

MAASAI WILDERNESS CONSERVATION



2025
IMPACT
REPORT



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PASSIONATELY WORKING TO
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AS A WHOLE



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

Thirty years ago, we began building something in the Chyulu Hills that most people said was impossible: a conservation model that would pay for itself, benefit the Maasai communities who own the land, and prove that wildlife has greater economic value alive than dead. In 2025, with 417,608 acres protected across five conservancies and nearly 500 employees - virtually all of them Maasai - we can say with confidence that the impossible works. But 2025 was not a year for complacency. Drought conditions gripped the landscape in the third quarter, pushing rainfall to 457mm - well below our ten-year average of 688mm. Livestock losses to predators increased sharply as animals stressed by drought ranged further and more desperately. Our Wildlife Pays program responded, processing more than 1,600 claims and approving 1,509 compensation incidents - a 19% increase over 2024, driven largely by drought conditions in the third quarter - and paying out \$99,293 to Maasai families who bore the real cost of living alongside wildlife.

A total of 14 lion hunts were prevented, 5 directly by the Simba Scouts. The lion population - a direct measure of ecosystem health - continues to recover precisely because when a Maasai herder loses a cow to a lion, MWC compensates that loss. Conservation that ignores human pain is not conservation. It is wishful thinking. In the face of drought, our rangers covered 57,000 kilometres on foot patrol - a 45% increase over 2024. Our Simba Scouts walked 55,019 kilometres tracking lion movements and defusing conflict before it turned fatal. 3,289 acres of degraded rangeland were restored through 107,790 bunds, employing 348 community members directly and supporting nearly 1,400 family members indirectly. The land heals. The community earns. These are the same act.

Our health and education programs deepened their reach. Seventy community health outreaches - a 56% increase - served 13,700 patients across six facilities on Kuku Group Ranch. 372 babies were born safely in hospitals rather than in the bush. 9,981 students were enrolled across 27 supported schools, with 117 scholarships and 618 bursaries ensuring that poverty does not determine whether a Maasai child reaches their potential. A new early childhood school, Loormaroro, opened its doors to 103 children. Every one of these numbers represents a family whose relationship with this wilderness has been strengthened, not strained.

The most significant milestone of 2025 is one you will not yet see in these pages but will see in the field in 2026: construction began on a new lodge in Amboseli, extending our proven economic model into the newest conservancy landscape. The revenues it will generate will fund the next generation of community programs and land leases - completing the circle that has sustained MWC for nearly three decades. That continuity is reflected in our most important result: non-philanthropic revenue from Carbon and Tourism - our Payments for Ecosystem Services - has grown from \$200,000 six years ago to \$3,000,000 in 2025. We are no longer dependent on charity. We are sustained by the value of what we protect.

Nearly \$50 million has been invested in this landscape since 1996. From one employee to nearly 500. From one conservancy to five. From a conviction to a proof.

To our team, our Trustees Samson Parashina and Titus Muia, our Maasai partners, Edward Norton, and every supporter who chose to believe in this model - the 30,000 community members who benefit directly from MWC's work thank you. This wilderness, and their future within it, exists because of you.

Luca Belpietro
Founder & Executive Director, Maasai Wilderness Conservation

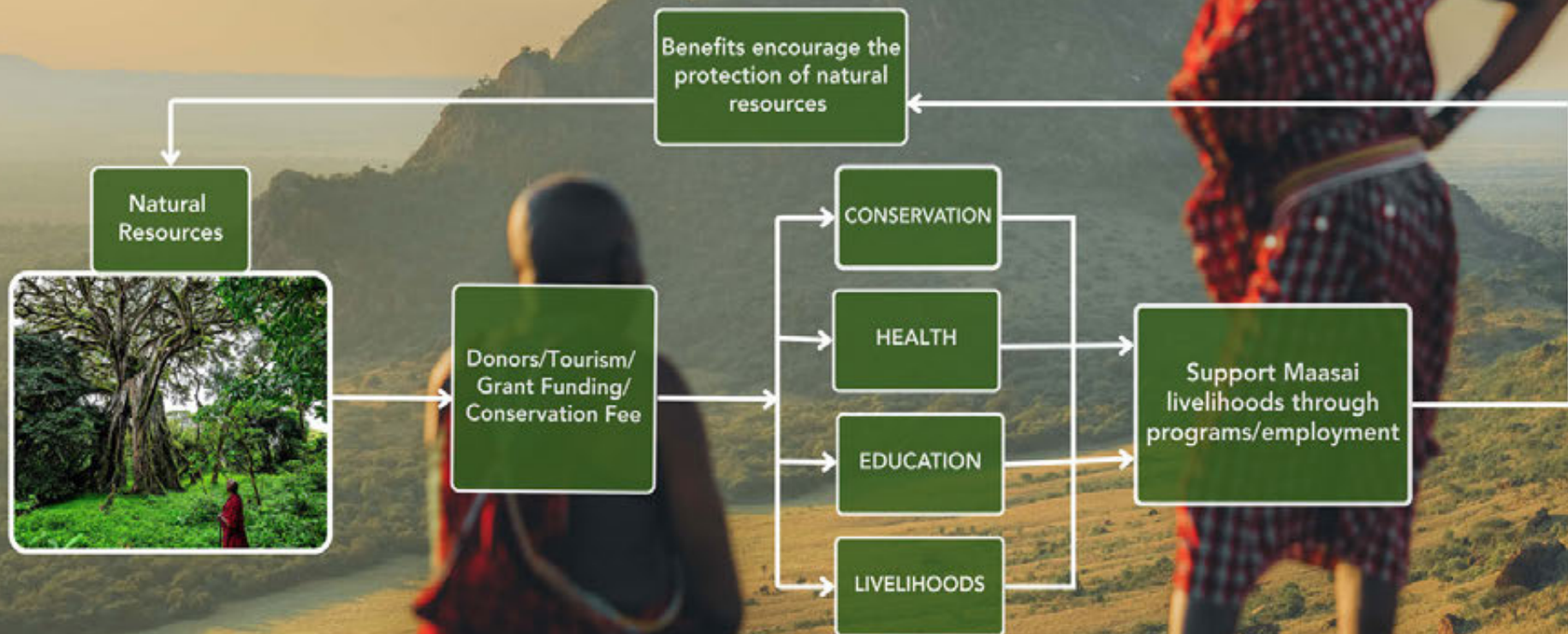
ABOUT MWC

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

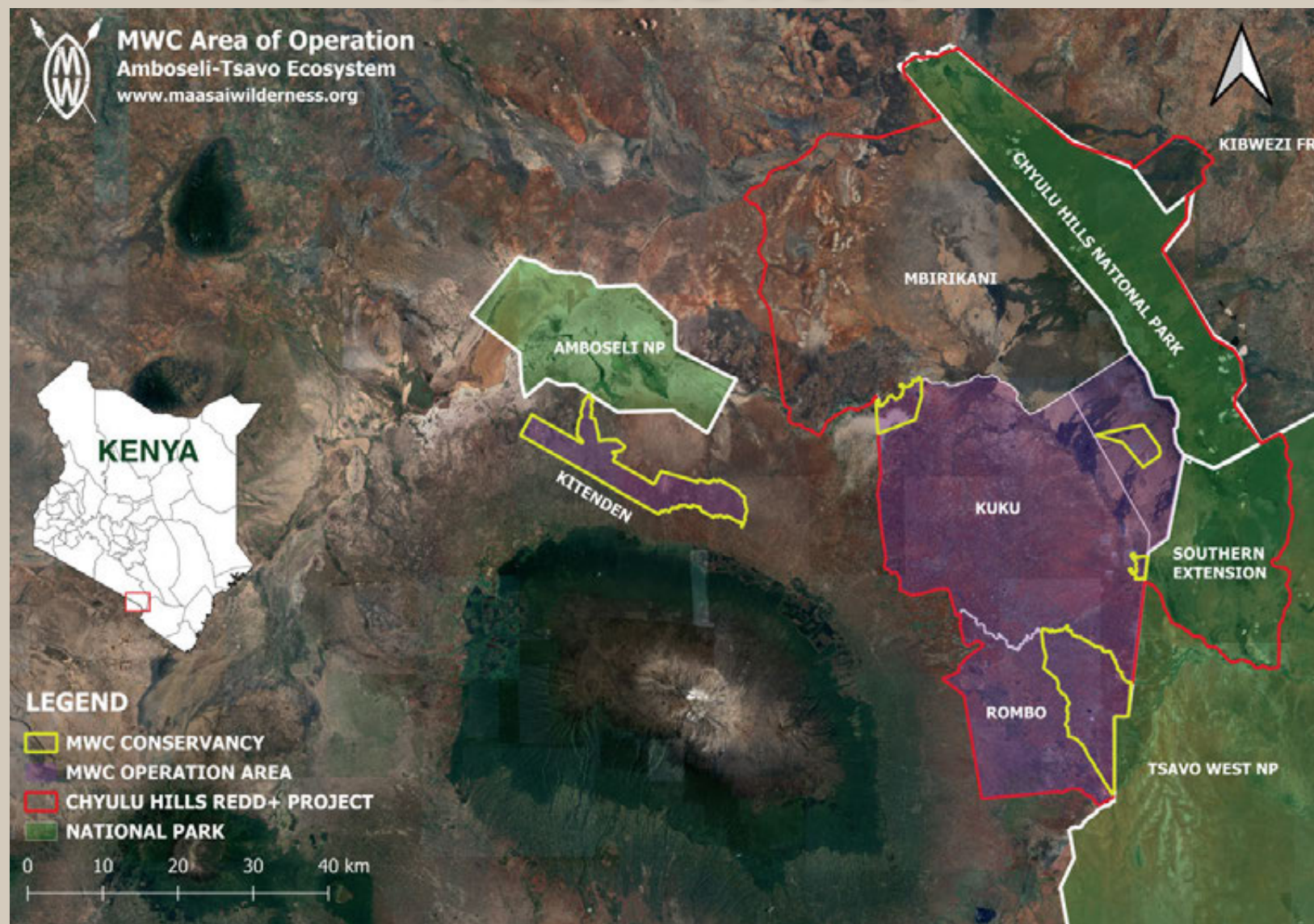
Our mission is to preserve the wilderness, wildlife and cultural heritage across the Amboseli - Tsavo Ecosystem by creating sustainable economic benefit for the local Maasai community.

