



# ANNUAL REPORT 2016

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# Foreword

## *From the Board of Trustees*

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Dear all

This is our first real Annual Report, and in writing this introduction, the most fundamental question we, the trustees had to ask ourselves was, who are we writing to? That started us thinking about what has been involved in setting up and running the Land and Life Foundation - the web of relationships that began to form when Liz & Stefano Cheli had the idea of trying to put something back into the Africa from which they had earned their livelihoods for so long. This idea translated into their identifying co-trustees and establishing in 2011, the Cheli & Peacock Community Trust.

As the trust found its feet, things moved on in the business world, and the acquisition of the Cheli & Peacock companies by the Elewana Collection in 2015 provided the impetus to move the trust's activities up to the next level. The Community Trust was rechristened the Land and Life Foundation, with Liz and Stefano together with legal adviser Rupert Watson being joined on the board by Elewana's chairman and CEO, Karim Wissanji. Chania Frost became the trust's full time manager, and while donations from guests at company properties remained fundamental to our funding, we also began to raise more money at a centralised level.

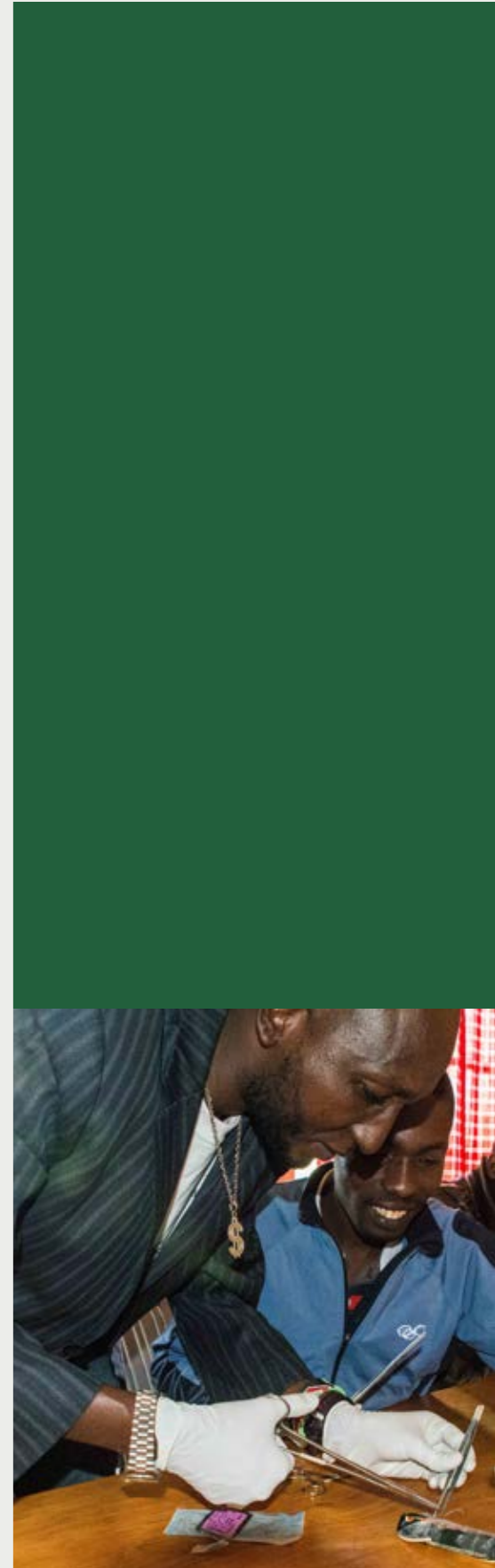
We would like to think of all those who give us money as partners, who we involve in the management of our projects - part of the project, rather than just witnesses to it. Our tourism destinations have also been essential partners in both raising money and giving us ideas on disbursing it, and we have focused much of our spending on projects in areas surrounding them; not only does this help to foster goodwill with our neighbours but it also enables our donors to see first-hand the fruits of their donations. Elewana has added further properties to the portfolio and so our activities have expanded to include properties at the coast and in Tanzania. We have also begun to think about more regional programs, reaching beyond the immediate areas around our camps.

