



2022

ANNUAL IMPACT REPORT



Photo: Ken and Michelle Dyball





Table of Contents

Message from the Chairman	3
About The Maa Trust	4
2022 Highlights.....	5
Education and Child Protection.....	6
Ng'ila ECD School	7
Scholarships and Conservation Holiday Camps.....	8
Career Guidance and IT Training.....	9
Child Rights	10
Water and Health	11
WASH Trainings	12
WASH Infrastructure.....	13
Integrated Community Healthcare Programme	14
Health Infrastructure	15
Sustainable Livelihoods	16
Maa Beadwork.....	17
Beekeeping	18
Entrepreneurship Training.....	19
Maa Enterprise	20
Community Empowerment.....	21
Centre For Ecosystem Restoration - Kenya.....	22
2022 Financial Overview	24
Partners.....	25
Looking Ahead to 2023.....	26
Support The Maa Trust	27



Credit: Chad Cocking



Credit: Nick Spollin Photography UK

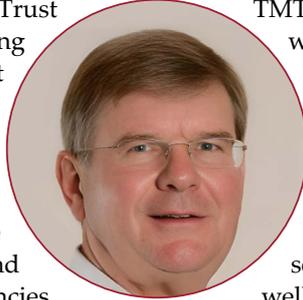


Credit: Nick Spollin Photography UK



Message from the Chairman

We are delighted to present to you The Maa Trust (TMT)'s 2022 Annual Impact Report, offering a glimpse into the transformative impact of the Trust over the last year. It is very encouraging to see how TMT has matured and come to stand as a beacon of hope for the Maasai Mara ecosystem, weaving together the strands of conservation and sustainable community development. Collaborating hand in hand with Maasai-owned wildlife conservancies and neighboring communities, TMT is committed to enhancing the lives of Maasai families while nurturing the delicate balance with our environment.



Throughout 2022, TMT's activities spanned our three pillars: Education and Child Protection, Water and Health and Sustainable Livelihoods. Through a comprehensive, holistic and structured array of initiatives, we are systematically tackling critical challenges, igniting progress and nurturing sustainable wellbeing for disadvantaged families in the Maasai Mara.

As we reflect on the transformative initiatives undertaken by TMT in 2022, it becomes evident that the journey towards sustainable community development is a complex tapestry interwoven with education, health, livelihoods and wildlife conservation. Our ongoing legacy of progress, resilience and empowerment stands as a testament to the steadfast commitment and hard work of the team on the ground who are dedicated to shaping a future where communities thrive in harmony with wildlife conservation.

2022 saw the creation of an additional level of governance the Trust. A Community Advisory Council was formed, which is composed of seven community members who represent elders, men, conservancy landowners, women and youth from across the Maasai Mara. Their role is to be a link between TMT and the community, advising the implementation team and trustees of pressing needs within the community, and ensuring that the community are correctly informed about TMT activities. It is a pleasure to work with the members of the Community Advisory Council, and we greatly value their feedback and guidance.

In 2022 there were also changes on the Kenyan Board of Trustees, with Greg Monson resigning and Wilson Odhiambo and Alyssa Popat joining. I would like to recognise the invaluable time and support that the trustees volunteer to the trust without any financial compensation to ensure that we have strong governance and rigorous fiduciary processes.

In particular, I would like to highlight the tireless dedication of Brian Kearney-Grewe. Despite his ongoing fight against cancer, he has continued to be actively involved in the trust and finance sub-committee in 2022. Sadly Brian died in early 2023 but his legacy will live on in the foundations that he helped to lay at TMT, as well as the Mara as deep Elephant Project. He will be deeply missed.

TMT's extensive work would not be possible without the invaluable relationships that have been established with local, national and international partners. Within the Maasai Mara, we would especially like to thank Mahali Mzuri, Great Plains Conservation Foundation, Angama Foundation and Asilia Africa for their ongoing support. It is encouraging to see tourism operators as passionate about the wellbeing of the people living around this precious ecosystem as we are.

TMT has several partners that it has worked with for many years, including Tusk, Africa Digna, IEEE Smart Village, Cargill Ltd, Transform International, I&M Foundation, CHASE Africa, Addax and Oryx Foundation, and Crossing Borders. We are delighted to see these relationships remaining steadfast. In addition to supporting the work undertaken by TMT, we are indebted to Sidekick Foundation (US), Africa Exchange (US) and CHASE Africa (UK), our US and UK partner organisations for supporting our mission. We also gratefully welcome support from new partners, including Aqua Nirvana Foundation, our first bi-lateral partner GIZ-Kenya, Basecamp Explorer Foundation Kenya, A Better World Canada, AC and Foundation for a Just Society and most recently, MPESA Foundation. We look forward to seeing these new partnerships flourish. Support from individuals and family foundations also remains critical to our work. It is heartwarming to receive messages of support from guests who have visited us in the Maasai Mara, seen our work first hand and decided to contribute towards achieving our mission.

As you read this annual impact report, we encourage you to immerse yourself in the narratives of change, resilience, and progress that characterise TMT's ongoing journey. With a growing geographical footprint across the greater Maasai Mara, we are united in our commitment to creating sustainable lasting impact. You can join us on this transformative journey by visiting us in the Maasai Mara, sharing our achievements within your networks, and supporting us financially. Your participation is not just an exploration into the past, but an active contribution to a future where empowered communities and a thriving ecosystem go hand-in-hand.

With gratitude and anticipation.

Terry Davidson,
Chairman of the Board of Trustees



About The Maa Trust

The Maa Trust is an independent non-profit community-based Trust working towards ensuring the success of conservation in the Maasai Mara ecosystem through sustainable community development. The Maa Trust works in partnership with Maasai-owned wildlife conservancies and their neighboring villages to improve the lives of Maasai families in an environmentally sustainable way. By collaborating with local communities and our partner organisations, The Maa Trust is ensuring the sustainability of the Maasai Mara ecosystem now and for generations to come.

