

AFRICA HOUSE GROUP

2019/2020 Impact Report



For people and planet

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An environmental scientist by trade, I set up Journeys by Design in 1999 to demonstrate that tourism could be a force for good and so support Africa, its people, wildlife and wilderness. I wanted to share the Africa I grew up in with others, and was convinced that by doing so, they would in turn want to help give back to the places they travelled.

Little did I know that over the coming 20 years we would go on to launch a non-profit, an impact investment company, and help build a purpose-led Ethiopian travel business. As such, we have a model that goes well beyond the remit and capacity of what it means to be a tour operator, one in which travel-driven conservation lies at the heart of everything we do. We actively work to support projects that have a lasting impact on the ground for communities, wildlife and wildernesses, and have developed a range of approaches to protect and grow Africa's wilderness.

Like everyone, 2019-20 has been a difficult period for us. We had extremely high hopes at the start of the year as we pulled our collective efforts together under the Africa House Group. We had a fundraiser planned in San Francisco, with a target of raising over \$250,000, which I'm confident we would have hit. However, as we all know, things don't always pan out as we might expect. Covid-19 halted all international travel, which has had a big impact on our plans.

That impact has been much more serious in Africa, where funding from tourism ceased overnight, and where there has been little compensatory support from government. The loss of revenue has left huge holes in the operating budgets of many an at-risk ecosystem, and so led to increased degradation of land, increased levels of poaching, and to an increased loss of wildlife. It is for this reason that we set up the African Tourism Crisis Fund, directing funds on the ground to where it is most needed.

However, with international travel restrictions still in place, it's clear that businesses on the ground are in need of long-term support, which is why we launched the African Travel Recovery Fund. The Recovery Fund aims to raise in excess of \$250,000 to support five community-led initiatives in key at-risk ecosystems. Different elements of the Africa House Group will provide these initiatives with finance, business mentoring

and development, and access to international tourism markets, which will enable them to keep afloat and redesign their models in preparation for a post-Covid world. Once we can demonstrate proof of concept, so we will be in the position to rapidly upscale the model in support of the future of African travel.

At the same time, we have launched Journeys by Design's Three-Year Plan for becoming a sustainable business. It will further demonstrate our commitment to pushing the boundaries of what it means to be a purpose-led tour operator. This will include becoming a B-Corp, assessing our environmental footprint, including our supply chains, and focusing even more on sustainability. We aim to become carbon balanced and develop natural capital principles to incorporate into our financial reporting. These are serious issues, which will take us time to address. However, time is of the essence, which is why we have given ourselves a three-year deadline to deliver.

Finally, as this report makes clear, the Africa House Group has increased the impact it had this year when compared against last year's figures. This is testament to the fantastic group of supporters we have, especially our Friends of Wild Philanthropy, our other donors, and our impact travellers. Most importantly, it illustrates the extraordinary work of our partners on the ground. We are especially cognisant of the immense pressures that they have been put under during the pandemic, and will continue to work hard to support them. Thank you everyone. Without you, none of this would be possible.

