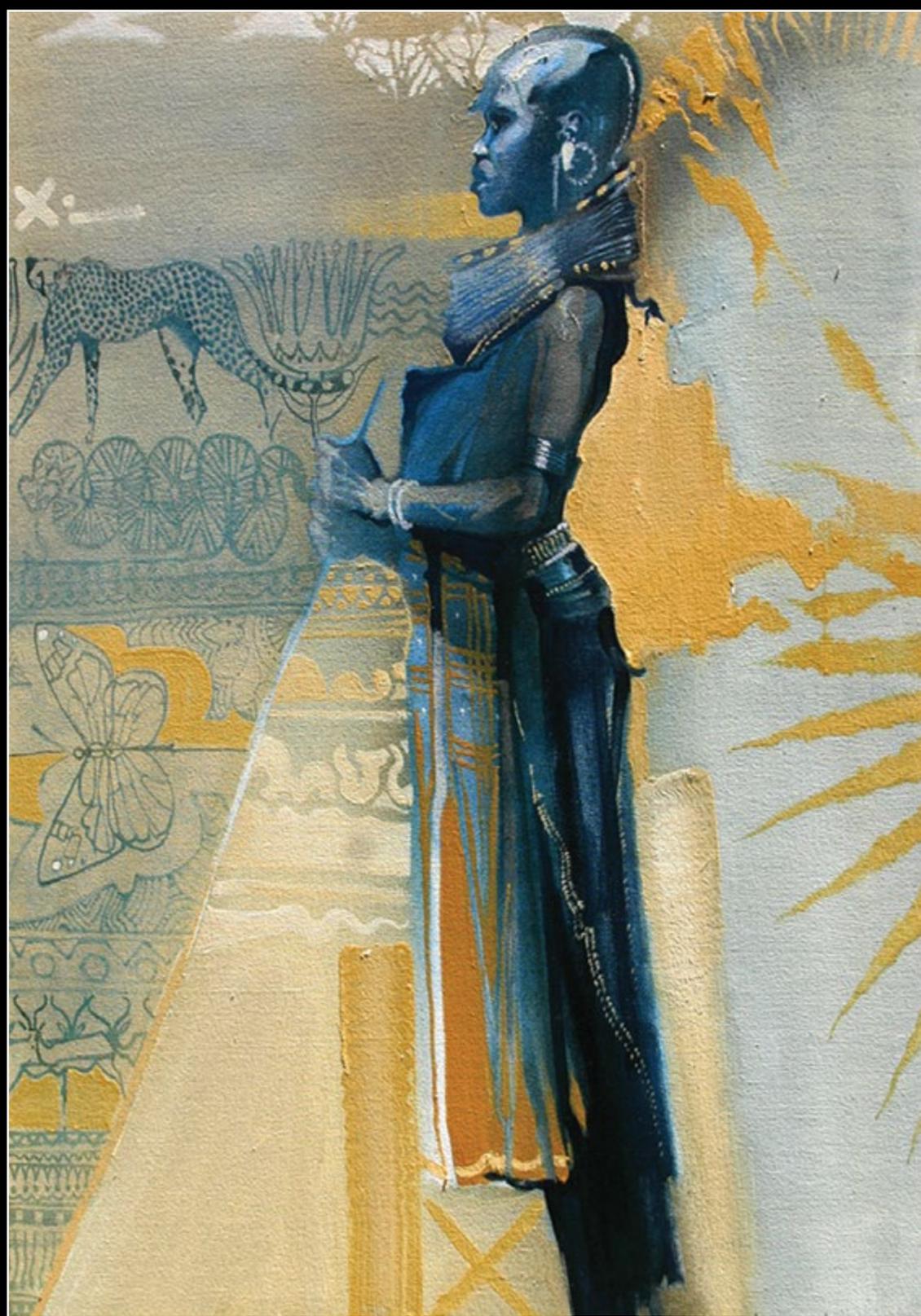


FOUNDATION  
**GREAT PLAINS**

CONSERVING AND EXPANDING NATURAL HABITATS







# *‘Homo nosce pe Ipsum’* [ Man know thyself. ]

A VISION FOR CONSERVATION

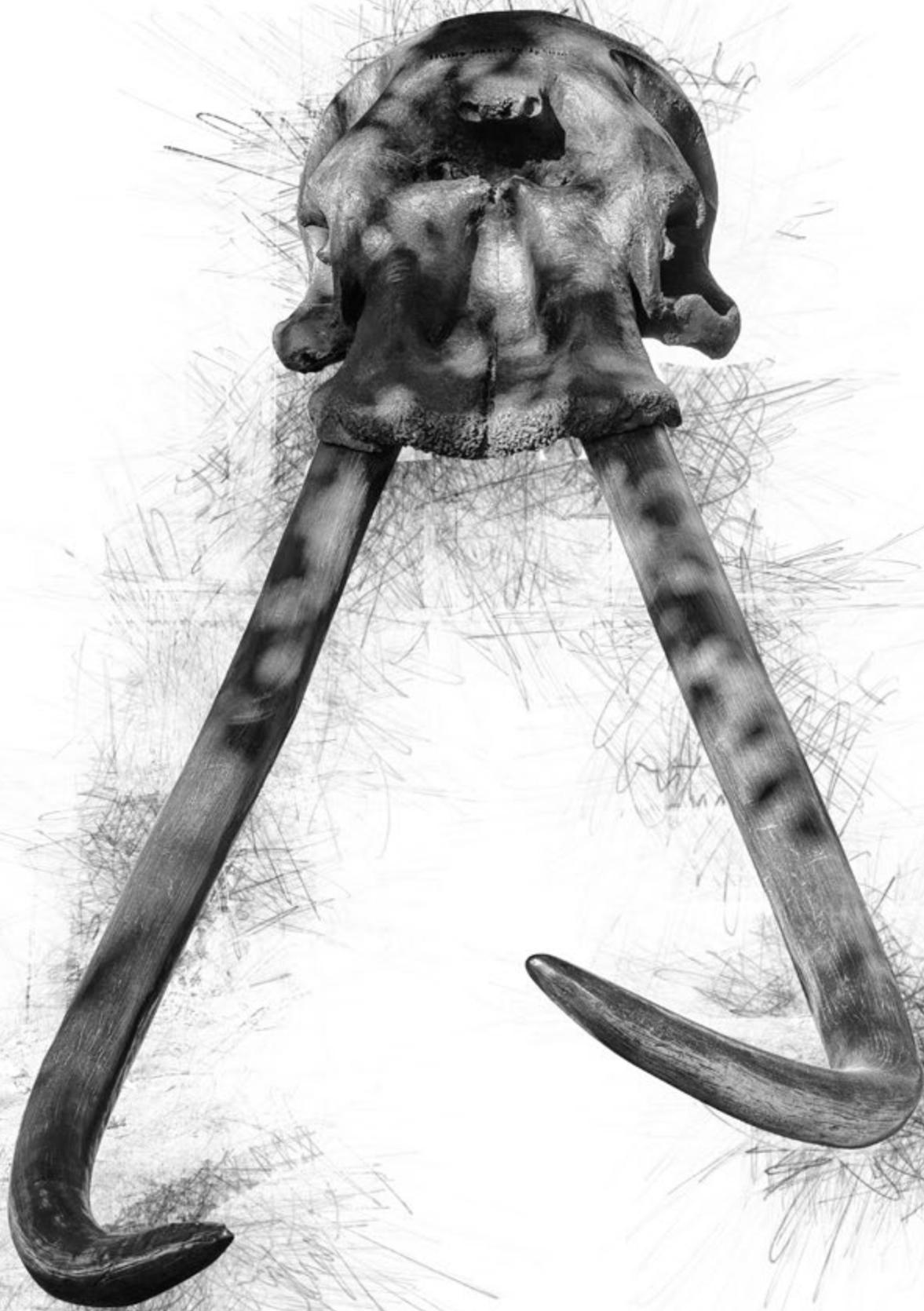
BY DERECK JOUBERT

Everyone and everything on earth is under more pressure today than at any point in history and much of this pressure is a direct result of human impact on the planet. Many of the struggles we are seeing in our modern world, and the challenges to conservation, are driven by a lack of knowledge, desperation, feelings of exclusion and in some instances, greed.

A core belief of the Great Plains Foundation is that intact planetary systems have an inherent value and we should strive to maintain that integrity - to preserve that balance. Equally, when the systems we rely on are broken, we have a responsibility to rescue them, to maintain them, and to work towards steadily recovering the balance that has been unsettled. Stemming from this belief, we resolve that the role of Great Plains Conservation and the Great Plains Foundation is to **Preserve, Rescue, and Recover** landscapes, wildlife, and communities in Africa.

Despite these enormous challenges humans have the unique capacity to do something about each of the things we influence - turning darkness into light, the ugly into something beautiful. Now is the time to exercise this distinctly human ability. Our planet deserves a second chance , as do the wildlife species under threat and the communities in need who share their borders. This is a battle for understanding, tolerance, knowledge and harmony. With focused attention, effort and energy, we can secure a second chance for wildlife, landscapes, and communities.

In this document, we will paint our vision for conservation; a vision that embraces a belief in a whole earth, intact planetary systems, second chances, and the ability of humans to influence the world around them for the better. These mantras form the basis of our work to preserve, rescue, and recover Africa’s wild places.







Conservation is complex, with the challenges and solutions requiring dynamic and multi-faceted approaches. At the Great Plains Foundation, we center our strategy around three central themes: **Preserve, Rescue, and Recover**. Each of these themes guides our approach to conservation addressing: **Wildlife, Landscapes, and Communities.**

# PRESERVE | RESCUE | RECOVER

## CHALLENGES

Lack of knowledge

Desperation

Poverty

Exclusion

Greed



WILDLIFE

LANDSCAPES

COMMUNITIES

## SOLUTIONS

Education Capacity Building

Employment and income generation

Expanding and securing conserved land

Sports & Outreach

Preserve and expand protected land, safeguard species and eco-systems



# CHALLENGE

Pandemic

# SOLUTION

Project Ranger: Sponsor a Ranger.  
Stop a Poacher. Save a Species.

**T**he COVID-19 pandemic's ripple effects are broad – leaving virtually no industry, economy, or continent immune. As travel and tourism were brought to a standstill, wilderness areas and lodges were left empty and national parks and protected areas faced a severe drop in tourism revenue. Rangers were left with their salaries uncertain and without the tools and resources they needed to protect wildlife. This “perfect storm” of conditions is leaving many endangered animals highly vulnerable to wildlife crime.

Project Ranger fills a critical gap in supporting the wildlife monitoring, surveying, and anti-poaching operations of existing NGOs in Africa. It is an emergency fund supporting those on the front lines of conservation – supplementing the budget deficits of local ground partners by funding salaries and providing operational support for wildlife monitors, rangers, and anti-poaching personnel. Contributions ensure rangers have the resources they need to do their best work.

