wild. Camera traps provide a non-invasive way to monitor these species and gather valuable data on wildlife presence and behaviour. We strategically place camera traps at waterholes and other key locations, sometimes capturing rare or elusive species. Here's a collection of highlight photos from 2024, alongside a list of species captured on camera this year.

- ✓ GIRAFFE
- ✓ ELEPHANT
- ✓ HYENA
 - ✓ Spotted
 - ✓ Striped
- ✓ WARTHOG
- ✓ LION
 - ✓ Female
 - ✓ Male
 - ✓ Cubs
- ✓ LEOPARD
- ✓ CHEETAH
- ✓ CHANDLERS
- ✓ MOUNTAIN
- ✓ REEDBUCK
- ✓ SERVAL CAT
- ✓ IMPALA
- ✓ ELAND
- ✓ HARTEBEEST
- ✓ ZEBRA
- ✓ BUFFALO
- ✓ MONGOOSE
- ✓ JACKAL
- ✓ IMPALA
- ✓ GENET CAT





PREDATOR PROTECTION

WILDLIFE PAYS CONSOLATION PROGRAM

Wildlife Pays (WP) is a consolation initiative designed to reduce conflict and foster tolerance for wildlife. Whenever a community member's livestock is killed by wildlife, whether by a lion, an elephant, or another species, MWC assesses the incident through a multilayered verification process. If a claim is considered legitimate, payments are made to ease financial losses. This is not a market price payout, retaining incentives for responsible herd management. Payments may be reduced or denied in cases of negligence or insufficient evidence. Consolation payments are made quarterly, helping ease financial pressures while strengthening community participation in conserving wildlife.

In 2024, MWC revised the Wildlife Pays Agreement, increasing compensation for livestock lost to predation by 50%. Since the program's inception, this initiative has played a pivotal role in reducing retaliatory lion hunts (excluding incidents of self-defense). The data below highlights the significant decline in such killings, underscoring the program's impact on fostering coexistence between people and wildlife.

POSITIVE IMPACT OF WP PROGRAM ON RETALIATORY KILLING OF LIONS

Year	'02	'03	'04	'05	'06	'07	'08	'09	'10	'11	'12	'13	'14	'15	'16	'17	'18	'19	'20	'21	'22	'23	'24
Retaliation Spearing	9	0	9	10	2	3	0	0	2	0	1	3	1	1	3	1	1	1	2	1	2	1	1

BEFORE WP: AVERAGE 6 LIONS SPEARED PER YEAR

SINCE INCEPTION OF WP: AVERAGE 1 LION SPEARED PER YEAR



PES (PAYMENT FOR ECOSYSTEM SERVICES)

Protecting the major predators of our ecosystem in Kuku Group Ranch

- #### THE PROCESS
- Multi-layer system of Verification and 5 dedicated officers
 - Detects and prevents fraud that might undermine the programme
 - Payments are made quarterly to the community
 - Compensation is based on 4 types of livestock losses
 - Ensures Maasai pastoralists utilize good husbandry practices
 - Prevent greater or further losses

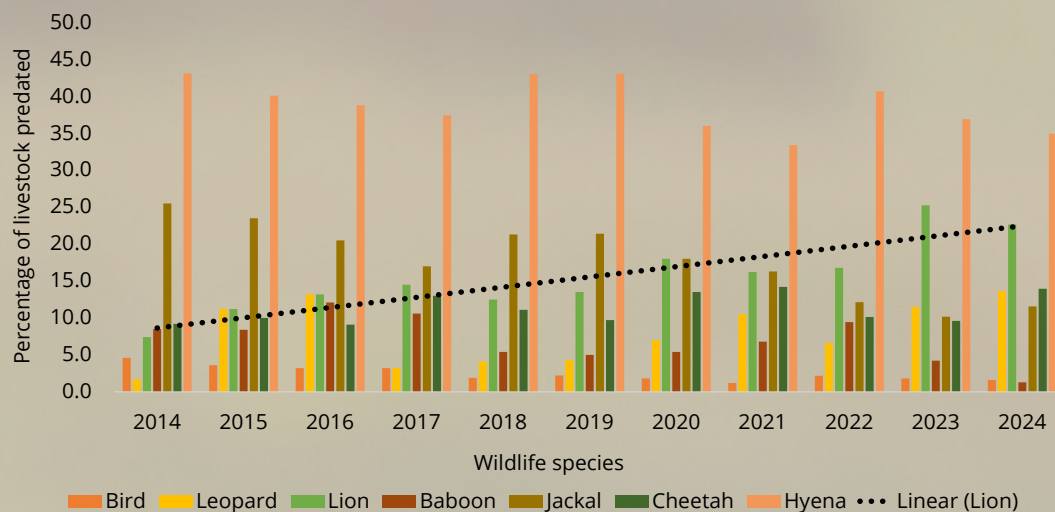
COMMUNITY OUTREACHES

Rangers, prominent community figures and MWC staff conduct meetings with communities that are experiencing increased pressure of predation, as well as with the young Maasai warriors (Morans), to prevent the groups from any lion killing in retaliation to livestock losses.