With Chania leaving us at the end of last year, we were delighted to welcome Hannah Wood, bringing much innovative thinking on both raising and disbursing funds. She is based in Tanzania, where we soon hope to establish a formal presence and roll out new conservation and anti-poaching programs, as well as expanding our flagship Wildlife Warrior Program. Of course, our programs also involve partners both among the recipient communities and other donor agencies working in the same areas. Disbursing our income is no simple matter, and often requires detailed evaluation of alternatives, before deciding what will bring the maximum value at reasonable cost.

So, we have answered our own question and are writing to you all, both present and future partners in our Land and Life enterprise - in hope, in excitement and in enthusiasm, and most of all in gratitude for your participation in our enterprise.

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# Message

## *From the General Manager*

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Dear Friends and Supporters

The Land & Life Foundation is very excited to share with you this inaugural annual report on our projects and progress.

Firstly, and with sadness, we bid farewell to Chania Frost, who has been with the Foundation from its infancy. We would like to thank her for her hard work and dedication that saw the Foundation grow into a living, busy, impactful organisation. We take this opportunity to wish her all the very best in her future endeavours.

As I take over the reins I am excited about what the future holds for Land & Life. We are growing with every month that passes, and our reach and impact is expanding across communities and into new areas. I look forward to taking the organisation forward, and am happy to be a part of something so inspiring. 2016 was a busy year for Land & Life and it gives me pleasure to bring to you news about what we have achieved throughout the year.

Our Wildlife Warrior Program continues to have a huge tangible local impact. It ensures that the next generation of conservationists has the opportunity to flourish, thanks to quality education and schooling. We have reached more children than ever before and continued to expand our base of bright young students, achieving our goal of educating future conservationists.

Our Nature Conservation program has expanded to the Kenyan coast and Tanzania, promoting cross-border wildlife conservation in areas such as the Randilen Wildlife Management Area near Tarangire Treetops. We have also begun work on supporting turtle conservation projects, both in Diani and in Zanzibar, and have established a partnership with the Colobus Conservation Trust in Diani.

In collaboration with our valued partners Kicheche Community Trust, Safarilink and Elephant Pepper Camp in November we held our 5th free Medical Camp at Aitong Health Centre in the Mara. A total of six doctors – two dentists from Belgium, two Obs/Gynae, one paediatrician and one Kenyan physician - offered their services for free, treating over 880 people and making a huge impact within the local communities.

In mid-December we held our first Play to Win strategy meeting with our Trustees and other stakeholders to chart a road map for the Foundation. We will be taking forward the recommendations and implementing them, together with our action plan, throughout the coming year. It is our hope that this will help us expand our reach, helping to educate, unify, influence and communicate with a whole new generation of Wildlife Warriors and increase our nature conservation program impact in both Kenya and Tanzania.

Throughout 2017, we will invest our time and effort in areas that will augment our impact by sharing ideas and expertise with like-minded partners who are willing and well placed both to replicate our efforts and to scale up and reach even more communities. We believe these initiatives will help us to realise the future we envision - a sustainable future, where communities and wildlife thrive together across conservation areas, safeguarding nature for the next generation.

This is all made possible by the steadfast support and commitment of our Trustees, valued donors and supporters. We take this opportunity to say a BIG THANK YOU for your past, present and future investment in our life-changing work. With your continued support and encouragement, we know that we can do much much more. I wish you a wonderful and prosperous 2017 and we look forward to seeing you all out and about in East Africa!

*Hannah Wood*

*- General Manager, Land & Life Foundation.*



# Strategic Direction

## *Vision*

To be pivotal in conserving existing wildlife and habitats by changing community attitudes and behaviour; to build a sustainable future where communities and wildlife thrive together across conservation areas, safeguarding nature for the next generation

## *Mission Statement*

We will support and design effective conservation education and community outreach programmes, and conservation initiatives, for communities living alongside wildlife across Kenya and Tanzania. We will work collaboratively at all levels of civil society in matters of community, conservation, health, rule of law and education, from grass roots to government and alongside communities impacting on and affected by conservation and wildlife.