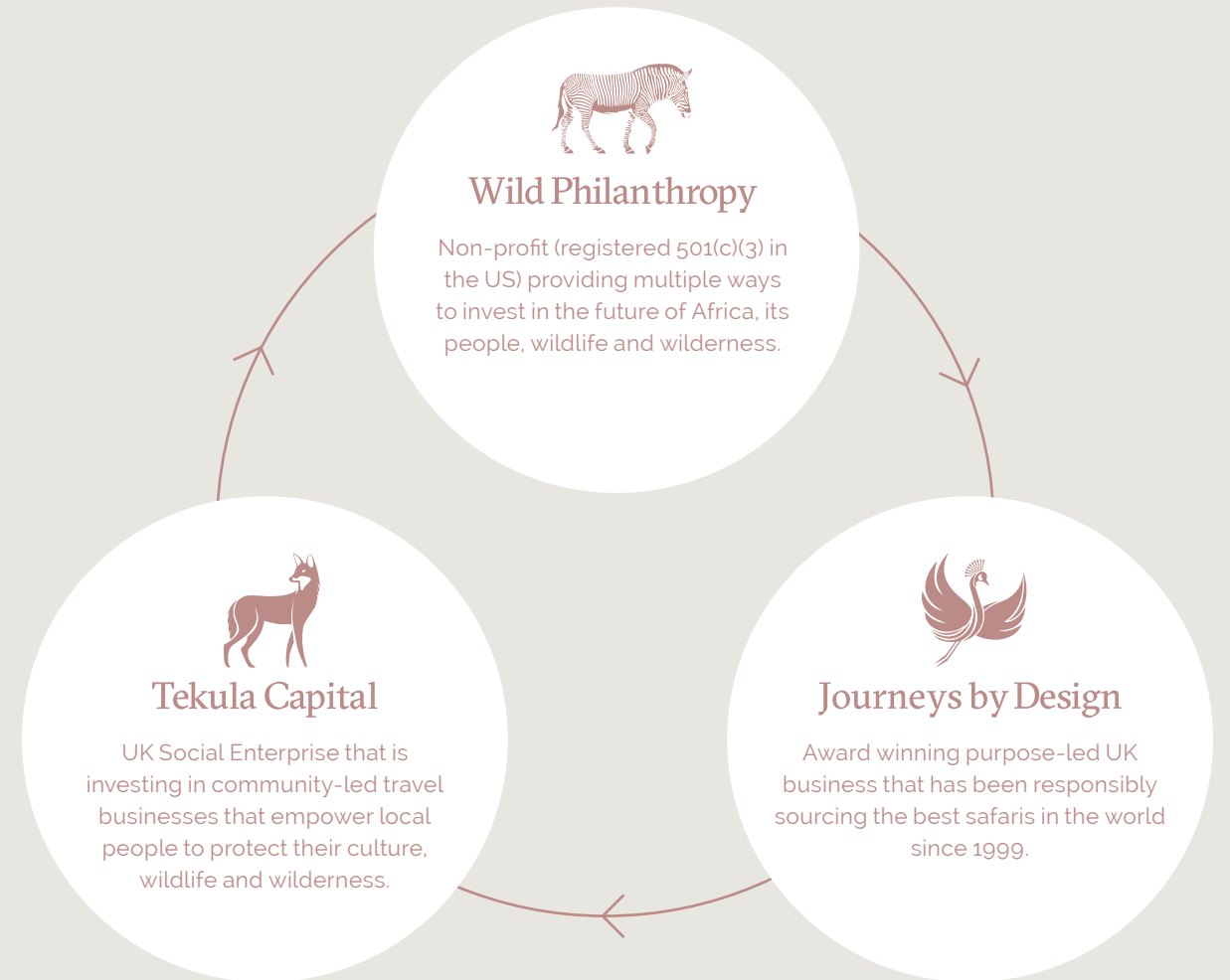
Yours sincerely,
Will Jones

Founder and Managing Director
Fellow of the Royal Geographical Society



Female chimp
Mahale Mountains National Park, Tanzania
© Cameron Anderson Raffan

The Africa House Group was set up by Journeys by Design to help transform the way tourism benefits Africa, its people, wildlife and wilderness.



By combining philanthropy, social enterprise initiatives and purpose-led business approaches, we hope to affect change that would not have been possible through a single approach.

This impact report is the first Africa House Group report. It is by no means perfect. However, it does accurately reflect the impact we are making. Our model is inherently complex, with different interactions between the three types of organisation. We have distilled this down into a few key

metrics as a means of tracking and illustrating our effectiveness.

In essence, the Africa House Group is simply an enabler: we aim to connect people with opportunities to support Africa's wildernesses. Wild Philanthropy links donors with conservation and community development projects. Journeys by Design links travellers with purposeful and immersive experiences that support Africa. Tekula Capital links investors with impactful businesses. We see our place as facilitators,

creators of connections, raising vital finance, and providing advice and ongoing support.

The report is separated into four sections. The first section reports on the impact of the group as a whole. The remaining three sections report on each organisation's impact. While approached separately, it's important to remember that each element of the group is interlinked, and is designed, therefore, to work in concert.

As well as facts and figures for the impact of the group, this section makes a case for travel-driven conservation models as an excellent way to help close the funding gap in biodiversity conservation.

Africa House Group

Countries supported 8

Botswana, DRC, Ethiopia, Kenya, Namibia, Rwanda, South Africa, Tanzania

Land supported 52,562 Ha

Hectares covered by Core Ecosystems supported

Capital invested in Africa \$487,123

includes donations and impact investment

Total donated to conservation, to community development, and to Wild Expeditions - our impact investment in Ethiopia

Travel that matters

Our model is built around travel. Done well, travel can have a transformational impact on at-risk ecosystems, providing much needed finance to conservation and community development. However, like all models, it has its Achilles heel, as currently demonstrated in the recent Covid-19 outbreak, which has resulted in the closing down of borders and the cessation of travel. It is a level of vulnerability that has seen some question its role in long

term conservation, arguing that over-reliance on travel-driven models fails long term wider sustainable development.

While sharing the concern, we disagree with the conclusion. Travel plays - and will continue to play - an important role in conservation and community development in Africa. This is especially true in areas of poor governance, where competing land use is leading to significant

LEFT
Wildebeest migration
Ndutu, Ngorongoro Conservation Area,
Tanzania
© Cameron Anderson Raffan

degradation of important conservation habitats. It is also frequently the catalyst and ongoing support for wider sustainable development. Well-conceived, smartly executed, the very best of travel-driven conservation models stimulate and nurture resilient local and locally run economies, economies capable of delivering jobs, security, and education. It's no silver bullet. It is, however, the most wonderful of starts.

In truth, enterprise-based solutions to conservation have long helped the conservation community diversify their revenue. The classic model is that stalwart of the high street: the charity shop. In the conservation world, tourism has played a similar role, enabling organisations to establish more flexible funding streams. This can help reduce the amount of time and effort spent on grant applications and fundraising proposals whilst

empowering local decision making on how funds are used.

In the case of our work in the Omo, that means using tourist income to help establish community farms that enable local communities to grow both subsistence and cash crops that can be sold at local markets. In the Ntakata Village Land Forest Reserve, it means supporting local communities to develop supply chains for valuable non-timber forest products. In Enonkishu, it means enabling the conservancy to grow diversified businesses, namely Mara Beef, the Mara Training Centre and bee-keeping enterprises. These and other local enterprises demonstrate how tourist revenue leads to diversified and therefore resilient economies.

Further, in making the case for enterprise-based solutions to conservation, it's important to remember the huge

funding gap there is in the sector. The Paulson Institute estimates that in 2019 between \$124-and 143 billion flowed into biodiversity conservation. This sounds – and is – significant. However, it is less than a seventh of what is required. The same institute estimates that the cost of reversing the staggering decline in biodiversity by 2030 at between \$722-967 billion each year.