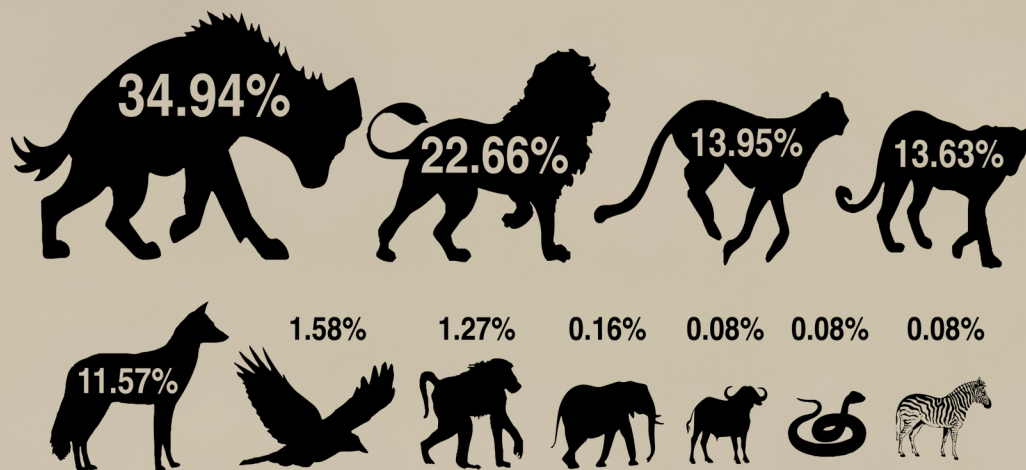
In 2024, the number of Wildlife Pays compensation incidents recorded (1,262) and approved decreased slightly compared to 2023 (1,450). However, significant livestock depredations continued, particularly in the last quarter of the year. These incidents were largely attributed to drought conditions.

Despite the slight decrease in incident numbers, the total payout value for Wildlife Pays increased significantly in 2024. This rise, from 59,004 USD to 87,909 USD, represents a 32% increase. This increase is directly attributable to the increase in the payout value per livestock, that was implemented with the signing of the reviewed Wildlife Pays agreement.

WILDLIFE RESPONSIBLE FOR LIVESTOCK LOSS



Most livestock taken in relation to predators were due to Hyenas. Over the course of 10 years there has also been an overall increase in incidents by lions (dotted linear line in graph), this could be due to the recovering lion population in the area. Specific percentages for the number of incidents accounted for in 2024 from each predator species are depicted in the infographic below.



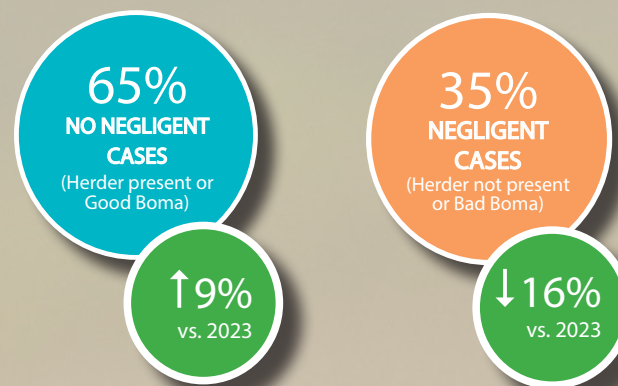
HEADS OF LIVESTOCK

A total of 1,689 heads of livestock were killed this year. The majority of livestock killed by predators were sheep followed by the other livestock species as seen in the infographic below.

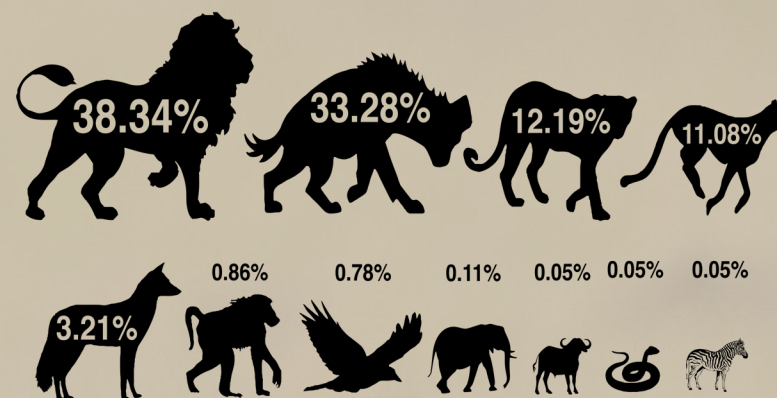


CLAIMS

The total pay-out of claims was 11,353,500 Ksh (87,909 USD).



WILDLIFE PAY-OUT VALUE PERCENTAGES



CLIMATE ACTION AND RESTORATION

CHYULU HILLS REDD+ CARBON PROJECT

WHAT IS REDD+?

The main drivers of forest destruction are economics and poverty. REDD+ is a mechanism that has been developed through the UN Framework Convention on Climate Change (UNFCCC) to provide economic incentives to protect forests rather than destroy them.

By protecting forests, greenhouse gas emissions are avoided. The international carbon markets recognise that carbon emissions result in real costs and risks to the planet as a result of the damage caused by climate change – droughts, extreme weather, sea level rise, loss of glaciers, ocean acidification, etc.

Payments to REDD+ projects enable individuals, companies and institutions to reduce their net emissions and receive 'carbon credits' that offset their carbon footprint.

CHYULU HILLS - an important watershed and critical wildlife corridor:

The Chyulu Hills are located close to Kenya's southern border with Tanzania nestled in front of Mount Kilimanjaro, which towers over this iconic African landscape. The hills themselves, like the great mountain, are the result of the violent volcanic history of this region. They gently rise nearly 4000 ft above the surrounding dry plains and savannah, just high enough to capture the clouds and provide conditions for the growth of a lush tropical montane cloud forest along its ridge tops. The landscape (nearly 4000 sq. km) forms a critical 'bridge', linking together two of Kenya's most important wildlife areas, the greater Tsavo Ecosystem and Amboseli Ecosystem.

