




Maliasili
INVESTING IN PEOPLE FOR NATURE
2020 Annual Report



Adaptation. Resilience.

Turning crisis into opportunities.

2020 was a uniquely challenging year, but full of remarkable achievements and creative responses.



Letter from our CEO

The core themes of 2020 were adaptation, resilience, and commitment. The unprecedented challenges created by the COVID-19 pandemic have highlighted the importance of locally rooted organizations like never before.

Our partners were on the frontlines throughout the crisis. They supported communities in the field; raised money to keep local scouts employed and their organizations running; and forged ties with government and private companies to plan and deliver support.

At Maliasili, our commitment throughout the year was to provide the adaptive, responsive and consistent support our partners needed. We moved nearly all of our work online, including developing a new remote marine conservation leadership program. We facilitated strategic planning processes through new online formats, and provided intensive fundraising support to help our partners get the resources they need. This included helping to raise over \$2 million in emergency support to conservancies around the Maasai Mara.

Last year the kind of tailored organizational support Maliasili provides was more important than ever, and we are proud of the way our team responded to our partners' needs. Thank you to our team, our partners, our funders and many colleagues for your support, partnership, and solidarity in 2020 and in the years ahead.

Sincerely,

Fred Nelson, Chief Executive Officer, Maliasili

2020 Impact Highlights



\$2.5 MILLION RAISED

as part of a collaborative effort to support the Maasai Mara Wildlife Conservancy Association's efforts to sustain the operations of 16 Mara conservancies in the face of lost tourism revenue.



17 LEADERS

from four countries in the Western Indian Ocean who participated in the new African Marine Conservation Leadership Program, launched in collaboration with Blue Ventures.



\$1.9 MILLION GRANTED

to our partners, including roughly \$600,000 from the first year of grants by the Maasai Landscape Conservation Fund in Kenya and Tanzania.



7 NEW STRATEGIC PLANNING PROCESSES

facilitated in adapted online formats with local organizations and initiatives in Zambia, Kenya, and Madagascar.



42 INTERVIEWS

with indigenous organizations, funders, researchers, and NGOs working in the Amazon as part of a consultancy Maliasili did for Nia Tero to assist them in developing a strategy for capacity building of indigenous partner organizations.



10+ ARTICLES FEATURING OUR PARTNERS

in international media, including publications such as The Washington Post and The Guardian.

2020 Achievements





Maasai Landscape Conservation Fund

\$3 Million to Accelerate Impact

Working closely with the BAND Foundation and Liz Claiborne & Art Ortenberg Foundation, and with additional support from JPMorgan Chase and Acacia Conservation Fund, we launched the Maasai Landscape Conservation Fund in July. This is a new pooled funding mechanism to channel investments to leading local organizations in southern Kenya and northern Tanzania, one of the world's most important landscapes for wildlife.

The fund will invest at least \$3 million over the next three years to accelerate impact across this critical landscape, and aims to create a prototype for increasing investment in outstanding local African conservation organizations working to advance community-based conservation models and initiatives.



"The Maasai Landscape Conservation Fund is a great opportunity to collaborate with other donors who share our interest in wildlife conservation efforts led by East Africa's best young leaders."

-Kent Wommack, Executive Director, Liz Claiborne & Art Ortenberg Foundation



Crisis Response for the Maasai Mara Conservancies

As a result of the coronavirus pandemic and the cessation of international travel, landowner conservancies in Kenya's Maasai Mara landscape faced a dramatic loss of millions of dollars in revenue from tourism venture lease fees, which provide the financial basis for the conservancies.

Maliasili's partner in the region, the Maasai Mara Wildlife Conservancies Association (MMWCA), plays the key role within the landscape supporting and connecting these 16 conservancies. We worked closely with MMWCA throughout the year to design and resource a collaborative emergency relief effort to cover the loss of revenue and keep the conservancies operating. These efforts, based on collaboration amongst local landowners, conservation organizations, tourism operators and other key actors, succeeded in securing roughly \$2.5 million in a combination of grant funding to cover conservancy operations and a new loan facility to cover lease fees.



Learning and Connecting

As Maliasili partners worked tirelessly to develop urgent responses to the impacts of the pandemic on communities and on conservation, we stepped up our efforts to help our partners connect with each other and learn from different local and national responses.

We convened webinars in May and in October to enable exchange of experiences and learn about shared challenges and new solutions, across Kenya, Tanzania, Zambia and Namibia.

"If there was ever any doubt, the importance of community involvement in conservation is more pronounced now... in the absence of income from tourism... the community members continue to do their work, so this community model works."