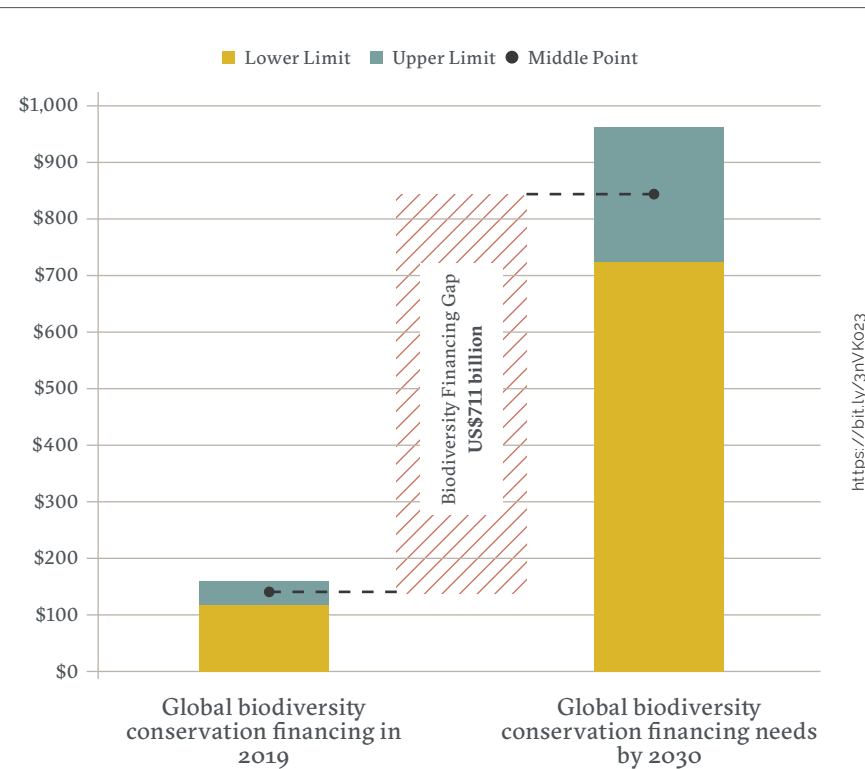
Meeting the funding gap is imperative. The value of conservation to the world is startlingly clear. Recent research by the World Economic Forum shows that US\$44 trillion of global GDP (around half!) is 'highly or moderately' dependent on nature. We exist at the behest of the natural world. This is why we need to be investing in nature. It's exactly this understanding that drives the Africa House Group: we leverage philanthropy, business, and impact investment to support conservation in Africa and so in turn the economic development that depends so heavily on nature.



Toubou herders
Guelta d'Archei, Ennedi Massif
Image courtesy S.V.S

Infant western lowland gorilla, Neptune family
Odzala-Kokoua National Park, Republic of Congo
© Scott Ramsay

Global biodiversity conservation financing compared to global biodiversity conservation needs (US\$ billions)



The Paulson Institute et al, Financing Nature: Closing the Global Biodiversity Financing Gap (2020)





Wild Philanthropy is specifically designed to protect at-risk ecosystems and support vulnerable communities in Africa. A registered 501(c)(3), its vision is for people and wildlife to prosper in Africa's wilderness as a result of benefiting from economic opportunities that sustainable travel provides.

Wild Philanthropy

Capital donated to conservation and community projects
\$235,900

Grants made to 16 different partners. Top three countries - Kenya (43%), Ethiopia (24%) and Botswana (23%). 56% to core ecosystems

Community members supported
904

Support through conservation and community development work of our partners

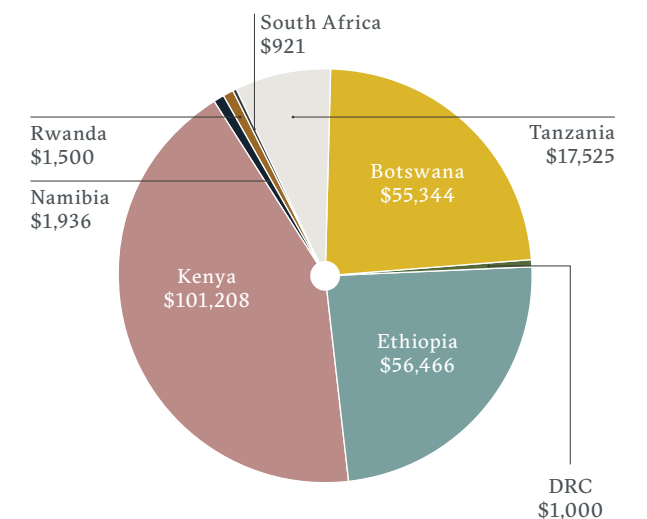
Crisis support
218

Jobs supported through grants made as part of the ATCF

This year, despite the effect of Covid-19, the charity has continued to grow, focusing on supporting its Core Ecosystems. Funds have been distributed to a range of projects and initiatives across eight countries, with a special emphasis on Kenya, Ethiopia and Botswana. Here we share Wild Philanthropy's overall impact, and then focus on five projects across four at-risk ecosystems: they include Borana Conservancy, the Kara Community Farm, the African Tourism Crisis Fund, the Tongwe Trust, and Enonkishu Conservancy.

The African Tourism Crisis Fund was set up to support ecosystems that were - and continue to be - at increased risk due to the reduction of funding from tourist initiatives. As travel-driven conservation funds began to dry up, we launched the Fund, which at the time was the first of its kind, and which went on to support 218 jobs that would likely otherwise have been lost. In doing so, we were in turn able to help protect ecosystems that are the source of any wider sustainable economies. Here we share Wild Philanthropy's overall impact, and then focus on four projects: Borana Conservancy, the Kara Community Farm, the Tongwe Trust, and the African Tourism Crisis Fund and its impact, especially in Enonkishu.

Donations by country





Engineers Trip to the Omo Valley's Kara Community Farm

The Omo Valley is home to a range of Afro-Asiatic and Nilo-Saharan tribes and communities whose way of life is under threat – particularly from the damming of the Omo River and an exploitive tourism industry. Additionally, there are considerable wilderness areas which play home to pockets of wildlife, but which are being slowly pushed to local extinction.

As part of our support, we are partnering with the Kara to develop a community farm with a solar irrigation system. This year, Wild Philanthropy and the Miyamoto Relief Fund facilitated and funded a trip for a group of senior executives from a number of US engineering firms to carry out a technical feasibility study for the community farm. The team included specialists in disaster risk-management, irrigation, solar power, land surveying, and electrical engineering.