# Project Ranger

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As the COVID-19 pandemic developed across the globe, the human toll was clear. As the human and economic losses continued to mount, a lesser known devastation began to also play out for wildlife populations which were already at great risk. In Africa, the pandemic brought its \$39 billion tourism industry to a halt creating a negative economic ripple effect across numerous tourism-funded conservation efforts. Around 90% of wildlife tour operators in Africa saw a 75% decrease in activities, such as safaris. As tourism and conservation workers were laid off, previously well-populated areas that provided safe havens to wildlife became targets for perpetrators of wildlife crime. As the residents of these areas faced increasing economic insecurity, poaching became an expedient means to food or income, leading to an increase in both professional and amateur poaching.

In response Great Plains Foundation launched the public-private funding collaborative, Project Ranger, to fill a critical funding gap on the frontlines of conservation in the wildlife monitoring, surveying, and anti-poaching operations of NGOs in Sub-Saharan Africa. Project Ranger is directly supporting conservation and local economies by keeping wildlife monitoring and anti-poaching teams on the ground despite funding reductions to conservation organizations across the continent driven by COVID-19.

In less than a year, Project Ranger has funded projects in 9 countries supporting a range of species including, lions, rhinoceros, pangolin, gorillas, leopards, and elephants to name a few. And it is just getting started.

**9** Countries  
with Active Projects  
**16** Project  
Partners  
**152** Salaries  
Funded



**ALL THIS IS POSSIBLE DUE TO THE FANTASTIC SUPPORT WE HAVE FROM VALUED TOURISM PARTNERS, COMPANIES AND NGOS.**

“We are excited and so thankful to receive this wonderful news! With the latest ‘second wave’ it has become apparent to us that any hopes of tourism, and therefore bed night levies, returning in 2021 are dwindling fast. This significant grant will, genuinely, keep us going this year. We just cannot thank you enough.”

– Bumi Hills Anti-Poaching Unit, Zimbabwe

“Our rangers have been out to the Kilimanjaro mountain assisting with putting off the fire which occurred on Sunday afternoon...We are very appreciative for the support we got from Project Ranger, if it was not for them to assist us with the finances to bring back our rangers, we could not have managed to send any rangers to help with the fire problem on the Kilimanjaro.”

– Enduimet Wildlife Management Area, Tanzania



CSL  
CONSERVATION  
SOUTH LUANGWA



BUMI  
HILLS  
ANTI-PHACOSM SHEET

RHINOS  
WITHOUT BORDERS

Project  
RHINO

SORALO  
Small Area Landscapes and Ecosystems

UGANDA  
CONSERVATION  
FOUNDATION  
CONSERVATION IN ACTION



GORILLA  
DOCTORS



ANAC



UGANDA

KENYA

DEMOCRATIC  
REPUBLIC OF  
CONGO

TANZANIA

ZAMBIA

ZIMBABWE

BOTSWANA

MOZAMBIQUE

SOUTH AFRICA

Show your gratitude for the tireless work of Africa's brave rangers by supporting Project Ranger today, gifts of any amount play an essential role.