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 2025

Here are some of MWC's most significant impacts in 2025:

470

Community members benefitting from employment

5

New rangers recruited and trained

348

Community members employed through restoration projects as casual workers

3,289

Acres of degraded rangeland restored

\$39,000+

Income generated through the livelihoods program for the community

117

Sponsored students

207

Students on bursary

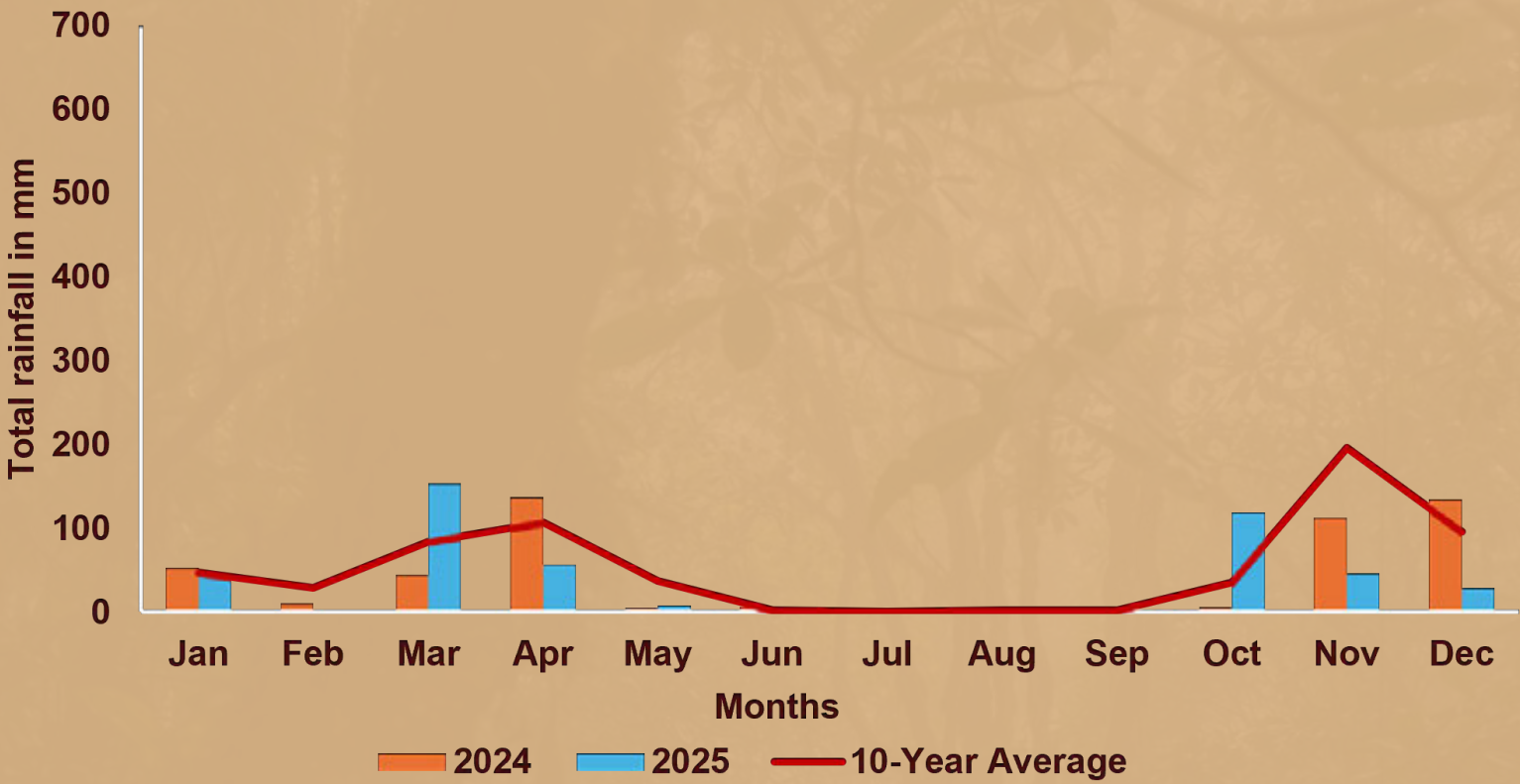


CONSERVATION

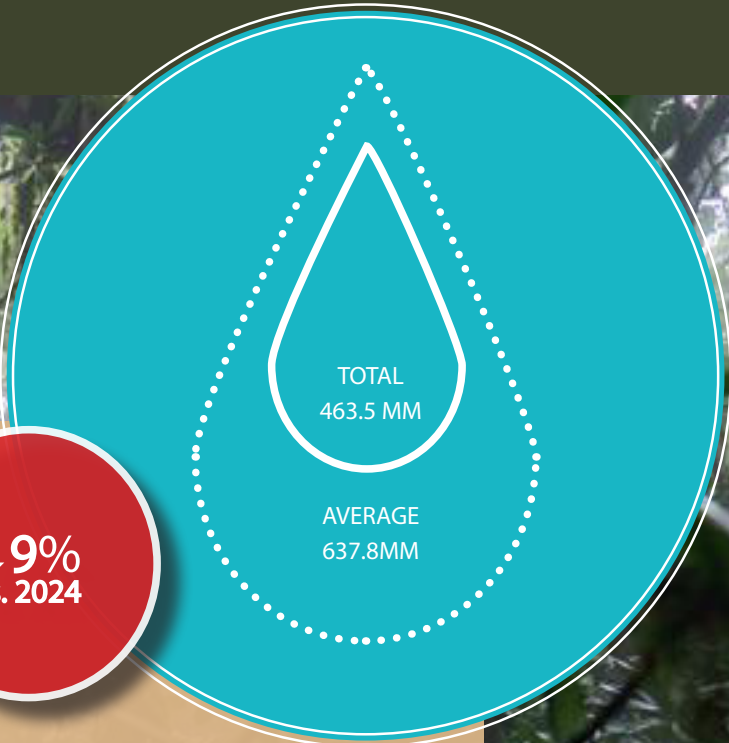
Conservation is at the heart of MWC’s work. It’s by far our largest program, employing the majority of our team (90% from the local Maasai community) and directly benefitting the community members of Kuku Group Ranch. Our conservation program includes several initiatives all working together to promote 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) Rainfal 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 2024 and 2025, respectively. This visualization allows for a clear comparison of recent rainfall trends against the historical average.



↓ 9%
vs. 2024



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.



246

Rangers employed



417K+

Acres land protected



236

Rangers dedicated to monitoring & law enforcement



SMART & Cybertracker

Used for efficient data collection & informed decision making



19

Sectors across Kuku, Rombo & Kitenden



57,101

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

↑45%
vs. 2024



6-8

Rangers per sector



3781

Anti-Poaching patrols conducted (including Kitenden Conservancy Rangers)

↑31%
vs. 2024



4

New ranger recruited and trained for Olpusare Conservancy



12

Arrests (8 poaching & 4 illegal charcoal burning)



5 CONSERVANCIES

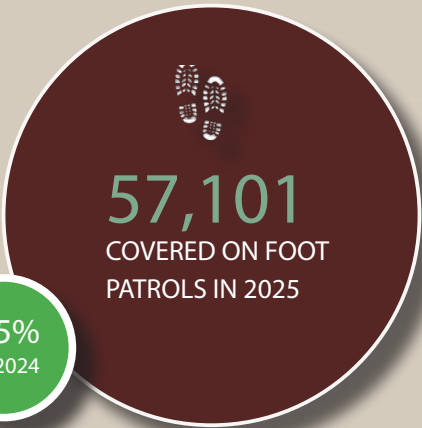
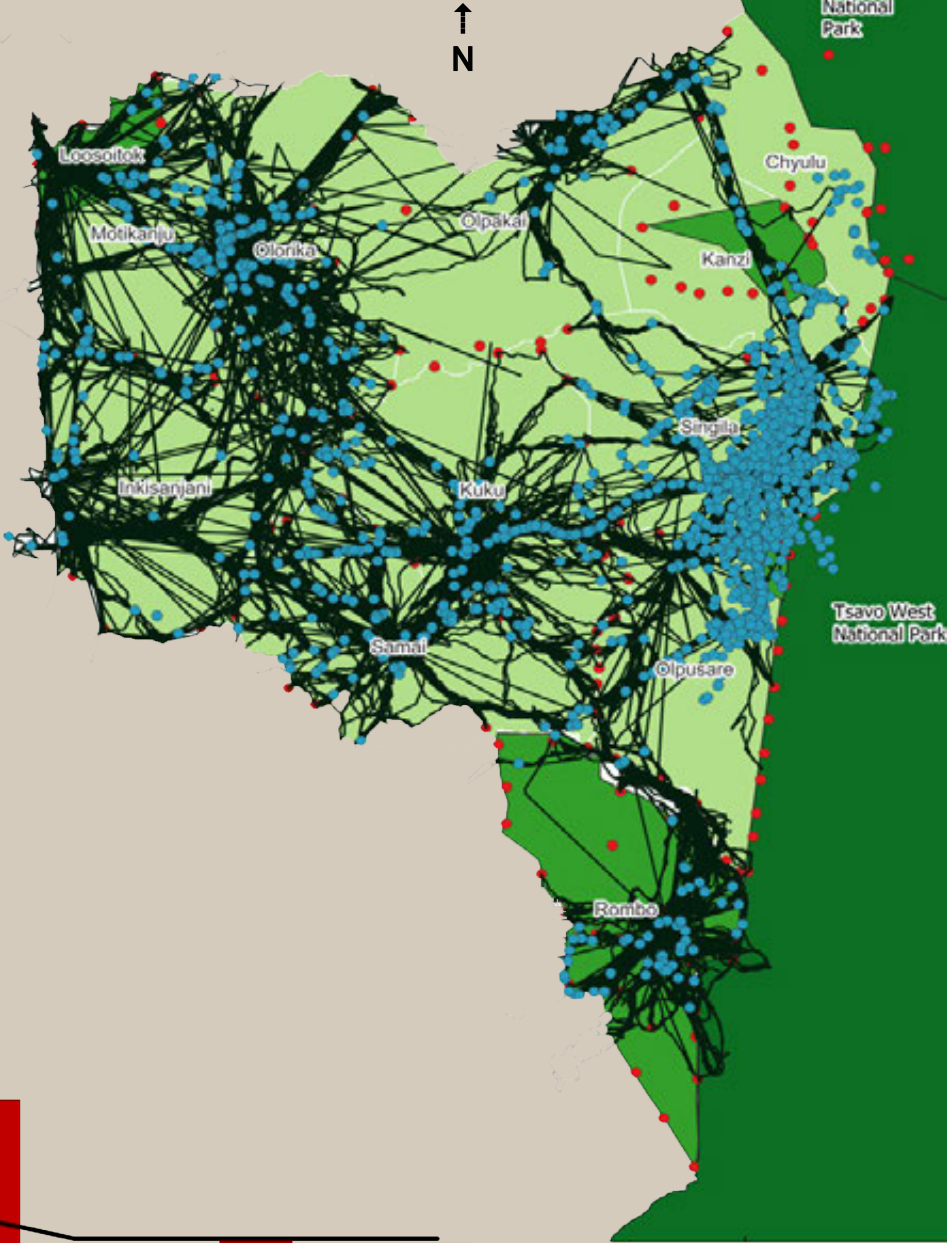
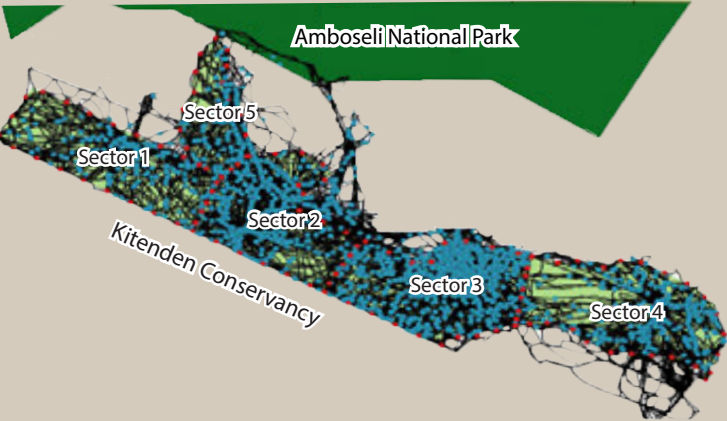
MOTIKANJU + KANZI + OLPUSARE + ROMBO + KITENDEN