The trip resulted in an invaluable report, which has helped redesign the project, making the Kara Community Farm a model farm, which is used for training, raising awareness, and kickstarting similar future food-security projects in

the Omo. Just as importantly, the team looked at options for scaling up and identified an alternative site for a larger irrigation project, thereby setting the foundations for the establishment of a much more significant community farm.

Much work is needed to realise the project, which cost an estimated \$250,000. We have raised just under \$50,000, and are currently seeking the additional funds to be able to work with a local partner to support the Kara develop the Community Farm model.

Together with the sustainable custom brought via tourism, we hope the community farm will be rolled out in other areas, and support the community in its aim to establish a Kara conservancy, and that it will help benefit neighbouring tribes as well.

ABOVE LEFT
Existing 50-acre crop area and expansion area of 127+/- acres at Kundama. Red line shows potential 1.8+/- mile access road alignment from Dus

ABOVE RIGHT
Borana cattle, Borana Conservancy Laikipia, Kenya



Borana Conservancy Rhino Conservation

Borana Conservancy is a non-profit organisation dedicated to the sustainable conservation of critical habitat and wildlife. Its mission is to provide a sustainable ecosystem - in partnership with its neighbours and community - for a critically endangered species.

Their holistic approach commits tourism, ranching and other enterprise to building local livelihoods and enhancing ecosystem integrity. In 2019, they have had five black rhino births, three females and two males, which is exciting for the future of Borana's black rhino population. The total population of black rhino across Lewa and Borana now stands at 105.

Wild Philanthropy has supported the conservancy with general operational funds, helping cover ranger costs to ensure the security of the rhino population on the conservancy.



Wildlife ride, Borana Conservancy, Laikipia, Kenya

African Tourism Crisis Fund: insight and case study

One of our key responses to the pandemic was to support the local communities who make travelling to Africa such a special experience. They are the custodians of the ecosystems that have served for centuries as their home. They have successfully – mainly through eco-tourism - begun to build sustainable businesses, ones capable of providing their people with employment, education and security. As cancellations of travel plans increased and bookings dried up, so the income critical to these communities stopped flowing.

In the likes of the UK, those financially affected by Covid-19 were fortunate enough to be helped by extraordinary economic support packages. Even where these packages were not made available, traditional welfare systems provided a modicum of support. At the time of setting up the African Tourism Crisis Fund, the communities the world relies on to protect Africa's wildernesses had no such support. Bereft of income derived from eco-tourism, these communities had nowhere to turn.

It was for this reason that we launched the Fund. We had to make some bold decisions in order to get it off the ground. It was never going to be perfect, but we wanted something simple that could immediately make a difference. Benefices for this reporting period include Enonkishu Conservancy (Kenya) and the Tongwe Trust (Tanzania). Benefices for the next reporting period include Virunga National Park (Democratic Republic of Congo) and Il Ngwesi (Kenya).



The Impact of the Crisis Fund in Enonkishu

A cooperative of pastoralist families living on the edge of the Mara Ecosystem, the Enonkishu Conservancy sits in one of Wild Philanthropy's core at-risk ecosystems. With 6,000 acres, the group is committed to sustainable rangelands management and balancing the needs of livestock and wildlife. The following letter and ranger profiles illustrate how the funds from the African Tourism Crisis Fund helped at an extremely difficult time.

.....
 "Covid-19 has severely impacted our conservancy's operations as we are largely reliant on income from ecotourism. It is very early into Kenya's battle with the virus itself, but the panic has set in. The lack of tourists has not only impacted revenue, but the lack of tourist activities in the conservancy means less observers which makes the conservancy more vulnerable to people harvesting its natural resources. We have already noticed increases in people entering the conservancy to harvest wood and even hunt bushmeat, which makes the rangers and herders even more essential in this unprecedented crisis.

"In our part of Kenya, the past six months have already brought unseasonable rainfall resulting in lost revenue from farming. Now with the pandemic, employees relying on tourists are left jobless and often have no alternative than to enter the conservancy to sustain themselves. Enonkishu is striving to assist surrounding communities with their version of the crisis and any contribution towards



Enonkishu's operating budget will free up time and resources for community programs.

"The silver lining is that the wildlife has been largely unaffected, and even while facing the potential loss of half of their wages, Enonkishu employees have loyally chosen to stay and work through it rather than going home to their families. Within the conservancy, all employees have been provided with face masks and several "Tippy-Tap" hand-washing stations have been deployed to assist in the fight against Corona. The hope is that this goodwill can extend to the community as they are educated about the dangers

of this disease and hopefully this crisis can bring everyone together in a way that hasn't happened before.

"Enonkishu is incredibly grateful for Wild Philanthropy's initiative in setting up this program [the African Tourism Crisis Fund] and would like to extend that gratitude to all the supporters that are willing and able to sustain us during this difficult time. Kenya and the Maasai Mara is ready and waiting for you at the other side of this tunnel."

Rebekah Karimi
General manager, May 2020



Head Ranger Francis Dapash (centre) and his team, Enonkishu Conservancy

Grants provided Enonkishu via the African Tourism Crisis Fund went directly to securing jobs. The below profiles two key people on the Conservancy, whose jobs were protected using Fund monies.

Francis Dapash, Enonkishu Head Ranger

The head ranger for Enonkishu conservancy is Francis Dapash. He has worked for Enonkishu conservancy for 10 years, before it was designated as a conservancy. Dapash joined Enonkishu immediately after finishing secondary school. He comes from Laila, an area that was initially going to be included as the conservancy, but in the time it took to raise funds to provide conservation benefits to landowners, much of the land in his area was cleared for smallholder farming and no longer available for conservation. Dapash is the oldest of six, two brothers who are attending university and four sisters, three (triplets!) in secondary

school, and one in primary. He pays for his youngest sister to go to school using investments in livestock. He has attended several ranger training courses in order to achieve the rank of Sergeant, is incredibly committed to his work and over the years has trained incoming rangers to their current role within Enonkishu.