Mission

Our Mission is to ensure that communities benefit from the protection of wildlife and habitat through evidence-based community development.

Vision

The vision of The Maa Trust is to secure the long term conservation of the Maasai Mara ecosystem through local community support, driven by acknowledgement and appreciation of the role that conservation has had in the sustainable development of Maasai communities.

The Maa Trust programmes are divided into three pillars, providing clear lines of responsibility while ensuring that we maintain our focus. These are:

Education and Child Protection	Water and Health	Sustainable Livelihoods
<p>1. Education</p> <p>a. Schools and training</p> <ul style="list-style-type: none"> • ECD and School infrastructure • School capacity development • Education advocacy • Career guidance • Maa Champions clubs in schools • IT, ICDL and AJIRA digital training <p>b. Scholarships</p> <ul style="list-style-type: none"> • Primary and secondary bursaries • Tertiary bursaries • Conservation holiday clubs <p>2. Child Protection</p> <p>a. Child rights advocacy</p> <ul style="list-style-type: none"> • Community rights advocacy and awareness • Community led alternative rites of passage • Positive parenting training <p>b. Case Management</p> <ul style="list-style-type: none"> • Psychological support • Strengthening child protection systems • Coordination with child protection stakeholders 	<p>1. WASH</p> <p>a. WASH Infrastructure</p> <ul style="list-style-type: none"> • Natural spring rehabilitation • Community rainwater harvesting • School water and sanitation Infrastructure <p>b. WASH and CLTS Trainings</p> <p>2. Healthcare</p> <p>a. Integrated Community Healthcare Programme</p> <ul style="list-style-type: none"> • Stakeholder engagement • Door-to-door approach • Mobile medical camps • Backpack nurse <p>b. ASRHR and peer mentors</p> <ul style="list-style-type: none"> • School visits • Village ASRHR workshops • YFC operations • Young mother support groups <p>c. Healthcare Clinics</p> <ul style="list-style-type: none"> • Infrastructure • Telemedicine • Clinician capacity building 	<p>1. Social Enterprises</p> <p>a. Maa Beadwork</p> <ul style="list-style-type: none"> • Training • Direct production • Wholesale and retail sales <p>b. Maa Honey</p> <ul style="list-style-type: none"> • Training through ToT approach • Market provision <p>2. Community Capacity Building</p> <p>a. SBS Entrepreneurship training</p> <p>b. Maa Enterprise</p> <ul style="list-style-type: none"> • Hydroponics • Elephant friendly kitchen gardens • Mushroom farming • Soap making • eco iko <p>c. Community Empowerment</p> <ul style="list-style-type: none"> • Capacity building trainings • Microfinance/WEF • Women in Leadership (WIL)



2022 Highlights

In 2022, The Maa Trust achieved significant milestones in its mission to promote conservation and sustainable community development within the Maasai Mara ecosystem. These accomplishments were made possible by the unwavering support of dedicated partners and stakeholders. Highlights include:

Education and Children Protection

- 4** | Construction of four classrooms at Ng'ila ECD School commenced.
- 776** | 776 students benefited from career guidance in secondary schools and two career fairs were attended by 30 tertiary institutions and 624 youth.
- 73** | 73 girls graduated through the Maasai Mara's first Alternative Rites of Passage eliminating the need for female genital mutilation.
- 6** | 6 scholarship students graduated from high school, with one scoring a B- and enrolling in JKUAT University.
- 69** | 69 learners (27 ICDL, 26 packages, 16 junior packages) acquired essential IT skills, positioning them for success in an increasingly digital world.

Water and Health

- 53** | 53 toilets constructed following Community-Led Total Sanitation (CLTS) training in 4 villages.
- 7,129** | 7,129 community members received information and awareness about Sexual Reproductive Health and Rights (SRHR), including 723 youth reached by peer mentors across 14 villages.
- 1,939** | 1,939 additional community members accessing safe water taking total to 12,339 benefiting from spring or community rainwater harvesting projects.
- 19,752** | 19,752 community members received medical services through ICHP activities.
- 118** | 118 men were engaged through *olpul* men's forums on health and sanitation issues.

Sustainable Livelihoods

- 579** | 579 women engaged in Maa Beadwork
- 40** | 40 additional entrepreneurs trained in Street Business School taking total to 139
- 6** | 6 beekeeping ToTs trained in turn empowering 77 beekeepers who produced and sold 191kg pure acacia honey.
- 17** | 17 community members trained, 5 in mushroom farming and 12 youth in soap production through Maa Enterprise.
- 1,236** | 1,236 women in 53 microfinance groups received capacity building training resulting in loans totaling KES 2,200,000 awarded by Women's Enterprise Fund and Uwezo Fund.



A photograph of two young children in school uniforms, one holding a plastic bag, with a blurred crowd in the background. The children are wearing red sweaters and grey shorts. The child on the left is holding a clear plastic bag. The child on the right is pointing towards the camera. The background shows a large group of people, likely students, in a school setting.

Education and Child Protection

Ng'ila ECD School

Since 2020, The Maa Trust has supported Ng'ila Early Childhood Development (ECD) School, which was founded to combat late child enrollment. Located 9km from the nearest primary school, children endured a perilous journey through wildlife, risking encounters with elephants, buffalos, and lions. Late enrollment resulted from parents waiting for their children to grow older to ensure their safety walking, but it hinders educational progress and secondary school transition.

The school consisted of a single ironsheet classroom and a basic kitchen for meals to be prepared. The Maa Trust, in collaboration with Rowan Collective, provided essential learning materials and food, driving enrollment from 23 to 92 pupils. A School Board of Management was established and trained to enhance governance, and the school's land was subdivided and registered.

