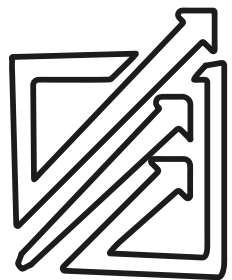


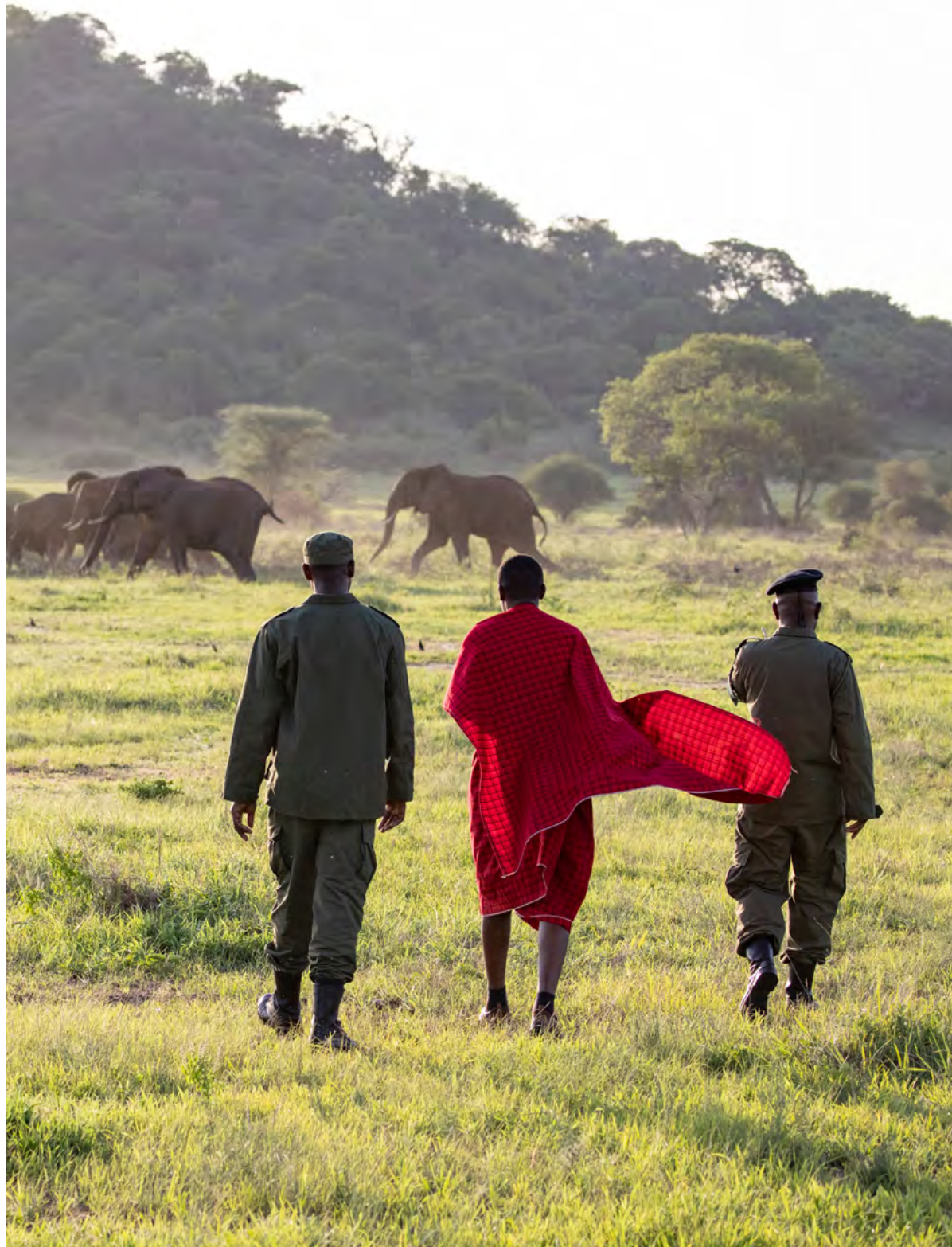
Accelerating



IMPACT
for people
and nature

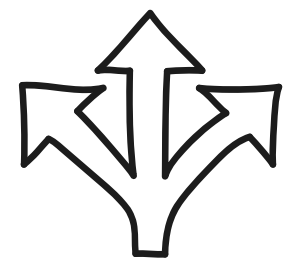
*Enabling high-potential, local organizations
to achieve even more.*


Maliasili
INVESTING IN PEOPLE FOR NATURE





When organizations realize their full potential, great things can happen...



Maliasili strengthens local organizations, enhances leadership capacity, and fundraises so that more money gets to the right people.



“What distinguishes Maliasili from other organizations is how they really walk the journey with you as an organization- well beyond any individual project or activity.”

—Dickson Kaelo, CEO, Kenya Wildlife Conservancies Association

OUR IMPACT



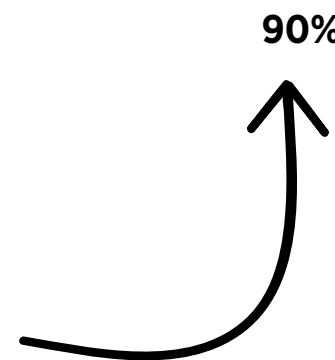
\$15M+ raised and leveraged for our partners since 2018



20+ strategies bringing new focus, clarity & direction



80 African conservation leaders attended our leadership training



90% of our partners said Maliasili’s support has made them a stronger organization*

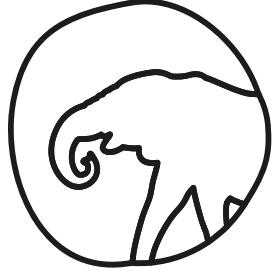
90% increased or kept steady their social and environmental impacts

70% have more money than when we started working together

60% grew the sizes of their teams

2 out of 3 have a more diverse group of donors

Numbers above include partners who we have worked with for three years or more. *Data from an anonymous 2020 partner feedback survey



Together, our partners' work reaches a huge area, benefiting people, wildlife, the climate and nature.

Our Portfolio's Influence & Reach



Work across 350,000km² of biologically rich landscapes in east and southern Africa.

Support communities to **safeguard** more than 34,000 elephants and 1,800 lions residing in critical ecosystems.

