



2024

IMPACT REPORT

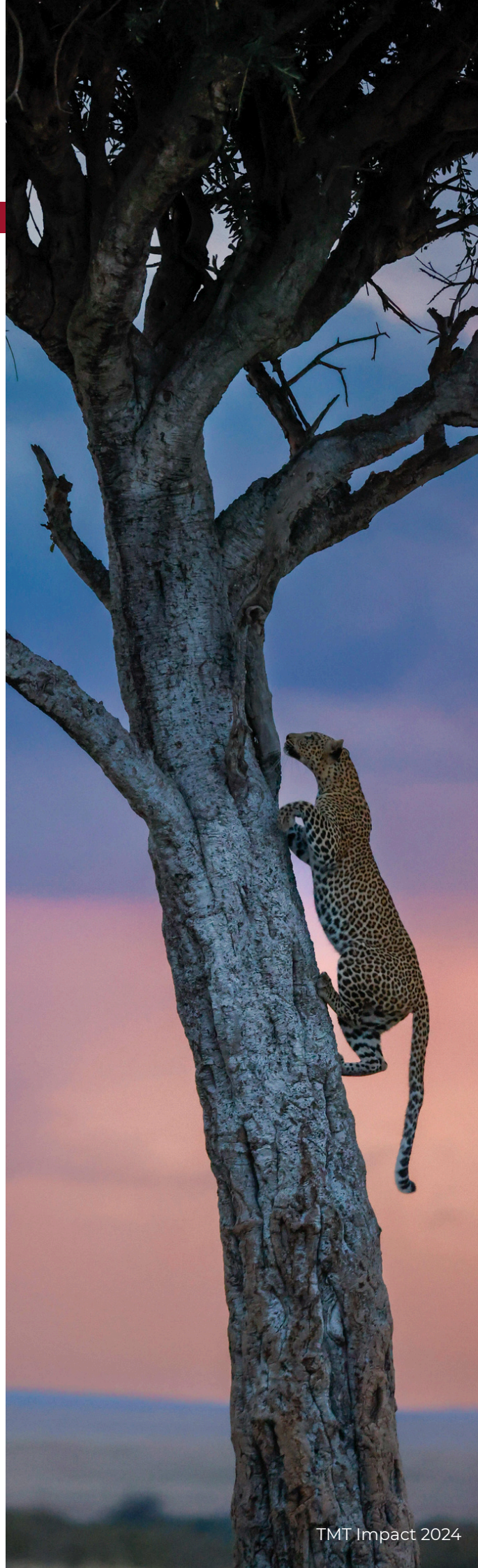


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MESSAGE FROM THE CHAIRMAN

In 2024, The Maa Trust (TMT) celebrated another remarkable year of impact and growth, building upon the strong foundations of previous years. With a dedicated team on the ground and the continued support of our donors, partners, conservancies, tourism camps and neighbouring communities, we remained committed to our mission of empowering families while promoting conservation and sustainable community development in the Maasai Mara.

In 2024, a defining achievement was the completion and operationalisation of the Talek Maternal, Newborn and Child Health (MNCH) facility at CHP Talek Health Centre, a truly transformative addition to healthcare in the Maasai Mara. The facility, which has already delivered 425 babies, provides the first medical doctor, operating theatre, neonatal high dependency unit, and blood transfusion unit within the Maasai Mara, serving a catchment population of over 200,000 people. Thanks to the maternity and telemedicine facilities, families now have access to high-quality, lifesaving medical care close to home, representing a major leap forward for the health and wellbeing of the whole community, beyond just pregnant women.

Water infrastructure remained a critical focus area in 2024. During the year, we successfully completed the construction of the Kirok Community Rainwater Harvesting System, providing clean and safe drinking water to 197 families. This project reinforces our commitment to sustainable, community-led solutions to water access challenges. In addition, we improved sanitation facilities at Nterere Primary School, ensuring that students have access to safe and hygienic environments conducive to learning. These initiatives demonstrate the power of basic infrastructure to transform daily life and improve long-term health outcomes across the Maasai Mara.

Our education and child protection initiatives also gained significant momentum. One of the most encouraging highlights was the expansion of our Community-Led Alternative Rites of Passage programme, reaching 262 girls in 2024 — almost double the number reached last year and four times that of two years ago. These milestones reflect the growing community support for alternatives to female genital mutilation and a brighter, safer future for young girls in the Maasai Mara.

The tertiary scholarship programme continues to go from strength to strength. It has been deeply rewarding to witness the first cohort of graduates returning to the Mara, gaining employment, and becoming role models within their communities — a powerful validation of the transformative impact of education.