## *Ethos and Strategic Aims*

We strongly believe that the sustainability of East Africa's wildlife and habitats depends on four key actions: securing land for conservation, protecting species and their environment, providing tangible benefits for the communities who live alongside wildlife, and educating the next generation of conservationists.

## *Our Strategic aims are to*

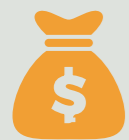
- ☑ **Educate** – the youth, the future generation of conservationists, our visitors and guests, our communities, our colleagues, our friends
- ☑ **Unify** – communities and wildlife, the past and the future, urban and rural, Kenya and Tanzania, coastal and inland, visitor and local
- ☑ **Influence** – governments and grassroots, local communities, tourism industry, internal colleagues and external partners, guests
- ☑ **Communicate** – to donors past and present, visitors, collaborators and partners, local communities, guests, public, global audience



# Key Achievements

In 2016

## Wildlife Warrior Program



US\$ 14,640

Raised for the scholarship program and activities



Added Embiti Primary School

(near Sand River Mara) to the wildlife Warrior Program



19 Scholarships

Awarded through our scholarship program



1200 Children

Participated in our WWP termly activities

## Medical Support



US\$ 1,382

Raised towards medical support



Held our 5th

successful free annual medical camp in Aitong, Masai Mara



885 People

Treated during the medical camp



4 inverter batteries worth US\$748

Donated to Aitong Health Centre



200 bedsheets,  
100 pillowcases  
100 towels

Donated to Plaster House in Arusha

## School Support



US\$ 21,054

Raised for school support



100's of school supplies;

Pens, pencils and crayons donated



Over 300 story books & 500 textbooks

donated

## Nature Conservation



Diani, Zanzibar, & Tarangire added to the program



US\$ 4,900

Donated to Honeyguide Foundation's HEC mitigation program in Tanzania



US\$ 2,351

Donated towards turtle conservation in Zanzibar



# Testimonials

*What people are saying about our work*

“ I am happy and excited for Land & Life Foundation for preparing this Wildlife Warrior Scholars retreat. I say thank you so much because I have seen many animals that I have never seen before. This retreat has benefited me and I would like to come again!



Evalyne Lekerpes – Wildlife Warrior Scholar

“ All of you and the children are most welcome! Thanks for the beautiful handwritten letters from the scholars. We wish them a bright future. I can understand how much effort goes into a retreat that impacts a rural community. Please feel free to contact us for any future projects



Seetha Nagaraja - a valued friend  
& supporter of L&L

“ Thank you for the contribution – the communities are really appreciative.



**Damian Bell – Director,  
Honeyguide Foundation**

upon receiving a donation of US\$4,900 from Land & Life Foundation towards funding for their Human-Elephant Mitigation kits in July

# Project Updates

## Wildlife Warrior Program

We held a number of conservation themed activities in our supported schools located near Kitich, Elsa's, Tortilis and Elephant Pepper Camps. At the beginning of January we

awarded new scholarship to 10 very deserving youngsters. Additionally, during the first school term which runs from January to early April we had an Art competition on waste management which was preceded by a talk on the importance of managing waste. The aim of this activity was to increase awareness amongst the community of the importance of managing waste and taking care of their environment. The children were asked to use their creativity and imaginations, recycling and repurposing paper, plastic and old polythene bags to make new and usable items.

During the second school term, May to August, we ran our next WWP activity - a debate on the importance of forests. The motion for the debate was "Deforestation should be banned". Again, the children impressed us with their debating skills and knowledge around this topic. The winning teams were awarded a game drive and a visit to the nearest Elewana property.