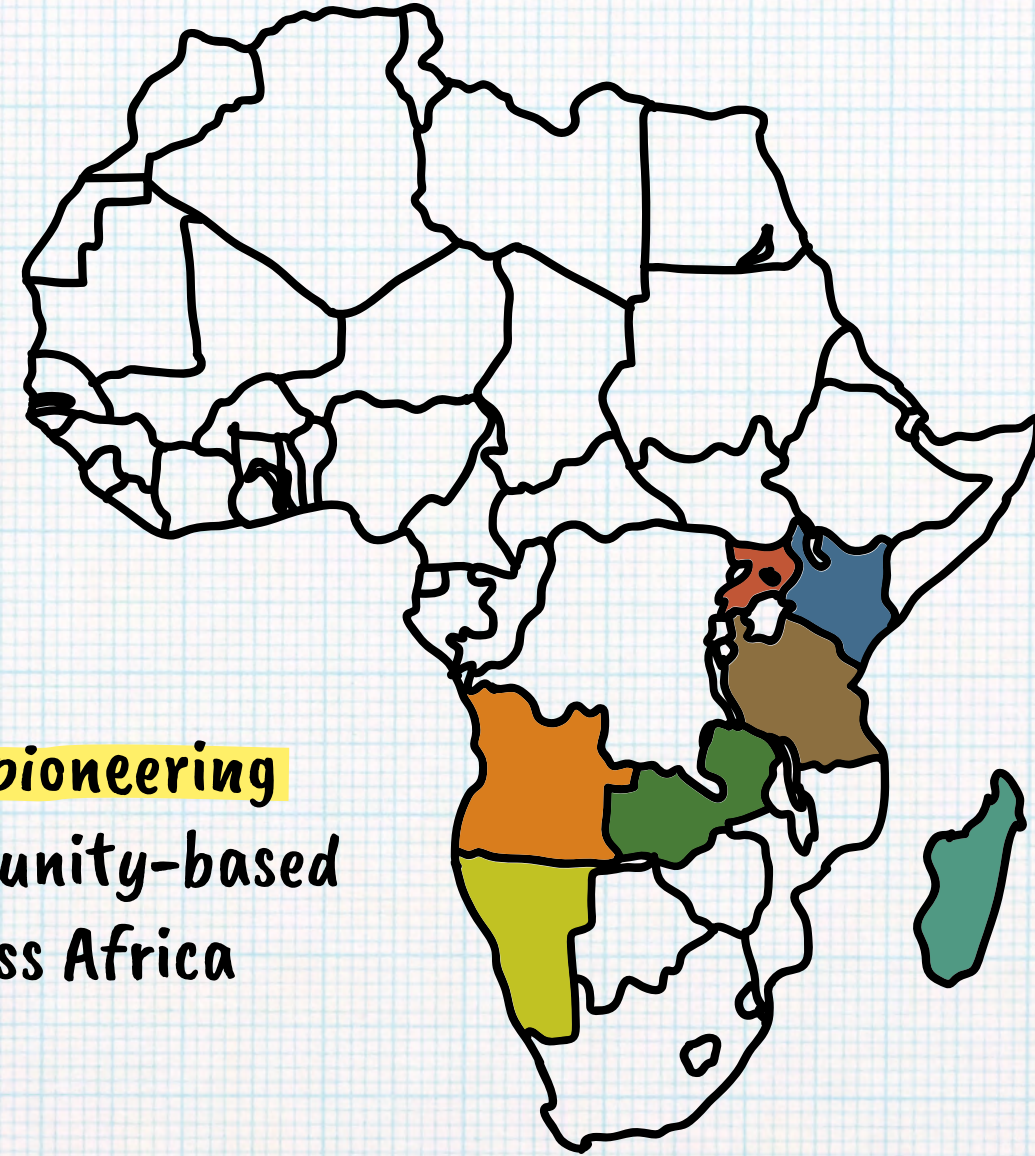
Help **generate** +\$12 million annually for communities who are sustainably managing their forests, wildlife, rangelands, and waters.



Reach more than 2 million people

OUR PORTFOLIO

Our partners are pioneering and leading community-based conservation across Africa



Kenya



Madagascar



Namibia



Tanzania



Angola



Uganda



Zambia



WHAT GUIDES US

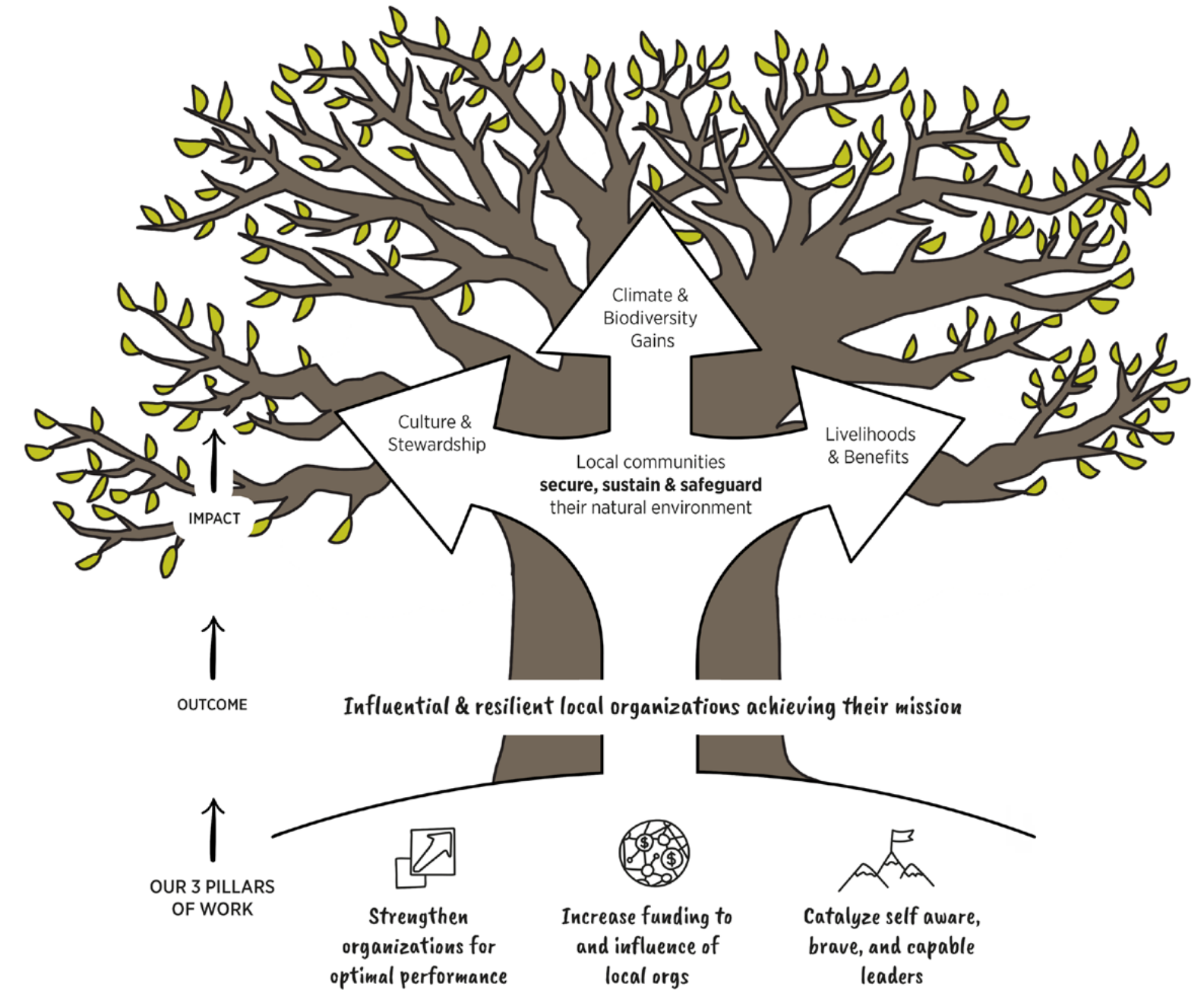
Climate change, ecosystem degradation, population growth, resource conflicts. Our global environmental challenges are massive and urgent.