# CHALLENGE

Greed

# SOLUTION

Preserve and expand protected land, safeguard species and eco-systems

**E**ducation, employment and outreach all play a key role in reducing greed. At the same time, if you know it is bad to kill a rhino , you do not have a family to feed, and you do it anyway, that is greed. Poaching is greed. Trade in animals is greed. Shooting and killing for sport is greed. Great Plains Conservation and Foundation's mission to secure and protect landscapes and wildlife is a hedge against those driven by greed rather than by poverty, desperation, lack of knowledge or a sense of exclusion. Healthy and fully functioning ecosystems are the foundation upon which all other systems operate. Through projects that address conservation across entire landscapes, the Great Plains Foundation is building a brighter future for Africa's landscapes and those who depend upon them.

# RHINOS WITHOUT BORDERS

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In 2015, a rhino was being shot every 6.3 hours in South Africa. As an emergency response to this crisis, Great Plains Conservation came together with andBeyond, and set an initial target of translocating 100 rhinos from poaching hot zones in South Africa to safe havens in Botswana.

Since the project began, and due to the generosity of individuals, the tourism industry and our partners, we have moved 87 rhino and our dedicated rhino monitoring teams have reported the birth of more than 55 calves born in the wild. Rhinos Without Borders used aircrafts to fly the animals in as short a time as possible and release them directly into the wild. The results show this to be the least stressful on the animals, offering the relocation operations the greatest chance of success. During the relocation process, Rhinos Without Borders included trained local vets and gave them the opportunity to gain experience in rhino capture and care. Additionally, Rhinos Without Borders now re- dart and refit telemetry regularly, including local veterinarians in the process to build capacity.

Rhinos Without Borders has provided jobs and training for multiple teams of field monitors, fully equipped with vehicles and aerial survey support. Rhinos Without Borders' monitors are trained and upskilled in monitoring technology and the project has established a sophisticated centralized Operations Center.

The poaching situation in Botswana when we started this project was virtually non-existent. However, our investigations show that for many reasons, none which we could have predicted, the KAZA region comprised of Botswana, Zimbabwe, Zambia, the Caprivi (Namibia) has become a new illegal trade hot spot. As a result, our work has become more important now than ever. With 2020 starting off dry in Botswana, having experienced a severe drought through 2019, and Covid-19 bringing tourism to a grinding halt, the project adapted and evolved to focus our attention and funds on increasing monitoring of the already translocated rhinos instead of relocating more. Our goal for 2021 is to continue our commitment to monitoring and protecting the free ranging populations of rhinos in Botswana. Rhinos Without Borders will focus on strengthening its ongoing collaborations with the local and national conservation community to challenge the growing threats of wildlife crime in Botswana and surrounding countries.

**Help us save rhino for future generations.**

[www.greatplainsfoundation.com/rhinos-without-borders](http://www.greatplainsfoundation.com/rhinos-without-borders)

*Join us today in helping protect the newest generation of rhinos in Botswana through the Name-a-Newborn campaign. All gifts have a major impact on the future of this endangered species. Gifts of \$25,000 or more have the opportunity to personally name one of the rhino calves.*





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# LAND FOR LIONS

When we started Great Plains Conservation we identified where lions were 15 years ago, 10 years ago, 5 years ago and today, and where they might be in 5, 10 and 15 years both in population and distribution given the extraordinary expansion in the human population. It was a terrifying map. Land for Lions was our response. The goal of Land for Lions is to provide sufficient protections and habitat for wild lion populations to survive. This is accomplished by working in partnership with local communities and other conservation stakeholders – making strides together to improve habitat for lions in Africa.

In addition to the work of the Great Plains Foundation, we have partnered with two large-scale organizations to help magnify our efforts to save lions. As National Geographic Explorers, Dereck and Beverly Joubert were central to the establishment of the National Geographic Big Cats Initiative (BCI). More than a decade later, BCI has funded 128 projects in 27 countries saving an estimated 4500 lions through the work of their grantees. Great Plains Conservation has also joined the Lionscape Coalition, an effort to join ecotourism companies together to support lion conservation solutions. The ambition, via the Lion Recovery Fund, is to double the number of lions by 2025.

Within the Great Plains Foundation, Land for Lions works toward securing, expanding, and stewarding lion habitat. Current Land for Lions projects operate in Zimbabwe, Kenya, and Botswana utilizing innovative approaches to generate maximum positive impact for lion conservation outcomes. It includes projects such as the restoration of the Sapi Reserve in Zimbabwe, raising funds for emergency purchases of critical corridors of land and even, when called upon by government, opening up our concessions and using our own resources to support lion translocations. In 2019, Great Plains moved five lions to Selinda, saving them from immediate threat of poaching and human-wildlife conflict.

Lions need land. They need hidden places, not always prime savannahs, to breed and to roam as nomads. They need this land now more than ever as a reservoir for their dwindling numbers. There are an estimated 44 million acres of land in Africa on which lions roam that is currently unprotected or under hunting management. 60% of the remaining 20-30,000 lions live under no protection at all on this land. We are working to change these numbers and protect more Land for Lions.

# SAPI RESTORATION

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One of our most ambitious projects to date is the Sapi Reserve Restoration Initiative in Zimbabwe.

This critical and fragile landscape came into the Great Plains Conservation fold in 2016 as a property that was hunted since 1957. Great Plains immediately put a stop to all hunting in the area. The 290,000 acre Sapi Concession in Zimbabwe is an important area set on the Zambezi River that borders Mana Pools National Park. It forms the heart of a UNESCO World Heritage Site and the middle-Zambezi Biosphere Reserve. Given its potential to play a pivotal role in the conservation of the broader Zambezi Valley, Great Plains Conservation and its Foundation took on responsibility for managing this landscape – reclaiming it for conservation.

The Sapi Restoration Initiative will be the most complicated and comprehensive we have taken on to date. Working with teams of world-renowned experts, our strategy for this unique wildlife haven in Zimbabwe includes developing basic infrastructure, roads, and communication systems as well as a strategic wildlife management plan that includes wildlife monitoring, anti-poaching, species reintroduction, and a comprehensive flora and fauna survey.

*To those devoid of imagination a black space on a map is a useless waste - to others it is the most important part...'*

Another essential component of the restoration of Sapi is the establishment of a sustainable, photographic-safari footprint. The ecotourism footprint helps financially support conservation efforts, provides a year-round human footprint which acclimates animals to a nonlethal human presence, and deters wildlife crime. The presence of the eco-tourism operation has also generated 30 new jobs in the region, essential in a country with almost no formal employment. Great Plains opened its first sustainable tourism offering in the concession in July 2018. In September 2021, Tembo Plains, a brand new, 5-star under-canvas experience has opened as well.

Ultimately, this is conservation at its best – demonstrating the regenerative power of nature to restore itself when given the opportunity.