Our livelihoods pillar also continued to grow. Street Business School entrepreneurship training empowered local entrepreneurs to establish and expand businesses. Maa Beadwork remains a thriving social enterprise, providing an

income to hundreds of women artisans, while the beekeeping programme built local capacities for sustainable income generation and environmental stewardship.

We remain grateful for the strength and dedication of our governance structures. The Board of Trustees and Community Advisory Council continue to meet regularly to ensure strong oversight, strategic direction, and accountability.

Our work would not be possible without the invaluable support we get from our local, national and international partners. Within the Maasai Mara, we would like to thank Mahali Mzuri, Great Plains Foundation, Hemingways, Saruni Basecamp Foundation, Cottars Camp and Asilia Africa for their ongoing support. It is encouraging to see tourism operators as passionate about the wellbeing of communities living around this precious ecosystem as we are.

The Maa Trust continues to work with a wide variety of long-term partners, including Aqua Nirvana Foundation, Tusk, A Better World Canada, Africa Digna, IEEE Smart Village, Transform International, CHASE Africa and Crossing Borders. Family foundations also remain critical to our work, and we thank the Tykeson, Giustina and Prior families for their support. We are delighted to see these important relationships remaining steadfast. We are very excited that two of our long-term partners, GIZ-Kenya and I&M Bank, are coming together to support The Maa Trust through a matched public private partnership grant, starting in 2025.

We are very grateful to the network of partners who came together to support the construction, equipping and operationalisation of the Talek MNCH facility, including: M-PESA Foundation, Community Health Partners, Davis and Shirtliff, Saruni Basecamp Foundation, Prime Bank, Gertrudes Hospital Foundation, Globe Foundation, Mahali Mzuri, Asilia, Hemingways, Kempinski, Governor's Balloon Safaris, Gould Family Foundation, Aqua Nirvana Foundation, Giustina Family, and Narok County Government. I would also like to thank Africa Exchange (US) and CHASE Africa (UK), our US and UK partner organisations for supporting our mission.

The journey towards sustainable community development intertwined with wildlife conservation is complex but vital. Each achievement — from healthcare, to education, to sustainable livelihoods — is a step towards a future where communities thrive alongside a healthy, intact ecosystem.

On behalf of The Maa Trust, I thank our partners, donors and community members for your unwavering support. We invite you to join us on this journey, to visit us in the Maasai Mara, and to continue walking alongside us as we build a future where people and wildlife prosper together.

None of this would be possible without the dedication and commitment of our hardworking staff who work tirelessly to fulfill our mission.

Thank you for your continued support.

Terry Davidson

Chairman of the Board of Trustees

ABOUT THE MAA TRUST



The Maa Trust is a community-based non-profit organisation that supports the long-term conservation of the Maasai Mara ecosystem by delivering sustainable community development initiatives. The future of this iconic landscape and its wildlife depends on the choices made by the people who call it home. For conservation to succeed, communities must understand and value the vital role biodiversity plays in supporting their families' wellbeing—both now and for generations to come. At The Maa Trust, we believe that only by partnering with local communities, and addressing their development needs in an environmentally sustainable way, can the Greater Mara Ecosystem remain intact, continuing to provide income, livelihoods, and essential natural resources for families living in the Maasai Mara.

OUR MISSION

The Maa Trust's mission is to ensure that families in the Maasai Mara benefit from the protection of wildlife and habitat through evidence-based sustainable development programmes.

OUR VISION

The Maa Trust's vision is socio-economically empowered communities living sustainably within the Maasai Mara Ecosystem

Programming Pillars

**EDUCATION AND
CHILD PROTECTION**

**WATER AND
HEALTH**

**SUSTAINABLE
LIVELIHOODS**

CROSS CUTTING THEMES: GENDER EQUITY AND CONSERVATION

2024 HIGHLIGHTS

The Maa Trust achieved significant milestones in 2024, driving meaningful change across communities in the Maasai Mara, as highlighted below:

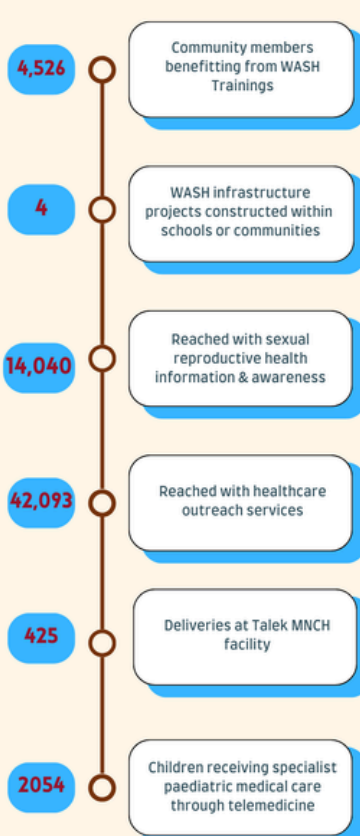
Education and Child Protection

Enhanced access to quality education and safeguarding children from harmful practices such as FGM, child labour, and child marriage.