Ng'ila ECD School comprises four classes: playgroup, PP1, PP2, and grade 1. Space limitations meant that one class was in the iron-sheet classroom, while the other three met outdoors under small trees, presenting severe challenges during rain or heat.

In June, the children received complete new school uniforms. For many, this was the first time they experienced owning brand-new clothes and shoes.

In December 2022, a visionary project started, backed by A Better World Canada, Rowan Collective, Mahali Mzuri Camp, and Aqua Nirvana Foundation. It involves building four classrooms and a rainwater harvesting system at Ng'ila ECD. This expansion not only enhances education but also provides clean drinking water. Rainwater is efficiently collected from the roof and stored in a 400,000-litre tank, funded by Aqua Nirvana Foundation. The surrounding community's 830 residents will be able to access clean water at a cashless kiosk for KES 2 (\$0.01) per 20 litres, with the income going to a maintenance fund for project sustainability.



Credit: Trai Anfield



Credit: Nick Spollin Photography UK



Credit: Chad Cocking



Credit: Nick Spollin Photography UK



Credit: Chad Cocking



Scholarships and Conservation Holiday Camps

Scholarship Programme

In 2022, the Primary and Secondary Scholarship Programme included 40 recipients: 23 girls and 17 boys. Of these, 26 were in primary school, while 14 attended secondary school.

Six scholarship students graduated high school in January 2022 with grades ranging from B- to D+. They received career guidance and IT training for their International Computer Driving License. Albert Kalelian, scoring a B-, secured university entry and will continue receiving support from The Maa Trust, sponsored by Asilia Africa, as he pursues a Bachelor of Commerce Degree with an Accounting option.

We are very grateful to the families and individuals supporting these needy children

Conservation Holiday Clubs

Thanks to support from Great Plains Conservation Foundation, in 2022, we organized two residential holiday camps and one set of village-based action meetings.

In April, a one-week residential conservation holiday camp was held at Talek Primary School, attended by 43 children, facilitated by Infinity Outdoors. The activities included mentorship, snake handling training, swimming, and a game drive in Maasai Mara National Reserve.

In July, parent and child collective action meetings aimed at promoting education and conservation took place in three community clusters.

In December 2022, a one-week residential holiday camp focused on human-wildlife conflict, including mentorship, career guidance, swimming training, and a game drive.



Career Guidance and IT Training

Career Guidance

In the Maasai Mara, youth empowerment is being nurtured through of career guidance. Across five secondary schools—Moi Naikarra, Sekenani Girls, Leshuta Namunyak Girls, Olderkesi Secondary, and Olkinyei Secondary—776 students found inspiration in tailored career counseling sessions. These covered a range of topics, including choosing the right subjects for future careers, academic requirements for different courses, opportunities in vocational training, and resources available to support career goals.

In February 2022, The Maa Trust coordinated first Career Fair, attended by 5 colleges and 3 high schools. This was an outstanding opportunity for 245 young people to learn about different career options and connect with tertiary institutions. In June, the second Career Fair of the year was hosted in partnership with the Rift Valley Institute of Science and Technology, with 30 Technical and Vocational Education Training institutions participating. This fair provided a valuable platform for 379 post-secondary or final-year secondary school students to explore career



options and apply for courses and scholarships.

2022 witnessed a foundational step—baseline surveys were undertaken to assess youth skills and aspirations in the Maasai Mara. This repository of data guides tailored training programs, responsive initiatives, and the effective allocation of tertiary scholarships.

IT Training

In 2022, the Pat Ryan IT Hub at Talek Youth Friendly Centre (TYFC) received accreditation from the Computer Society of Kenya and became the first Accredited Testing Centre for the International Computer Driving License (ICDL) programme in Narok County. ICDL is a comprehensive three-month programme, which equips participants with internationally recognized digital skills.

Throughout the year, 27 learners completed and received their ICDL certificates and an additional 26 youth studied basic packages and gained foundational digital skills. This transformative endeavor stands as a testament to our dedication to fostering digital fluency which is essential for the workplace of tomorrow.

During the April school holidays, 16 children aged 12-15 attended a junior computer packages programme.

In June, a three-day digital Google online training using e-MOBILIS engaged 14 youth, culminating in the bestowment of well-deserved digital diplomas. This illuminating workshop focused on leveraging social media for online branding and formulating effective digital marketing strategies.

“The ICDL Programme has enabled me to have confidence in using a computer. Though I had done packages in a cyber café before, ICDL has been a completely new experience. It has made me realize my interest in IT and it is with these skills that I have decided to pursue IT at MKU.” Dennis, ICDL student.



Credit: Nick Spollin Photography UK



Child Rights

In 2022, the child rights team trained 600 children in ten schools. A highlight was Talek Primary's Child Rights Club visit in Tumaini Children's Home to engage in debates. Other community stakeholders, including FGM cutters, village elders, government officials and youth were trained to promote child rights.



Maasai Mara's first Community-Led Alternative Rites of Passage

73 girls were identified through continuous engagement with key decision-makers at the community and household levels. In April 2022, the 73 girls from across the Mara participated in a one-week residential mentorship workshop in Talek. The girls received training from experienced facilitators with expertise in child rights.

The Community-Led Alternative Rites of Passage (CLARP) took place on 9th April 2022 in Ilbaan Village. During the ceremony, 73 girls transitioned from girlhood to womanhood, but without undergoing female genital mutilation. The ceremony was attended by over 700 community members including the parents of graduation girls, community leaders, government officials, civil society organisations and development partners. There were some very moving speeches made during the event.



Naitayuang Naurori, is an ex-circumciser who has now put down all her tools and vowed to protect girls from FGM. She was part of the CLARP organizing committee.