69,150 ACRES

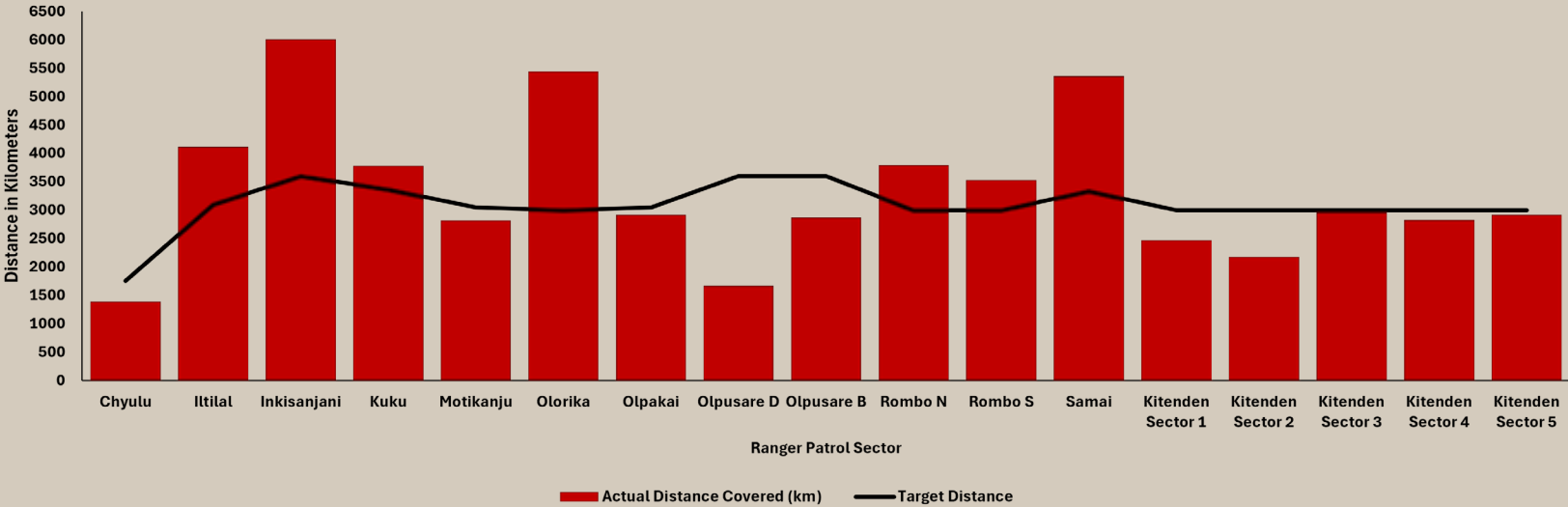
OF KEY WILDLIFE HABITAT PROTECTED
NO LIVESTOCK GRAZING, HEIGHTENED LAW
ENFORCEMENT AND SECURITY

WILDLIFE SECURITY & HABITAT PROTECTION

RANGER PATROLS



Graph:
Annual (2025) Ranger Patrol Distances



Map:
Annual (2025) Ranger Security
Patrol Coverage



INCIDENTS & HUMAN-WILDLIFE CONFLICT

43

Wildlife Mortality Incidents:

- 17 animals as a result of **poaching**
- 18 animals as a result of **natural causes**
- 2 lions were killed in **self defense**
- 4 animals killed in **human-wildlife conflict**
- 2 animals **electrocuted** (electric fence)

17

Bushmeat Poaching incidents



4 Giraffes



3 Zebras



4 Gazelles



1 Eland



5 Dikdiks

6

Crop Raiding Incidents

21

Charcoal Burning Incidents

14

Lion Hunts Prevented

10

Elephant Tusks Recovered

4

Wildlife Rescues

16

Wildfires

A decrease in wildfire incidents was observed during the reporting period which represented a fall from the 22 fires reported in 2024.



16 FIRES REPORTED
(including Kitenden Conservancy)

86 FIRES REPORTED IN
THE ECOSYSTEM

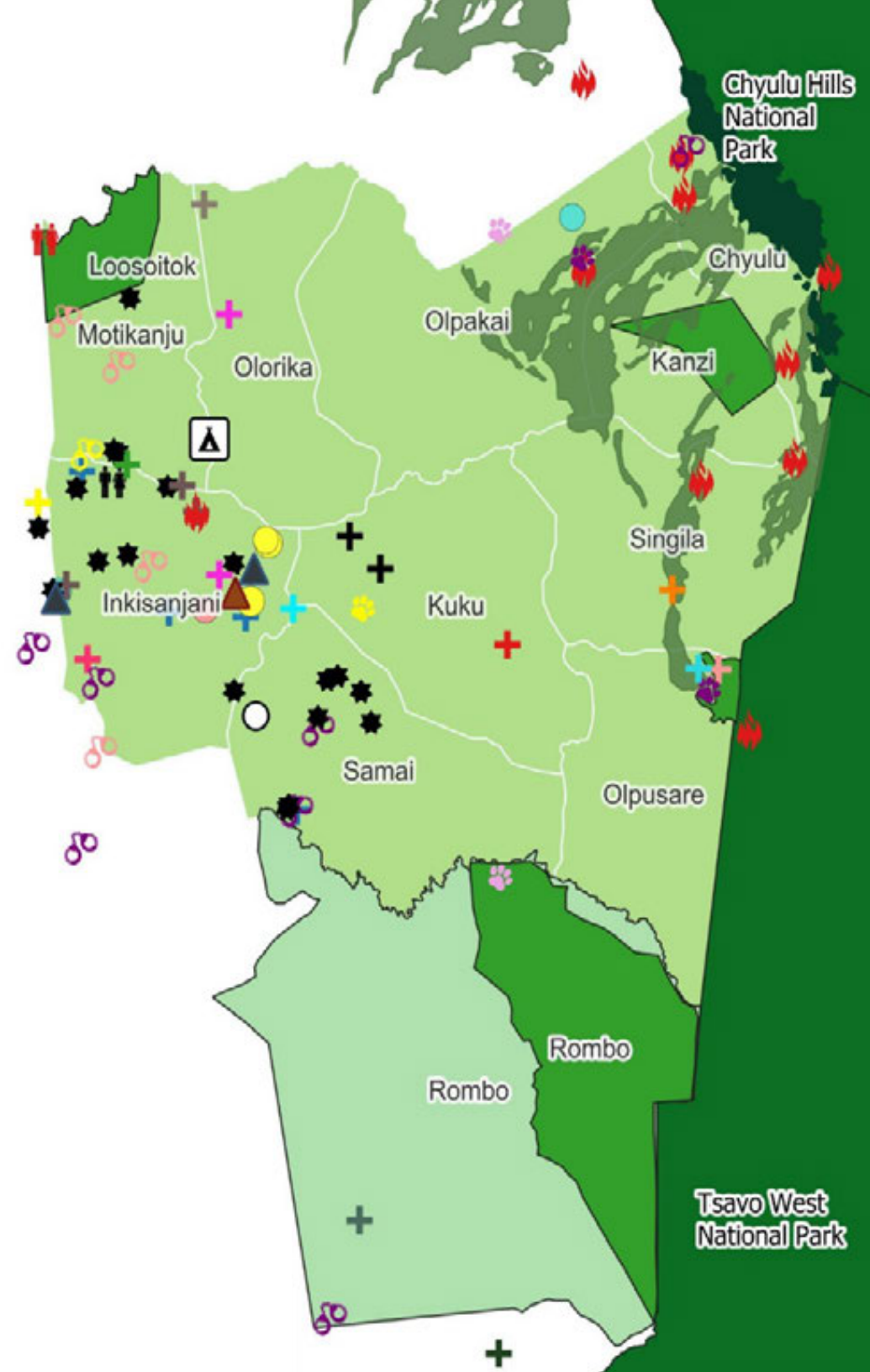
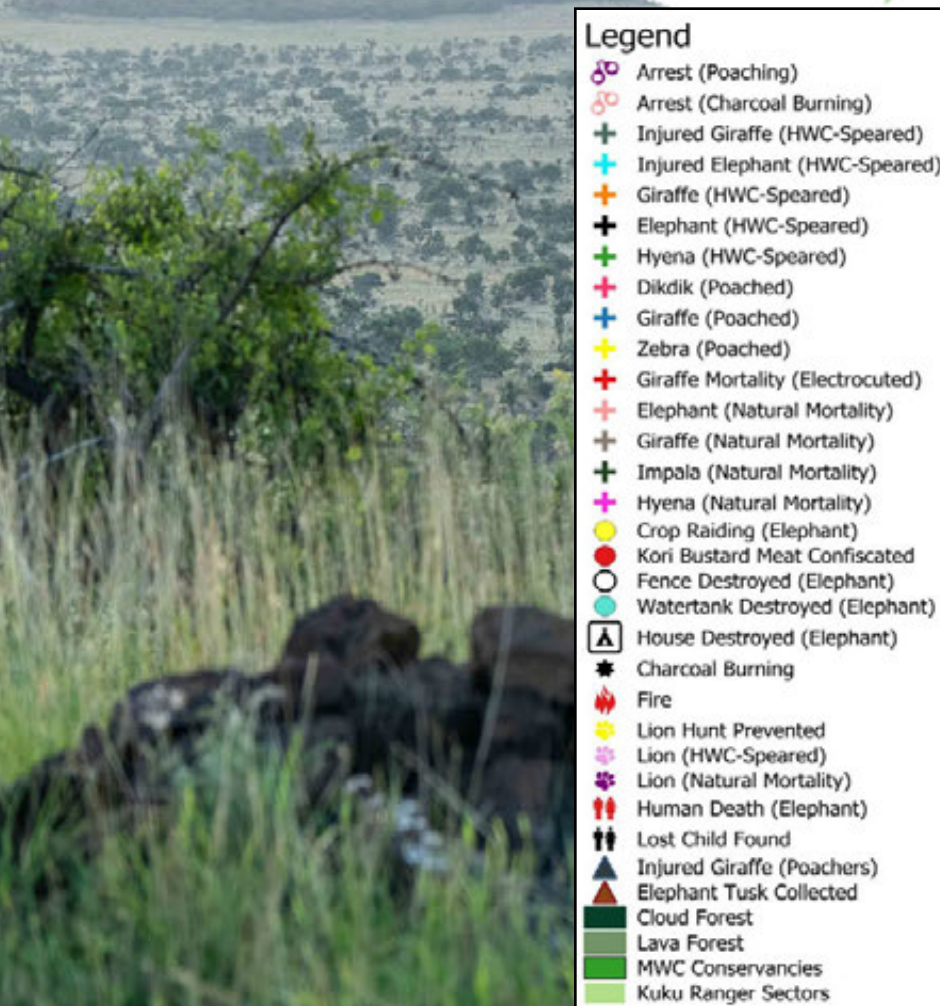
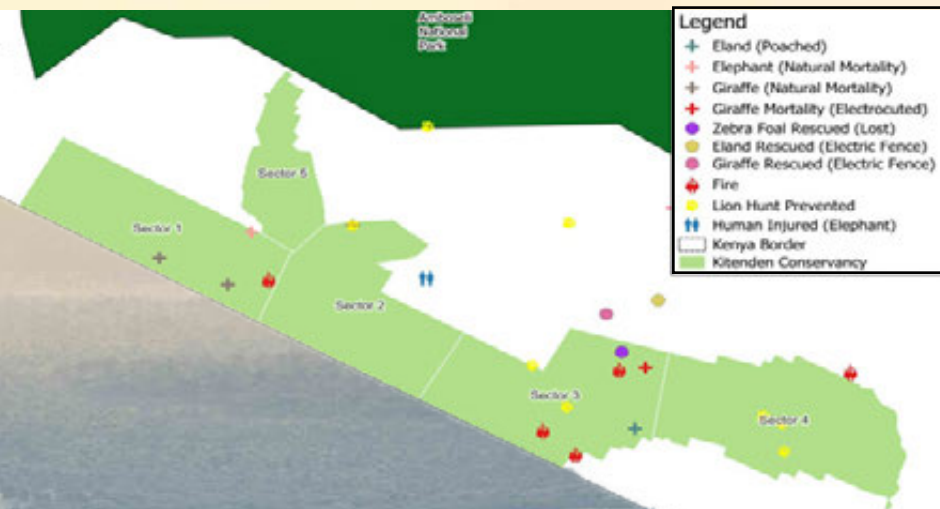