-Tapiwa Makiwa, CEO, Community Conservation Fund of Namibia





Supporting African Conservation Leaders

Throughout the challenges facing local organizations this year, peer networks of African conservation leaders became an invaluable source of support, insight, and solidarity. The African Conservation Leadership Network (ACLN) was created by Maliasili and The Nature Conservancy-Africa program starting in 2016 to provide those kinds of connections, and 2020 was when the network really came to life.

We used ACLN as a platform for a number of interactive online learning sessions and exchanges, including one in August focused on fundraising, with presentations by both ACLN members and guest speakers.

Visit: africanconservationleaders.org



"When COVID hit... I think everyone was clueless about what to do, what action to take. And that's where I saw the true power of the ACLN network. Because through those online sessions led by Maliasili we were shaping the actions to cope with COVID and learning from each other."

-Jose Monteiro, Coordinator of Mozambique CBNRM Network



Marine Leaders and Remote Learning

In collaboration with Blue Ventures, we launched a new leadership program for local marine conservation organizations in the Western Indian Ocean. While the pandemic prevented the group, comprised of 17 leaders from 8 organizations, from meeting as planned, we converted the entire program into an online format and ran it from September-November, including two week-long 'intensive' online sessions.

Participating organizations included: Adeso, Somalia; Coastal & Marine Resource Development (COMRED), Kenya; Dahari, Comoros; Kwetu Training Center for Sustainable Development, Kenya; Local Oceans Conservation, Kenya; Northern Rangelands Trust Coast, Kenya; Mwambao, Tanzania; Sea Sense, Tanzania.

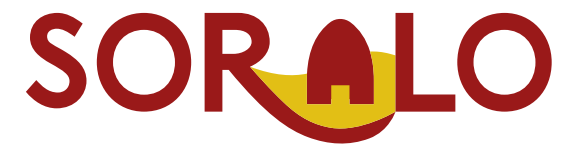


"This training has totally helped me improve my leadership skills and learn about how I can manage my team through smart planning. It has provided a room for us as marine conservation leaders to share ideas and experiences within our work. I have started to implement the knowledge that I have gained from this program to my organisation."

-Juma Mohamed, Mwambao, Tanzania



This year... we've come out better than we thought initially we would with the challenge of COVID-19. Maliasili has been a partner who are able to listen, able to read what is happening, and be able to try to connect the organization to the challenges that we face."
 -John Kamanga, SORALO, Kenya



South Rift Association of Land Owners

Partners in the Spotlight

John Kamanga (pictured on left), the Executive Director of our partner, SORALO, received the prestigious Tusk Conservation Award from Prince William in December.

John is a member of the first African Conservation Leadership Network cohort, and SORALO is also one of the first grantees of the Maasai Landscape Conservation Fund. We were thrilled to see SORALO's pioneering work at the intersection of wildlife conservation, indigenous knowledge and culture, and communal land governance recognized in this global forum.

WATCH
tuskawards.com/john-kamanga-2020



Maliasili in Action



(VIRTUAL) FUNDRAISING: CHAT

Connecting with funders has not been easy in 2020, which is why we were so excited to support Communities Health Africa Trust (CHAT) host their first ever virtual Fundraising Showcase. Current and potential donors were able to 'meet' the CHAT team, learn about CHAT's response to the pandemic, and understand funding gaps for 2021.

MONITORING & EVALUATION: GZT

We tried to demystify M&E and also prove that it can be fun! We worked with Grevy's Zebra Trust (GZT) to help them understand the various components of M&E and then apply those to their own work, identifying indicators to help them track progress against their rangelands work. We even held an M&E zoom 'party' to help with learning.



STRATEGIC PLANNING: MMWCA

Strategic planning can be thought of as the journey an organization wants to take in order to bring about change in the world. We are working with Maasai Mara Wildlife Conservancies Association (MMWCA) to map out their journey by developing a new 5 year strategic plan. We worked with the team to review and celebrate their achievements, and help guide the process for their new plan.

STRATEGIC PLANNING: ACC

To make future plans around an organization's key goals, actions, and investments, it is critical to look backward at what an organization has done, what it has achieved, and where it may have fallen short of its goals or plans. We did this with the African Conservation Centre (ACC) as we help them to develop a new strategic plan.



STRATEGIC PLANNING: MIHARI

One of our newest partners, MIHARI, took a big step to become an autonomous Malagasy network organization this year. Working both remotely and in person, we supported MIHARI to define its vision, mission and strategic objectives as it charts a new path forward.

TEAM BUILDING: SORALO

We facilitated a series of virtual Myers Briggs™ personality assessment workshops with SORALO (South Rift Association of Land Owners). The sessions aimed at tackling the challenges of remote work, communications and burnout.

Launching the Maliasili Reader

As our partners scrambled to respond to the onset of the pandemic and associated national lockdowns, we created a new weekly newsletter, the 'COVID Reader,' to share with our partners and other local orgs key tips, useful links, and resources to help them adapt effectively.