In 2016, Dapash married Emily, who comes from a neighbouring community. They have two children, Shadrack and Damaris. Shadrack is four years old and loves to spend time at his grandmother's house. When Dapash comes home on the weekends, he gets a report from Shadrack if any people have been chasing wildlife out of the fields. Shadrack knows his father's job is important, but when he is home, he will not leave his father's side. Damaris is Dapash's two-year-old daughter. She equally delights in her father's company, and her favorite thing is to ride on the motorbike with him – that may sound dangerous, but

here in Kenya, it is the norm! His son has begun school and normally two thirds of Dapash's wages are sent to his wife to provide food, clothes and school fees for the children and maintain a herder to look after his sheep and cows.



Francis and his son Shadrack

Although Dapash was fortunate enough to finish secondary school, his options for employment are limited, as he has spent his entire adult life investing his time and effort into Enonkishu Conservancy.

Benard Leshinka, Enonkishu Head Herder

Benard Leshinka joined the Enonkishu herding team in 2016 when the conservancy began a bull fattening herd. He comes from Narosura near Narok and came across the conservancy during his search for work. Leshinka was fortunate enough to attend secondary school, which is rare for a herder, but his Maasai culture called him to look after livestock and his brains are essential at keeping tight records of the herds. He has a photographic memory and recognises cows just as others recognise individual people. His talent is astounding, and his loyalty has vastly contributed to the success of our growing Herds for Growth program.

The oldest of six children, Leshinka's youngest brothers attend secondary school, and are supported by his income. He met his wife, Naitauang, in 2012, near his home. Naitauang and Leshinka have two daughters, five-year-old Naipasoi and two-year-old Sainapei. As well as supporting his own children, two other children stay with Leshinka's family: his sister's son Lepapa and his wife's sister's daughter Siano. Three quarters of his wages are sent to Naitauang to purchase food, clothes, pay a herder to care for his livestock, and pay school fees for five students!

Leshinka's five-year-old daughter, Naipasoi, is especially interested in livestock and wildlife, as her father has explained what the objective is in Enonkishu, promoting the coexistence of the two. When Leshinka goes

home, he is bombarded with stories about school and requests for stories about incidences where Leshinka has encountered predators with the herd of cattle.

As Leshinka is the oldest of his siblings, his responsibilities are great within the family. If there are any illnesses or accidents involving his parents, siblings, nieces, or nephews, Leshinka and his income assist the family through it all. His salary and position at Enonkishu have a massive impact on a huge number of people.



Head Herder Benard Lishinka (far left) and his team, Enonkishu Conservancy



Tongwe Trust

The Ntakata Forest is adjacent to Lake Tanganyika, due north of the Mahale Mountains. An extraordinary example of grassroots resilience, it is protected by the Tongwe Trust, which was set up to secure the forest as the Tongwe people's new cultural heartland. It is home to a huge biodiversity, serves as the home for several Tongwe and Bende people villages, and to 38 large mammal species, 261 bird species, and 119 tree species. It's the only place in Tanzania used by both chimpanzee and forest elephant.

As well as contributing the work of the Tongwe Trust in protecting Ntakata

Forest, Wild Philanthropy designed and built the Trust's new website. Guided by the Trust, we used its extraordinary story and the old site's film as the basis for developing a proposed new structure. Sourcing images from the few who have travelled to Ntakata, in Tongweland, and enriching the Tongwe's story from a range of materials, including work published by the Trust itself, we designed and built a site that as well as shop window serves as a means of directly raising funds.

The end result is a website that we estimate would have cost circa \$5,000 to build on the open market. It is the