184 HOURS
FLIGHT TIME (AIR TRACTOR)



34 RANGERS TRAINED IN FIRE
FIGHTING

INCIDENTS & HUMAN-WILDLIFE CONFLICT



WILDLIFE SECURITY & HABITAT PROTECTION SUMMARY

16 BUSHMEAT POACHING INCIDENTS

↓ vs 21 in 2024

21 ILLEGAL CHARCOAL BURNING & WOOD LOGGING INCIDENTS

↑ vs 12 in 2024

0 WILDLIFE POISONING INCIDENTS

↓ vs 2 in 2024

10 ILLEGAL FIRE INCIDENTS

↓ vs 17 in 2024

Graph:
Linear representation of Illegal activities over a 13-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

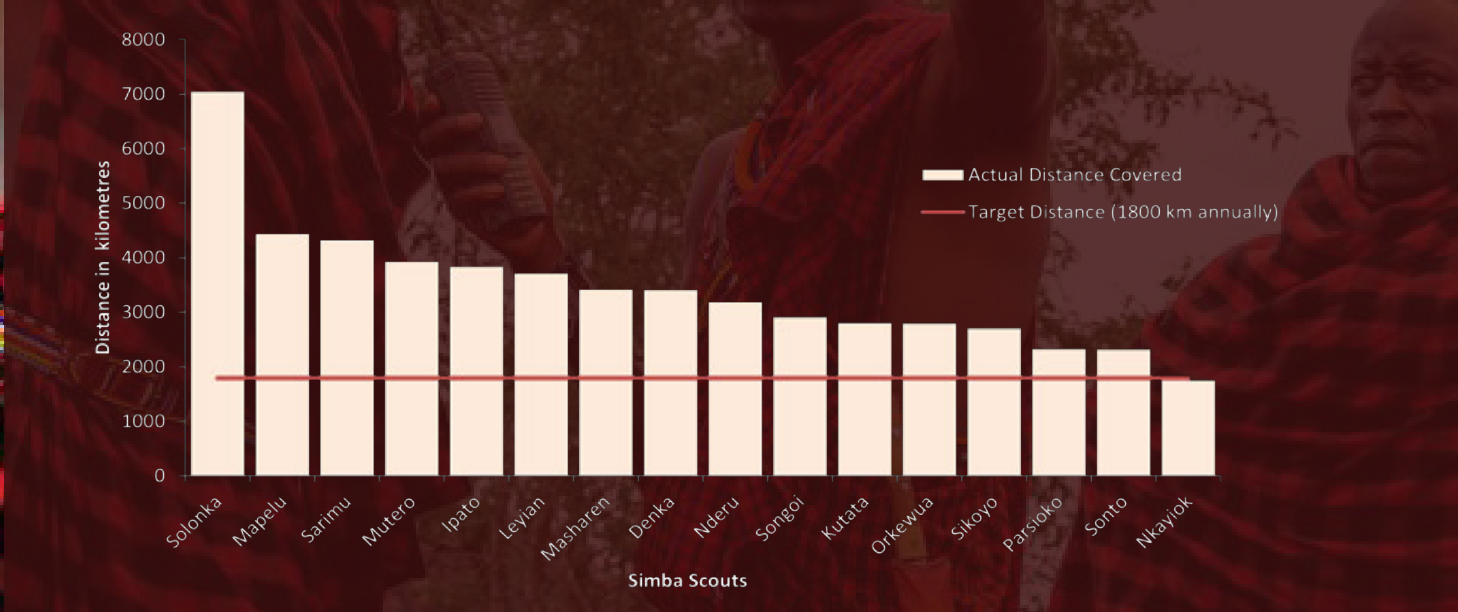
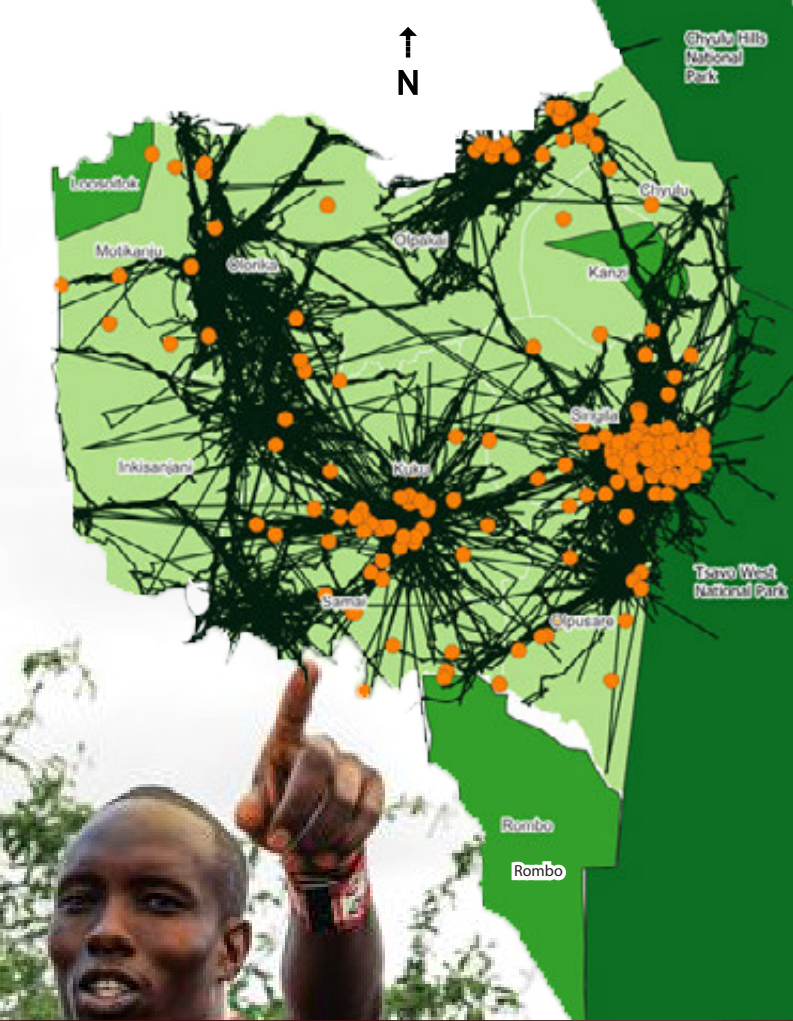
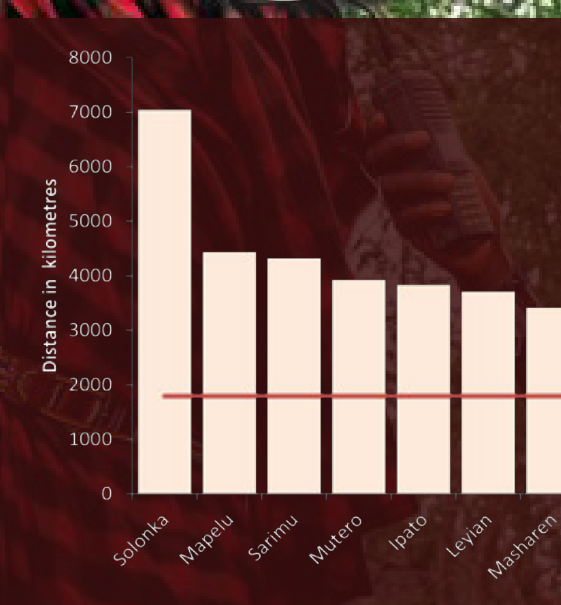
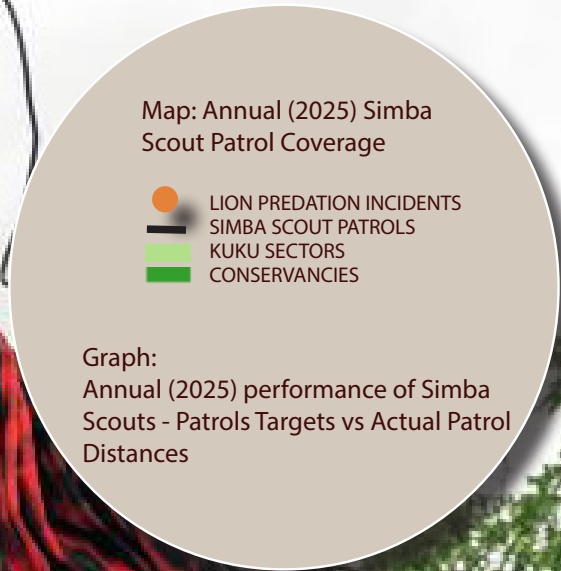
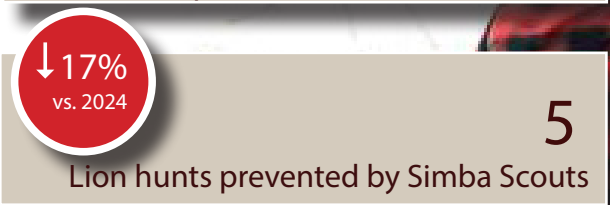
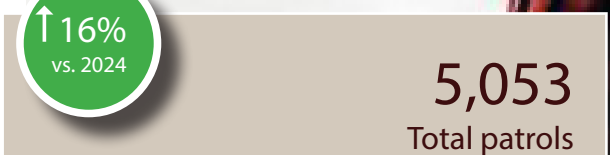
The Simba Scouts are Maasai warriors dedicated to tracking and monitoring lions, helping ease human-wildlife conflict by alerting community members when lions are nearby, allowing herders to avoid those areas with their livestock.