The Chyulu Hills REDD+ Project aims to protect the diverse ecosystems of the Chyulu Hills landscape, including its forests, woodlands, savannahs, wetlands and springs, along with iconic African wildlife such as lions, cheetahs, wild dogs, rhinos, elephants, and various antelopes. The project is 100% owned and managed by local institutions that either own the land or manage conservation and community programmes on behalf of the landowners. The nine partner organizations include 5 indigenous community groups, The Kenya Wildlife Service (KWS), The Kenya Forest Service (KFS) and two NGOs: Maasai Wilderness Conservation (MWC), Big Life Foundation (BLF). MWC acts as the Project Office (PO) for the Chyulu Hills REDD+ Carbon Project to oversee the administration, implementation, evaluation and accountability of all REDD+ related activities.

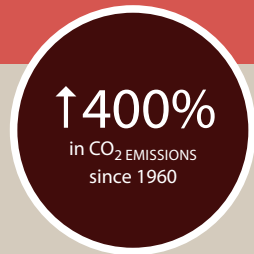
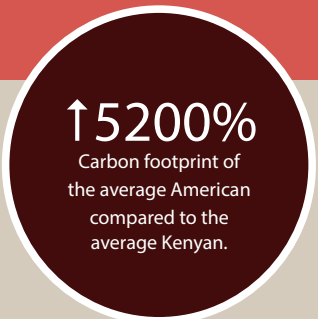
CREDIT STANDARDS

- **VCS** (VERIFIED CARBON STANDARD)
- **CCBS** (CLIMATE COMMUNITY & BIODIVERSITY STANDARDS)
- **HIGHEST GOLD RATING** DUE TO EXCEPTIONAL BENEFITS TO CLIMATE, COMMUNITY & BIODIVERSITY
- **MARKIT** REGISTRY

9 STAKEHOLDERS

CHYULU HILLS CONSERVATION TRUST

- **MBIRIKANI (COMMUNITY)**
- **KUKU A (COMMUNITY)**
- **KUKU B (COMMUNITY)**
- **ROMBO (COMMUNITY)**
- **EASTERN (COMMUNITY)**
- **KENYA WILDLIFE SERVICES (GOVERNMENT)**
- **KENYA FOREST SERVICES (GOVERNMENT)**
- **MAASAI WILDERNESS CONSERVATION (NGO)**
- **BIG LIFE FOUNDATION (NGO)**



HOW IT WORKS



100% OWNED AND MANAGED BY LOCAL INSTITUTIONS & COMMUNITIES

QUICK FACTS

1mil

ACRES OF LAND
PRESERVED

2mil

REGISTERED CREDITS SOLD
(FIRST VERIFICATION)

2

NATIONAL PARKS CONSERVED
& A VITAL DISPERSAL AREA
FOR WILDLIFE

100,000

INDIGENOUS PEOPLE
BENEFITTED



PRESERVING A CRITICAL
WATERSHED, PROVIDING
WATER TO MOMBASA
(2ND LARGEST CITY IN KENYA)



PROTECTING ICONIC &
ENDANGERED WILDLIFE

“The Chyulu Hills REDD+ Project represents a model partnership between government, local communities, and the private NGO sector to build a much needed sustainable funding model for conservation.”

- JUDI WAKHUNGU (Former Cabinet Secretary for Ministry of Environment, Water & Natural Resources of Kenya)

IMPACT SINCE INCEPTION

5mil

REGISTERED CREDITS

\$3.7+ mil

FIRE MANAGEMENT PLAN

\$2.2+ mil

ASSISTANCE WITH LAND
MANAGEMENT EXPENSES

34,500

STUDENTS IN
88 SCHOOLS FED
THROUGH THE FOOD PROGRAM

4,462

SCHOOL BURSARIES

900+

LOCAL EMPLOYMENT (RANGERS,
TEACHERS, HEALTH WORKERS)

930

BEE HIVES DELIVERED WITH COMMUNITY
BEE KEEPING TRAINING

73

BEE KEEPING KITS DISTRIBUTED

700+

COMMUNITY OUTREACHES
CONDUCTED

600+

GIRLS BENEFITTED FROM
SUSTAINABLE MENSTRUAL PRODUCTS

400+

RANGERS TRAINED IN FIRE FIGHTING

26

NEW INFRASTRUCTURE BUILT

15

OPERATION SUPPORT VEHICLES
(14 CARS & 1 MOTORCYCLE)

13

COMMUNITY AND WILDLIFE WATER PANS

1

TREE NURSERY REFURBISHMENT +
COMMUNITY FOREST AND DEGRADED
RIPARIAN ZONE REHABILITATION

LAND RESTORATION

One of the challenges we face is land degradation, which directly impacts both community livelihoods and wildlife. To address this, we have partnered with JustdiggIt to restore degraded rangelands on Kuku Group Ranch by digging bunds.

Bunds are half-moon-shaped structures designed to capture rainwater as it flows across the land, retaining it and allowing it to slowly seep into the soil instead of running off. This helps reduce soil erosion, regenerate vegetation, and enable grasses to grow back, strengthening the health of the rangeland for both livestock and wildlife.

Once constructed, the bunds are seeded with native grasses (i.e. Maasai Love-grass & African Foxtail) and closed off from grazing for a period of typically two years to aid their recovery. After this rest period, the land is gradually reopened for sustainable grazing.

This process brings multiple benefits: improvements to the environment, greater resiliency for community livelihoods, and additional employment opportunities, particularly for women and youth, who are hired as casual workers during implementation. Each bund-digging site typically engages at least 120 - 150 community members at a time, putting financial resources directly back into the community while healing the land.

As part of our restoration initiatives, we also plant trees to help stabilize soil, provide shade, improve water retention, and contribute to the overall health of the ecosystem.