**Help us protect and restore this stunning and essential landscape.**

[www.greatplainsfoundation.com/sapi-restoration](http://www.greatplainsfoundation.com/sapi-restoration)



Let me tell you a story about Joel. Joel is a young Maasai hired to protect a piece of land adjoining the Maasai Mara and was one of the inspirations for this program. Great Plains Conservation had purchased the land and set it aside and hired Joel to look after the plot. It had been deforested by misuse including the construction of cement buildings.

We had plans to reforest the area but when I returned after several months, I was astounded to see the work had already begun. Joel, in his early twenties, had taken it upon himself to seek out a botanist and together they sourced sapling trees. When we walked around together, he was telling me the taxonomic names of each of the 480 trees! His initiative, passion for trees, and a book from the library were all he needed. Imagine what we could do together?

- Dereck Joubert

## Conservation Roots

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In 2019, we began a new program, Conservation Roots. Through this project, Great Plains Foundation aims to restore indigenous trees to landscapes across Kenya, Botswana, and Zimbabwe. Working with local communities and schools, Conservation Roots teaches the value of indigenous trees and their critical role in functioning ecosystems.

To date, we have planted trees in partnership with schools in Botswana and Zimbabwe as part of our conservation education outreach work and planted more than 5000 indigenous trees on a deforested section of land bordering the Maasai Mara.

We aim to further expand upon this initiative by launching a Great Plains carbon offset program. We are inviting everyone to contribute to this. We need to give the planet's lungs a second chance, too.

### **Help us grow, literally.**

*\$25 will ensure the Great Plains Foundation can plant a tree in your honor and support related conservation education programs; restoring balance and health to the environment for years to come.*

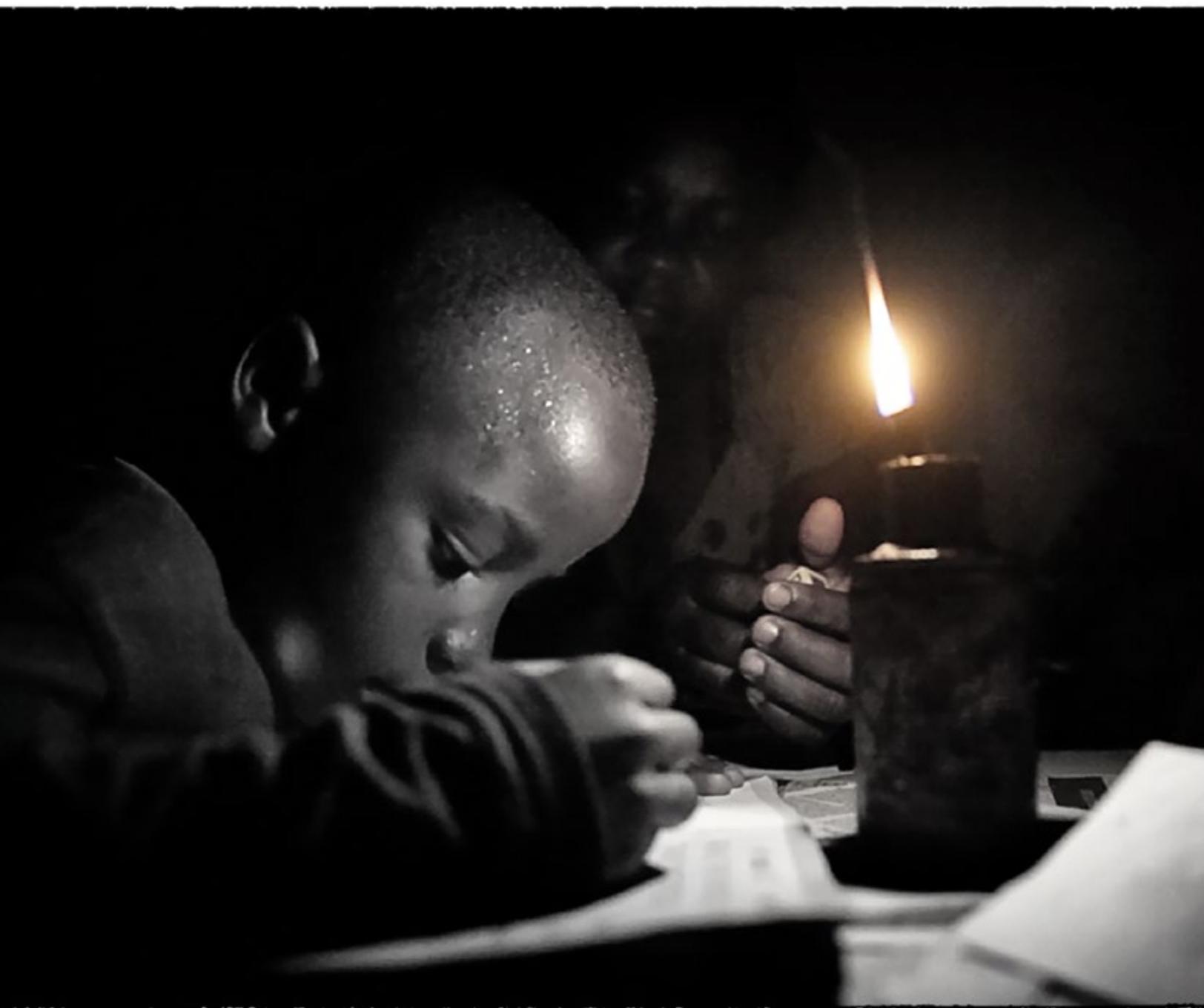
[www.greatplainsfoundation.com/conservation-roots](http://www.greatplainsfoundation.com/conservation-roots)



CHALLENGE  
Lack of Knowledge

**SOLUTION**  
Education and Capacity Building

Once you know something, you cannot un-know it. Education in many places in Africa is lacking, and environmental education is often totally absent. Until we understand the world we live in, we will be condemned to committing mistakes that will make our lives harder and our world worse. It is universally understood that causing extinction is bad, but there are nuances that confuse the conversation. Through education and capacity-building, the Great Plains Foundation strives to clarify those nuances, the misinformation, and the arguments that highjack the basic tenets of logic, caring and harmony not just with wildlife and the environment, but with how we engage with each other.



# CONSERVATION Education

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Through the Great Plains Student Conservation Camps, one of our longest running programs, we are fighting lack of knowledge with proactive conservation education – reaching teachers and students both in their communities and in Great Plains camps with environmental and conservation education. Since the program began more than ten years ago, hundreds of children have benefitted from the program in both Kenya and Botswana.

The Great Plains Student Conservation Camps feature multi-day programs throughout the year that incorporate classroom instruction, camp visits, field studies, and mentorship. Students receive thematic lessons supplemented by field studies where students observe and engage with their ecosystems – learning from facilitators, conservation professionals, and top safari guides. Creating opportunities for the students to informally engage with, and learn from, conservation professionals is also an essential component of the project model. Through informal social activities, like sporting matches and games, the students form bonds with conservation mentors and positive examples of local professionals working to protect their fragile ecosystems.