Local communities offer a solution.

With the rights, incentives, and capabilities they can sustainably manage their lands, resources, and ecosystems, benefiting people and our planet.

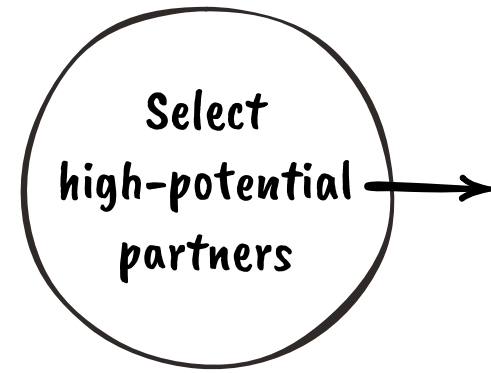
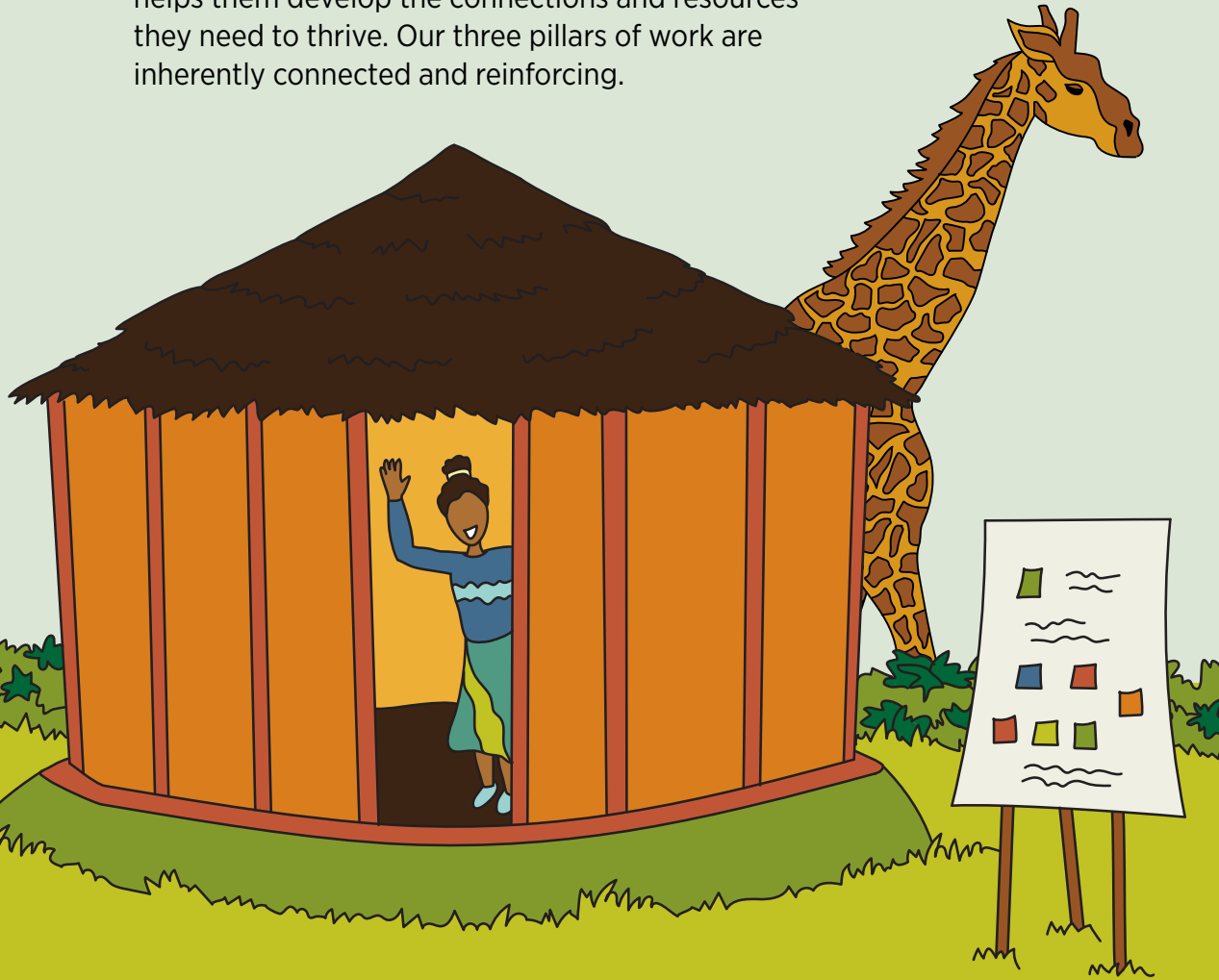
The best support for these local communities is through talented, motivated and committed local organizations. That's why Maliasili pours our efforts into helping them realize their full potential. **When local organizations are strong, the communities driving conservation are too.**

That's why we invest in people for nature...