BUND CONSTRUCTION & RESEEDING

86,997
bunds constructed
and seeded in 2024

1378 acres
of degraded land
restored in 2024

Bund construction effectively controlled surface runoff, improved water retention, and promoted vegetation regeneration.

Community participation was strong, with **236 community members** employed temporarily as diggers this year. Given that the average household size is four individuals, this initiative indirectly benefited 944 people.

The success of bunds in mitigating flooding and promoting grass growth has led to local replication of the technique. Digital vegetation monitoring using the Kobo Collect App was implemented this year.

TECHNOLOGICAL ADVANCEMENT

Filming of the bund construction process was conducted for inclusion in the JustdiggIt Regreening App, facilitating wider adoption of the technique.

Additionally, soil moisture sensors were installed by Wyss Academy to monitor the long-term impact of bunds.

COMMUNITY ENGAGEMENT AND PARTNERSHIPS

Community engagement meetings and grazing committee meetings were held to ensure project ownership and sustainability.

Collaborations with partners such as JustdiggIt, Conservation International, IUCN, Wyss Academy, and local community groups were instrumental in project success.

Additionally, we planted approximately 350 trees with the help of students and visitors. The trees, primarily Yellow Fever and Umbrella Thorn acacias, were planted around Olpusare Conservancy and Esampu Camp.



LIVELIHOODS, ECONOMIC EMPOWERMENT & CAPACITY BUILDING

At MWC we directly employ over 400 community members. This employment provides a stable income and financial security to over 400 families from Kuku, Rombo, & Kitenden Maasai Community.

Through our livelihoods programs we focus on empowering women and youth by offering business opportunities and training that enable them to improve their income and financial stability. This approach helps foster greater independence and resilience within the community especially amongst the women & youth.

WOMEN LED GRASS SEEDBANKS

The grass seed banks project enable Maasai women to grow and sell grass seed and hay, adding a reliable income stream while contributing directly to land restoration. Currently, two grass species, African Fox-tail and Maasai Love Grass are cultivated across the grass seed banks, directly benefitting the women who run them by strengthening their financial independence.

10 GRASS SEED BANKS

Moilo, Enkii, Inkisanjani, Langata, Enkusero, Olkaria, Olorika, Nolasiti, Moilo, Kuku

168
Local women directly benefitting

3,724 kgs
Grass seeds harvested

KSh.2,979,200 (23,051 USD)
Income generated through the sale of grass seeds

BEADWORK PROJECT

The Beadwork Project is an initiative designed to empower local women by providing alternative livelihood opportunities. By leveraging their rich cultural heritage and artistic talents, the project helps generate sustainable income for their families and promote economic growth within the community. The beadwork is sold to our sister lodges and to visiting guests, creating a reliable market for these handcrafted products.

102
Local women benefitting directly

KSh. 439,600 (3,401 USD)
Income generated

BEE-KEEPING

We support beekeeping as a sustainable livelihoods project within the ecosystem, with several beehives owned by community groups, especially women's groups alongside those managed directly by MWC. The honey is harvested and processed in our honey plant and then sold to our sister lodges, Campi ya Kanzi and Chyulu Wilderness Camp. This enterprise not only generates income for community members but also helps foster pollination and contribute to the health of the landscape.

Some of the beehives are strategically placed along the fences of the grass seed banks to help keep elephants away, as elephants are afraid of bees, adding an additional layer of protection for these restored areas.

HIVE CHECKS

SAVE THE ELEPHANTS SPONSORED HIVES

Enkii - 0/20 hives colonized
Inkisanjani (Women's Group) - 12/30 hives colonized
Moilo - 4/30 hives colonized

MWC HIVES

Campi ya Kanzi - 2/3 hives colonized
CCRC - 15/19 hives colonized
Chyulu - 3/3 hives colonized
Olpusare - 6/20 hives colonized

INDIVIDUALLY OWNED HIVES

Enkii - 3/3 hives colonized
Inkaramatak - 5/10 hives colonized

REDD+ HIVES

Northern Kibwezi - 50/80 hives colonized
Southern Kibwezi - 22/80 hives colonized
Rombo - 115/250 hives colonized
Mangaleta - 9/80 hives colonized



HONEY PROCESSING & PACKAGING

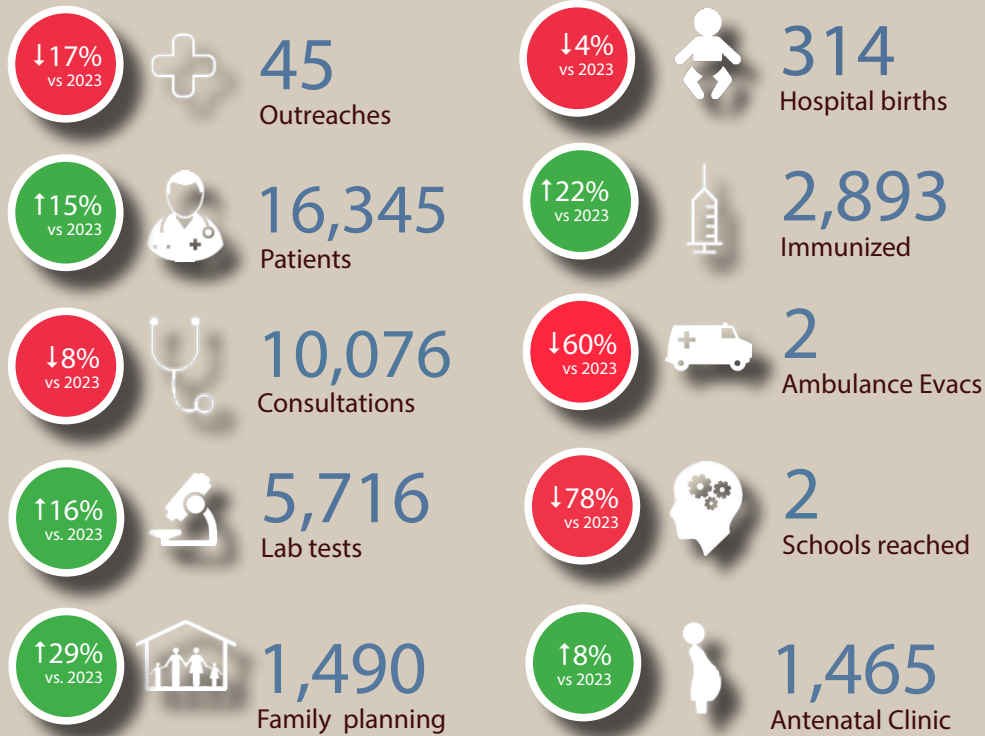
A successful honey harvest in July yielded 128kg, with 120kg from CCRC and 8kg from Chyulu. This was combined with 42.13kg from previous harvests in 2021 and 2022. The total of 170.13kg of honey was then processed and packaged at the newly operational Honey Plant at Chyulu Wilderness Camp.