Several months later we transitioned it to the Maliasili Reader, a bi-weekly newsletter that looks beyond the pandemic, to provide advice and resources on critical organizational subjects relevant to our partners and their work and context.

VISIT
maliasili.org/reader

SIGN UP
maliasili.org/sign-up

Take a break from technology and get outside into nature.

Sending out year-end communications from the field

Start your annual work planning with a bird's eye view

You too can facilitate effective meetings online.

Issue 12: 10 tips to avoid burnout and manage stress
Nov 20, 2020 · Stress Management

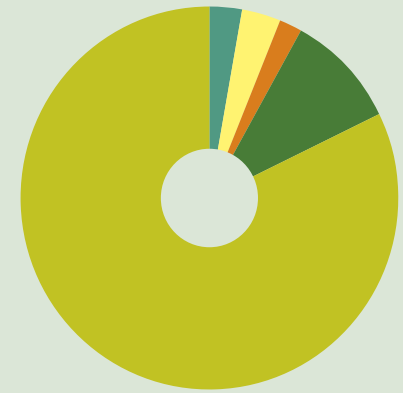
Issue 11: Tips on Year-End Communications
Nov 5, 2020 · Communications

Issue 9: Annual Work Planning: Putting your strategy into action
Oct 8, 2020 · Strategy, Planning

Issue 8: 10 Tips on Remote Facilitation
Sep 24, 2020 · Meetings, Facilitation

Growing Maliasili's Reach and Capacity

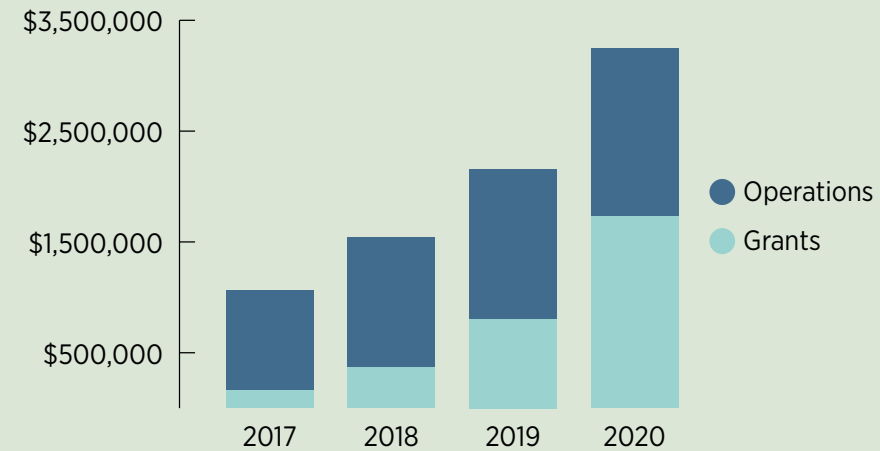
2020 Revenue by Source



- Private Foundations | \$3,207,191
- Individual Contributions | \$378,484
- Partner Cost-Share | \$76,495
- Leadership Programs | \$127,375
- Consulting | \$105,850

Full copies of the 2020 Audited Financials are available upon request

Budget Growth 2017 - 2020



"We are deeply impressed with the support that Maliasili is providing to high-impact organizations in your portfolio. The community-led organizations you support are more critical than ever to manage land in a way that meets the needs of nature and of the people who depend on it for their livelihood."
 -Kristin Gilliss Moyer, Senior Investment Partner, Mulago Foundation

Thank you to our Funders and Partners

Key Funding Partners

- Acacia Conservation Fund
- BAND Foundation
- Blue Ventures
- Bright Horizon Fund
- Cobalt Trust
- Dry Creek Foundation
- JPMorgan Chase
- Liz Claiborne & Art Ortenberg Foundation
- The Lucy Foundation
- MacArthur Foundation
- Mulago Foundation
- Sall Family Foundation
- The Nature Conservancy

Supporters

Individuals and organizations providing at least \$500 in support of our work in 2020.

- | | |
|---------------------------------------|---|
| Anonymous | Leslie Roach |
| Ben Gallant | Nisha Ligon |
| Charles Fritz | Oak Foundation |
| Markus Kant & Catherine Durand-Brault | Anthony & Jeanne Pritzker Family Foundation |
| Goldman Sachs & Co | Richard Schwarzbard & Rosemary Schwarzbard |
| Google Matching Gift Program | Schwab Charitable |
| Jane & William Stocklin | Scott O'Connell |
| Jed & Sarah Nussdorf | Silicon Valley Community Foundation |
| Jill Nelson | |
| Linden Trust for Conservation | |



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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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