## **The Student Conservation Camps:**

- Increase students' knowledge of the eco-systems and wild places they live in – imparting the fundamentals of ecology, of the bush and wildlife;
- Help students understand the value of conservation and the role that conservation tourism plays;
- Make them more aware of the entities and individuals engaged in conservation and tourism in their communities and the potential career opportunities in the future;
- Immerse them in nature and help them form lasting, positive memories of the natural world;
- Bolster academic skills such as biology and English that will support them during the school year;
- Provide a safe space to build skills and confidence.

In addition to the conservation camps, Great Plains supports the salaries of more than twenty teachers in Kenya, has partnered with conservation groups and artists to produce conservation-focused comic books, and granted funds to support Wildlife Warriors, a conservation focused television program reaching thousands of children in their homes across Africa. These collaborations transcend traditional educational materials – engaging children of a wide age spectrum and literacy abilities in conservation messaging.

Conservation education provides a way to engage youth with the natural world at a pivotal time in their lives. The Great Plains Foundation believes that through thoughtful engagement, environmental education, fun and mentorship, youth in communities that border protected land can learn to appreciate the uniqueness of their ecosystems and become champions for the land and animals they live among.

**Help us educate future generations of conservationists.**

[www.greatplainsfoundation.com/student-conservation-camps](http://www.greatplainsfoundation.com/student-conservation-camps)

*Engaging local young people in conservation education is central to the mission of the Great Plains Foundation. Each Student Conservation Camp costs \$10,000 to operate in full. Help us educate future generations of conservationists.*



# THE GREAT PLAINS EARTH ACADEMY

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Conservation is only successful when communities living alongside wildlife and protected areas are afforded opportunities to learn, interact, and benefit from the conserved areas. In Ngamiland, in the upper reaches of the Okavango Delta, there is a community we care deeply about, and want to support in their journey from poverty to prosperity, with strong links to the environment. In support of that community, the Great Plains Foundation has launched the Great Plains Academy to provide personal and community enrichment opportunities for individuals living alongside wildlife.

Leveraging the resources of Great Plains Conservation, the government of Botswana, and local public and private partnerships, the Great Plains Earth Academy will provide vocational training and supplemental education with a conservation and tourism focus to youth and adults living alongside Botswana's Okavango Delta. The goals of the Academy are to improve participants' understanding of their local environment and wildlife, promote conservation and sustainable land management practices, and invest in the skill and capacity of the local community and workforce. All programs seek to serve the individual while imparting respect for their natural heritage and a solid conservation ethic. We want to preserve the values and culture of communities, but we also want to rescue the future generations from an environmental deficit that has crept in and been imposed on them. Conservation relies on well-educated communities to support it.

We are proud to report that the construction of the Academy was completed in 2020 and celebrated with a socially distanced opening ceremony which included local officials and community members. A series of inaugural training sessions were held in which more than 40 participants attended trainings on CV writing and interview skills. Since then, another training on small business development for women, including the Solar Mamas and ladies from Great Plains' women's craft groups in Botswana were also held. Despite significant disruptions caused by Covid-19, we are excited about the potential of the Great Plains Earth Academy to grow and serve as a hub for educational and vocational support, and as well as community work community work in northern Botswana.

*A gift of \$1,500 supports the costs of hosting a vocational or skills development course at the Great Plains Academy.*

[www.greatplainsfoundation.com/great-plains-earth-academy](http://www.greatplainsfoundation.com/great-plains-earth-academy)



*Knowledge is power. Information is liberating. Education is the premise of progress, in every society, in every family.*

*– Kofi Annan*

# SOLAR MAMAS

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**S**olar Mamas initiative focuses on Ngamiland, Botswana and was developed to address the region's lack of economic opportunities and deficit of electricity. Nine Solar Mamas participants left their villages in Botswana to attend a six-month solar power training program in India through Barefoot College International. They each returned home with the skills to install and maintain solar home lightings systems – empowered to establish and run a business and provide sustainable energy for their community.

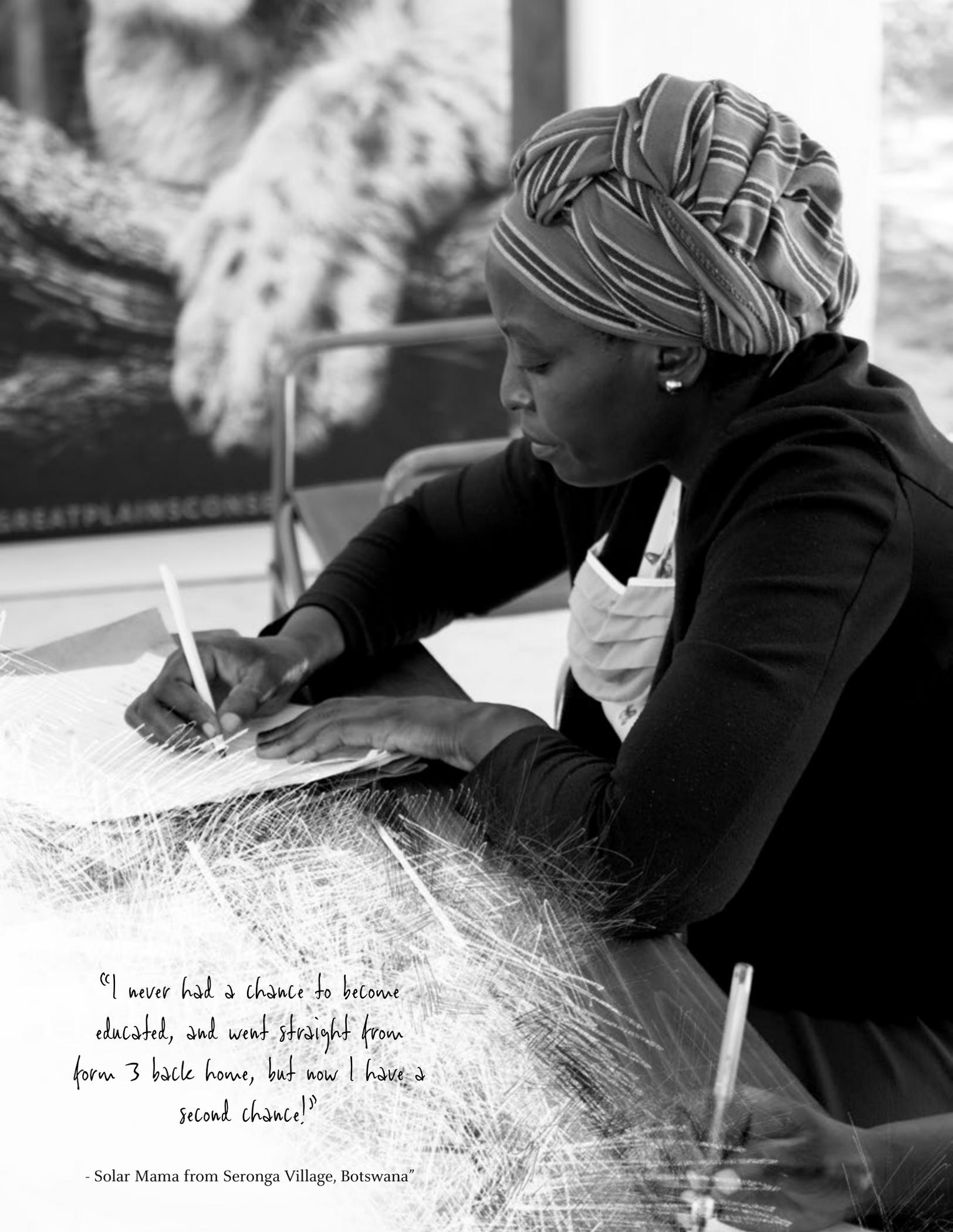
The current phase of the project aims to supply equipment for the Solar Mamas to electrify 950 rural households in this remote region bordering the Okavango Delta where only 35% of households are electrified, improving thousands of lives. Solar electricity is a more sustainable energy source than paraffin, candles, or firewood which are dangerous and create harmful emissions. Electricity is also a natural deterrent to wildlife in this game-dense area, keeping wild animals at bay and alerting communities to their presence. The project also aims to increase community-wide educational and economic activity after dark and advance gender equality by supporting women to become entrepreneurs. Addressing all of these areas of community life with environmentally sustainable technology at the program's center makes the Solar Mamas project unique in this area of Botswana.