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.

↑ 18%
vs. 2021

18
Simba Scouts

55,019
Total kilometres covered on foot patrols



WILDLIFE MONITORING

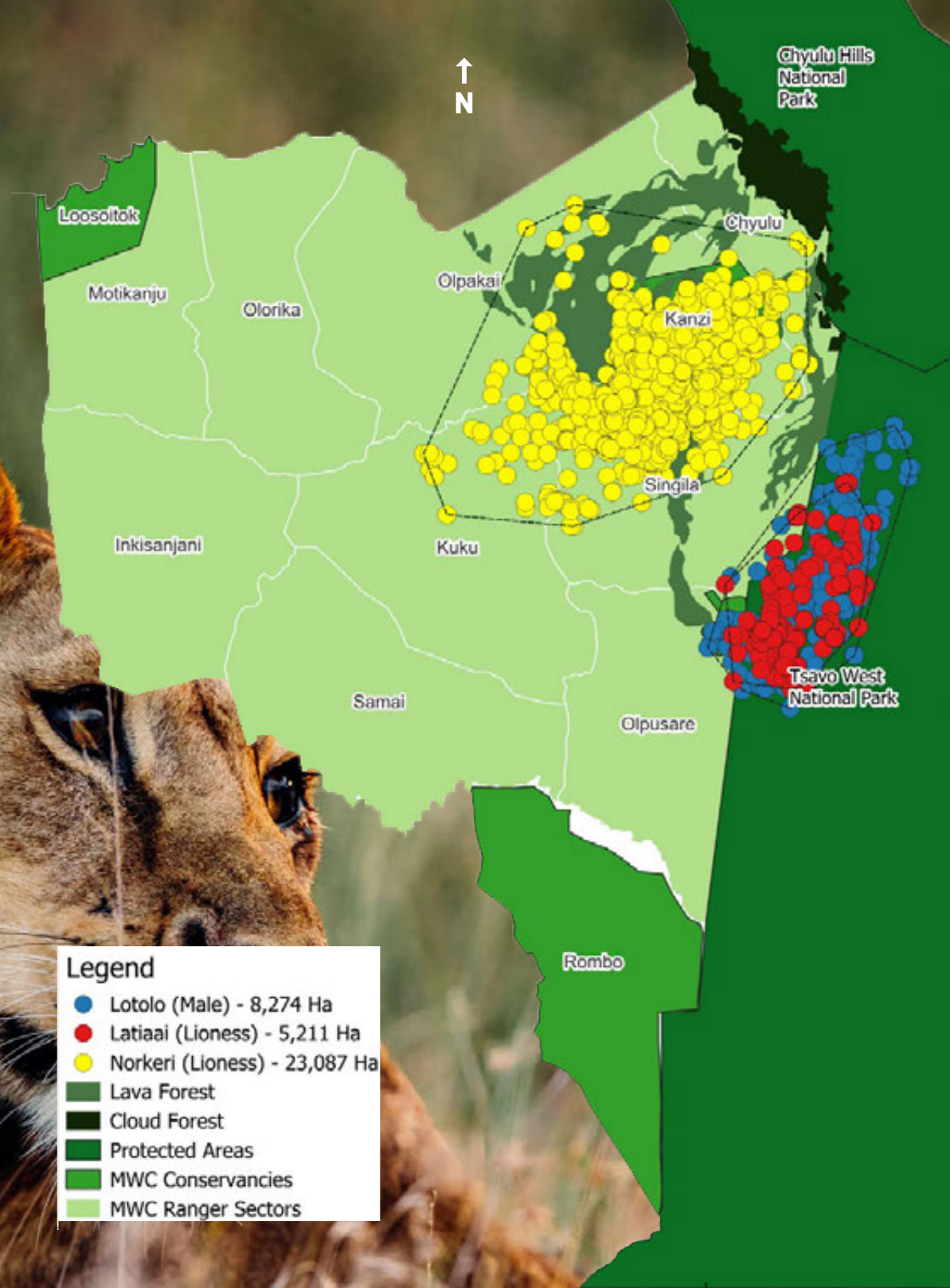
LION MONITORING

Collaring lions is a critically important step towards mitigating human-wildlife conflict. Three individual lions on Kuku Group Ranch (KGR) have been collared with GPS/VHF tracking and the pride's movements (monitored via satellite) is illustrated in the map. 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 23,087 Ha and has not been involved in any known livestock predation incidences.

On 22nd July, Lotolo (male) was collared at the boundary of Kuku Ranch and Tsavo National Park near Lolarami Hill. At the time, he was with a pride of seven lions. Following the collaring, Lotolo has spent most of his time inside Tsavo National Park, Olpusare conservancy and Iltital. Lotolo covered an area of 8,274 Ha in 2025 and has been involved in several livestock predation incidences. Lotolo has at times moved to join other prides.

Latiaai (female) is a Maasai name meaning "my neighbour." The lioness was given this name because she is often found close to villages. She was collared on the same night as Lotolo, as both were part of the same pride. The decision to collar them was based on their involvement in separate livestock predation incidents at Iltital. In September, her collar stopped transmitting via satellite for about two weeks, during which she separated herself from the pride to give birth. She later rejoined the pride. Her pride (consisting of three adult females and 3 cubs) has been sighted inside the Tsavo West NP, Finch Hattons, and Lolarami Hill. They covered a total area of 5,211 Ha and has been involved in several livestock predation incidents.





WILDLIFE MONITORING

KEY WILDLIFE SIGHTINGS

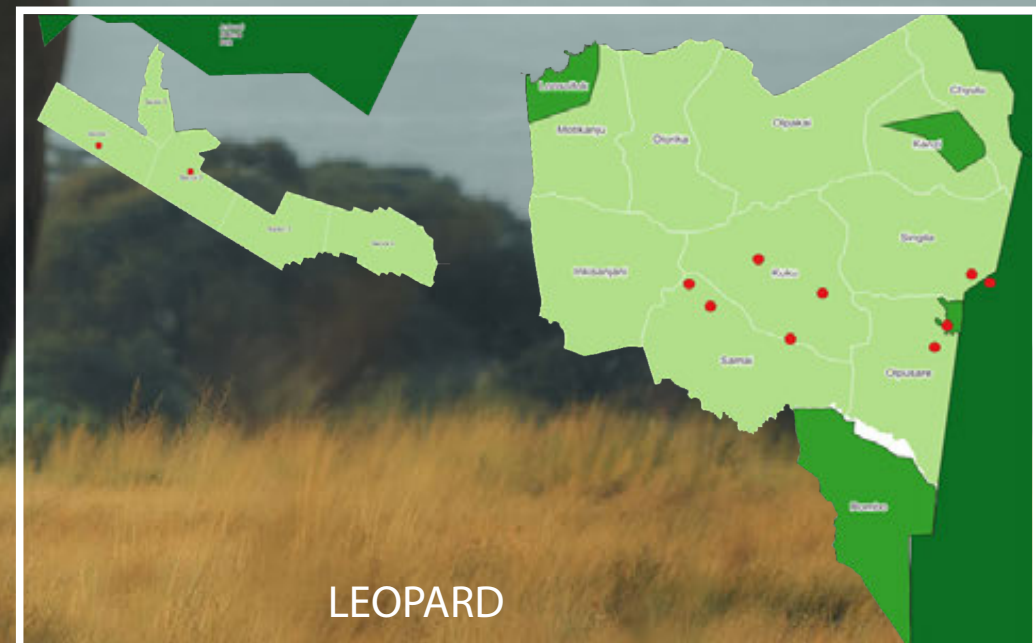
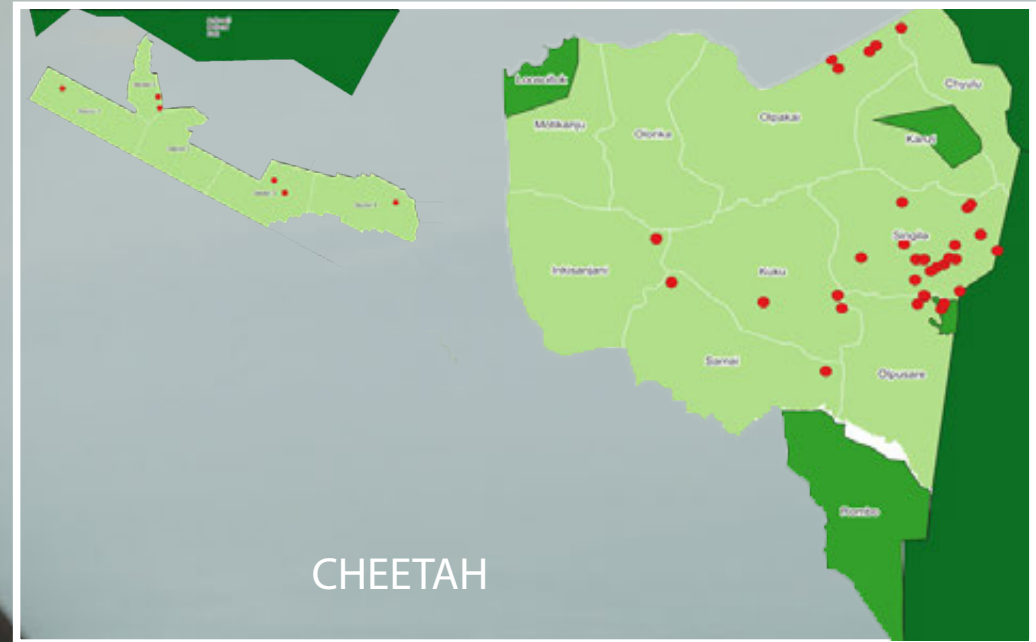
Through the collective efforts of our Community Rangers and Simba Scouts, we gather valuable data on wildlife presence, hotspots, movement, and population trends across the Kuku Group Ranch, Rombo and Kitenden Conservancies. This information guides our conservation strategies and helps us track the health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