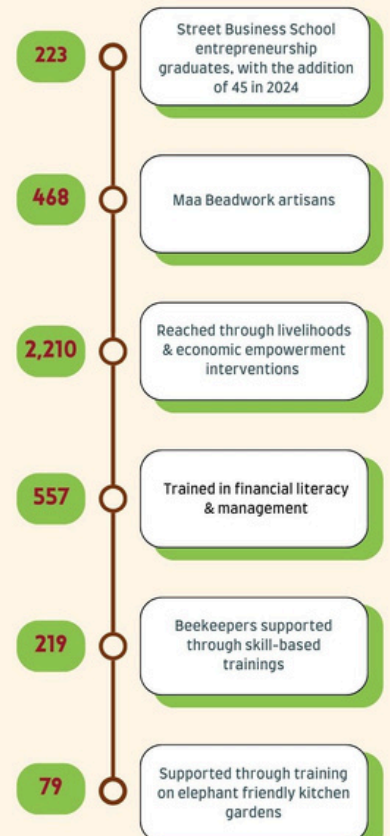
Water and Health

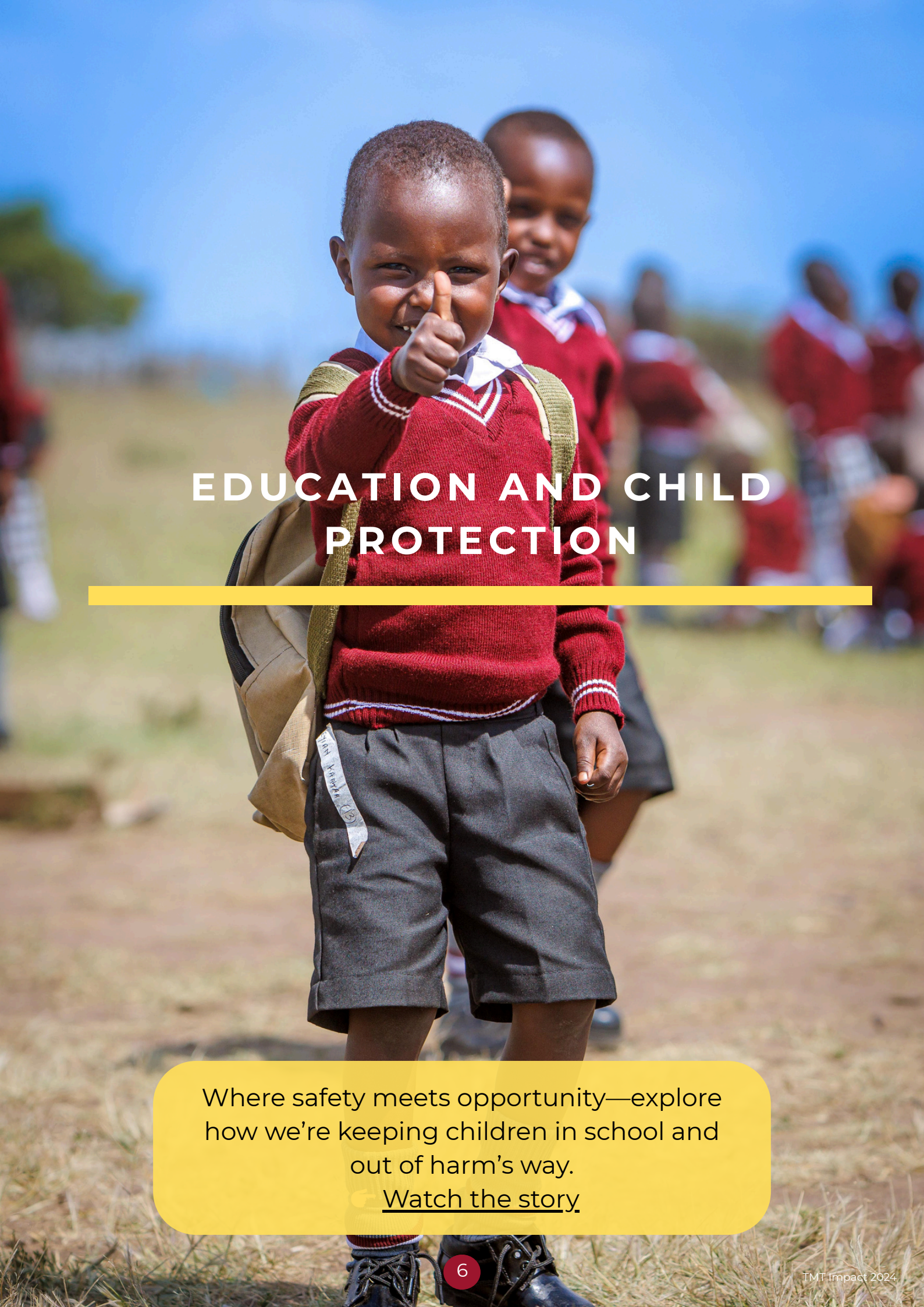
Improved health and wellbeing through RMNCAH (reproductive, maternal, newborn, child and adolescent healthcare), public health, and water sanitation and hygiene interventions.