In mid-August we also held our 2nd

successful annual WWP retreat at Lewa Wildlife Conservancy. It was a 3 day event that brought together all our 19 Wildlife Warrior scholars for guided game drives, drama and conservation education classes providing them with an excellent opportunity to broaden their awareness on conservation issues. Led by a Kenyan drama teacher, the highlight of the retreat was when the scholars wrote and performed a short play based on the importance of forests. It was a fun experience filled with learning and new experiences for the youngsters. They are all looking forward to 2017's retreat which will include elements of team building exercises as well as focus on culture and gender.

During the third school which ran from September to October, we focused on wildlife, and showed a conservation and wildlife themed video to our Wildlife Warriors. Our Project Coordinator David visited our supported schools and showed the children a very interesting video on termites called "Castles of Clay". The children and teachers learned a lot about termites, how they live, their social structures and their very important role in our ecosystem. They had lots of questions and have requested that we go back again this year! During the first week of January this year we awarded 10 more scholarships to 10 bright and promising youngsters. To date we have 29 scholars under our wing.



# Project Updates

## School Support

In 2016 we worked directly with six schools across Kenya - Ololomei Primary School (Elephant Pepper Camp), Engilae Primary School (Kitich Camp), Esiteti Primary School (Tortilis), Kachiuru Primary School (Joys), Embiti Primary School (Sand River Mara), and Ura Gate Primary School (Elsas Kopje).

Outside community support, we deliver lasting transformation in communities living in these wildlife areas by placing project beneficiaries at the heart of our initiatives. Our aim is to address root causes of poverty such as gender inequality by opening up opportunities for young girls attending our supported schools.

During 2016 we received thousands in cash donations to be used for specific school benefits. This included large donations of US\$7,500 to Ura Gate Primary School and US\$6,600 for Esiteti Primary School. Further cash donations for school facility improvements included \$1,080 towards Ura Gate and \$1,000 towards Embiti Primary School. These funds were allocated towards pending works in the schools, including repair of water tanks at Ura Gate, installation of security window grills at Ura Gate, and a toilet block at Embiti. Construction and repairs will be undertaken in early 2017 and completed within a period of months, at which time reports will be sent to all donors.

We also received large donations of

books including a donation of 100 text books to Esiteti Primary and a further donation of 500 books, along with some toys, for Ura Gate Primary School.

In addition to the above mentioned specific donations, Land & Life also supplied hundreds of story books to the six schools, as well as school stationery including writing materials, chalk water paints, glue sticks, calculators, and footballs.

In 2017 we will expand our school support program by establishing relationships with and beginning fundraising for schools in or near the conservation areas of northern Tanzania. We hope to extend our activities to include more community-led projects which are inclusive of community participation and involvement. We aim to engender a feeling of ownership within the students and wider communities, and continue to underline the value of wildlife as a source of revenue and development for the communities living in or near these important conservation areas.



US \$16,180  
already  
allocated for  
planned school  
development  
projects in 2017

# Project Updates

## Nature Conservation

Land & Life has been working alongside Tarangire Treetops Elewana to establish a Human-Elephant Conflict Mitigation Program in the Randilen Wildlife Management Area, Tanzania. Tarangire Treetops has been instrumental in the formation and development of the Randilen WMA, and with their support and through our local partner the Honeyguide Foundation we are delighted to begin working on this vital area of elephant conservation. The project success here illustrates how working together and finding new ways to solve problems can make a huge difference to wildlife and the livelihoods of the communities they live alongside.

US\$4,900 to  
Human-Elephant  
Conflict Mitigation



To date we have donated US\$4,900 to the Honeyguide Foundation to develop Human-Wildlife Conflict resolution methodologies. Under the stewardship of Damian Bell, Honeyguide have found an innovative and safe way of redirecting elephants off farmland. During the busy harvesting seasons elephants can cause serious problems raiding crops, which puts them in danger as they encounter local communities eager to protect their farms, and willing to use deadly force to do so. The Honeyguide solution comes in the form of a non-lethal toolkit, deployed by farmers in the event of an elephant incursion. You can read more about this project on our website. Land & Life is delighted to be supporting this project and we are looking forward to continuing our work with Honeyguide into 2017.