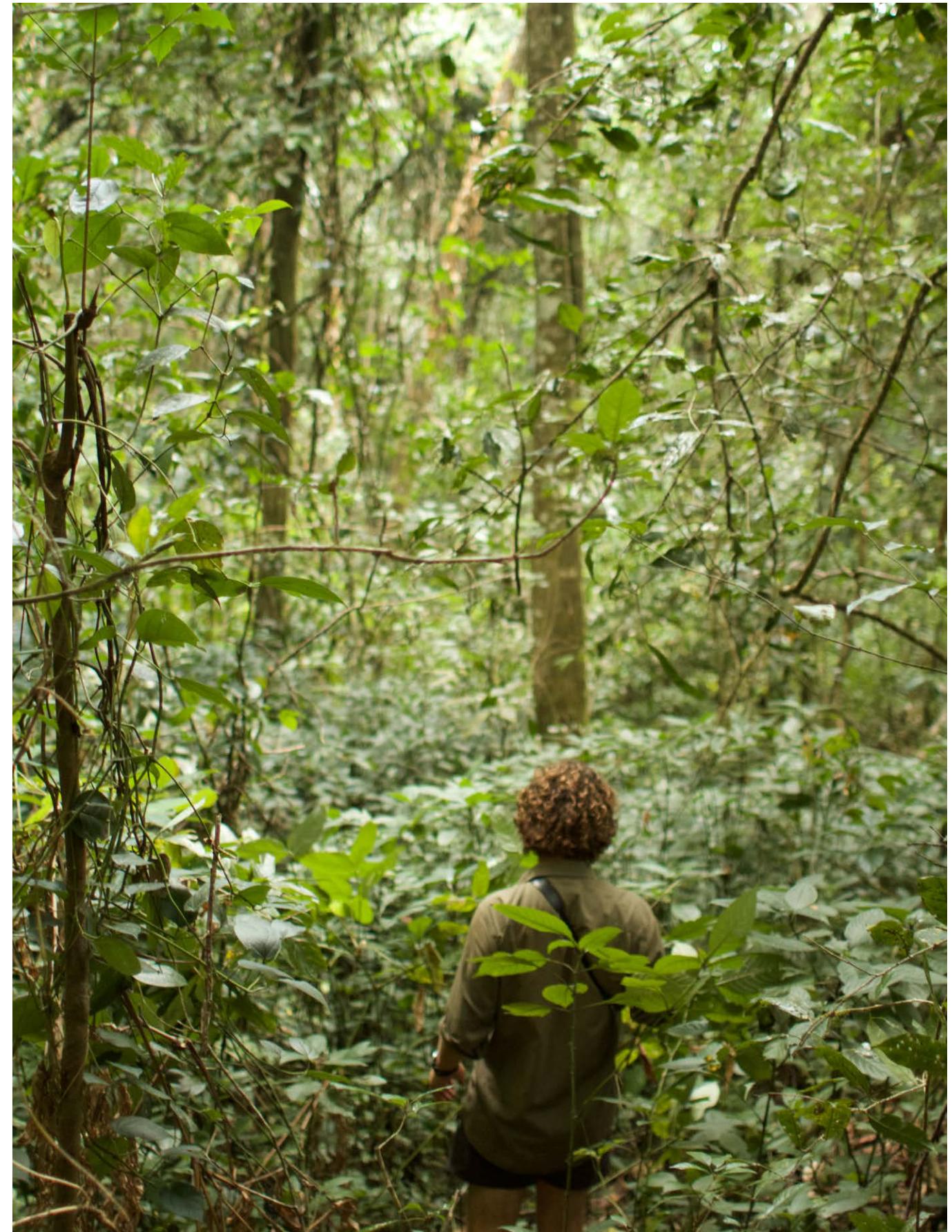
first time in the history of the Trust that its story and the materials that support that story can be found in one place on the internet. Co-founder of the Tongwe Trust Roland Purcell estimates that it has helped raise \$25,500 in the last six months.

IMAGES, CLOCKWISE
Narrow gauge patrol, Tongwe Trust rangers
Ntakata Forest, Tanzania

Tongwe Trust ranger Mkiwa Msafiri
Ntakata Forest, Tanzania

Ntakata Forest canopy, Tanzania
All images © Sophy Roberts

FULL LIST OF ORGANISATIONS SUPPORTED BY WILD PHILANTHROPY



Trekking Ntakata Forest with the Tongwe Trust © Jimmy Greenwood

Journeys by Design is a specialist adventure travel company which chooses to curate just 100 high-value RARE and CLASSIC safaris a year. Off-grid and unique, these safaris are designed to support the often at-risk ecosystems that serve as their destinations.

Journeys by Design

Impact Travellers 63

Number of clients that made donations as a result of their travel

Park fees via JbD clients \$130,083

Paid to conservation landscapes in conservation fees to support ongoing management of these areas

JbD client donations \$68,992

Donated as a result of travelling with JbD

Journeys by Design (JbD) has continued to work with its clients to drive funding into conservation landscapes. With 63 travellers providing donations to conservation and community development, we are seeing the value of this approach. In addition, we have started tracking the conservation fees that clients pay, as these go directly into supporting conservation efforts in their travel destinations. We are delighted to see how much funding is going into these areas.



Salt market, Danakil Depression, Ethiopia
© Alistair Taylor-Young

We have been working hard to better articulate how JbD sets itself apart from other tour operators. There is a lot of talk about purposeful travel, so much so that it is becoming increasingly difficult for travellers, the donor community, and conservationists on the ground to distinguish between travel operators who put their money where their mouths are and those who do not.

Journeys by Design is in the process of turning the traditional tour operator model upside down, whereby travel is not an end in itself, but rather a vehicle for change. It has committed itself to working for nature, a commitment that gave birth to Wild Philanthropy, Tekula Capital, and Wild Expeditions Ethiopia. If we're to demonstrate proof of concept and encourage others to do the same, it's vital that we better communicate why we've done what we've done, how we've done it, and where we're going next.

In order to do this, we have developed our Three-Year Plan, which sets out exactly what JbD aims to be by 2024.

Become B-Corp certified

Certified B Corps are a new kind of business that balances purpose and profit - and puts worker, client, supplier, community and environment before shareholder. This stakeholder-based approach ensures our business is a force for good.

Reinvest profits into the environment

Journeys by Design has joined 1% For the Planet. This means that 1% of our gross sales will go to approved environmental causes and organisations.

Create, use and maintain sustainable supply chains

We will audit our UK chain and ensure we are sourcing locally and ethically and develop clearer sustainable ratings of our supplier properties and companies' operations.

Tackle carbon emissions

We will analyse our carbon footprint to avoid and minimise carbon emissions; and we will select a number of forest carbon projects in the areas we travel to offset the unavoidable carbon emissions that travel creates.

Use natural capital accounting

We are committing to developing simple accounting practices that let us incorporate natural capital into our accounts. These environmentally and socially adjusted set of accounts will demonstrate the value we are creating for society rather than shareholders.

Make a business case for investing in nature

Continue to work with initiatives such as Business for Nature to demonstrate the business case for nature whilst signing up to similar initiatives that will help us learn and grow.

Declare a climate emergency

Along with others in the world of tourism, we have declared a climate emergency, and signed up to the Tourism Declares a Climate Emergency's five key actions.

For more on our Three-Year Plan and the declaration of a climate emergency, please visit the Journeys by Design website.

The following two case studies serve as fine examples of how Journeys by Design's heft, experience, and creativity serves to introduce travellers to sustainable travel, to the conservation enterprises it supports, and to different ways we travellers can contribute.