Sustainable Livelihoods

Enhanced household resilience through socio-economic empowerment from diversified and inclusive sustainable livelihoods





EDUCATION AND CHILD PROTECTION

Where safety meets opportunity—explore how we're keeping children in school and out of harm's way.

[Watch the story.](#)

NG'ILA ECDE AND PRIMARY SCHOOL

Ng'ila integrated Early Childhood Development and Education (ECDE) and Primary School witnessed substantial growth in enrolment, thanks to strong community participation and increased awareness on the importance of education. In 2024, enrolment increased by 51% from 90 to 136 learners, a strong indication of the need being met by the centre in the community. Further, the learners benefited from daily meals provided through the Rowan Collective's feeding programme ensuring the learners, teachers, and staff were well nourished for uninterrupted learning. Support towards new school uniforms also enhanced the children's morale and sense of pride.



12-year-old Lenny Gerber and family raised funds to complete two additional classrooms which opened in January, and Ng'ila community raised funds to hire two additional teachers, increasing the number from three to five. The Maa Trust supported in the training of teachers and establishment of a conservation friendly kitchen garden that helps to supplement meals with fresh organically grown vegetables. The children also continue to enjoy the fully equipped library funded by Asilia.

In June 2024, the school hosted the Day of the African Child, under the theme "Education for All Children in Africa: The Time is Now" which brought together 220 learners from five neighbouring schools. Through interactive sessions, they engaged with key community influencers to discuss pressing challenges such as gender disparities and early marriages. The celebration provided a vital platform for students to voice their concerns, mobilise support, and contribute to long-term solutions that ensure inclusive and equitable education for all children.

The creation of this school means that children no longer travel long distances exposed to the risk of attacks from wildlife. They no longer learn under trees exposed to weather elements. The school further serves the surrounding community through provision of safe clean drinking water from the 400,000 litres rainwater harvesting system, which the school shares with the community.

Ng'ila integrated ECDE is a model whose lessons will be replicated to address a major challenge for families living in the Maasai Mara, providing a holistic and sustainable solution to access quality education.



SCHOLARSHIPS AND CONSERVATION CAMPS

The basic scholarship programme supported 22 needy students across primary, junior secondary, and senior secondary school levels in 2024, with a 100% transition rate. Four secondary school students successfully completed their studies. One qualified for university while the other three qualified for technical training college.

56 young men and women benefited from The Maa Trust's tertiary scholarship programme in 2024, supported through Saruni Basecamp Foundation, Aqua Nirvana Foundation, and Asilia Africa. The programme proudly celebrated its first graduate, Trizah Nampaso, who completed her Diploma in Supply Chain Management from Mt. Kenya University. Trizah has been supported by The Maa Trust since 2018 when she began secondary school, and has now been employed by the Trust in the procurement department.

The scholarship programme further engaged parents with a focus on academic accountability, including training on child rights, wildlife conservation, and maternal and child health. Ongoing school follow-ups and targeted home visits provided essential food and hygiene support to most vulnerable students, ensuring holistic care during the school holidays beyond the classroom.



Trizah Nampaso

Conservation Holiday Camps



In 2024, 27 beneficiaries of the basic scholarship programme, including 22 continuing students and five school leavers, participated in two transformative learning expeditions in the Maasai Mara and Mombasa, supported by Great Plains Foundation.

In the Maasai Mara, the students attended a five-day leadership development training on gender equality, Female Genital Mutilation, child marriage, personal goal setting, communication and self-esteem. Through role-playing, emphasis was laid on application of positive Maasai cultural values in enhancing their decision-making and problem-solving skills.

Through their first ever visit to the ocean, the students learnt the importance of marine conservation in Mombasa. They planted mangrove trees at Majaoni Creek, expanding their conservation knowledge beyond savannah ecosystems and integrated in the expedition were career talks, child rights and sexual reproductive health education.