During various lockdown periods in Botswana during the tumultuous year that was 2020, Great Plains provided seed funding for the Solar Mamas to start individual small businesses using the entrepreneurship skills they acquired in India. At the same time, our focus remains obtaining the necessary solar home lighting system equipment for the Solar Mamas to start electrifying local homes.

**Help us put power in the hands of women.**

*Your gift will support these trailblazing women who are bringing light and clean energy to their rural communities. - \$250 helps purchase and ship a solar unit.*

[www.greatplainsfoundation.com/solar-mama](http://www.greatplainsfoundation.com/solar-mama)



*"I never had a chance to become educated, and went straight from form 3 back home, but now I have a second chance!"*

- Solar Mama from Seronga Village, Botswana"

CHALLENGE  
Exclusion

**SOLUTION**  
Sports and Outreach

Conservation is inextricably linked to the communities living alongside wildlife and protected lands. In the communities that border wildlife areas, lack of education combined with desperation driven by poverty can easily feed feelings of disengagement or exclusion from the natural world and conservation. Lack of community engagement is a major threat to the sustainability of conserved areas as it is these community members that have the potential to become either custodians of the natural world or culprits of wildlife crime. It is essential that we work to combat those feelings of exclusion by improving livelihoods but also by helping communities to make the link between those improvements and conservation and to therefore view conserved land and wildlife as a resource from which they directly benefit. In that context, outreach plays an important role.



# SPORTS

Engaging communities in the conservation dialogue can take many forms but creating meaningful and memorable experiences around conservation is what leaves a lasting impact. The Great Plains Foundation is using sports as a tool to bring the conservation conversation to the forefront with communities in the northern Okavango Delta and in the shadow of Mt. Kilimanjaro.

**Conservation Goals:** Recognizing the collaborative nature of team sports, Great Plains partnered with highly accomplished, retired professional soccer player and coach, Gordon Gilbert, to organize Conservation Goals, offering sporting competitions and training clinics throughout Botswana's Okavango Delta. Conservation Goals is designed to use the intrinsic nature of group athletics to build positive community dialogue around conservation. Through consistent conservation messaging, participants are encouraged to adopt good conservation practices and implement them in their daily lives.

Key to the program is that teams and players make a clear commitment to take conservation messaging into the community. Working alongside Great Plains community liaisons, teams identify a conservation "problem" and "solution" to address as part of their participation in Conservation Goals. During the soccer clinics, the teams report on their projects and collaborate among themselves and with members of Great Plains Foundation toward a solution. Each year, two awards are given as part of Conservation Goals: one to the team that has the best conservation project with the best outcomes and one to the most winning soccer team. In this way, both athletic achievements and conservation achievements are celebrated.



**Join the Great Plains Foundation in engaging local communities  
in conservation through sports.**

[www.greatplainsfoundation.com/conservation-goals](http://www.greatplainsfoundation.com/conservation-goals)

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**Maasai Olympics:** Conservation Goals builds upon the success of the Maasai Olympics in Kenya's Amboseli Region, a project spearheaded by Maasai-elders and sponsored in part by Great Plains Foundation that blends conservation education and athletics to shift cultural norms around lion-hunting. Every two years, Maasai men and women gather in the shadow of Mount Kilimanjaro for the Maasai Olympics. A unique combination of conservation and sport, the event features bouts of athletic endurance, skill, and strategy all with a clear aim...the conservation of lions. The Maasai Olympics celebrate Maasai tradition while encouraging conservation; it celebrates heroes without killing lions. The Maasai Olympics is having a lasting impact on big cat conservation in Kenya. Lion numbers in places like Ol Donyo are coming back and harmony and balance is being restored. We are looking for on-going support for this biennial event.

*Join the Great Plains Foundation by donating \$500 to help ensure  
innovative and effective community conservation programs like the  
Maasai Olympics can continue making an impact.*

[www.greatplainsfoundation.com/maasai-olympics](http://www.greatplainsfoundation.com/maasai-olympics)



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## MOBILE CINEMAS

A new initiative. Dereck and Beverly Joubert have dedicated their lives to telling the stories of wild Africa. Through their over 30 year career of film-making and photography, they have shared intimate portrayals of the African wilderness and those who call it home. Sharing these stories with the communities and young people who live in these wild areas is central to the Great Plains Foundation's mission.

With several of their films already translated into local languages, the goal is now to run roving screenings in partnership with local education and conservation organizations. By increasing the knowledge of those who live within these fragile ecosystems, we are eroding the pillar we call Greed and instilling a wonder and respect for the environment.

**Help us expand this program by:**

- Supporting a mobile cinema that will visit remote villages in Kenya, Botswana, and Zimbabwe.
- Sponsor the mobile cinema vehicle, generator, screen, projector and staff.

**Help us bring color and education to communities.**

[www.greatplainsfoundation.com/community](http://www.greatplainsfoundation.com/community)



# CHALLENGE

Desperation

# SOLUTION

Employment and income generation

**D**ay-to-day survival is the focus in so many of the communities where Great Plains operates. You simply cannot talk to someone about the importance of conservation, about protecting wildlife, when they do not know where their next meal is coming from. A conversation about the value of clean air and water, about the tranquility that comes from a rewarding relationship with nature, is not possible with someone who has no food on the table. The stability that flows from employment and income and drawing a clear link to conservation and wildlife as the source is where Great Plains Conservation plays a key role.



SELINDA RESERVE

SELINDA RESERVE

WINE BY HANSON

# EMPLOYMENT

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Across Botswana, Kenya, and Zimbabwe, Great Plains Conservation's sustainable tourism operation employs almost 700 people and that number continues to grow. This is significant considering the United Nations calculates that each job in a country such as Botswana creates direct benefit to ten additional people in that employee's extended family. Having a positive impact on 7,000 people a day is significant. But we can and we must do more because every new job reduces the need to rely on land and wildlife for survival.