"I have circumcised so many girls, including my own children. The moment all circumcisers stop doing this business like I did, girls will not have to face this traumatic experience. I was educated, trained and empowered by the Maa Trust. I opted to focus on other business such beadwork and I make money from it. It is so fulfilling that I will no longer take part in this practice."

One of the girls who graduated was Ann Penoi Njapit. She bravely and proudly stood up and made the following declaration to the graduation attendees.

"I have learnt a lot about my rights as a Maasai girl. I will not allow my future to be destroyed because of FGM, early marriage and pregnancy. I am happy to graduate in this ceremony that gives us hope and allows us to continue with our education unlike the traditional FGM ceremony that shuts our dreams."

We are very grateful to Crossing Borders - Austria and Asilia Africa for supporting this life changing programme.





Water and Health

WASH Trainings



Community Led Total Sanitation (CLTS)

CLTS is a government programme to encourage homesteads to construct latrines to improve sanitation and health. In 2022, a total of 53 toilets were constructed. Continued follow-ups and regular health education on sanitation is accelerating the community's progress towards achieving Open Defecation Free (ODF) status for the community.

Water Filter Training

In July, a three-day training session was conducted by Aqua Clara Kenya for 42 Street Business School members, focusing on the utilization and promotion of tabletop water filters. To kickstart this door-to-door sales initiative, the group received an initial stock of 50 filters from Aqua Nirvana Foundation.



Credit: Nick Spollin Photography UK

Water Management Committee Training

Committee representatives from 10 community water projects participated in a one-day training programme focused on project operations, management and sustainability. This encompasses tree planting at the project site, and the use of a cashless water kiosk and dispenser for distributing water to the communities. Following this meeting, all six existing rainwater projects expressed interest in having cashless kiosk water dispensers installed at their respective project sites.



Credit: CER

Re-greening of Project Sites

The re-greening initiative commenced with the Nkiringir and Oloosokon Community Rainwater Harvesting (CRWH) projects where a total of 310 trees were planted. In 2023, this initiative will extend to all community water projects constructed by TMT and those funded by Aqua Nirvana Foundation in the Maasai Mara. To ensure community involvement in this re-greening endeavor, we are actively engaging the management committees of each project.

Vocational Training Baseline Survey

In the Talek, Aitong, Mararianda, Nkoilale, Sekenani and Olesere regions, a youth skills assessment survey reached 996 young men and women. The aim was to assess tertiary educational aspirations. From this survey, 10 youths were selected for vocational training scholarships from Aqua Nirvana Foundation in 2023. This program aims to enhance local technical skills for maintaining water projects.



WASH Infrastructure

Nkirgir Community Rainwater Harvesting (CRWH) Project

Before the construction of the project, a water management committee consisting of 15 community members was established. Aqua Nirvana Foundation funded the project, which includes a 1800m² rainwater harvesting roof, a 600,000-litre tank with a self-harvesting roof, a water kiosk with a prepaid cashless water dispenser and filter, a shipping container for storage, and a two-door toilet.

The project was officially handed over to the community during a launching ceremony on July 23rd, which was attended by more than 250 community members.



Credit: Nick Spollin Photography UK

Using a pay-for-use approach, the water kiosk ensures ongoing maintenance with a continuous flow of funds. Families only pay KES 2/- (\$0.01) for a 20-litre jerrycan of clean, filtered rainwater, making it accessible and affordable for everyone.



Credit: Nick Spollin Photography UK



Credit: Nick Spollin Photography UK



Credit: Nick Spollin Photography UK

Ng'ila Water Project

The Ng'ila Rainwater Harvesting project and Early Childhood Development School construction began in November 2022, with the 1400m² roof completed by year-end. The 400,000 litre tank, cashless kiosk and toilets are currently under construction and are expected to be launched in April 2023.



Towards the end of 2022, the WASH team organised community meetings in four villages to identify the communities in greatest need to be prioritized for community water projects in 2023.



Integrated Community Healthcare Programme



Credit: Ann Solo

The Integrated Community Healthcare Programme (ICHP) enhances access to quality healthcare information and services, with a focus on addressing the unmet need for family planning in rural areas of the Maasai Mara Ecosystem.

In 2022, ICHP reached 26,899 community members, either through information and awareness-raising on Sexual Reproductive Health and Rights (SRHR) or by providing healthcare services. This was achieved through various strategies including 14 adolescent sexual reproductive health and rights (ASRHR) trainings, 5 men's forums, 134 backpack activities, door-to-door visits and 69 medical camps providing various services.

7,129 community members received information and awareness on Sexual Reproductive Health and Rights. This

represents a 97.12% increase compared to 2021 when 3,616 people were reached.

19,752 community members received medical services through ICHP activities, including basic curative treatment, immunizations, cancer screenings, antenatal and postnatal care, HIV testing and counseling, deworming, vitamin A supplement services and family planning.

ICHP	2020	2021	2022
Information and awareness	1,784	3,616	7,129
Total services	6,198	17,756	19,752
Total reached	7,982	21,372	26,881

ICHP's 2022 Highlights include:

118

Conducting five men's forums reaching 118 men on SRHR.



Upskilling CHMs to be community-based distributors, improving their service delivery at the household level.

97.12%

Increasing the total number of people reached with information and awareness by 97.12% compared to 2021.



Commencing health talks during medical camp activities, where people were educated about SRH while waiting for treatment.

14

Successfully conducting 14 ASRHR activities in different villages, reaching a total of 723 youths.



Health Infrastructure

Talek Maternal, Newborn and Child Healthcare (MNCH) Project

In collaboration with Gertrude's Hospital Foundation, Community Health Partners and Narok County Government, The Maa Trust has been actively fundraising to establish a Maternal, Newborn and Child Health (MNCH) unit. 41.3% of girls in the Maasai Mara region give birth for the first time before the age of 19, with some girls as young as 10. In 2020, 15,542 girls in Narok County aged 10-19 were reported as pregnant. In addition, young mothers are high risk pregnancies and they currently have to travel 2.5 hours if they get into difficulty during labour.