IT TRAINING AND CAREER GUIDANCE

Enhancing digital and computer literacy in the Maasai Mara

The Maa Trust's IT Hub at the Youth Friendly Centre in Talek was established to provide essential digital literacy and computer skills to Maasai youth, critical to enhancing their employability and career growth prospects.

In 2024, the Hub saw a notable increase in enrolment and course completion, with 103 students graduating; 57 in the International Computer Driving License (ICDL) course, and 46 in basic computer packages. This was a substantial growth from 2023, which is attributed to increased awareness amongst youth resulting from positive feedback from graduates and career guidance in schools.

The hub introduced flexible online ICDL courses, further expanding accessibility to professionals who are employed, and the Maa Trust's tertiary scholarship beneficiaries.



Photo Credit: Nick Spollin UK

The IT Hub is living up to its aspirations ensuring the youths are gaining critical skills making them job ready within the Mara and beyond. Additionally, students transitioning to higher education have gained vital IT skills, better preparing them for academic and career success. Increasing demand for IT training is a clear demonstration of the programme's impact in addressing the critical digital and computer literacy skills gap in the community.



103 youth graduated from IT training



7500 students and **700** teachers reached through career guidance



748 youth attended career fair with **11** learning institutions

Developing Careers



The 2024 Career Guidance workshops and career fair equipped students, teachers, and stakeholders with relevant knowledge and tools to make informed academic and career choices. Over 7,500 students and 700 teachers across 15 secondary schools were reached with career guidance, enhancing access to higher education resources, particularly for underserved communities.

Expert-led sessions exposed final year secondary school students to diverse career paths, familiarisation with Kenya Universities and Colleges Central Placement Services (KUCCPS) application procedures, as well as exam preparedness. Critical topics such as aligning passion with career choices, balancing academics with social life, and preventing sexual exploitation in schools were also addressed.

On the other hand, students in the first two years of secondary school were advised on ideal subject cluster selection for the various courses aligned to their preferred future career choices.

The 2024 career fair event was held in Sekenani attracting 748 participants; including 485 youths who had completed secondary school and 263 continuing students. 11 higher learning institutions participated in the event, including three universities and eight technical and vocational training colleges. The event exposed students to various career opportunities, providing useful information for future career choices and potential institutions to join.

CHILD RIGHTS

Advocating for child rights

Child rights training and advocacy initiatives in the Maasai Mara have significantly contributed to shifting social norms, promoting child protection, and fostering the abandonment of harmful practices like Female Genital Mutilation (FGM). In 2024, community engagement forums reached 463 men and 501 women, equipping them with knowledge on child rights, legal frameworks, and the adoption of Alternative Rites of Passage (ARP). Additionally, 24 youth champions, 24 religious leaders, and 36 former cutters and Traditional Birth Attendants were trained on advocating for safer practices. These forums provided a platform for open discussions, encouraging men and women to challenge cultural stigmas and embrace change.

Child Rights outreaches across 19 primary schools through the Mara Champions Clubs engaged 1,409 pupils, increasing awareness on the consequences of child marriages, gender-based violence, and adolescent pregnancies. These initiatives equipped students with advocacy skills and self-protection strategies, empowering them to champion their rights both at school and at the community. Collaboration with Karen Blixen Camp Trust have further strengthened safeguarding measures, ensuring safer environments for children. Through dialogue, advocacy, and education, these efforts are driving a cultural transformation that prioritizes children's rights and well-being in the Maasai Mara.

Adopting community-led alternative rites of passage



The 2024 the Community-Led Alternative Rites of Passage (CLARP) engaged 262 girls aged 8-15 during a five-day training at Endoinyo e Rinka, providing a culturally aligned alternative to Female Genital Mutilation (FGM). This initiative replaces FGM with an education-focused rites of passage, equipping participants with life skills and knowledge on how to resist FGM, child marriages, and teenage pregnancies. The girls also visited the Wildlife Tourism College, expanding their career aspirations in environmental management, hospitality, and tour guiding. The project further engaged the wider community through positive parenting sessions and dialogues with both men and women of various ages. These discussions promoted collective responsibility in ending FGM and fostering a supportive environment for girls' rights.

The CLARP event culminated in a celebration day attended by over 700 stakeholders, including cultural and religious leaders, parents, and community members. During the ceremony, a father testified on the dangers of FGM having previously subjected his daughter to it: *"My daughter became very sick after going through FGM... I took her to hospital to save her life and I was ready to go to jail for causing her the suffering"*. The event gave the girls religious and cultural blessings as they transition into womanhood, symbolising a unified commitment by the community to safeguarding girls' wellbeing and embracing transformative, education-driven alternatives to harmful traditions.





WATER AND HEALTH

From clean water access to maternal care,
see how we're protecting lives and dignity
in the Mara.