**New Initiative:** Women Wildlife Monitors. The Great Plains Foundation aims to develop an all-female Wildlife Monitoring team to monitor a fence line in northern Botswana that marks the boundary between the communities and protected land for wildlife. This group is not a contact group but rather a track-spotting group. They will monitor the fence for signs of human encroachment and report on those signs.

Women-only patrols have proven to work well in other countries so we will try it in Botswana in a manner that will both empower and employ women in the communities bordering conserved land.

## The program will:

- Provide employment and income in communities where few jobs exist;
- Provide training and capacity building for in-demand bush skills such as tracking, offering the monitors opportunities for upward mobility in conservation and tourism;
- Serve as an early warning mechanism for finding wildlife crime;
- Impart a sense of purpose that is inextricably linked to conservation which we believe will extend beyond the monitors to those they influence in the wider community.

# INCOME GENERATION

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In addition to our work with the Solar Mamas and the formal employment through Great Plains Conservation, Great Plains aims to support income generation within our partner communities via additional channels.

**Craft Groups:** Since 2010, we have partnered with local women in the communities surrounding our camps in both Botswana and Kenya to honor and support traditional handicrafts and provide income generating opportunities through the sale of beadwork and other products in the camps' bush boutiques. Across our camps in Botswana and Kenya, Great Plains Conservation has purchased more than USD\$30,000 worth of items from women's craft groups over the previous three years.

**Community Partnerships:** In both Botswana and Kenya, Great Plains Conservation offers travelers the opportunity to engage with local communities via programs designed by, and generating direct revenue for, community members. In Botswana, through a partnership with the non-profit EcoExist – a collaborative effort of farmers, scientists, village leaders, policy makers, and entrepreneurs, working together to find solutions to human-elephant conflict in northern Botswana – Great Plains Conservation is able to offer travelers to our camps in Botswana the chance to experience the local culture of the village of Eretsha. The Life with Elephants tour, designed by residents of Eretsha and EcoExist, offers travelers the opportunity to see life alongside wildlife in a remote Okavango Delta community and generates revenue directly for the community. Similar revenue generating programs exist for travelers to engage with Maasai communities near our camps in Kenya.



*Women from Maa Beadwork, a project of Great Plains Foundation partner, The Maa Trust*

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# CONCLUSION



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The Great Plains Foundation is about making the world around us better – for wildlife, for people, for women and children – with the support of the men, leaders, government and you. It is about giving second chances to rhinos, lions, and people who had their education cut off prematurely by circumstances, and to those who just need a nudge of help to get back on their feet, or to survive the evils of poaching and sanctioned killing.

The Great Plains Foundation is agile, reacting quickly when needed and full of ideas.

The Great Plains Foundation is something Beverly and I founded in the name of our associated company Great Plains Conservation. It is our legacy, our life's commitment to giving back to Africa, this place, this philosophy that is Africa, its people, and its wildness that we need to protect and preserve, because we are all children of Africa and it is our ancestral home.





# THE TEAM

**DERECK & BEVERLY JOUBERT**  
Founders & Chairman

Dereck and Beverly Joubert are award-winning filmmakers, photographers, conservationists, and National Geographic Explorers-at-Large, who have been exploring, observing, and championing wild places in Africa for over 30 years. As founders of the Great Plains Foundation, Dereck and Beverly are preserving and protecting the fragile ecosystems they care so deeply about.



**MPHO "POSTER" MALONGWA**  
Head Rhino Monitor

Poster has been one of the leading guardians of rhinos in Botswana for more than a decade. Today Poster leads RWB's team of wildlife monitors. Under his leadership, RWB's monitoring teams are widely respected for their role in ensuring wild populations of rhinos and other animals thrive. Poster is also passionate about education and often speaks to communities and schools about the importance of conservation and the importance of rhinos living wild and free in Botswana.



**SARAH BOECKMANN**  
Director of Operations

Sarah Boeckmann fuses her extensive understanding of the travel and tourism industry with her background in international development, having worked previously with groups including the World Bank, UNICEF, and USAID to further the goals and objectives of the Great Plains Foundation demonstrating the critical role tourism plays in conservation efforts.



**JACQUI USHER**  
Treasurer

Jacqui Usher serves as the Treasurer of the Great Plains Foundation and the CFO of Great Plains Conservation; applying her finance and accounting expertise to both enterprises. With a background in complex business structures and a passion for charitable work, Jacqui ensures the financial health of the Great Plains Foundation's conservation programs.



**GOBO MOKGATHONG**  
Community Projects (Botswana)

Gobotswang Bonno Mokgathong is the Great Plains Foundation's community liaison. Born in Francistown, Botswana "Gobo" is a graduate of Francistown College and uses his many years of experience working as an environmental educator, including a year-long fellowship with Disney, to inspire the next generation of conservation leaders in Botswana. Gobo's extensive personal and professional network coupled with his extensive experience as a conservation ambassador make him a critical component to the Great Plains Foundation's education and community conservation work.



**KEAGAKWA "MOTHER" SUPANG**

Community Projects (Botswana)

"Mother Kea" is instrumental in the Great Plains Foundation's community projects; leading the women's handicraft initiative for over a decade. Kea's approach to community work, her encouragement of young people, and her warm demeanour make her vital to the success of each project.



**GEORGIE HEXTALL**

Programmes Manager

Georgie Hextall manages the Great Plains Foundation initiatives across Africa from project management of progress on the ground to impact reporting. Being found often talking to the rangers, Georgie's passion for conservation also comes through in her communication work, ensuring stories are told and voices from the projects and communities are elevated and heard.



**DAN TIPAPE**

Conservation Education (Kenya)

Dan was born in the Birikani community in the Chyulu Hills in Kenya. As a guide for Great Plains Conservation his passion for sharing the remarkable ecosystem he calls home is infectious. Now Dan and James are leading the Great Plains Foundation's conservation education programs inspiring local young people to preserve and protect their incredible local landscapes.



**SVEN BOURQUIN, PHD**

Wildlife Monitoring Coordinator

Sven Bourquin leads the wildlife monitoring efforts of the Great Plains Foundation and Rhinos Without Borders. As a conservation ecologist, Sven brings extensive knowledge of the unique flora and fauna found in the UNESCO World Heritage Site the Okavango Delta. Sven is an experienced pilot, and scuba diver, who daily applies his vast knowledge of the complexities of the Okavango Delta to the conservation efforts of the Great Plains Foundation and Rhinos Without Borders



**JAMES KIRISIA**

Conservation Education (Kenya)

Conservation education is at the heart of everything James does. As a guide at Donyo Lodge for Great Plains Conservation, James educates guests daily about the remarkable Amboseli ecosystem. Along with Dan, James is leading efforts to inspire, educate, and engage local school children in the communities surrounding the Amboseli ecosystem.