With the expansion of our work into the coastal regions of Kenya and Tanzania came the opportunity to widen our Nature Conservation project portfolio. In Kenya AfroChic Diani provided a base from which we were able to visit and speak with both Diani Turtle Watch, a satellite program of Watamu Turtle Watch, and Colobus Conservation in Diani. Both of these operations have been running for some time and our discussions revolved around how we may be able to best provide support. We agreed to promote their activities in the

property, bringing them additional visitors and increasing their visibility, as well as raise funds and contribute to their projects and their conservation efforts.

In Kilindi, Zanzibar we began the process of establishing nature conservation projects. We entered into discussions with a local trained turtle conservation expert and started the process of identifying turtle hatching locations and rescuing eggs from endangered nest sites. Due to the delicate nature of this work and the nuances of operating with protected species such as turtles, we also consulted with external experts from other NGOs to best ensure our project success. In 2017 we hope to continue this work, and also are looking into beginning to fundraise for coral reef protection research and conservation.

In Kenya, we are looking to increase our nature conservation work, and we hope to do this through the development of close partnerships with professional organisations experienced in the respective areas. In Kenya, we are examining possible areas of collaboration in Amboseli, among other areas, while in Tanzania we are looking at the Serengeti and areas in which we can have the greatest impact there. We plan to see great growth in this area in the coming year and will keep you informed.

# Project Updates

## Medical Support

Our medical support and work in community health is a vital part of the support Land & Life offers to the communities living alongside wildlife and habitats. With an eye on influencing the future generations of conservationists, we believe it is important for communities to value wildlife and the visitors the wildlife bring, and to see the material benefits to be gained by conserving their natural environments.

Our 5th successful medical camp was held in Aitong in the Maasai Mara from the 1st to the 3rd of November 2016. Supported by our partners Safarilink Aviation and the Kicheche Community Trust and implemented by ourselves and the staff of Elephant Pepper Camp, the Medical Camp proved hugely successful. During the three days, 134 women were seen and treated by the two Obs/Gynaes present, and a total of 44 women had family planning implants inserted. The visiting paediatrician provided specialised care for 159 children, and the dentists were busy, performing 251 teeth extractions amongst other treatments. Overall the six doctors who generously volunteered their time and expertise managed to treat 885 people in this remote area, ensuring the local population place a value on wildlife in terms of its ability to attract guests and provide community support.

In 2017, we aim to create an even

larger impact in this part of the Maasai Mara. We hope to initiate partnerships with the National Health Insurance Fund (NHIF) and local community insurance providers to ensure that communities who find the cost of healthcare prohibitive are covered for any treatment or surgery they require. We also plan to invite a wide range of medical specialists who will address a variety of illnesses prevalent in this area. Please read more about this project on our website.

In Arusha, the Arusha Coffee Lodge continued the successful support of the Plaster House Arusha. Set up to facilitate surgery, rehabilitation and outreach programs, Plaster House supports children with disabilities such as fluorosis, club foot, tumours, burns and cleft palate. With 48 beds, Plaster House has 15 members of staff, including five House Mothers and one nurse, on call 24 hours a day. The House also provides support to mothers of children receiving treatment, by allowing them to stay with them during this time. Donations of sheets, towels and pillowcases were made from the property to the organisation to help in its wards, and throughout the year staff also made collections of clothing to be donated. Other camps in Tanzania also contributed, raising donations of items such as clothing from staff and guests and passing these to the Plaster House via the Coffee Lodge.