Securing elephant corridors, eastern Okavango Panhandle, Botswana
© Amanda Stronza

EcoExist project to support Eretsha Village Primary School

Following a trip to Botswana, one client decided he wanted to support the work of one of our partner organisations. We arranged a meeting in Botswana. This led to a donation that supported the primary school in Eretsha Village, which needed a solar power system, uniforms, and sports kits for all the children.

A system was installed that could provide power for lighting, fans, computers, a printer, small photocopier, charging phones, a fridge, and a water pump during the day. Uniforms and sports kits were provided for the 219 children currently attending Eretsha Primary School. There have been a

number of subsequent trips connected with Ecoexist.

Kit Miyamoto, Lale Biwa and Wild Expeditions

Kit Miyamoto travelled with Journeys by Design in May 2019. It was the beginning of what is an ongoing relationship between JbD, Wild Philanthropy and Kit's own philanthropic fund Miyamoto Relief, a non-profit that offers engineering expertise to at-risk communities around the world.

Kit's itinerary took him to the Omo Valley, where he was guided by Lale Biwa, Kara elder, one of Wild Expedition's owners, and chief guide to the south. Kit stayed at Lale's Camp and was hosted by both the Kara and the Mursi. As well as enjoying everything the Omo has to offer by way

of adventure, culture and geography, he was conscious of the challenges faced by the people of the Omo, especially the dam-induced failure of the Omo River's floods, and the knock-on effect it has had food security and, therefore, the community's many ways of life.

Kit was aware of our efforts to fund the Kara Community Farm project, which seeks to install a pump and so provide a constant supply of water and allow the Kara to grow crops for themselves and to sell to Lale's Camp. Given his engineering expertise, he was especially drawn to the project, which at the time was in further need of

financial support and exactly the kind of technical knowhow that he and his colleagues back home possess.

Inspired by his trip, Kit set up his own fundraising scheme on his return, part of which included inviting Lale and the then country manager Graeme Lemon to a conference in Las Vegas. As briefly shared above (see Wild Philanthropy Impact), the invitation resulted in raising almost \$20,000 and inspired a group of engineers to volunteer to travel to the Omo in January this year to help complete the project.



Salt train, Danakil, Ethiopia
© Alistair Taylor-Young

Wild Expeditions Ethiopia

Owned and run by a team of industry-respected guides, Wild Expeditions Ethiopia specialises in providing top quality individually tailored safaris throughout Ethiopia. The company is founded on the deep belief that we need to develop a sustainable trade solution to the challenges facing the environment.

As the Africa House Group's first impact investment, Wild Expeditions is the epitome of what we are about. Pre-Covid, this locally-led travel business was demonstrating that Ethiopia has the potential to be a major standalone tourist destination, one that could compete with neighbouring Kenya on its own terms.

At JbD, we have been actively promoting the business to our network of agents, essentially asking our competition to join us in championing Ethiopia as a major sustainable travel destination. The response has been fantastic, with Wild Expeditions building an impressive list of agents selling their product.

Sharing our experience with the team in Ethiopia, we have been mentoring and supporting behind the scenes, from leadership to finance to sales to marketing, support that has seen the business grow year on year. Covid, of course, has been a major setback, but if we can help the company through the effects of the pandemic, then the future for Wild Expeditions is incredibly bright.

Tekula Capital was established to invest in community-led travel businesses in Africa to support sustainable development and conservation. This year our focus has been supporting Wild Expeditions through Covid and designing and readying the Africa Travel Recovery Fund.

Tekula Capital

Capital invested in
community-led tourism
\$121,139

\$ invested in Wild
Expeditions Ethiopia

People employed
by Tekula's business
investment
40

Jobs at Wild Expeditions
Ethiopia. 100% are Ethiopian.
38% of the jobs are occupied
by women and 58% of the
jobs are occupied by Kara
community members

Capital put back into
the African economy
by business investment
\$760,397

Revenue for Wild
Expeditions Ethiopia





Cessna 208, Murulle Airstrip, Omo Valley, Ethiopia

Supporting Wild Expeditions Ethiopia

Much Tekula Capital (previously Wild Enterprise)'s efforts have been spent supporting Wild Expeditions Ethiopia through this very challenging time. Although the year started well, the impact of Covid-19 has severely impaired the company's ability to operate. We have, however, been developing the business, along with a new country manager Yulia Teklu, an Ethiopian national, and who's appointment means the entire company is Ethiopian operated.

Our main focus has been on raising emergency financing for the company. Unfortunately, despite managing to raise funds, the effect of Covid-19 on revenue stream was such that Wild Expeditions's capital reserves were soon exhausted, making it impossible to keep the team together. As a result, a few members of the team have since departed, while those remaining are on reduced salaries and short working weeks.

However, the core team is working on new approaches designed to serve a post-Covid market. As well as health and hygiene measures, it has been developing a new product and looking confidently to the future. Meanwhile, Tekula is actively continuing discussions to raise further finance, and considering how to best revive what was – pre-Covid - Ethiopia's finest ground handler. We have every faith that we will do exactly this.

African Travel Recovery Fund

As well as working with Wild Expeditions, we have set up and launched the African Travel Recovery Fund, in collaboration with Wild Philanthropy and Journeys by Design. This is an extension of Wild Philanthropy's African Travel Crisis Fund, which is now closed.

The Recovery Fund will do more than just distribute funds, which we acknowledge as more band-aid than long term solution. Instead, we will mobilise all our resources, intellectual capital, network and contacts to develop a structured support programme for Covid-affected community-led travel businesses in Africa.