WEIGHT PER BOTTLE (KG)	NO. OF BOTTLES (KG)	TOTAL
1.5	49	73.50
0.5	113	56.50
0.25	147	36.75
0.225	15	3.38
Total	324	170.13

HEALTH PROGRAM

Due to the remote location of Kuku Group Ranch, community members have limited access to quality primary health care. Through our Health Program, we address this challenge by delivering essential health services directly to the community.

Below, you can see the impacts of the Health Program in 2024. The benefits community members receive through health care form an important part of our holistic approach to conservation.



626 Women & 129 Men

Attended a workshop on puberty education & menstrual hygiene.

109 Girls & 106 Boys

Attended a workshop on puberty education & menstrual hygiene.

4 Capacity Building Trainings

Attended by the Health Program Staff. Trainings covered: Primary Eye Care, Integrating Cervical Cancer & Breast Cancer Screening and proper use of the CHV Medical Kits.

29 Campaigns

On Sexual Reproductive Health & Rights campaign forums were held.



Community Testimonials

Anna, a 3-year-old girl from the community, faced the frightening loss of her right eye after a suspected cancer diagnosis. She was unable to seek medical care due to her family's financial constraints, but through the support of the Medical Missions Kenya team and MWC, she received specialised follow-up care, advanced tests, and treatment that confirmed there was no malignancy. Today, her bleeding has stopped, her health is restored, and she is a joyful reminder of the hope and healing made possible by compassionate donors.

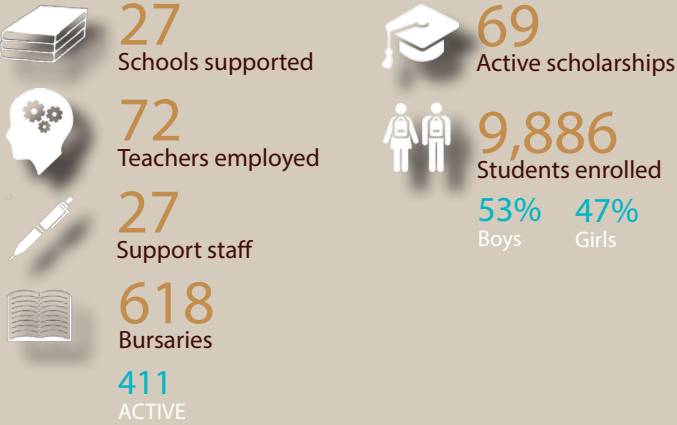
In June 2024, during a medical outreach by the Medical Mission Kenya team, one of our rangers, who had a heart condition, was examined by the visiting doctors. They recommended a specialist review to assess his ongoing treatment needs. With MWC's support, he saw a cardiologist in Nairobi, who confirmed his diagnosis and prescribed daily medication. We are pleased to share that he is now responding well and managing his condition successfully.

EDUCATION PROGRAM

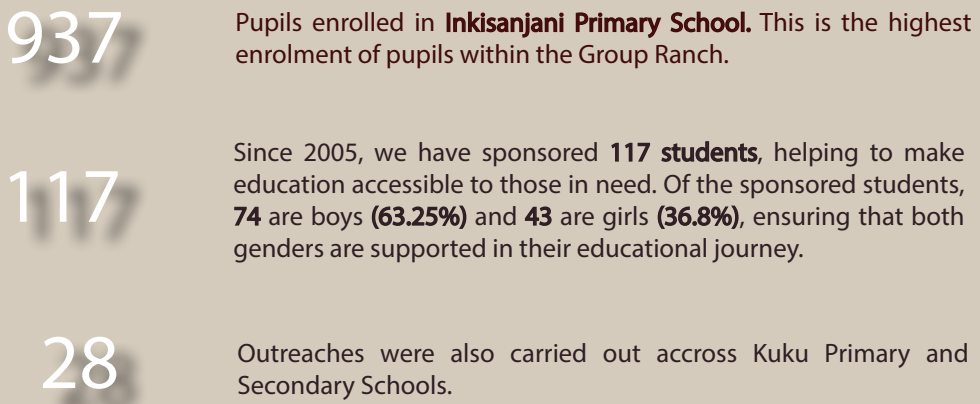
Access to quality education is limited in the remote Kuku Group Ranch, making it difficult for children to reach their full potential. Through our Education Program, we work to improve access to education and provide greater opportunities for children and youth in the community.

