


Maliasili
INVESTING IN PEOPLE FOR NATURE

We help outstanding **African conservation organizations** become even better



AFRICA FACES GROWING PRESSURE

on its land and resources.

This is creating a growing ecological and economic crisis.

Across the continent, we're seeing forests cleared, coastal fisheries depleted, grasslands replaced by farms, and wildlife killed. With climate change, weak governance, and a rapidly growing population amplifying existing problems, it's imperative we find effective conservation solutions in Africa today.

Fortunately, solutions exist

There are high-impact local organizations that put people at the center of conservation.



In Kenya, Maasai warriors who used to kill lions are now protecting them, and in the Amboseli ecosystem there are three times more lions today than there were a decade ago.



In Tanzania, hunter-gatherers and other rural communities are protecting forests because of income they are earning from carbon offsets and sustainably harvested timber.



In Namibia, there are three times more elephants today than in 1995 and communities earn more than \$5 million annually from conservation enterprises.

We need to make great local organizations even more effective and durable, and we need to help them grow.

That's where we come in.

We find organizations that think big, focus on results, and that are connected to their cause and constituents. These organizations tend to excel in the field, yet often struggle in the office.

We make them even

BETTER by helping to identify their problems and find the right solutions.





Our Model

We work alongside our partners to design, train, and troubleshoot until they no longer need our support.

Strategy is about understanding what needs to get done and designing the right path to do it.

People bring the ideas, skills, and talent to drive change – they are an organization's most important resource.

Action is the systems and implementation plans for how a team brings a strategy to life.



STRATEGY + PEOPLE + ACTION =
IMPACT

More land under conservation management
Increased community benefits from nature
Increased populations of key species

Our Portfolio



Kenya

Tanzania

Namibia

Zambia

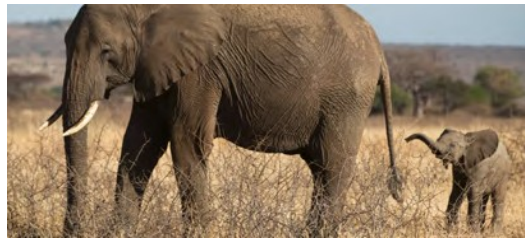


Partner Impacts

We're highly selective about who we work with. We build a portfolio of partners that possess the knowledge and skills, commitment, connections, local roots, and potential for growth to bring about positive changes across Africa. Together our partners:



Work across roughly 200,000 km² of critical conservation landscapes in east and southern Africa



Protect more than 30,000 elephants and 1,000 lions residing in critical ecosystems



Generate roughly \$12 million annually for communities who are sustainably managing their forests, wildlife, rangelands, and waters



Impact more than 1.5 million people

Ujamaa Community Resource Team

Case Study: Organizational growth leads to increased community land rights

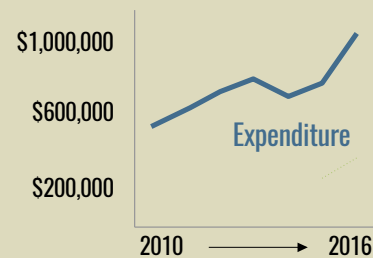
Five years ago, UCRT realized that if they wanted to help more communities own, manage, and benefit from their land, they needed their organizational skills to match their field skills. Today, with a refined impact model, strengthened communications, new partnerships and networks, and a system to track their progress, UCRT has more staff, more money, and more impact on the ground.

Organizational Growth

Annual Budget

2011: \$645,000

2016: \$1,145,000

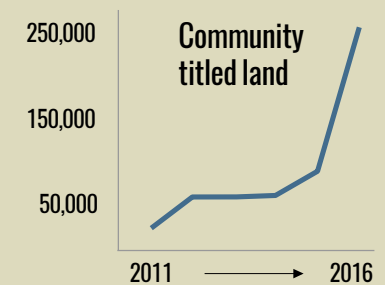


Impact

Total Communal Land Certificates (CCROs - hectares)

2011: 23,000

2016: 260,000



“ Over the years, I have watched the Ujamaa Community Resource Team mature. Both the organization and individual team members have become stronger, more accountable, results oriented and more effective thanks to Maliasili’s training, technical support and mentoring.

- Daudi Peterson, Board member and a founder of UCRT

Lion Guardians

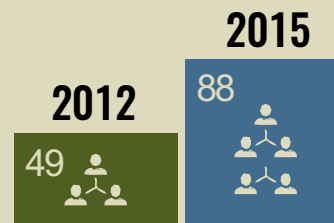
Case Study: From a site-based project to a strategic organization

By 2012, Lion Guardians knew they had a great and scientifically-proven conservation model – turning once lion killers into lion protectors. It was time to take their site-based experiment in Kenya to more places. After three intense years working together, today Lion Guardians has more talented staff, more money and donors, a clear vision of where to go, and a greater impact across critical lion landscapes.

Organizational Growth

Staff Members

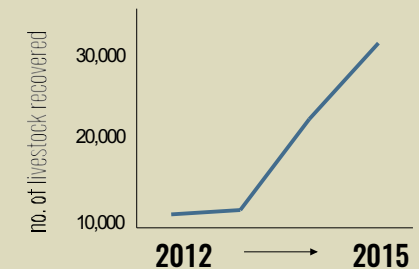
60% more staff members



Impact

Livestock Recovery

Between 2014-2015 alone, they helped local communities avoid losing approximately \$6.5 million in lost livestock



“ Maliasili has provided critical organizational development support and structure when it was needed most, in-kind communication coaching, and incredible networking opportunities and helped us think outside the box about traditional conservation funds.

- Dr. Leela Hazzah, Co-founder and Executive Director of Lion Guardians

Transforming the African Conservation Field

OUR 2020 GOALS

Portfolio Growth



We will have a portfolio of at least 40 leading organizations working in at least 6 countries
At least 8 of our partners will have graduated out of Maliasili's intensive support phase

Leadership



We will build a network of African conservation organizations from different regions and countries, to leverage experience and solutions to scale impact

Funding



We will ensure that funders and international partners provide long-term and flexible support to help African organizations achieve their own mission and goals



IMPACT

More land under conservation management
Increased community benefits from nature
Increased populations of key species

Make it happen

To achieve our 2020 goals, we will:

Build the team to deliver:

We are building a team of top talent so we can take on more partners, solve bigger problems, and achieve even greater conservation impact.

Expand our offerings:

There are challenges we still need to help our partners solve, such as finding more ways to make conservation pay. By using our networks and building our own skills, we will expand our service offerings to make our partners even more effective.

Fund our Growth:

To achieve more, we need to raise more money. By 2020, we aim to have a budget of at least \$1.5 million.