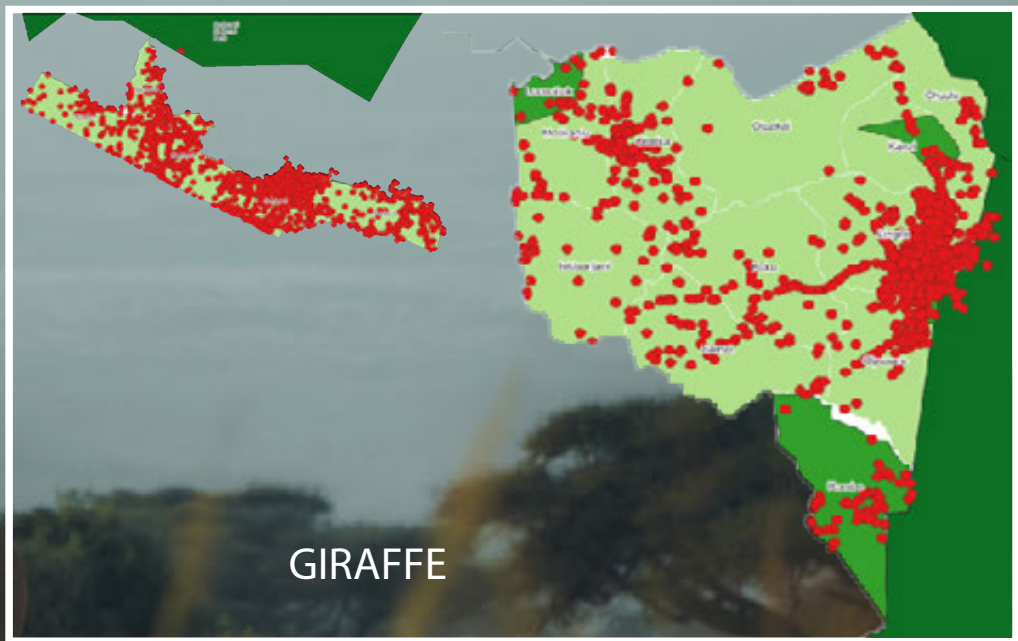
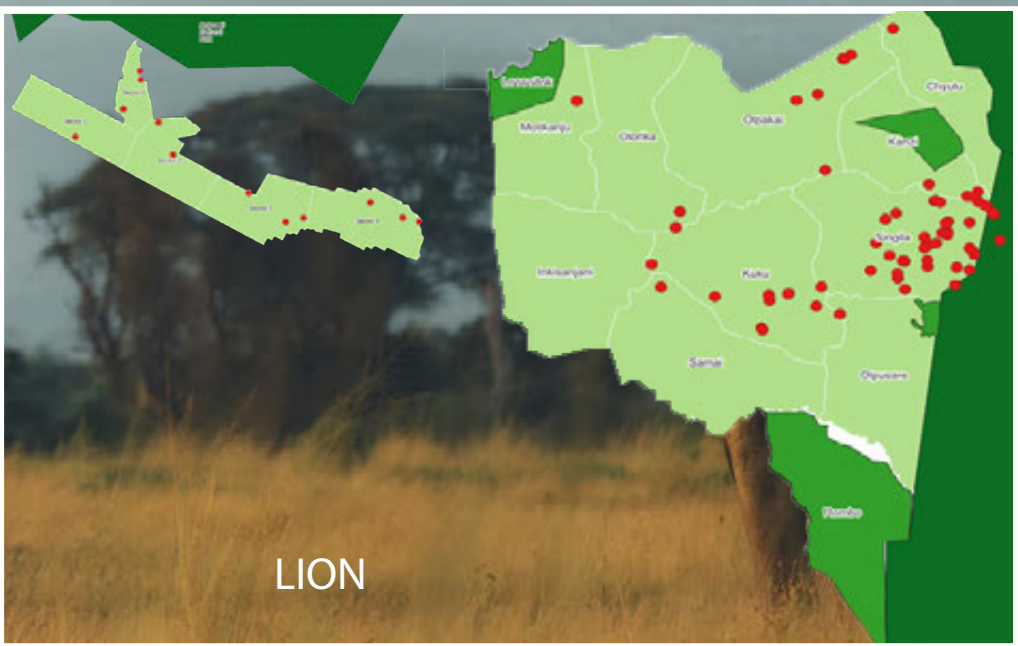
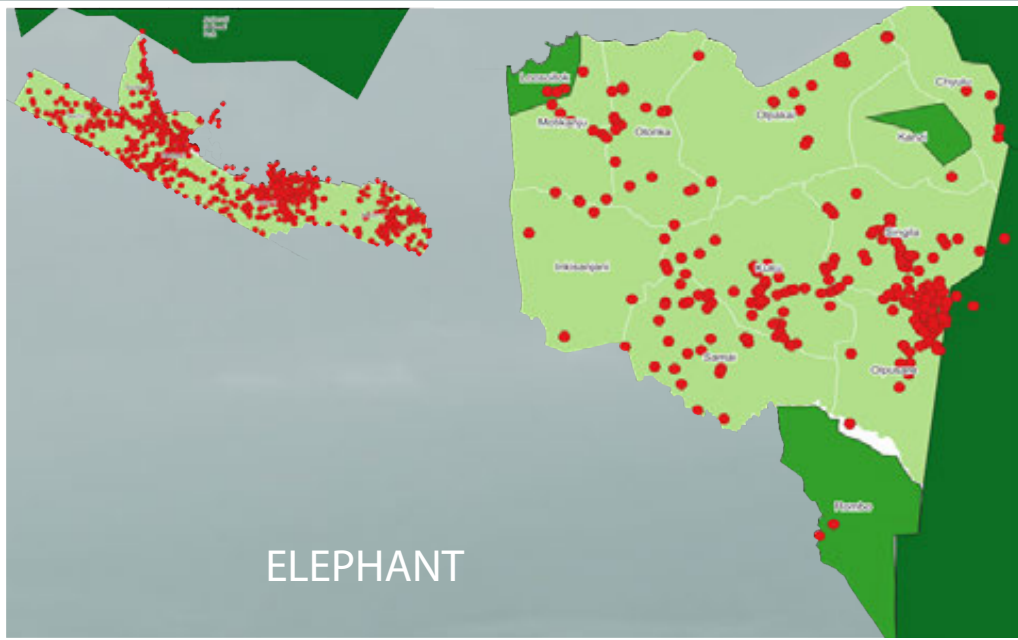
A species is classified as a Key Wildlife Species if it is listed by the IUCN as Vulnerable (VU), Endangered (EN), or Critically Endangered (CR) — reflecting a significant risk of extinction and a need for targeted conservation efforts. These species are under pressure due to factors such as habitat 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 2025.

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 2025, 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



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 2025, the number of Wildlife Pays compensation incidents recorded and approved (1,509) increased compared to 2024 (1,262). Significant livestock depredations was noted in the third quarter of the year. These incidents were largely attributed to drought conditions.

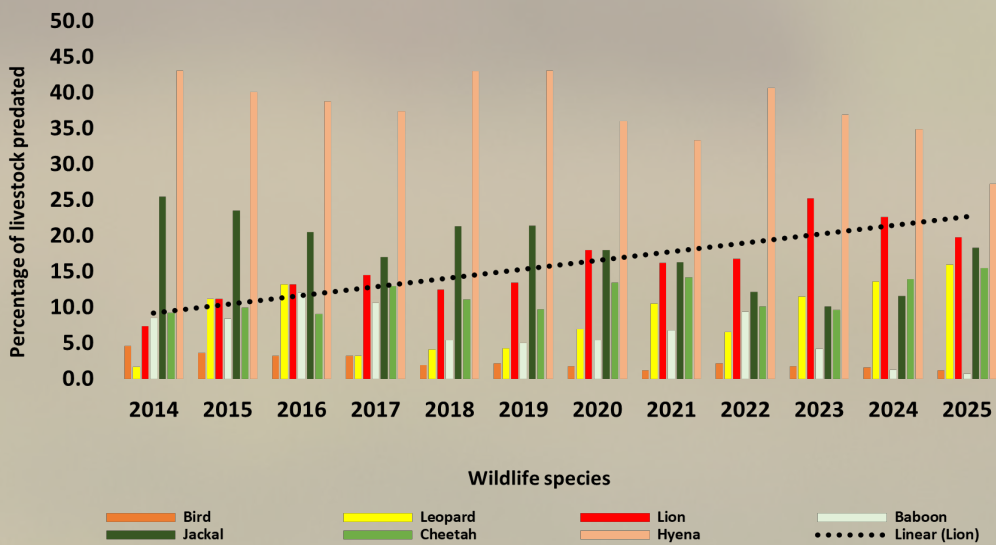
The total payout value for Wildlife Pays increased in 2025. This rise, from 87,909 USD to 99,293 USD, represents a 13% increase.

Year	'02	'03	'04	'05	'06	'07	'08	'09	'10	'11	'12	'13	'14	'15	'16	'17	'18	'19	'20	'21	'22	'23	'24	'25
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	2

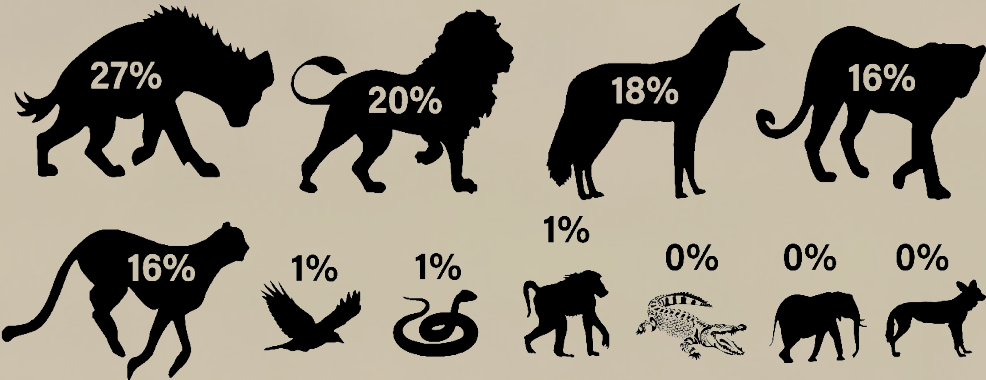
BEFORE WP: AVERAGE 6 LIONS SPEARED PER YEAR

SINCE INCEPTION OF WP: AVERAGE 1 LION SPEARED PER YEAR

WILDLIFE RESPONSIBLE FOR LIVESTOCK LOSS



Most livestock taken in relation to predators were due to Hyenas. Over the course of 12 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 2025 from each predator species are depicted in the infographic below.