We encourage children to perform and excel by offering scholarships and bursaries to ease financial pressures on their families. We also employ additional teachers to reduce the teacher-to-child ratio, ensuring that each student receives better support and guidance in their learning.

Below, you can see the impacts of the Education Program in 2024. The benefits that children and families receive through education form an important part of our holistic approach to conservation - helping foster a new generation of community leaders who care for both their land and wildlife.

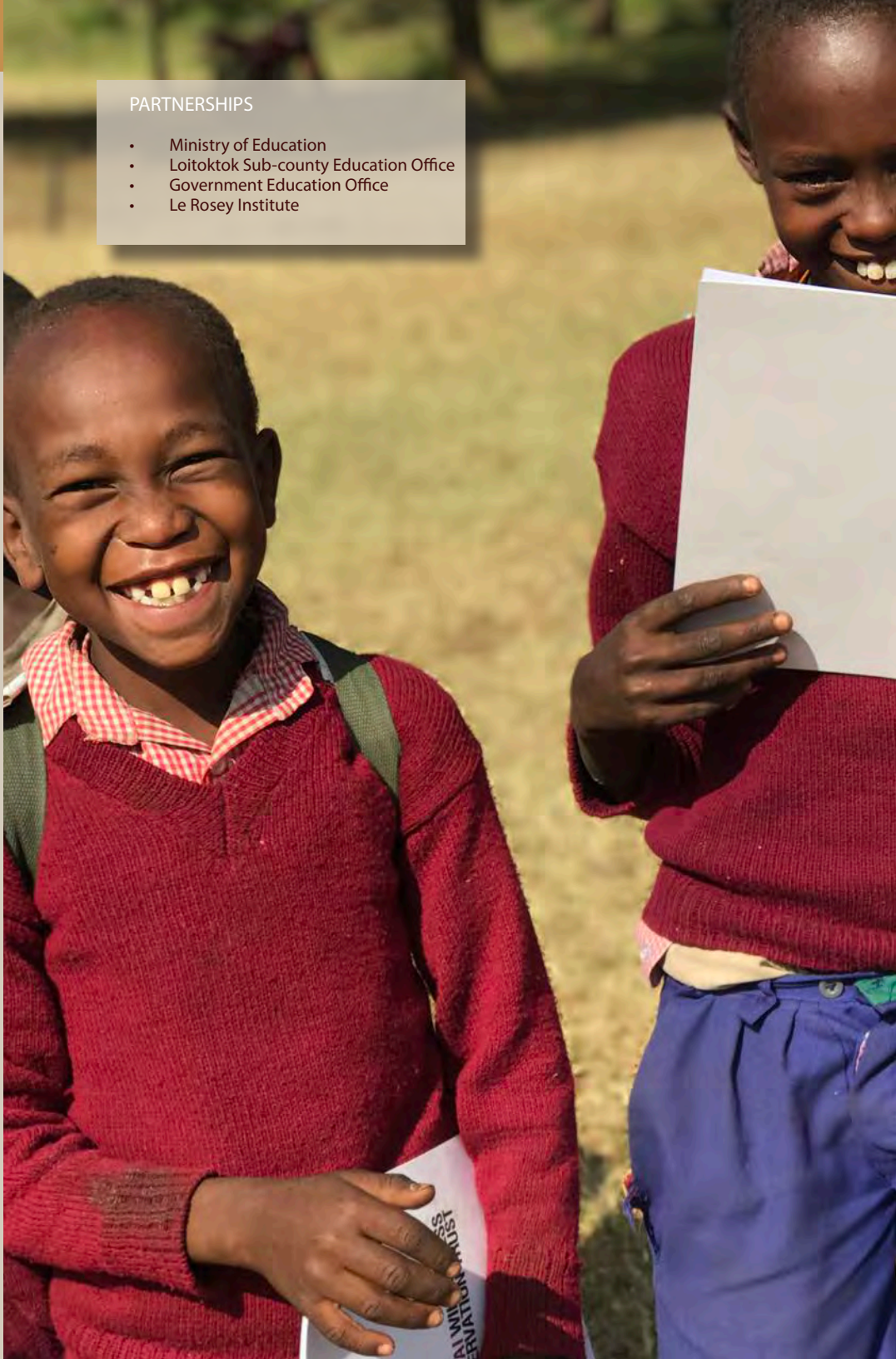


ACHIEVEMENTS



PARTNERSHIPS

- Ministry of Education
- Loitoktok Sub-county Education Office
- Government Education Office
- Le Rosey Institute



COLLABORATIONS, EVENTS & FUNDRAISING

Collaborations, events, and fundraising are an essential part of our work - strengthening partnerships, securing vital funding, and growing support for our community and conservation initiatives. Through these collective efforts, we're able to make a greater, more sustainable impact and bring people together in support of our shared goals.

NEW YORK CITY MARATHON

\$32,525 RAISED

For the 14th year running, passionate individuals laced up their shoes to raise crucial funds for MWC's programs in the Chyulu Hills of Kenya. This year's team, a blend of dedicated conservationists and enthusiastic supporters, carried on the tradition of providing an alternative to traditional practices that can harm wildlife populations. The funds raised will also champion our other vital programs in education, community health, and livelihoods, forging a path toward sustainable income and a brighter future.

We extend our sincere gratitude to Ed Norton, New York Road Runners, and our dedicated team of runners for their passionate commitment and fundraising contributions. We couldn't have done it without you!

OUR WILD RUNNERS:

Angelo Baca, Brian Gase, Clayton Annis, Craig Annis & Mark Somen.