 [Watch the impact](#)

WASH INTERVENTIONS

Strengthening community hygiene and sanitation

The Maa Trust together with Public Health Officers, conducted comprehensive training sessions on water, sanitation, and hygiene (WASH) practices in Pardamat and Nyekweri to address major gaps previously identified. A total of 1,535 community members (737 men and 798 women) participated in the trainings, which covered handwashing, menstrual hygiene, personal hygiene, waste management, water safety, and toilet use and maintenance. Applying the sanitation ladder visual tool, the training sessions equipped participants with critical skills to promote improved WASH practices and prevent sanitation-related diseases.

Menstrual Hygiene Management (MHM) training specifically engaged 568 women from 15 Maa Beadwork groups, addressing challenges such as sanitation facilities, menstrual products, and social stigma. These sessions empowered women with knowledge and confidence in managing menstruation, reducing school absenteeism, and promoting dignity and wellbeing. By fostering open discussions and education, menstrual hygiene is prioritized in both homes and schools. Additionally, water safety and waste management sessions reached 621 community members. These sessions focused on safe water handling, treatment methods, proper waste disposal, and disease prevention, ultimately improving community health and environmental cleanliness.

Improving WASH in schools (WINS)

Water Sanitation and Hygiene (WASH) interventions were conducted through Mara Champions Clubs in 14 primary schools reaching 1,080 pupils.

Conducted in collaboration with school patrons and public health officers, the training workshops identified contamination routes, promoting proper latrine use and maintenance, encouraging handwashing and personal hygiene, and ensuring effective management of WASH infrastructure.



Communities' adoption of better sanitation



Community-Led Total Sanitation (CLTS) initiatives drive sustainable behavior change in toilet usage and sanitation practices. In all the triggered villages, 337 toilets were constructed over the year, significantly improving access to safe sanitation. Additionally, 884 community members were engaged through household visits as part of CLTS follow-ups and training efforts.

The WASH team facilitated monthly and quarterly stakeholder meetings, strengthening collaboration between the Ministry of Health (MOH), County Public Health Officers (PHOs), Community Health Volunteers (CHVs), and other partners. The stakeholder engagements served to share best practices, and address challenges in achieving sustainable sanitation outcomes.

Eco-friendly pads for income and sustainability

In May 2024, four women received advanced training on the production of high-quality, eco-friendly reusable sanitary pads, maternity pads and diapers.

Following the training, the ladies produced 281 reusable maternity pads and 400 reusable wipes for Talek Clinic Mama Kit initiative. The programme also established ongoing mentorship and follow-up sessions, further reinforcing skills acquired and expanding opportunities for sustainable livelihoods.



WASH INFRASTRUCTURE

Improving WASH infrastructure in communities

Kirok Community Rainwater Harvesting Project, funded by Aqua Nirvana Foundation, significantly improves access to clean and safe water for 197 households in Kirok community. The 400,000-liter tank, 1,200 square meters of roofing, a water kiosk equipped with a prepaid water dispenser, filtration system, and sanitation facilities, will ensure reliable provision of water, reducing time spent on water collection, improved community health, and enhanced water security. More than 350 community members and key WASH partners from county and sub-county governments attended the project's launch.



Kirok Community Rainwater Harvesting Project adds to the growing number of six other projects that are proving to be safe, clean and affordable drinking water to community members. During Aqua Nirvana's visit, they met families in Olkarkar and Ilaleta who will benefit from the next projects that will be constructed in 2025. Women currently collecting dirty water from contaminated water (below right) are very relieved and excited about the project plans.



Improving WASH infrastructure in schools



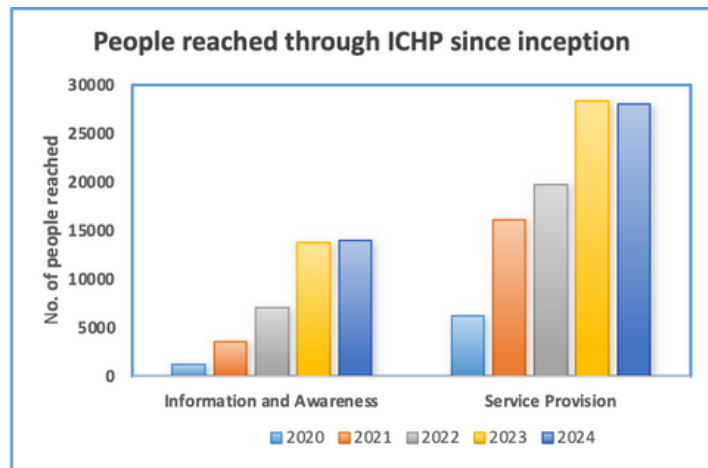
New sanitation blocks at Nterere Primary School were built to provide a safe and hygienic environment for 146 students and 10 staff members, reducing the risk of sanitation related illnesses and improving overall health. By ensuring access to proper sanitation, the initiative contributes to higher school attendance, better hygiene practices, and enhanced learning outcomes.