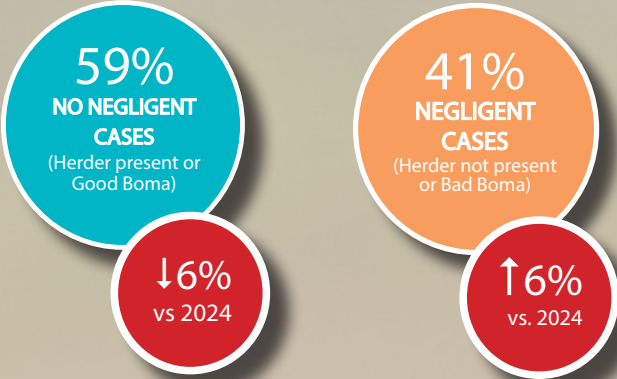
HEADS OF LIVESTOCK

A total of 1,851 heads of livestock were killed this year. The majority of livestock killed by predators were goat followed by the other livestock species as seen in the infographic below.

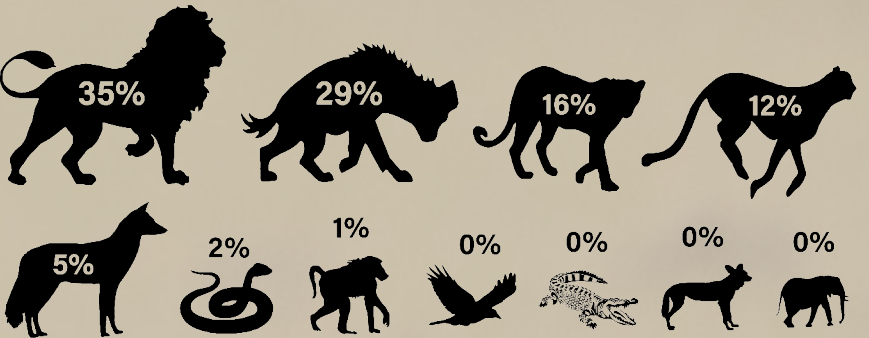


CLAIMS

The total pay-out of claims was 12,840,800 Ksh (99,293 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.

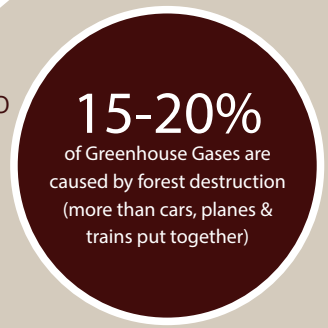
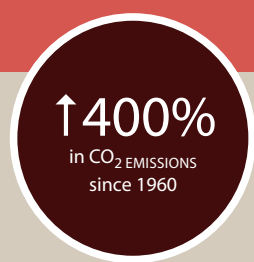
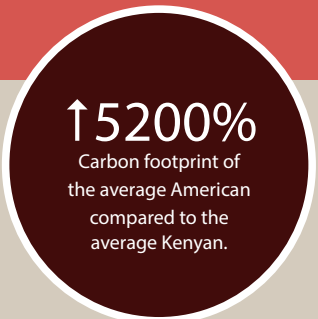
CREDIT STANDARDS

- **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

5.1 million

REGISTERED CREDITS SINCE INCEPTION

\$ 4.9+ million

FIRE MANAGEMENT PLAN SINCE INCEPTION

\$ 2.2+ million

ASSISTANCE WITH LAND MANAGEMENT EXPENSES SINCE INCEPTION

35,000

STUDENTS IN
94 SCHOOLS FED
THROUGH THE FOOD PROGRAM SINCE INCEPTION

4,000

SCHOOL BURSARIES SINCE INCEPTION

900+

LOCAL EMPLOYMENT (RANGERS,
TEACHERS, HEALTH WORKERS) SINCE INCEPTION

190

BEE HIVES DELIVERED WITH COMMUNITY BEE KEEP-
ING TRAINING IN 2025

10

BEE KEEPING KITS DISTRIBUTED IN 2025

700+

COMMUNITY OUTREACHES
CONDUCTED IN 2025

600+

GIRLS BENEFITTED FROM
SUSTAINABLE MENSTRUAL PRODUCTS IN 2025

10

RANGERS TRAINED IN FIRE FIGHTING IN 2025

29

NEW INFRASTRUCTURE BUILT SINCE INCEPTION

15

OPERATION SUPPORT VEHICLES
(14 CARS & 1 MOTORCYCLE) SINCE INCEPTION

13

COMMUNITY AND WILDLIFE WATER PANS SINCE
INCEPTION

1

TREE NURSERY REFURBISHMENT + COMMUNITY FOREST
AND DEGRADED RIPARIAN ZONE REHABILITATION SINCE
INCEPTION

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

107,790
bunds constructed
and seeded in 2025

3,289 acres
of degraded land
restored in 2025

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

Community participation was strong, with **348 community members** employed temporarily as diggers this year. Given that the average household size is four individuals, this initiative indirectly benefited 1,392 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 which was implemented in 2024.

TECHNOLOGICAL ADVANCEMENT

During 2025, MWC continued to strengthen rangeland monitoring through the use of **KoBo Collect**, a digital data collection tool used to monitor bund construction sites and grass seedbanks. The platform enabled improved data accuracy and efficiency in field data collection, while also supporting site mapping and spatial documentation of restoration activities.

COMMUNITY ENGAGEMENT AND PARTNERSHIPS

Community collaboration with grazing committees and women's groups, including horizontal learning exchanges focused on rangeland management and grass seedbank initiatives.

Strategic meetings with conservation partners including JustdiggIt (JDI), International Union for Conservation of Nature (IUCN), and Conservation International (CI), to strengthen collaboration around ecosystem restoration and community-based conservation initiatives.

Participation in global awareness events, including International Rural Women's Day in Kimana and International Women's Day celebrations in Amboseli, highlighting the role of women in conservation and sustainable land management.



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.

11 GRASS SEED BANKS

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

220
Local women directly benefitting

4,325 kgs
Grass seeds harvested

KSh. 4,352,700 (33,651 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.

120
Local women benefitting directly

KSh. 679,400 (5,252 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) - 0/30 hives colonized
Moilo - 0/30 hives colonized

MWC HIVES

Campi ya Kanzi - 2/3 hives colonized
CCRC - 15/22 hives colonized

INDIVIDUALLY OWNED HIVES

Enkii - 0/3 hives colonized
Inkaramatak - 3/10 hives colonized
Olpusare new hives - 6/20

REDD+ HIVES

Northern Kibwezi - 50/80 hives colonized
Southern Kibwezi - 26/80 hives colonized
Rombo - 0/250 hives colonized
Mangaleta - 9/80 hives colonized



HONEY PROCESSING & PACKAGING

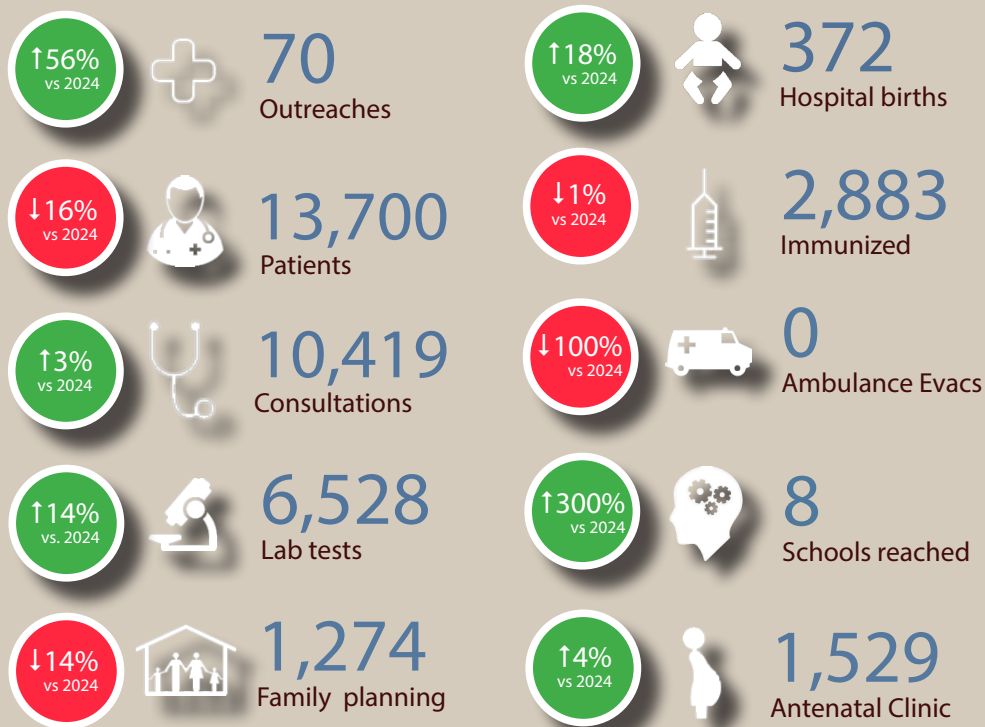
A successful honey harvest in July yielded 19 kg of honey from the Campi ya Kanzi, Olpusare, and CCRC hives. The honey was processed and packaged at the Honey Plant at Chyulu Wilderness Camp. Of the total harvest, 7.5 kg was packaged for sale at the CWC store, while 11.5 kg was used for consumption by guests at Chyulu Wilderness Camp and Campi ya Kanzi.

WEIGHT PER BOTTLE (KG)	NO. OF BOTTLES	TOTAL (KG)
1.5	0	0
0.5	0	0
0.25	30	7.5
0.225	0	0
Total	30	7.5

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 2025. The benefits community members receive through health care form an important part of our holistic approach to conservation.



810 Women & 538 Men

Attended community health education sessions on sexual and reproductive health, family planning, substance abuse prevention & maternal health.

732 Girls & 544 Boys

Attended school health interventions focused on puberty education & menstrual hygiene management.