WHAT WE DO

We support outstanding local organizations to become stronger and more effective through a multi-year customized support process that strengthens their organization, improves their leadership, and helps them develop the connections and resources they need to thrive. Our three pillars of work are inherently connected and reinforcing.



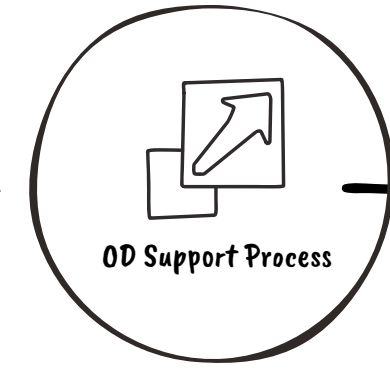
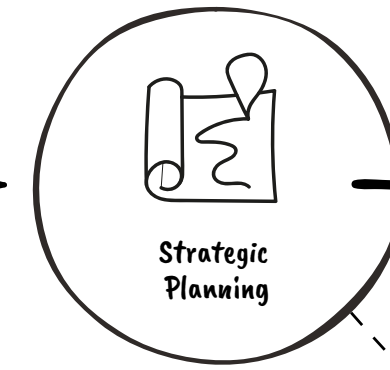
We take a rigorous and curious approach when determining who to partner with.

We look for organizations with a conservation model that puts people at its core by:

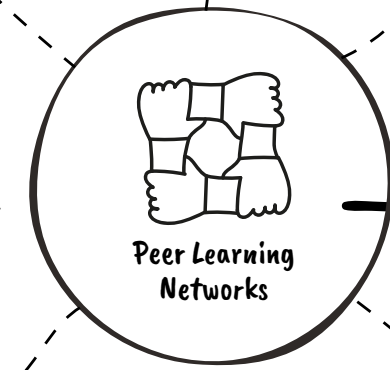
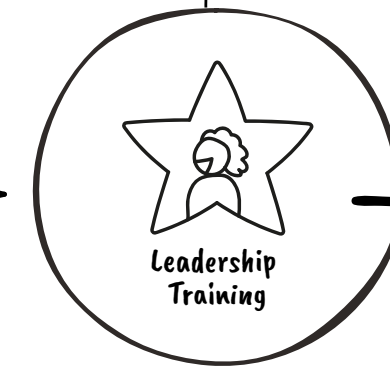
- **Strengthening rights** over land and natural resources
- **Providing economic incentives** for conservation efforts
- **Enhancing local decision-making** and management bodies

OUR 3 PILLARS OF WORK

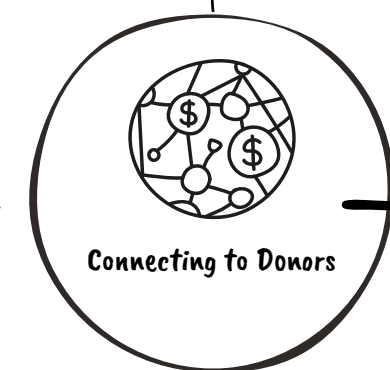
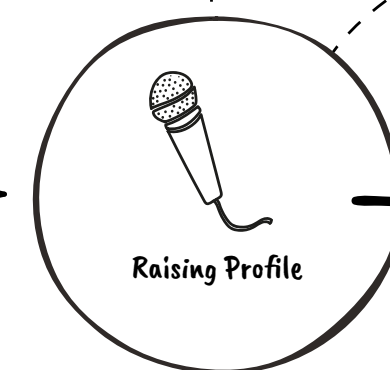
Strengthen organizations



Catalyze outstanding leaders



Increase influence and funding



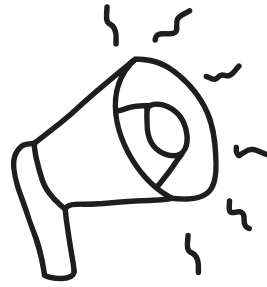
STRONGER ORGANIZATIONS

Strengthen local organizations for optimal performance.

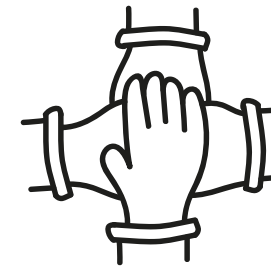
We provide several years of intensive support to our partners. We start by assessing their organization's needs, and then design annual plans for our organizational development support.



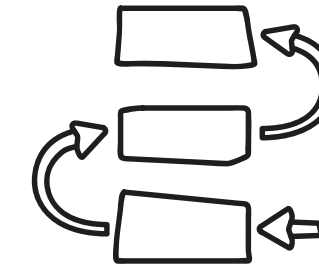
Strategic planning: Facilitating the development of strategic plans for greater focus and clarity.



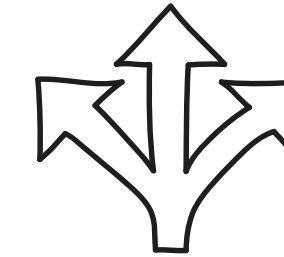
Communications: Helping an organization tell its story, share its impact, and engage with its key stakeholders in a compelling way.



Team Development: Cultivating well managed, dynamic, and structured teams guided by shared values and a strong culture for optimal performance and results.



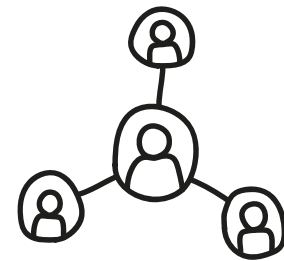
Management: Building skills and knowledge around management and systems to help individuals unlock their full potential.



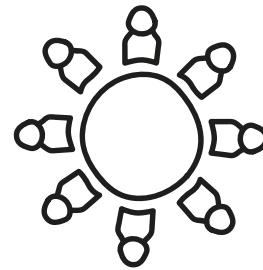
Financial Management: Building organizational systems to effectively manage funds accountably and strategically.



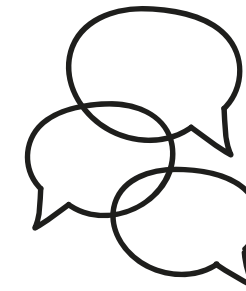
Monitoring & Evaluation: Developing clarity on how interventions lead towards results and ensuring that learning and reflections inform future strategies, decisions and plans.