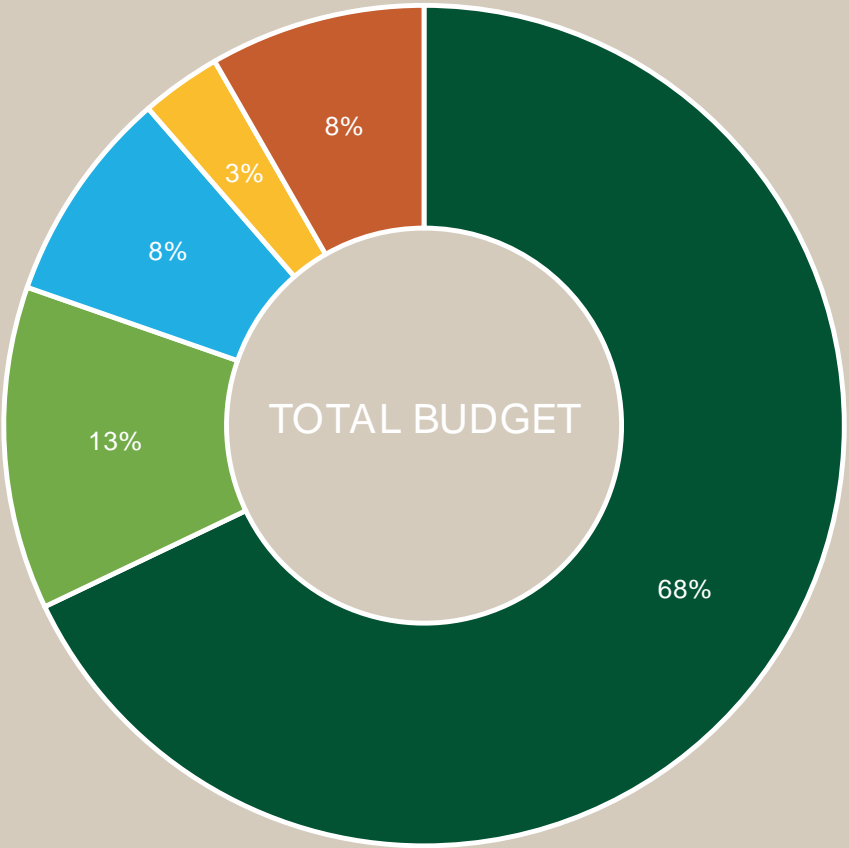
MWC FINANCIALS

PROGRAMMES & ACTIVITIES

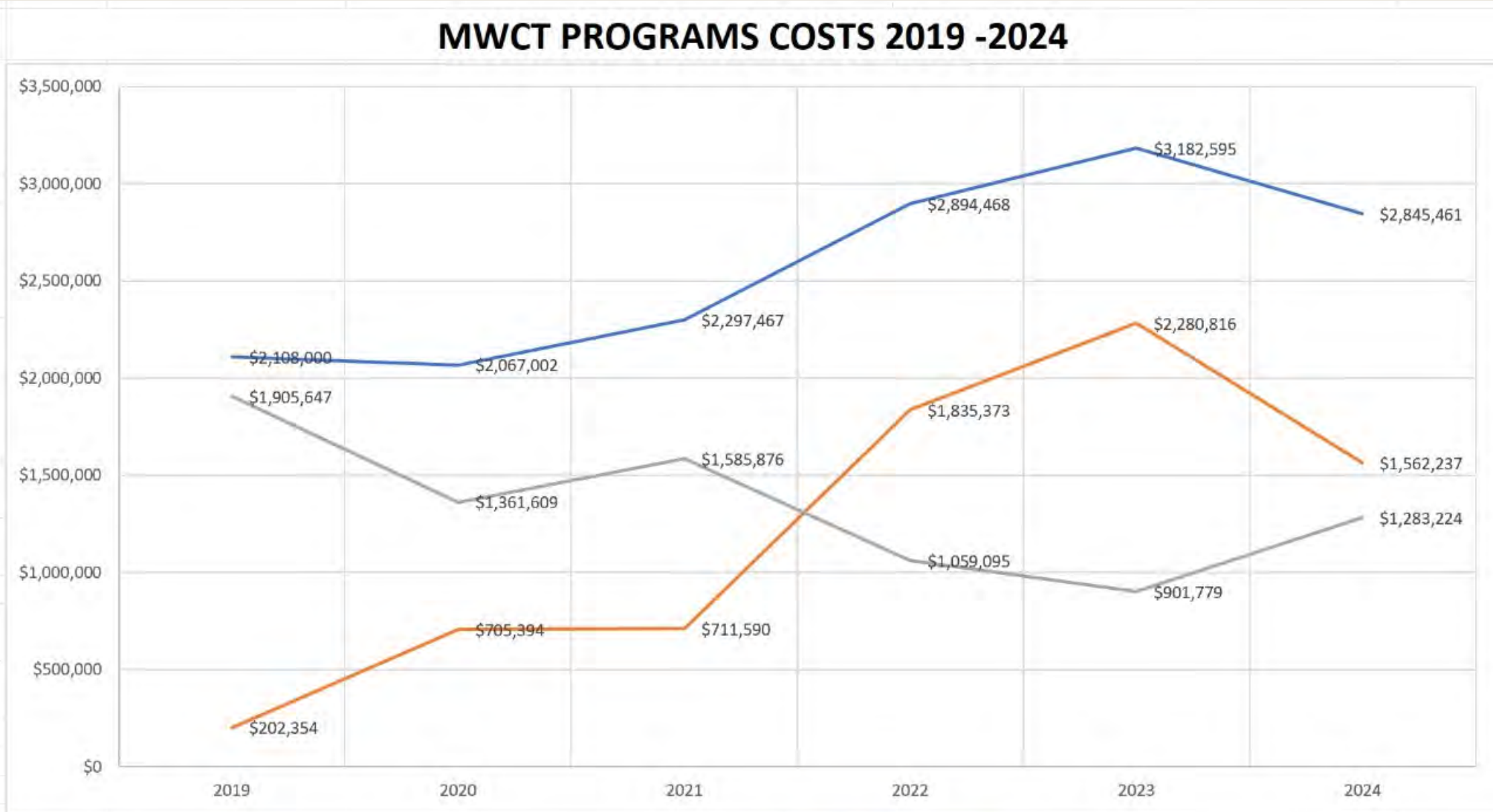
Sound financial management is at the core of our ability to make a real and sustainable impact. Our financial resources enable us to implement programs on the ground, respond to growing conservation challenges, and empower the community to become active stakeholders in conserving their own future and environment. Below a snapshot of our financial performance in 2024.