In 2021 alone, 13 women died from preventable pregnancy-related conditions, with many more cases likely going unreported within the community.

At the close of 2022, TMT secured a grant of KES 30 million (\$208,000) from MPESA Foundation to partially fund the

construction of a MNCH facility at Talek Community Health Centre.

This MNCH will become the first medical facility in the Maasai Mara to provide assisted deliveries, up to and including cesarean sections and have a maternity shelter to ensure that high-risk pregnancies can live on site before and after delivery. This facility will serve a population of over 200,000 people, offering specialist care for mothers and children.

The total cost for the construction and equipping of this MNCH project is KES 77 million (\$536,000). We are immensely grateful for the committed support towards this project from the MPESA Foundation, Gertrude's Hospital Foundation, Governor's Balloon Safaris, Narok County Government, Prime Bank, Mahali Mzuri Camp and Aqua Nirvana Foundation. Fundraising efforts for equipment and demand creation are ongoing.

Please get in touch with us if you are interested in supporting this project.



Telemedicine

Gertrude's Hospital Foundation has committed to introduce its Dakari Smart telemedicine project at Talek Community Health Centre, funded by the MPESA Foundation. The construction, equipping and implementation of this telemedicine programme will facilitate electronic referrals of high-risk pediatric (0-21 years) cases to specialist doctors, eliminating the need for families to travel to Nairobi for specialised care.





Sustainable Livelihoods

Maa Beadwork

In 2022, Maa Beadwork social enterprise advanced, partnering with I&M Foundation and Tusk to enhance product quality, boost sales through innovative marketing, and introduce new items. Upskilling training empowered 429 artisans, yielding better products and higher incomes.

Notably, a masterpiece was created for Cottar's Private Bush Villa, crafted by four skilled artisans. This used 39kg of beads, which is staggering 218,000 individual beads, and 130ft² of leather.

In June, The Maa Trust showcased Maasai culture, our work and Maa Beadwork's products at the Smithsonian Folklife Festival, igniting interest in our initiatives addressing local Mara challenges. In November, the

Ushanga Initiative, led by the County First Lady, visited Maa Beadwork to learn and exhibit our work.

The Maa Beadwork website (www.maabeadwork.org) was updated and we look forward to making new connections with international partners. We thank London Middlebury for their ongoing IT support.

Enhanced skills and marketing uplifted production and sales, a crucial post-pandemic rebound. 2022 witnessed growing international orders, international partnerships including (Explorer Inc.), and local partnerships (Olive Bush Camp, Ishara Mara Camps). Thanks to these new and exciting partnerships, sales surged from Ksh 8 million in 2021 to Ksh 13 million in 2022, a 55% increase.

www.maabeadwork.org



Credit: Louise Cottar



Credit: Nick Spollin Photography UK



Beekeeping



Credit: Nick Spollin Photography UK

With support from GIZ-Kenya, The Maa Trust revamped its beekeeping programme into a community-based out-grower model (addressing beekeepers primary challenges) of training and market access.

A baseline survey at the project's start revealed importance of beekeeping in the region. Many beekeepers lacked sufficient training, specifically requesting guidance on modern hive use and bee colony management.

In May 2022, the programme appointed a dedicated beekeeping coordinator. This coordinator played a pivotal role in identifying and upskilling six beekeeping trainers from various locations within the ecosystem. These trainers participated in two intensive residential workshops led by Dr. Muli, a senior lecturer at South Eastern Kenya University (SEKU) and a researcher at the International Centre for Insect Physiology and Ecology (ICIPE) based in Nairobi.

Following the workshops, the six trainers were allocated specific geographic zones to oversee. Within these zones, they identified, trained, and mentored 77 existing and aspiring beekeepers, offering critical support in various aspects of beekeeping. This collaborative effort also involved monitoring hive conditions and determining optimal harvesting times. In 2022, these out-grower beekeepers collectively produced 191 kilograms of honey, which was then bought and sold by The Maa Trust.

Looking ahead to 2023, advanced training will focus on bee product value addition, including beeswax and honey processing, and beekeeping product manufacturing. This approach enhances both the skills of beekeepers and sustainability of Mara ecosystem.



Credit: Nick Spollin Photography UK



Entrepreneurship Training



In 2022, 40 members of Nkirgir community, 28 female and 12 male, enrolled for the Street Business School (SBS) programme. SBS is a six-month entrepreneurship training initiative striving to counter poverty by unleashing the entrepreneurial potential of its participants. This group was trained in eight comprehensive business modules, comprising a total of 42 classes. These sessions aimed to equip them with essential business skills central to effective business management. The SBS coaches also continue to post-programme visits to SBS alumni to provide ongoing business coaching and track project impact.

Since its inception in 2019, The Maa Trust has trained 139 community members in the Street Business School curriculum, with 91% being female. 72% of these alumni have their own businesses, and there has been an astounding 315% increase in income since completing the training. This means that the entrepreneurs have more than tripled their income due to the training received through this programme.

In 2022, TMT introduced a condensed 'crash course' version of the SBS curriculum, which offered training to mushroom farmers and soap-making groups. This training equipped attendees with crucial business skills to turn their technical expertise into thriving ventures.



Recognizing the increasing need for broader engagement, Jonathan Mako, TMT's Livelihoods Assistant, and Jane Sadera, an SBS Aitong graduate, participated in an intensive three-week Street Business School Online Wildfire Lead Coach Training. Both individuals not only completed the training successfully but also achieved certification as qualified SBS coaches.