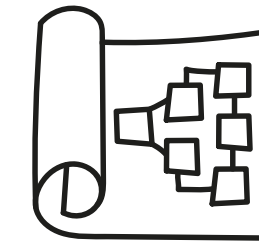
Leadership: Developing outstanding leaders who are self-aware, skilled, and capable of driving change.



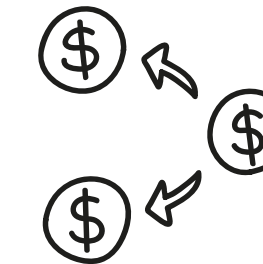
Board Governance: Strengthening board governance to oversee and guide effective organizations.



Relationships: Advising and facilitating the development of strong partnerships, collaborations, and networks for greater influence and leveraging of resources.



Work Planning: Creating prioritized, realistic, and time bound plans based on clear goals and targets.



Budgeting: Allocating and managing funds to support planning and operations.



Fundraising: Generating sufficient and supportive revenue by identifying needs, cultivating relationships, and securing funding.

OUTSTANDING LEADERS

Catalyzing self-aware and capable leaders.

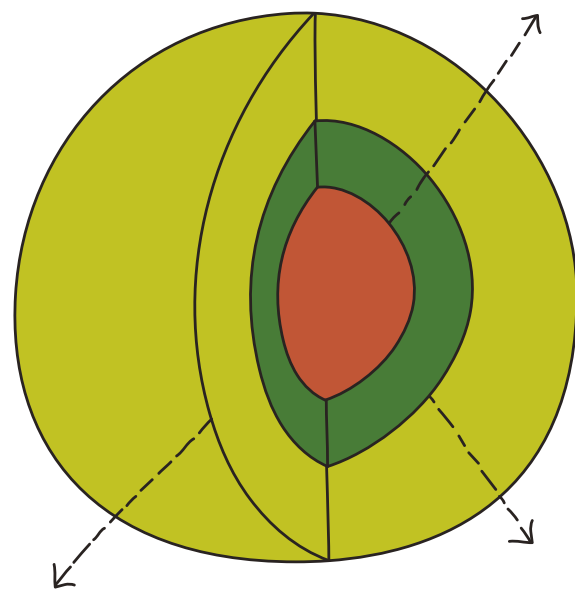
Today and tomorrow's conservation leaders need to drive systemic change by building organizations and networks far greater than the sum of their parts. Conservation needs leaders who can address local and global challenges, build collaborations and movements, and build and manage outstanding teams of diverse and talented individuals.

In collaboration with several partners, we run three leadership programs to strengthen conservation leaders across the continent.



Our programs cover three levels of leadership

Leading Self
Helping leaders understand their approach, leading style, strengths, and behaviors.



Leading Collaborations
Fostering a leader's ability to collaborate within the broader system that their organizations operate within, such as working with different actors and interests, including government, donors, partners and more.

Leading Organizations
Empowering leaders with the skills and competence to engage, motivate, and inspire their teams to build strong organizations.



Since 2016:

6 leadership learning cohorts

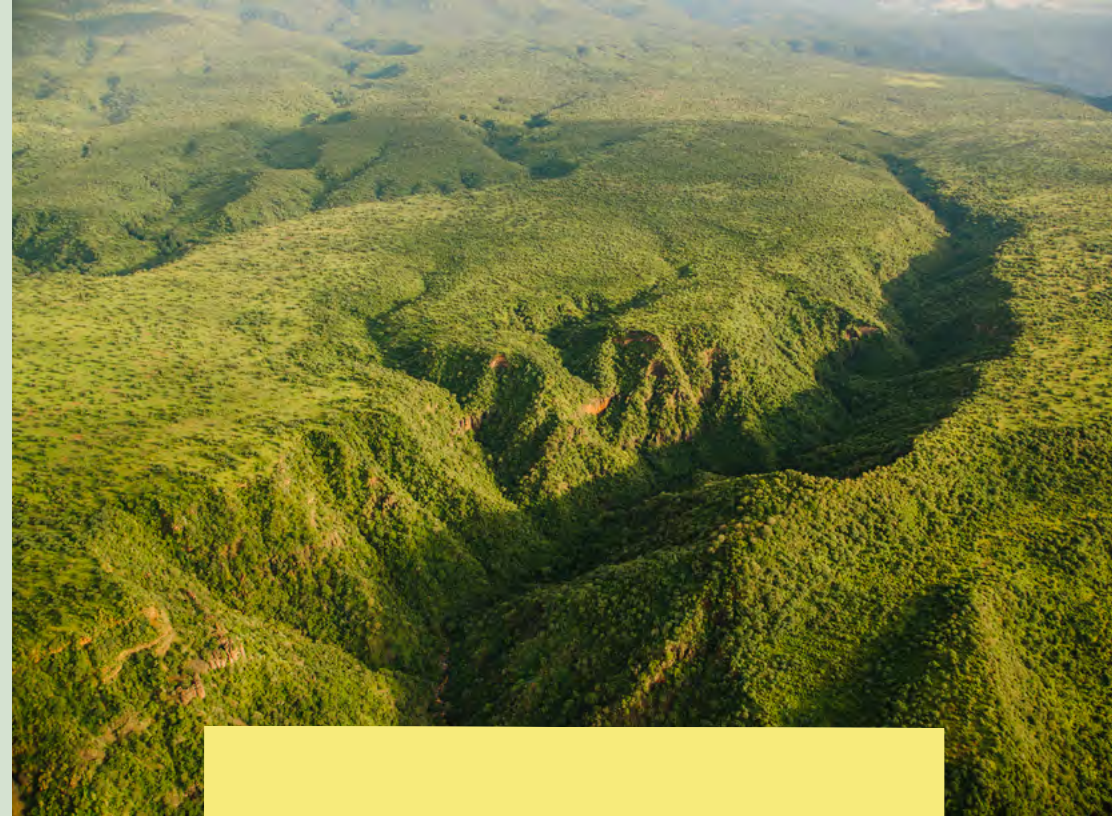
99 leaders from 13 countries

49 conservation organizations

AMPLIFYING LOCAL RESOURCES & INFLUENCE

Local organizations often struggle to obtain the resources, attention, and support that they need in order to be successful. A key and growing aspect of our work is helping our partners tell their stories, find supporters and allies, and mobilize resources.