During the  
medical camp  
885 people were  
treated in Aitong,  
Maasai Mara

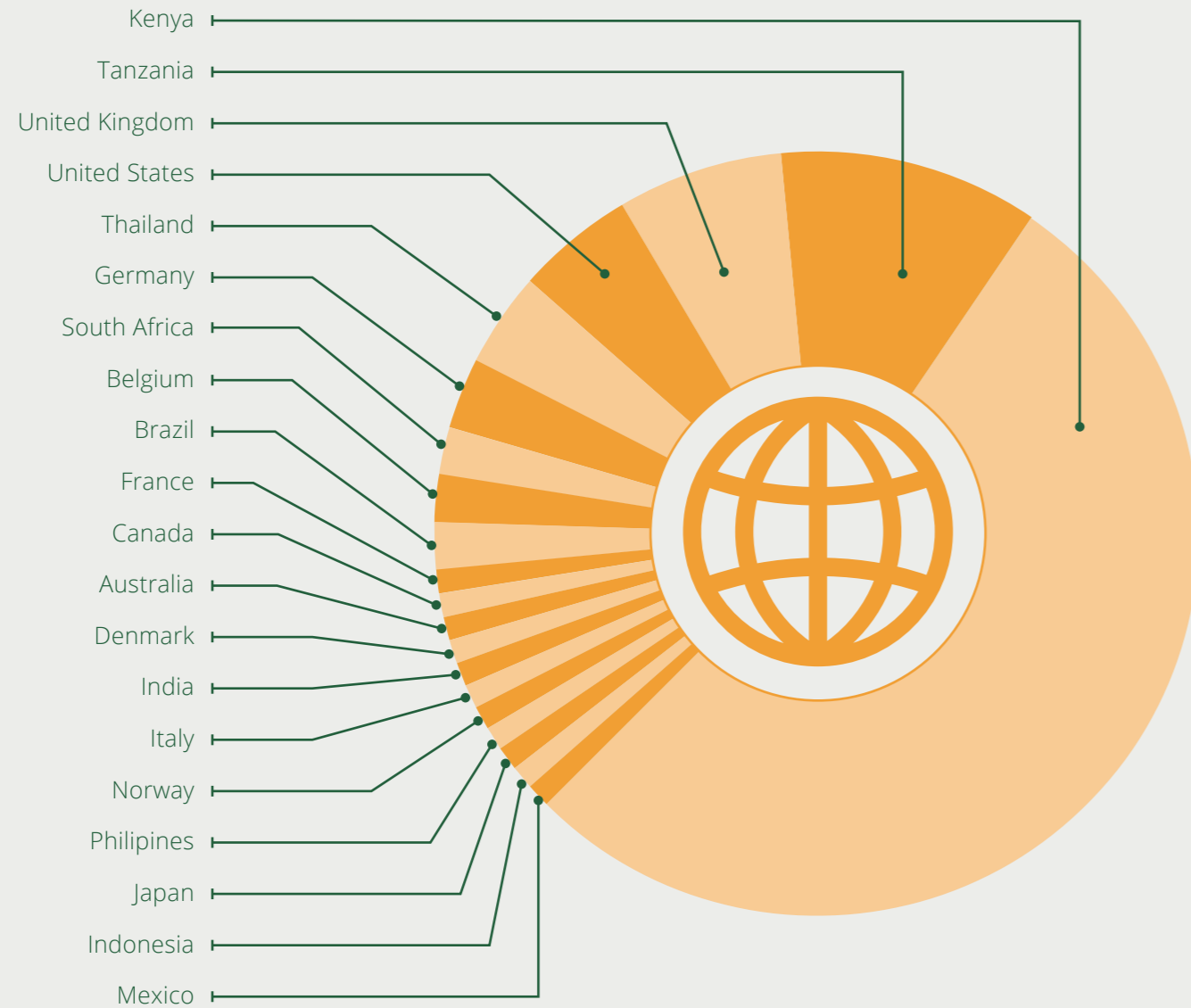




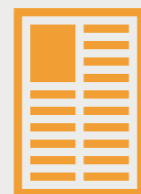
# Online Analysis

Website & Newsletter

## WEBSITE VIEWS PER COUNTRY



We launched our website in April 2016 and as of December 2016 we received 6,961 views



Throughout 2016 we sent out regular internal and external newsletters, reaching hundreds of our friends and supporters