# WISH LIST

The Great Plains Foundation's conservation programs are broad in scope and strategic in implementation. Below are specific examples of current funding needs that enable the Great Plains Foundation conservation programs to Preserve, Rescue, and Recover the Wildlife, Landscapes, and Communities in East and Southern Africa.

For more information, please visit: [www.greatplainsfoundation.com](http://www.greatplainsfoundation.com)

| Program                    | Amount  | Description   |
|----------------------------|---------|---|
| Conservation Roots         | \$25    | The Great Plains Foundation is rooted in the philosophy that a restored, functioning ecosystem is one that is in balance. Through Conservation Roots, the Great Plains Foundation is planting indigenous trees, restoring balance and health to the environment. \$25 ensures we can plant a tree in your honor.  |
| Human-Wildlife Conflict    | \$100   | Communities and wildlife living together is key to conservation. The Great Plains Foundation funds multiple projects aimed at reducing human-wildlife conflict in Kenya, Zimbabwe, and Botswana. Working with local communities and wildlife experts, these programs support strategies for humans and wildlife to coexist.   |
| Solar Mamas                | \$250   | The Solar Mamas program trains rural, illiterate, and semi-literate women to bring solar electricity to their off-grid villages. The project reduces poverty, provides access to clean energy and advances gender equality. Your gift of \$250 will purchase and ship a household solar unit installed by the Solar Mamas.  |
| Conservation Education     | \$500   | Engaging youth in local communities living alongside conserved land is critical to long-term conservation. Your gift of \$500 will allow us to host conservation lessons which teach the importance of conservation, ecosystems and wildlife to young people in Kenya and Botswana. The impact is far reaching, influencing the next generation of conservationists.  |
| Sapi Anti-Poaching Patrols | \$750   | Working with Zimbabwe National Park officials and other stakeholders, Great Plains is putting in place and supporting critical anti-poaching measures and infrastructure to help secure the Zambezi Valley, a UNESCO World Heritage site. A gift of \$750 helps fund this anti-poaching and wildlife monitoring work.   |
| Maasai Olympics            | \$1,000 | The Maasai Olympics is a community-led lion conservation program and an inspiring example of what is possible through community-driven conservation. This athletic competition brings together participants from across Kenya's Amboseli region to compete in sporting events, rather than lion hunts. \$1,000 helps ensure innovative and effective community conservation programs like the Maasai Olympics can continue. |

| <b>Program</b>  | <b>Amount</b>    | <b>Description</b>   |
|---|------------------|--|
| <b>Great Plains Earth Academy</b>                               | <b>\$1,500</b>   | The future is bright for students of the Great Plains Academy in Botswana. Focusing on capacity building and vocational training linked to tourism, the Great Plains Academy has big plans for the future and high aspirations for all its students. A gift of \$1,500 supports the cost of hosting a training or course.  |
| <b>Conservation Goals</b>                                       | <b>\$2,500</b>   | Few activities break down barriers and encourage collaboration like sports. The Great Plains Foundation's Conservation Goals program works with local communities and professional athletes to build bridges and foster conservation dialogue through sports. Your gift of \$2500 helps to fund clinics and tournaments; engaging young people and community members from a range of backgrounds in conservation.              |
| <b>Project Ranger</b>   | <b>\$6,000</b>   | Project Ranger sprang into action in 2020 as an emergency response to the effects of COVID on conservation funding in Africa and committed to keeping front-line conservation personnel in the field. This critical project protects not just wilderness and wildlife but the livelihoods of the men and women who protect it. Support the tireless work of Africa's brave rangers by supporting a ranger's salary today.      |
| <b>Conservation Emergency Fund</b>                              | <b>\$10,000</b>  | The COVID pandemic has taught us that unprecedented times and challenges call for fast and flexible responses. This is especially true in conservation work, when rapid responses can save the lives of wildlife and people. Contributing to our Conservation Emergency Fund allows the Great Plains Foundation to provide those fast and flexible responses and help to secure a bright future for Africa's wild places.      |
| <b>Rhinos Without Borders – Name a Newborn</b>                  | <b>\$25,000</b>  | Rhinos Without Borders has made great strides in rebuilding the rhino population in Botswana. A testament to its success are the 50+ calves born in the wild. These calves are the lasting legacy of the project and future hope for the species. Join us in protecting this new generation of rhinos. All gifts have a major impact. Especially generous gifts of \$25,000 or more have the opportunity to name a rhino calf. |
| <b>Rhino Relocation</b>   | <b>\$45,000</b>  | The full cost to relocate a rhino through Rhinos Without Borders is \$45,000. This critical piece of the rhino conservation puzzle is vital as the species continue to be the subject of intense poaching and wildlife crime throughout East and Southern Africa.  |
| <b>Land Restoration &amp; Wildlife Monitoring Annual Budget</b> | <b>\$150,000</b> | Wildlife monitoring is expensive, with the Great Plains Foundation making significant financial commitments each year to help ensure the wildlife remains safe in the wild in Kenya, Zimbabwe, and Botswana. Gifts of \$150,000 help support the annual budget for these critical operations.  |

ABOUT THE

# GREAT PLAINS FOUNDATION

The Great Plains Foundation is a non-profit organization founded with a mission to conserve and expand natural habitats in Africa through innovative conservation initiatives with a long-term commitment to the environment, wildlife, and local communities. The Foundation works in parallel with the conservation-tourism parent company, Great Plains Conservation, to realize this mission through conservation education programs, community initiatives, and wildlife and environmental stewardship in Botswana, Kenya, and Zimbabwe. All of the Great Plains Foundation activities are supported by charitable and in-kind donations. The Great Plains Conservation Foundation is a United States 501c3 registered non-profit organization (EIN 45-5494919) as well as a Charity registered with the Charity Commission for England & Wales (Charity Number 1189136).

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## HOW TO GIVE

### **DONATING ONLINE:**

<https://greatplainsfoundation.com/donate>

### **DONATING BY CHECK:**

Mail checks to Great Plains Foundation at 1661 Jeaga Drive, Jupiter, FL 33458

### **DONATING BY WIRE TRANSFER OR GIFTS OF STOCK:**

Email [info@greatplainsfoundation.com](mailto:info@greatplainsfoundation.com)

### **GIFTS IN HONOR / IN MEMORIAM:**

Make a donation in honor or in memory of someone special. For donations of \$50 or more, Great Plains can send an acknowledgment to the honoree or family member.

### **PLANNED GIVING:**

Legacy planning is one of the best ways for you to support important causes that matter the most to you in your life. Email [info@greatplainsfoundation.com](mailto:info@greatplainsfoundation.com) to explore the ways you can make a difference today and help sustain conservation and communities in Africa for years to come.





**GREAT PLAINS FOUNDATION**

GREAT PLAINS CONSERVATION FOUNDATION IS A US 501C3 NON-PROFIT ORGANIZATION (TAX ID: 45-5494919) AS WELL AS CHARITY REGISTERED WITH THE CHARITY COMMISSION FOR ENGLAND & WALES (CHARITY NUMBER 1189136).

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