We work to raise awareness about the value of investing in local, community-driven conservation solutions, promote our partners as the key innovators and change-makers that they are, and help them secure funding for their work.



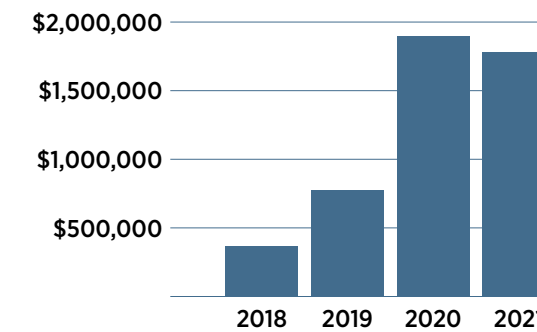
"It is clear that there is a growing urgency to overcome the funding barriers that persist in keeping African NGOs underfunded and unsupported."

—Disparities in Funding for African NGOs, African Philanthropy Forum and Bridgespan Group, 2021

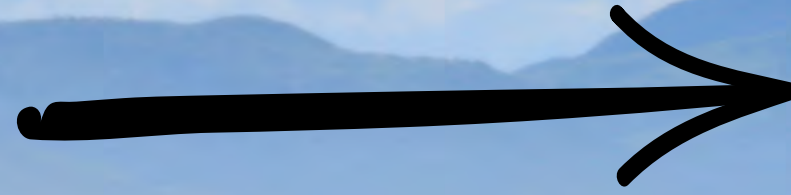
We work with funders who want to support the best and brightest in African community conservation to connect with our partners, and facilitate new funding structures such as the Maasai Landscape Conservation Fund.

Ultimately we seek to use our skills and networks to shift more influence and funding to great local organizations.

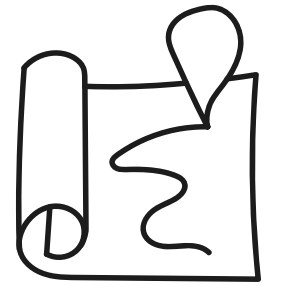
Grants to Maliasili Partners



Stronger local organizations
leading innovation and change



Greater local and global
conservation impact



PARTNER
GROWTH
JOURNEYS

What it takes to
Accelerate Impact





INSPIRING A LANDSCAPE OF CONSERVATIONISTS

Kenya's most important wildlife and tourism area and one of Africa's most iconic landscapes, the Maasai Mara, is also a space under threat, due to fencing, development, population growth, and other pressures. In response, Maasai landowners and tourism operators together formed conservancies surrounding the Maasai Mara National Reserve, actually doubling the size of conserved land across the ecosystem.

The Maasai Mara Wildlife Conservancies Association (MMWCA) coordinates the development and running of these conservancies, and has helped them successfully earn millions of dollars in revenue while also seeing the return and growth of key wildlife species, such as lions, elephants and wild dogs.

More conservancy land means more land under conservation. And more money going to landowners means more incentive to keep land intact for people and wildlife to thrive.

"MMWCA could only have achieved the levels of effectiveness and performance that it has because of the organizational support from Maliasili; it gave us clarity of purpose, method and function that we never would have had otherwise."

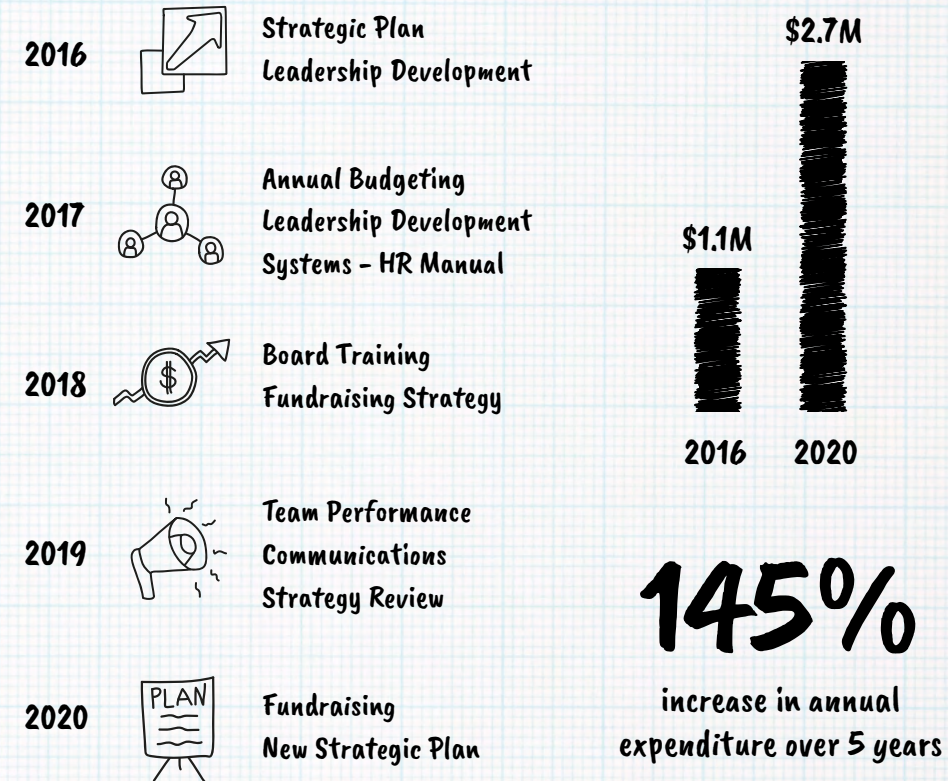
— Calvin Cottar, Cottar's Safaris and MMWCA Board Member

ORGANIZATIONAL GROWTH TO IMPACT

OUR SUPPORT

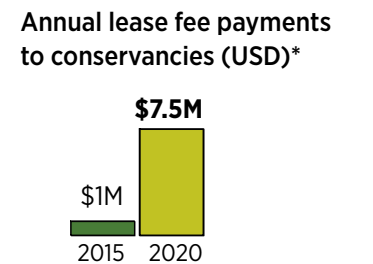
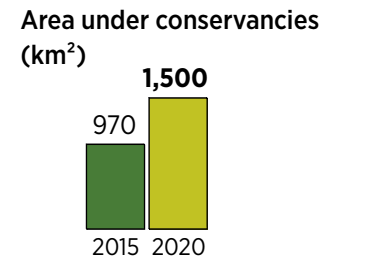
MMWCA'S GROWTH

Annual expenditure (USD)

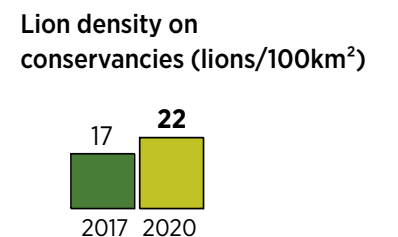


MMWCA became a partner in 2016, when we began to support their growth as the key coordinating organization across the Maasai Mara conservancies.