Through these efforts, WASH infrastructure projects in 2024 have significantly improved water security, sanitation, and community wellbeing, contributing to lasting advancements in public health and quality of life.

The community WASH infrastructure project was made possible through the support of the Aqua Nirvana Foundation (ANF), while sanitation improvements were funded by Max von Cossel and the Nterere community. Additionally, WASH training was supported by the Saruni Basecamp Foundation and Aqua Nirvana Foundation.

INTEGRATED COMMUNITY HEALTHCARE PROJECT (ICHP)

Expanding reach through healthcare information and services



In 2024, the Integrated Community Healthcare Project (ICHP) expanded its reach in provision of critical health information and services on Reproductive, Maternal, Newborn, Child, and Adolescent Health (RMNCAH) in the Maasai Mara region.

A total of 3,692 community members (1,845 men and 1,847 women) were trained with information on Sexual and Reproductive Health and Rights (SRHR), while 1,846 youths participated adolescent information sessions. Additionally, 1,852 community members were reached with reproductive health information and family planning services through a door-to-door approach conducted by accredited Community Health Promoters. Backpack nurse activities also extended healthcare services to 7,224 community members, and a further 20,108 community members benefited from free medical camps providing medical screening and provision of basic curative and consultation services. The expanded reach, both in terms of healthcare information and service provision, helped to strengthen attitude and behaviour change among community members, resulting in healthier families living sustainably within the Mara landscape.



3692 (1845 men & 1847 women) trained in SRH



3846 youth attended ASRH sessions



1852 reached through door-to-door approach



7224 benefited from backpack nurse activities



20,108 benefited from free medical camps

Nurses and peer mentors capacity building on ASHR



In 2024, 21 nurses received specialised training on providing Adolescent and Youth-Friendly Services.

The training was part of strengthening capacity for healthcare facilities creating safe spaces for young people to confidently access reproductive health services without fear of stigmatisation.

In addition, a total of 35 new youth peer mentors from Olderkesi, Olkinyei, Enarau, Aitong, and Olesere were trained on Adolescent Sexual and Reproductive Health and Rights, expanding the existing network to 85 peer mentors for greater reach and effectiveness. The mentors play a crucial role in educating and guiding their adolescent peers on reproductive health, fostering informed decision-making, and promoting positive health-seeking behaviours within their communities.

By strengthening the capacity of both the nurses and peer mentors, the programme is enhancing youth-friendly healthcare access and ensuring sustained community impact in the Maasai Mara region.

CHP TALEK HEALTH CENTRE

Ultra-modern maternity and telemedicine facilities established



The Talek Maternal, Newborn, and Child Health (MNCH) facility at CHP Talek Health Centre, officially launched on March 1, 2024. This facility has transformed access to critical maternal and child healthcare in the Maasai Mara region. The establishment of this facility has streamlined healthcare delivery, reduced maternal complications, and enhanced access to life-saving services within the community.

In 2024, the facility conducted 425 deliveries, including 328 normal deliveries and 97 caesarean sections. The primary reasons why mothers needed caesareans included obstructed labor (26%) and fetal distress (23%).

The facility also supported mothers with high risk pregnancies and one third of deliveries at the facility were adolescent mothers aged 11-19. Mothers such as Elizabeth Tomboi (pictured left) who have lost multiple children are now overjoyed to be leaving with a healthy child in their arms. 30 premature or sick babies have also been cared for in the NHDU. In addition to improving maternal and neonatal health outcomes, the facility has also addressed other medical issues. Having the only medical doctor, theatre and blood transfusion unit in the whole Maasai Mara, the facility performed a wide range of surgeries and cares for sick or injured men, women and children.

Additionally, the integration of telemedicine has expanded healthcare access, with 2,054 patients aged 0-21 receiving consultations and virtual check-ups through a partnership with Gertrude's Children's Hospital. This innovative approach has ensured that children in remote areas receive timely, specialist care without the burden or cost of long-distance travel.

The construction, equipping and operationalisation of Talek MNCH has been possible thanks to support from M-Pesa Foundation, Gertrude's Hospital Foundation, Crown Healthcare, Governor's Balloon Safaris, Hemingways Collection, Asilia Africa, John and Jennifer Guistina, Narok County Government, Response Med, Gould Family Foundation, Prime Bank, Mahali Mzuri, Kempinski, Globe Foundation, Aqua Nirvana Foundation, Davis & Shirliff, and Saruni Basecamp Foundation. .