Maa Enterprise

Maa Enterprise launched exciting new ventures in 2022: soap making and mushroom farming, after successful pilots undertaken at TMT HQ in 2021.

The Trust identified and trained five groups from Talek, Aitong, Nkoilale, Olemoncho and Illbaan interested in establishing and managing mushroom farms. The comprehensive training covered all aspects of establishing and operating oyster mushroom farms.

Pilots for more environmentally friendly oyster mushroom cultivation structures, including laundry baskets, and the production of button mushrooms are ongoing.

Having requested training support, a group of 12 youth from Talek in soap making were formed and soap-making technical training will commence in February 2023.

Pilots with diverse herbs, vegetables and fruits are continuing in the hydroponics unit. Rigorous tests are conducted on crops like leafy lettuce, chives, strawberries, spinach, mint, tomatoes and cauliflower and the growth rate data is being recorded to develop a hydroponics guide.

In 2022, the Trust trained 81 women and 34 TMT scholarship students, in creating and maintaining Elephant-Friendly Kitchen Gardens. This initiative targets malnutrition and poverty by encouraging both individuals and groups to embrace basic vertical farming techniques while ensuring that this does not create human-wildlife conflicts, especially with elephants.

School children have also been visiting TMT's demonstration site where they learn about diverse innovative practices, including kitchen gardens, hydroponics, mushroom farming, biogas production and tree nurseries. This experiential learning approach harmonizes with Kenya's new competency-based education methodology.

Thanks to support from Aqua Nirvana Foundation (ANF) and GIZ-Kenya,



Credit: Nick Spollin Photography UK

Eco Iko was launched in tandem with the Nkirgir Street Business School cohort. eco iko is a door-to-door sales network for selling eco products that address existing challenges of access to environmentally friendly commodities that will improve the lives of Maasai families. ANF contributed 50 water filters as startup capital, utilizing membrane technology to ensure the safety of drinking water. SBS members embraced these filters for their households, employing them as a marketing tool to attract more community members and raise funds for additional filters. Each filter sale brings the seller a substantial 18.5% commission, motivating their sales efforts. This not only offers a means of income generation for the salespeople, it also enhances clean water access, contributing to the community's well-being.

Harnessing the skills acquired through the Street Business School, Nkirgir members are actively employing their newfound business acumen to boost their product marketing efforts. They've launched product exhibitions at church seminars and local marketplaces, leveraging their enhanced understanding of business dynamics for effective promotion.



Credit: Nick Spollin Photography UK



Credit: Nick Spollin Photography UK



Community Empowerment

The Community Empowerment programme, uplifts disadvantaged women through capacity-building training.

At its core is financial management. Guided by training workshops, 1,236 women across 53 microfinance groups stride toward economic empowerment. Their efforts secured KES 2,200,000 from the Women's Enterprise Fund (WEF) and 200,000 from Uwezo Funds in 2022

To celebrate International Women's Day, the community empowerment programme, hosted a capacity-building workshop for 31 microfinance group representatives to share achievements and challenges, with the goal of boosting entrepreneurial profitability.

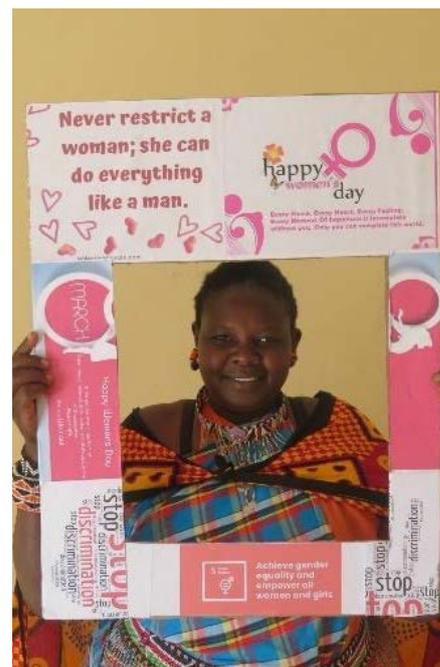
The Women in Leadership Programme, supported by GIZ - Kenya, has brought together individuals from various backgrounds, ages, education levels, locations and includes women with disabilities. Guided by their self-created curriculum, the 29 Women in Leadership council members aspire to empower women and girls within their communities.

In November, a consultative and engaging meeting was



Credit: Nick Spollin Photography UK

held, introducing the programme to county and sub-county departments and leadership in Narok. Acknowledging the significance of male engagement, a subcounty meeting in December rallied 22 men representing diverse spheres including religious leaders, community conservancy leaders, tour guides, and more. This united effort aims to inspire men to actively support and champion women in leadership roles.



Centre For Ecosystem Restoration - Kenya

The Mara ecosystem has been facing significant losses of woodland and grassland due to various environmental and social factors, such as climate change, changes in land use, and habitat fragmentation within this ecosystem. As a result, there is now a heightened focus on restoring the ecosystem and implementing measures to reverse the damage and prevent further degradation. The aim is to mitigate the negative effects and restore the functionality of the savanna ecosystem.

Against this backdrop, the Center for Ecosystem Restoration Kenya (CER-Kenya) has developed an ecological restoration approach that incorporates specific goals based on data-driven and collaborative restoration models for savanna woodland.

CER-Kenya has identified partially degraded land in the core of Maasai Mara, where The Maa Trust is located. The restoration strategy involves establishing functional habitats and restoring natural water cycles. The three phases include:

- i. restoring savanna woodland,
- ii. restoring savanna wetlands, and

iii. restoring savanna grassland.

Key actions for restoration and research preparation included:

- **20,000:** Capacity seedling tree nursery currently with 12,705 seedlings from 35 native tree species established.
- **674.2kg** seeds from 41 tree species collected by a network of 10 seed collectors to preserve genetic diversity.
- Conducting key informant interviews to document Maasai indigenous plant knowledge and uses.
- Creating a digital herbarium database for grass species in the Savannah hub ecosystem.
- Developing a botanical garden to preserve rare plants, promote environmental education, and support ecotourism.
- Surveying the biodiversity of a stream on the southern boundary of the Maa site to inform restoration efforts.