IMPACT



*Amount due based on conservancy lease agreements. Actual revenue paid was much lower due to emergency renegotiations of fees resulting from loss of tourism income during COVID pandemic.





“As an organization we are much stronger than we were... when we first started working with Maliasili. They have been instrumental in building our capacity, linking us to new key partners, and thinking longer-term.”

—Lorna Slade, Technical Advisor, Mwambao Network



SUPPORTING A RISING TIDE OF COMMUNITY COASTAL ACTION

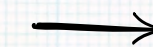
Tanzania’s long Indian Ocean coastline, and the offshore islands of Zanzibar and Pemba, are home to rich marine ecosystems that help support almost 90% of Tanzania’s coastal communities. Today, these marine ecosystems are increasingly degraded due to pressures ranging from population growth and climate change to large-scale and more intensive commercial fishing operations.

Mwambao Coastal Community Network helps local communities that manage and depend on Tanzania’s marinescapes to find ways to make them healthier so both people and the fish and corals of the Indian Ocean benefit. This includes developing local fisheries management committees; establishing seasonal closures to better manage high-value species such as octopus; improving collaborative management with government, particularly in marine protected areas; and coordinating a network of coastal communities.

Mwambao runs a community marine closure program where they support communities to close off sections of their marinescapes to allow them to recover for a period of time. The results have been tremendous and obvious: more and bigger fish and octopus, and in turn more money for their catch.

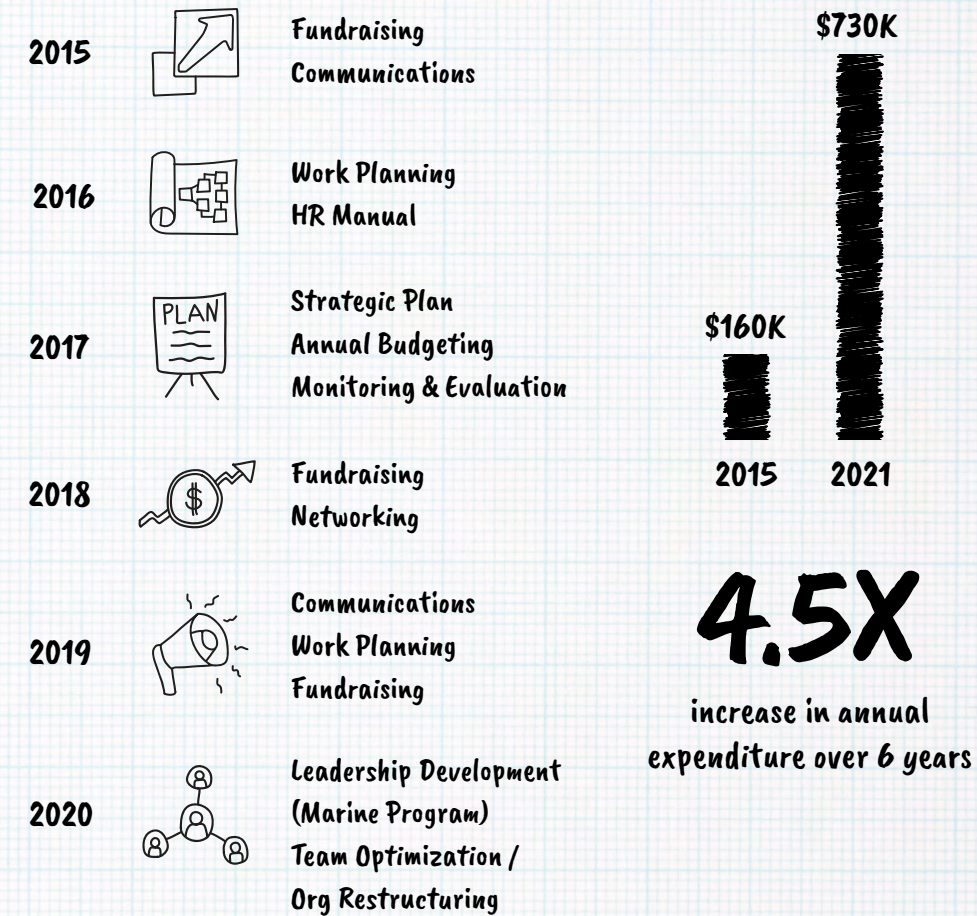
ORGANIZATIONAL GROWTH TO IMPACT

OUR SUPPORT



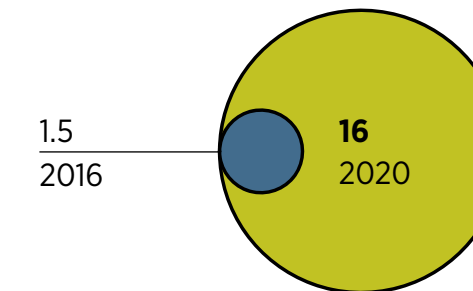
MWAMBAO'S GROWTH

Annual expenditure (USD)



IMPACT

Area of community managed fishery closures (km²)





A CHAMPION FOR INDIGENOUS AND COMMUNITY LAND RIGHTS

The Ujamaa Community Resource Team (UCRT) is one of Africa's leading grassroots land rights organizations. Their mission is to help vulnerable indigenous communities own, manage, and benefit from their land and natural resources. They work with over 100 communities across over 20,000 km² in northern Tanzania, from the borders of the Serengeti to the southern Maasai Steppe.

They are an African leader in developing legal mechanisms that enable communities to secure their land rights, improve local management systems through land use plans, and leverage those rights to earn revenue from sustainable natural resource use.

In 2016, UCRT staff received the Goldman Environmental Prize for Africa, and UCRT was a winner of the UNDP Equator Prize. They work with international partners as diverse as Oxfam and The Nature Conservancy.

"Maliasili have always helped us to network and foster new collaborations & funding partnerships. We trust whoever they connect us to because we know there will be some shared values. Maliasili's unique support helps us problem solve. This kind of partnership that understands and respects cultural context helps the survival of community-based, grassroots organizations."