FINANCIAL IMPACT

CONSERVATION	\$1,932,396
CONSERVANCIES	\$353,617
EDUCATION	\$235,279
HEALTH	\$88,008
CHARITABLE SERVICES DELIVERY COSTS	\$236,160
TOTAL	\$2,845,460



MWC PROGRAM COSTS 2019 - 2024



Total MWCT Programs Costs		Philanthropic		PES/Non Philanthropic		
	Year 2019	Year 2020	Year 2021	Year 2022	Year 2023	Year 2024
Philanthropic	90%	66%	69%	37%	28%	45%

PARTNERS & SUPPORTERS

THANK YOU - ASANTE SANA

We wish to express our sincere thanks to our entire MWC team, community members, and Group Ranch leadership for their continued effort and support.

We are also profoundly grateful to our Directors, Edward Norton, and our generous donors and partners, without whom none of this impact would be possible.

We look back with immense pride on a successful year, and you were all a key part of making it happen. Asante Sana!



MWC HISTORY

1996 - 2024

YEARLY COSTS

40,000,000
35,000,000
30,000,000
25,000,000
20,000,000
15,000,000
10,000,000
5,000,000
0

TOTAL INVESTMENT OVER \$40mil

1996

2024

TOTAL EMPLOYEES

400
300
200
100
0

1996

2024

400+ EMPLOYEES

1975

LUCA'S FIRST VISIT
TO THE CHYULUS

1996

START OF
CAMPI YA KANZI
CONSTRUCTION

1997

SOFT OPENING OF
CAMPI YA KANZI
DECEMBER

1998

CAMPI YA KANZI
SUPPORTS TWO
RANGERS

1999

EXTENSION OF
CONSERVANCIES

2000

MAASAI
WILDERNESS
CONSERVATION
FOUNDED

2001

FIRST MWC
SCHOLARSHIP
GRANTED

2002

MWC OFFICIAL
REGISTRATION
APPROVED

2003

MWC FULLY
SUPPORTED BY
LUCA &
ANTONELLA

2004

MWC FULLY
SUPPORTED BY
LUCA &
ANTONELLA

2005

MWC FULLY
SUPPORTED BY
LUCA &
ANTONELLA

2006

OFFICIAL START
OF SUPPORT FROM
EDWARD NORTON

2007

EDWARD NORTON
BECOMES MWC
PRESIDENT

2008

FIRST LE ROSEY
STUDENTS TRIP:
FIRST STEP TO
AN AMAZING
PARTNERSHIP

2009

NEW YORK CITY
MARATHON WITH
EDWARD NORTON

2010

CONSERVANCIES
OFFICIALLY
ESTABLISHED

2011

CHYULU HILLS
REDD+CARBON
PROJECT
INCEPTION

2012

UNEP EQUATOR
PRIZE, UNDP
CHAMPION OF
THE EARTH
AWARDED

2013

SAMSON
PARASHINA OFFICIAL
CHAIRMAN OF THE
BOARD

2014

INCREASE IN
RANGERS TO
MITIGATE HUMAN
WILDLIFE CONFLICT

2015

MWC STUDIES
FOR WATER
PAYMENT
FOR ECOSYSTEM
SERVICE

2016

STUDIES FOR SOLAR
PAYMENT FOR
ECOSYSTEM SERVICE

2017

MWC SECURES
GEF FUNDS
FOR PROGRAMMES

2018

DISCUSSION FOR
LAND-USE &
GRAZING
MANAGEMENT
PLANS

2019

LAND USE
MANAGEMENT
PLAN DOCUMENT
SIGNED BY
COMMUNITY

2020

CONSTRUCTION
OF CHYULU
WILDERNESS
CAMP COMPLETED,
THANKS TO LE
ROSEY DONATION

2021

CHYULU HILLS
REDD+CARBON
PROJECT GAINS
SUCCESS IN SALES
AND IMPACT

2022

EDWARD NORTON
VISITS MWC & MEETS
WITH THE CHRP BOARD

2023

34,000 STUDENTS
SUPPORTED WITH
SCHOOL LUNCHES,
THANKS TO THE
CHYULU REDD+
CARBON PROJECT

2024

MWC
CONSERVANCIES
NETWORK
EXPANDED TO
70,000 ACRES, WITH
THE ADDITION
OF KITENDI IN
AMBOSELI



WORKING WITH THE COMMUNITY FOR THE PROTECTION AND
PRESERVATION OF CULTURAL HERITAGE, THRIVING WILDLIFE
AND A VITAL ECOSYSTEM.

PASSIONATELY WORKING SINCE 1996

MAASAIWILDERNESS.ORG