6 Capacity Building Trainings

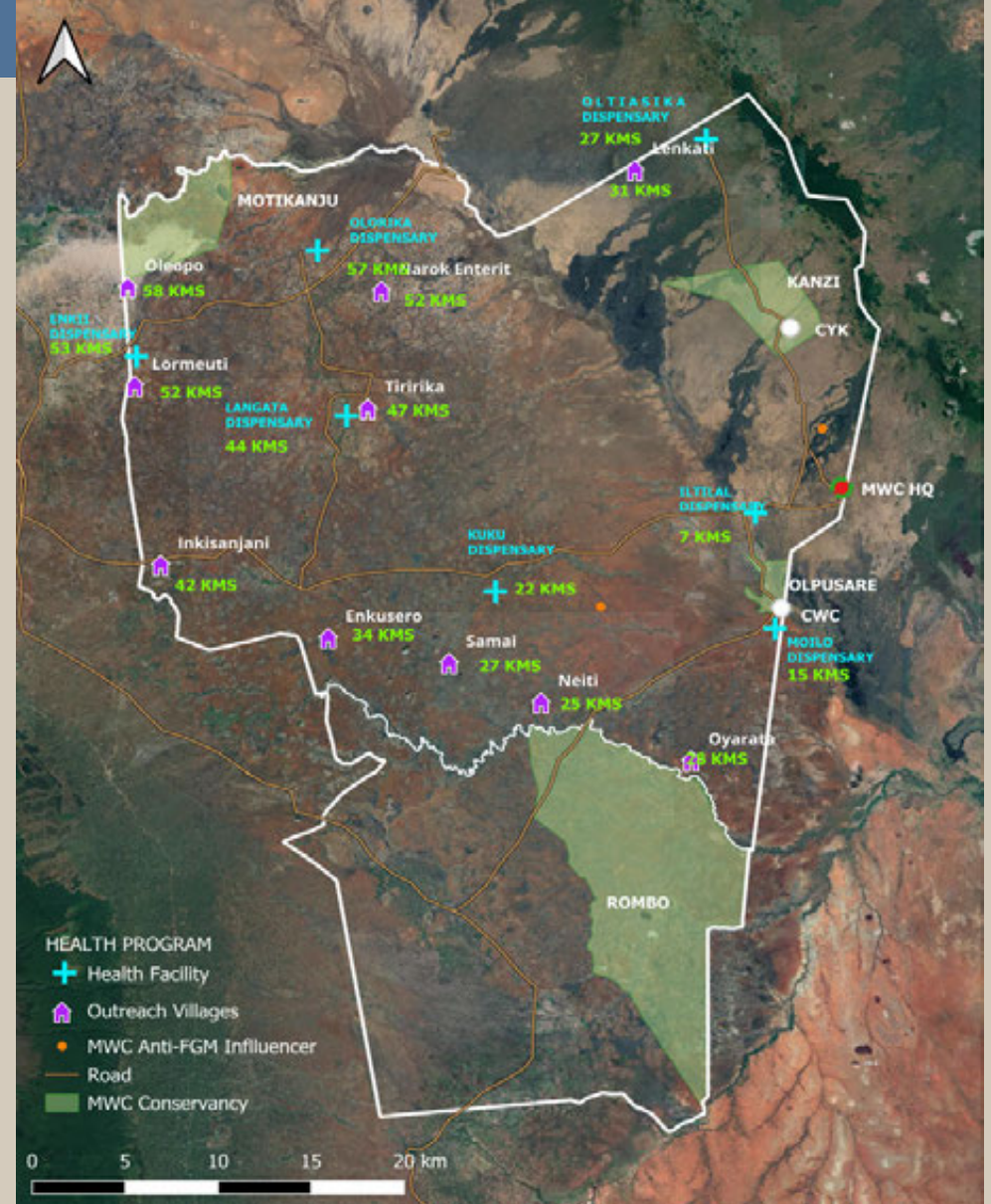
Attended by the Health Program Staff. Trainings covered: menstrual hygiene management, safe menstrual cup use, family planning, contraceptive messaging & HIV testing algorithm using Trinscreen.

1 Vaccination Campaign

MWCsupportedKenya’snationalimmunizationdrive targeting children against measles, rubella & typhoid.

6 Health Facilities

Supported across the Kuku Group Ranch: Iltilal Health Centre, Kuku Dispensary, Langata Enkima Dispensary, Olorika Dispensary Oltiasika Dispensary & Enkii Dispensary.



MAP SHOWING THE FACILITIES WE WORK IN AND SUPPORT ON KUKU GROUP RANCH

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 2025. 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.



27

Schools supported



71

Teachers employed



26

Support staff



618

Bursaries

207

Active



117

Scholarships

69

Active



9,981

Students enrolled

53%

Boys

47%

Girls

PARTNERSHIPS

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

ACHIEVEMENTS

1

New **ECDE** school, **Loormaroro**, was established enrolling **103** learners, comprising 49 boys and 54 girls.

117

Since 2005, we have sponsored **117 students**, helping to make education accessible to those in need. Of the sponsored students, **74** are boys (**63.25%**) and **43** are girls (**36.8%**), ensuring that both genders are supported in their educational journey.

41

Outreaches were also carried out across Kuku Primary and Secondary Schools.

RRC - Rangeland Restoration Chyulu Project scholarship beneficiaries achieved impressive KCSE results, reflecting the positive impact of sustained academic support and mentorship. Their performance underscores the importance of continued investment in access to education.



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

\$26,577 RAISED

For the 15th 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:

Kenneth Tsang, Paulina De La Fuente, Tzar Lehel, Brian Gase & Mark Somen.



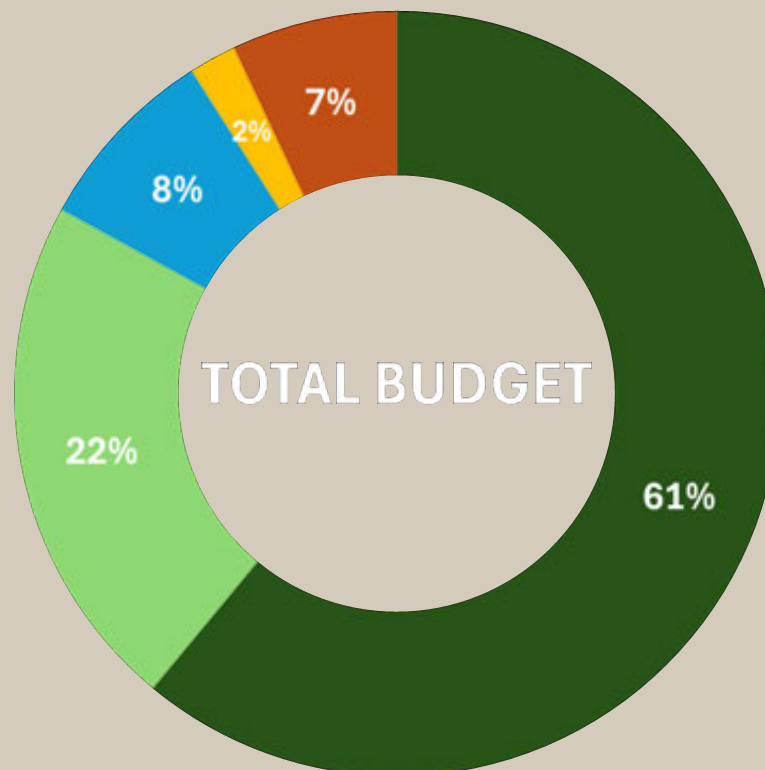
MWC FINANCIALS

PROGRAMMES & ACTIVITIES

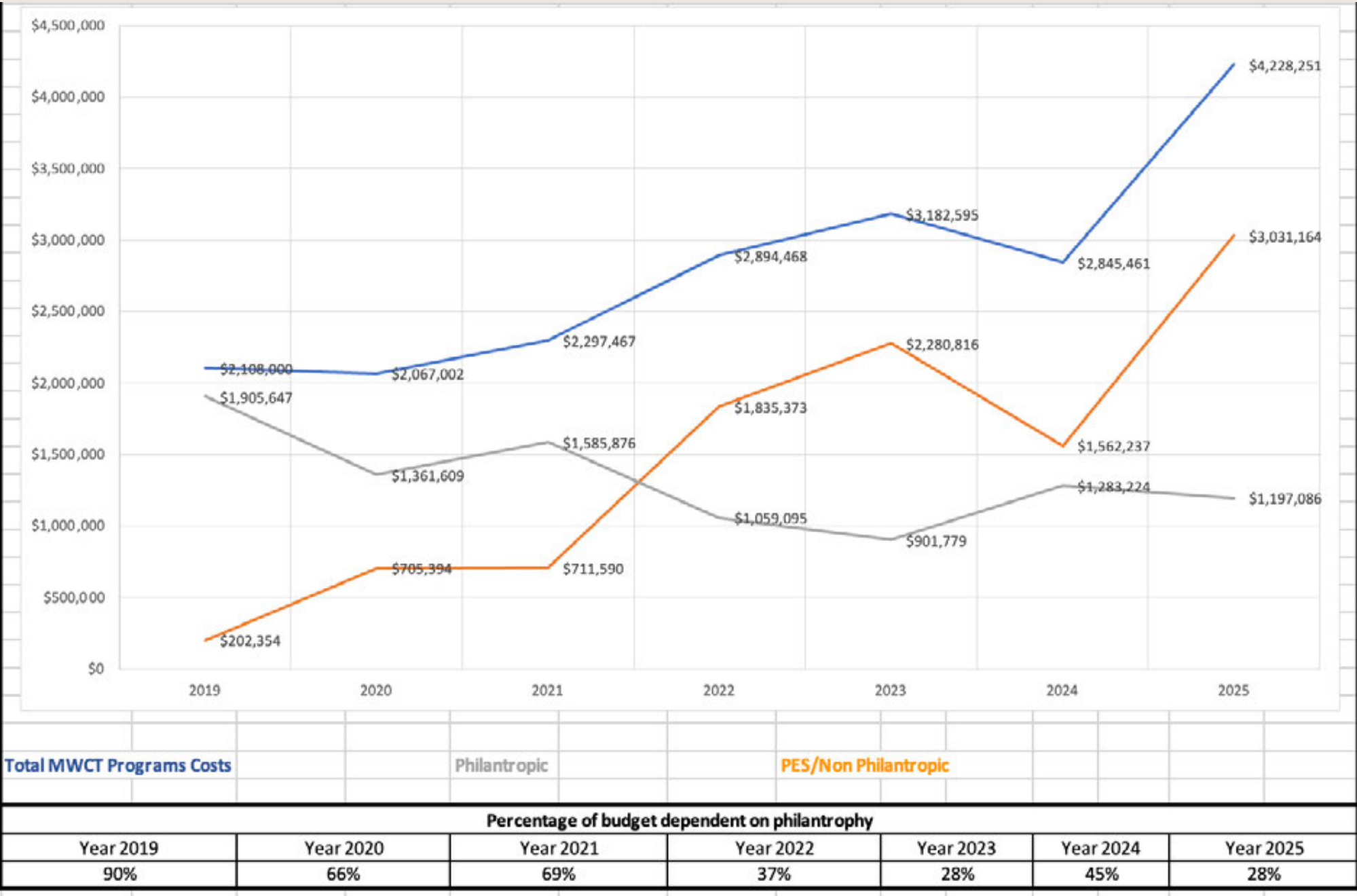
Sound financial management is at the core of our ability to make a real and sustainable impact. Our financial resources enable us to implement programs on the ground, respond to growing conservation challenges, and empower the community to become active stakeholders in conserving their own future and environment. Below a snapshot of our financial performance in 2025.

FINANCIAL IMPACT

CONSERVATION	\$2,562,797
CONSERVANCIES	\$942,624
EDUCATION	\$325,059
HEALTH	\$103,285
CHARITABLE SERVICES DELIVERY COSTS	\$294,485
TOTAL	\$4,228,251



MWC PROGRAM COSTS 2019 - 2025



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 - 2025

YEARLY COSTS

TOTAL INVESTMENT

OVER \$40mil



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 KITENDEN IN AMBOSELI	2025 CONSTRUCTION OF NEW TOURISM LODGE IN AMBOSELI STARTED, OPERATIONS IN 2026	



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

PASSIONATELY WORKING SINCE 1996

MAASAIWILDERNESS.ORG