—Paine Mako, Executive Director, UCRT

ORGANIZATIONAL GROWTH TO IMPACT

OUR SUPPORT

2015



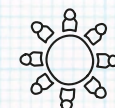
Team Performance
Fundraising
Communications
Monitoring & Evaluation

2016



Leadership Development

2017



Strategic Plan
Board Strengthening
Work Planning

2018



Communications
Fundraising

2019



Strategy Review
Coaching

2020



Advisory Support

UCRT'S GROWTH

Annual expenditure (USD)



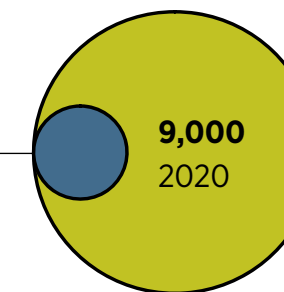
87%

increase in annual expenditure over 5 years

→ IMPACT

Community titled (CCRO) land area (km²)

900
2015



9,000
2020





A PIONEER OF CBNRM, GETTING EVEN STRONGER

Integrated Rural Development and Nature Conservation (IRDNC) is one of Africa's most accomplished conservation organizations. Starting in the 1980s, IRDNC pioneered new approaches of working with rural people in Namibia to protect rhinos and elephants. A decade later, that provided a key foundation for policy and legal reforms that established communal conservancies, which have become one of Africa's leading grassroots conservation models.

Today, IRDNC works with communal conservancies across roughly 5 million hectares, building their management capacity, supporting land-use planning, promoting rangeland management, and helping them generate revenue from nature-based enterprises. The more revenue they generate, the more incentives they have to support and engage in community conservation. IRDNC's trusted role has propelled it into playing a regional role in community conservation, supporting transboundary natural resource management efforts between communities in northeast Namibia and neighbouring Angola, Botswana, and Zambia.

"IRDNC can only remain relevant by staying in tune with and responsive to realities on the ground. In this regard Maliasili did wonderful work in facilitating a strategic review and impact mapping exercise to align our field work with the ever-changing environment."

— Willie Boonzaaier, Programme Director, IRDNC

ORGANIZATIONAL GROWTH TO IMPACT

OUR SUPPORT

- 2015 **Strategic Plan**
- 2016 **Communications**
- 2017 **Fundraising Leadership Development**
- 2018 **Work Planning Team Performance**
- 2019 **Strategy Review**
- 2020 **Monitoring & Evaluation**

IRDNC'S GROWTH

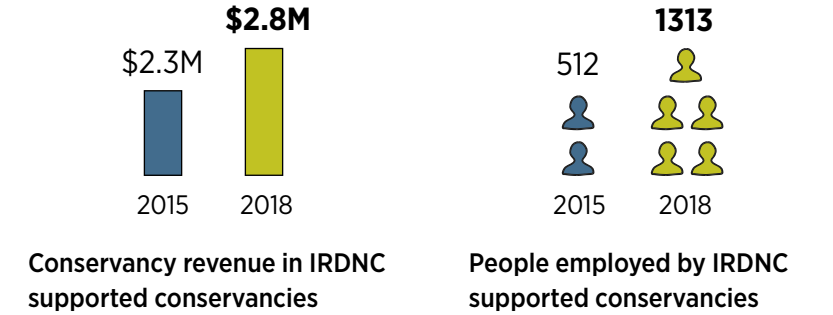
Annual expenditure (USD)



54%
increase in annual expenditure over 5 years

IMPACT

Maliasili began supporting IRDNC in 2016, starting with the development of a 10-year strategic plan. Today, IRDNC continues to be a national leader in community conservation.





“The conservation impacts we’ve achieved in recent years would not have been possible without Maliasili. We would have never gotten to the stage we’re at now as an organization—where we’re really seeing the results of our efforts—without Maliasili’s support.”

—Damian Bell, Executive Director of Honeyguide

Honeyguide works with communities across 5,000 km² of northern Tanzania’s savannah landscapes, seeking to make conservation a viable business and livelihood opportunity for local people.



***When local organizations
realize their full potential,
the whole world benefits.***

OUR BIG VISION

Maliasili's work is ultimately all geared towards expanding, strengthening, and supporting community-based approaches to conservation and natural resource management. Our work and our portfolio selection is based on the belief that local communities' rights, values and agency is critical to the future of the earth's biodiversity and ecosystems, as well as human well-being. Our vision of conservation seeks to empower communities to secure the lands and resources that their livelihoods depend on, providing them with greater agency to shape their own futures.

Our partners are putting that vision into action every day in their communities, their landscapes and their societies.

By helping them become stronger, more influential and more resilient organizations, we are accelerating their impact, and the spread of community-led conservation across Africa and beyond.

OUR GLOBAL CHALLENGES CAN'T WAIT.

To address biodiversity loss, climate change, and environmental degradation, we need more outstanding local organizations that can drive positive change for people and nature on a growing scale.

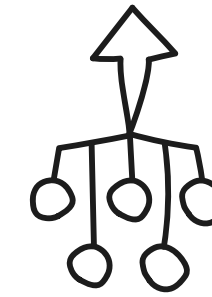
OUR **GOALS** ARE AMBITIOUS AND BOLD.

By 2025 we aim to:

- Triple the size of our portfolio supporting a total of **90 organizations across Africa and Madagascar**
- Train, support, and connect **200 high performing local conservation leaders**
- Mobilize at least **\$40 million in new funding** for our portfolio partners
- Stimulate at least **\$100 million in new funding commitments** for community-based conservation organizations across the conservation field

INVEST IN US

We want your support



- **Invest in Maliasili**
We have a big vision and ambitious goals, we need the funding to match them
- **Invest in our portfolio**
When you invest in our portfolio you know the organizations have been vetted and strengthened, and with more money their impact will grow
- **Invest in Africa's next generation of leaders**
Your support to our leadership program will help secure the future of African conservation

"Our investment in Maliasili is an investment in a new paradigm for community-led conservation—one where resources and influence flow to local organizations that deliver results for people and critical landscapes across Africa."

—Kristin Gilliss Moyer, COO, Mulago Foundation

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JOIN THIS **JOURNEY** WITH US.

When you invest in Maliasili, you invest in our entire conservation portfolio.

Contact: info@maliasili.org | maliasili.org

Maliasili, 4 Carmichael St, Suite 111-193, Essex Junction, VT 05452

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