These efforts seek to address ecosystem degradation and restore functionality in the Maasai Mara ecosystem.



For more information visit:
<https://cerkenya.org>



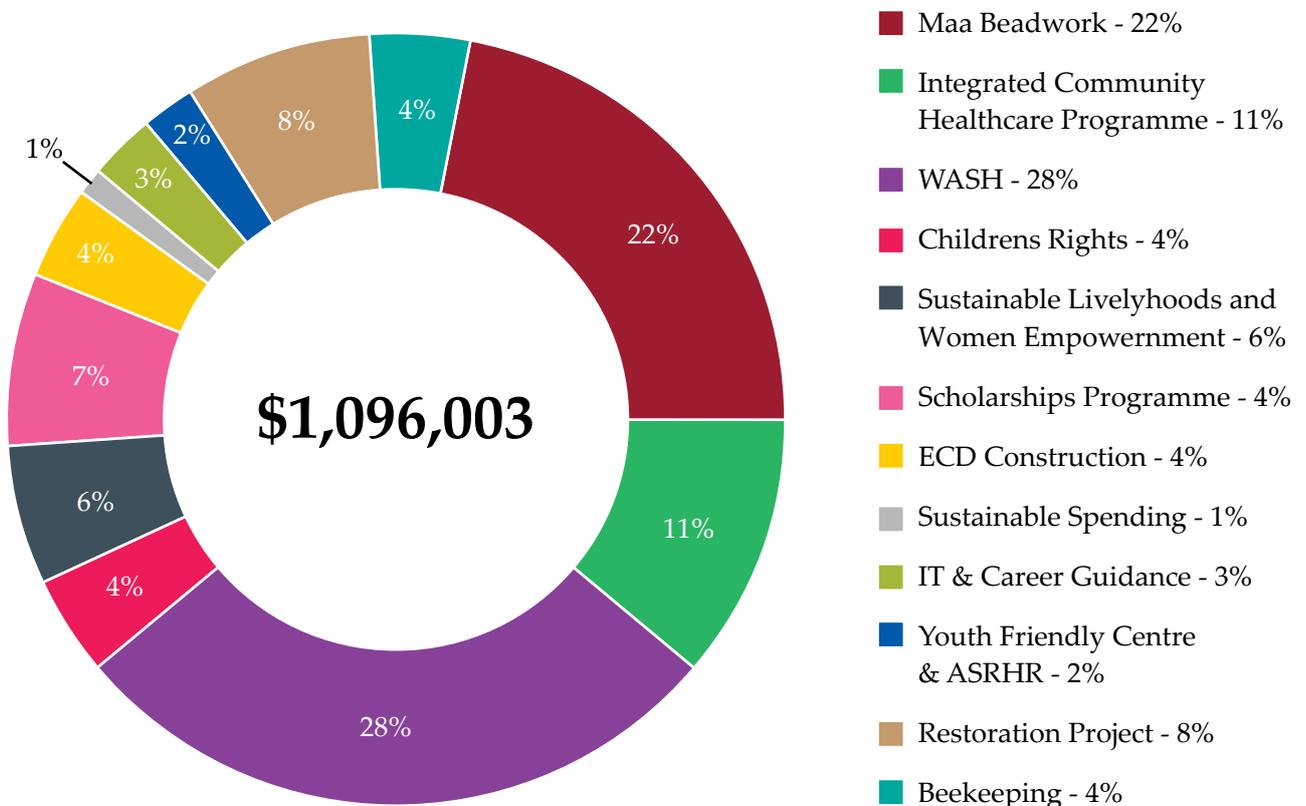


2022 Financial Overview

In 2022, annual income exceeded \$1million for the first time, totaling \$1,096,003 compared to \$780,617 in 2021. Expenditure in 2022 totaled \$851,685 compared to \$707,505 in 2021. Income not utilised in 2022 is carried forwards to project costs in 2023.

Description	Year 2021		Year 2022	
	USD	Percentage	USD	Percentage
Income				
Deferred income	\$ 86,407	11%	\$ 205,285	19%
Grants & donations	\$ 550,126	70%	\$ 717,639	65%
Sales income	\$ 94,006	12%	\$ 146,217	13%
Other income	\$ 50,079	6%	\$ 26,862	2%
Total	\$ 780,617	100%	\$ 1,096,003	100%
Expenditure				
Direct project costs	\$ 567,334	80%	\$ 686,464	81%
Administration	\$ 90,227	13%	\$ 112,449	13%
Salaries & wages	\$ 49,944	7%	\$ 52,772	6%
Total	\$ 707,505	100%	\$ 851,686	100%

2022 Programme Expenditure Breakdown



Partners

The Maa Trust is fortunate to collaborate with numerous committed partners who contribute to our various initiatives. Along with the organisations mentioned below, we appreciate the generosity of individuals and family foundations who support The Maa Trust's endeavors. Without your guidance, encouragement and assistance, the accomplishments highlighted in this annual report would not have been achievable.



Looking Ahead to 2023

As this annual impact report highlights, 2022 was a very productive and busy year for The Maa Trust. These endeavors are deeply rooted in the empowerment of local communities through access to basic human rights including education, water, healthcare and the right to be free of abuse, whether this is harmful cultural practices like FGM or gender inequality. A particular highlight of 2022 for me personally was the Maasai Mara's first Alternative Rites of Passage. Seeing the girls march towards the graduation event full of strength, dignity and determination was very moving, knowing that thanks to this programme their life could now follow a different path.



and children. This is particularly poignant for me personally as in 2021 I went into labour at home in the Maasai Mara 10 weeks prematurely. I was extremely fortunate to get a helicopter to Nairobi which saved the life of my son; Maasai women in the community do not have this option and so their baby would have died. I have made it my personal mission to ensure that mothers and their babies have access to the medical services that would avoid this unnecessary unimaginable pain and suffering.