The number of hits is growing and we are now reaching thousands people globally

The total number of newsletters sent in 2016 was 17 internal and 11 external



# Financials

## Income & Expenditure

	PROJECTS INCOME (DONATIONS)			WILDLIFE WARRIOR PROGRAM		NATURE CONSERVATION		MEDICAL SUPPORT		SCHOOL SUPPORT		Total Expenditure
	Existing balance	2016 income	Total Income	2016 expenditure	Funds allocated for expenditure 2017 onwards	2016 expenditure	Funds allocated for expenditure 2017 onwards	2016 expenditure	Funds allocated for expenditure 2017 onwards	2016 expenditure	Funds allocated for expenditure 2017 onwards	
<b>KENYA</b>												
AfroChic Conservation	N/A	\$20	\$20	N/A	N/A	\$0	\$20	N/A	N/A	N/A	N/A	\$20
Aitong Health Centre	\$13	\$1,382	\$1,395	N/A	N/A	N/A	N/A	\$1,042	\$353	N/A	N/A	\$1,395
Ura Gate Primary School	\$14,416	\$12,419	\$26,835	\$1,455	\$14,750	N/A	N/A	N/A	N/A	\$2,228	\$8,402	\$26,835
Kanjoo Primary School	\$0	\$8,394	\$8,394	\$0	\$8,000	N/A	N/A	N/A	N/A	\$0	\$394	\$8,394
Ololomei Primary School	\$7,449	\$2,335	\$9,784	\$90	\$8,000	N/A	N/A	N/A	N/A	\$1,446	\$248	\$9,784
Kachiuru Primary School	\$6,478	\$1,215	\$7,693	\$800	\$3,114	N/A	N/A	N/A	N/A	\$940	\$2,839	\$7,693
Engilae Primary School	\$5,619	\$1,180	\$6,799	\$1,155	\$3,937	N/A	N/A	N/A	N/A	\$272	\$1,435	\$6,799
Lewa Education Program	\$2,169	\$330	\$2,499	\$0	\$0	N/A	N/A	N/A	N/A	\$365	\$2,134	\$2,499
Embiti Primary School	\$0	\$1,000	\$1,000	\$0	\$0	N/A	N/A	N/A	N/A	\$0	\$1,000	\$1,000
Esiteti Primary School	\$9,056	\$10,624	\$19,680	\$426	\$9,600	N/A	N/A	N/A	N/A	\$3,260	\$6,394	\$19,680
Wildlife Warrior Activities	\$0	\$3,450	\$3,450	\$3,450	\$0	N/A	N/A	N/A	N/A	\$0	\$0	\$3,450
<b>Total</b>	<b>\$45,200</b>	<b>\$42,349</b>	<b>\$87,549</b>	<b>\$7,376</b>	<b>\$47,401</b>	<b>\$0</b>	<b>\$20</b>	<b>\$1,042</b>	<b>\$353</b>	<b>\$8,511</b>	<b>\$22,846</b>	<b>\$87,549</b>
<b>TANZANIA</b>												
Kilindi Turtle Project	\$0	\$2,351	\$2,351	N/A	N/A	\$2,351	\$0	N/A	N/A	N/A	N/A	\$2,351
Tarangire TreeTops	\$0	\$4,900	\$4,900	N/A	N/A	\$4,900	\$0	N/A	N/A	N/A	N/A	\$4,900
<b>Total</b>	<b>\$0</b>	<b>\$7,251</b>	<b>\$7,251</b>	<b>\$0</b>	<b>\$0</b>	<b>\$7,251</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$7,251</b>
<b>GRAND TOTAL</b>	<b>\$45,200</b>	<b>\$49,600</b>	<b>\$94,800</b>	<b>\$7,376</b>	<b>\$47,401</b>	<b>\$7,251</b>	<b>\$20</b>	<b>\$1,042</b>	<b>\$353</b>	<b>\$8,511</b>	<b>\$22,846</b>	<b>\$94,800</b>





**KENYA    TANZANIA**

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