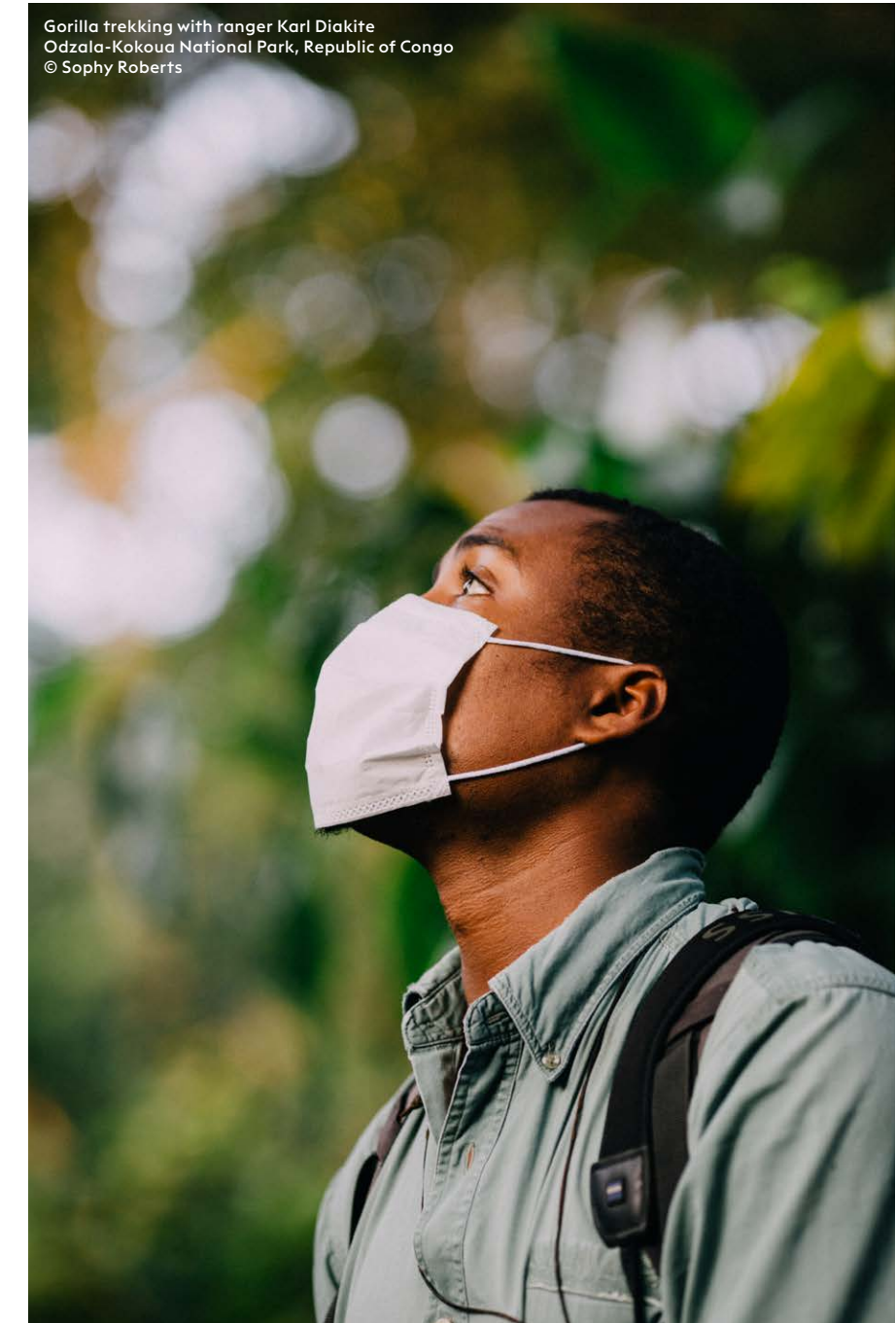
We feel that through raising finance and deploying the intellectual capital across the Africa House Group, we will be able to positively influence the return of travel in some of the key areas in which we operate. We believe we have a unique opportunity to identify a suite of community-led conservation businesses and support their recovery through:

- **Reviewing and supporting business and financial planning.**
- **Developing new strategies to adapt to a rapidly changing marketplace.**
- **Supporting marketing and brand development.**
- **Helping spread their message and story via the likes of the FT, Conde Nast Traveller, New York Times, and the Wall Street Journal.**
- **Developing social media campaigns.**
- **Driving business directly to these businesses through Journeys by Design and marketing to other international agents.**

○ **Funding of vital community development and conservation work.**

We have identified five businesses - across Kenya, Tanzania and Ethiopia - that we would like to start working with and we're looking for at least \$250,000 to start developing and rolling out the Recovery Fund, which we believe

is rapidly scalable. As difficult a time as it is, the opportunity to build back better is significant, and much needed. We hope we can help.



Gorilla trekking with ranger Karl Diakite
Odzala-Kokoua National Park, Republic of Congo
© Sophy Roberts

This year been an incredibly tough one for all our partners in Africa. They have been particularly impacted by the pandemic and resulting lack of travel. We too have faced challenges, but are – relatively speaking – in a much more fortunate position, which is why we have managed to achieve the impact shared in this report, and why we have been able to continue supporting our partners throughout.

Our purpose is to facilitate ways for people to connect with Africa in a more meaningful way. We work hand-in-hand with our partners on the ground in Africa, for whom we are eternally grateful. It is they that work tirelessly to protect Africa's cultures, wildlife and wilderness for future generations locally and globally. To these partners we owe huge thanks.

Last, but very much not least, a massive thank you to every single person who has supported our work, through your travel and through your donations. Thank you, also, to the many who have already rebooked travel for 2021 and 2022. We remain a small but focused team that wants to make a real and long-lasting difference in Africa, using travel to do so. With your help, we believe we can achieve this.

Yours sincerely,
Paul Herbertson

CEO and Director
Fellow of the Zoological Society of London

BACK COVER
Mahale Mountains National Park
© Cameron Anderson Raffan

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benefits Africa - its people,
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Journeys by Design



Wild Philanthropy



Tekula Capital