Through the holistic approach adopted by The Maa Trust, we have a steadfast focus on advancing resilience and sustainable community development across the Maasai Mara ecosystem so that families understand and appreciate the importance of wildlife conservation. This vision will continue into 2023 where we will enter a new 3-year strategic plan period. Through this, we will continue our work in the three pillars but expand our geographical area of operations from 1500km² to 5200km².

We are excited to close the year finalising a new partnership arrangement with Basecamp Explorer Foundation, for whom we will implement resilient livelihood programmes in Pardamat and Nyekweri/Oloisukut areas in addition to a tertiary scholarship programme. I am also delighted with the five-year partnership that we have developed with Aqua Nirvana Foundation for WASH infrastructure and training. This long-term partnership enables a fully comprehensive long-term approach which enhances sustainability and impact.

As an organisation, we are often pressurized to employ as many people as possible to address local unemployment. As a relatively small organisation, we can only employ a limited number of people, however, we can have a much greater impact by facilitating career guidance, entrepreneurship training and incubating micro-enterprises. Building on the foundations developed in 2022, the combination of career guidance, career fairs and tertiary scholarships will ensure that youth secure the technical knowledge and work readiness skills necessary for them to secure a job in their dream career. This will have both a broad and deep impact. Similarly, rather than waiting to be employed, the entrepreneurship training provided through Street Business School will empower local residents to create their own micro-enterprises, employ themselves and perhaps even others. I am also passionate about the shift in direction taken within the livelihoods programme, from internally managed labour and capital intensive social enterprises to technical and entrepreneurial training spawning self-sufficient micro-enterprises. I particularly look forward to trying the natural handmade soaps!

We are ending 2022 with some exciting infrastructure projects in the pipeline. Ng'ila Early Childhood Development (ECD) School will be our first combined nursery school and community rainwater harvesting project. We anticipate that this will become a model which can then be replicated across the Maasai Mara. In addition, the funding commitment from MPESA Foundation towards the construction of the Maternal, Newborn and Child Health Centre at Talek Community Health Centre will revolutionise healthcare for expectant mothers

Another project that I am very excited to see develop further in 2023 is Women in Leadership. Historically, Maasai women have not had a voice in community development or conservation forums and where this has been introduced more recently, it is only elite voices that are heard. Widows, single or teenage mothers, poor and disabled women remain powerless. The Women in Leadership council will give a voice to the voiceless and empower a diverse group of women so that they know how to advocate for their rights, and spread this message to their fellow women and girls within their communities. This has the potential to address ingrained gender inequalities and significantly enhance social and of environmental justice within the Maasai Mara.

The extensive impact outlined in this report is only possible thanks to a network of dedicated and passionate individuals. Firstly, I would like to recognize the hard work and devotion committed by The Maa Trust's staff. It is a special kind of person who does not complain about returning from the field dusty and exhausted late at night, only to get up and do it all again the next day. The implementation team on the ground is supported by a steadfast board of trustees who nurture and gently guide us ensuring that we remain a lean, efficient and effective organisation. I would personally like to especially thank our Chairman, Terry Davidson, and Brian Kearney-Grieve for their extensive mentorship and unwavering support. This year, the creation of the Community Council has added an invaluable additional level of governance and link to the communities that we serve. I am very proud of the commitment displayed by The Maa Trust to continue striving towards our mission. What keeps us all going is the direct impact that our work is having on the resilience of communities in the Maasai Mara, particularly the lives of disadvantaged women, youth and children.

None of this would be possible without the partners, supporting organisations, family foundations and individuals who support our work. From the bottom of my heart, I thank each and every person who is supporting us to uplift families in the Maasai Mara. This work is essential to achieve both community development and conservation outcomes; the Maasai Mara ecosystem will not survive without these crucial social interventions.

If this annual impact report has piqued your interest to support The Maa Trust, we would be delighted to partner with you, or welcome you to join our Maa Guardians regular giving programme. Working together, we look forward to making a lasting and positive impact in the year ahead, and for many years still to come.

Dr. Crystal Mogensen



Support The Maa Trust

If you would like to support our work, please visit www.maatrust.org/contribute



Credit: Adam Bannister

Maa Guardians are individuals, family foundations or companies who are passionate about the empowerment of Maasai women, youth and children for the long-term sustainable conservation of the Maasai Mara Ecosystem. By making recurring donations to The Maa Trust, Maa Guardians play an invaluable role as receiving reliable regular support enables us to plan for the future.

Join our Maa Guardian’s Programme today and commit to supporting the Maa Trust to ensure that Maasai families benefit from the protection of wildlife and habitat through evidenced-based and evaluated sustainable development programmes.

	Bronze Level	Silver Level	Gold Level
Recurring monthly donation of:	\$25/£20	\$100/ £80	\$500/ £400
Recurring annual donation of:	\$300 / £240	\$1200 / £960	\$6000 / £4800
Rewards:	Dedicated communications Quarterly online events	Dedicated communications	Dedicated communications
		Quarterly online events	Quarterly online events
		Annual gift	Annual gift
			Guided project tour by CEO

If you are interested in becoming a Maa Guardian, please visit: www.themaatrust.org





AA

THE MAA TRUST



CONTACT US

Physical Address: Iseketa, Aitong-Talek Road
Maasai Mara, Narok West

Postal Address: P.O.Box 63794, Muthaiga 00619
info@themaatrust.org

www.themaatrust.org | www.maabeadwork.org