Enhanced maternal healthcare seeking behaviour through demand creation

To encourage safe facility-based deliveries, all mothers delivering at Talek MNCH receive a Mama Kit, a postnatal care package worth \$100. The kit includes essential items such as baby clothes, porridge, reusable nappies, basin, reusable maternity pads, a mosquito net, scent-free soap, and a household water filter. This initiative serves as both a practical support measure for the new family and an incentive, encouraging more women to seek safe professional deliveries at the facility.

To donate \$100 for a Mama Kit, please scan the QR code.



Other demand creation activities included awareness creation with community elders, community health promoters and traditional birth attendants which reached 448 community members. During the visits to the facility, the medical team highlighted pregnancy danger signs, the importance of antenatal and postnatal care, and the benefits of hospital-based deliveries. These efforts have contributed to the gradual acceptance of facility-based childbirth, marking a significant cultural shift in the traditionally patriarchal Maasai community.

CHP TALEK HEALTH CENTRE

Healthcare That Feels Like Home — Inside Talek Health Centre

From safe deliveries to routine checkups, our clinic brings life-saving care closer to families in the Mara.

👉 **Watch now** how healthcare is changing lives



[Click to follow us](#)





SUSTAINABLE LIVELIHOODS

Meet the women building resilient futures
through entrepreneurship and skill.

Empowerment starts here.

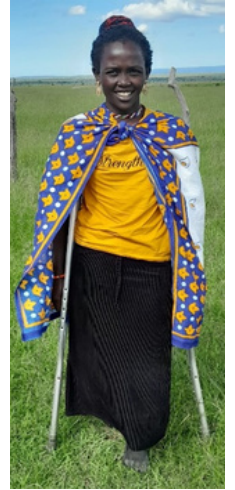
👉 [Watch their journey](#)

MAA BEADWORK

Inspiring hope for women and conservation one bead at a time

Maa Beadwork social enterprise engages 468 women from 17 different communities in the Maasai Mara. It is making a significant impact through economic empowerment, gender equality and social development, while diversifying household income through environmentally sustainable avenues. Each woman, representing an average of 19.5 individuals per homestead, indirectly benefits approximately 9,126 people, creating a widespread positive influence in the community.

Naisuyiasui Dorop is a star beadwork artisan belonging to Ng'amuriak women's group. Her transformation journey started in 2018 when she joined Maa Beadwork and progressively acquiring skills that have empowered her economically as well as gaining confidence, a sense of purpose, and fulfilment, despite being physically challenged. Naisuyiasui's husband is her greatest supporter, a major achievement in the predominantly patriarchal community where women's needs and rights are generally undermined. He ensures that she attends beadwork training sessions punctually and ensures her beaded products are submitted on time. Naisuyiasui's story is a beacon of hope and inspiration within the Maa Beadwork social enterprise and the wider community.



In 2024, Maa Beadwork experienced growth in income, social empowerment, and contribution to conservation. Maa Beadwork's net income grew by 18% from KES. 14,482,855 in 2023 to KES. 17,762,537, and for the first time achieving a true break-even point including operational costs. The Maa Beadwork shop at Maa Trust HQ was the foremost sales conduit, contributing 43% to 2024's sales. The growth in income is attributed to enhanced marketing in the Maasai Mara and beyond, as well as progressive improvements in internal processes and quality standards.

We always enjoy welcoming guests to visit our HQ where they can visit the Maa Beadwork shop, see the ladies beading, and even have a go yourselves! For beadwork collaboration opportunities, or to learn more about our work, please visit [our website here](#).



BEEKEEPING

Upskilling Maasai Mara's beekeepers



Photo Credit: Nick Spollin UK

Maa Bees social enterprise, implemented by The Maa Trust and funded by Saruni Basecamp Foundation (SBFK) and Tusk, empowers 219 beekeepers (181 women and 38 men) from 10 groups across the Maasai Mara by providing training in sustainable beekeeping practices and value addition. In 2024, 49 training sessions were conducted, equipping beekeepers with skills in floral calendar tracking and traditional honey production techniques. The project has witnessed significant growth in honey production and sales. Honey sales increased by 46% from 389.5kg in 2023 to 568kg in 2024, generating KES 384,600 for beekeepers.

Maa Bees also held the first-ever Beekeeping Symposium in the Maasai Mara on World Bee Day 2024, fostering collaborations with beekeeping associations in Narok County and emphasising the importance of pollinators in biodiversity conservation. Through these efforts the project is supporting the sustainable development of beekeeping practices, strengthening market access, expanding value addition opportunities and creating new market prospects for Maasai beekeepers.



The project's success is providing a consistent supply of high-quality honey, which has attracted interest from guests and camps, boosting sales. This will be enhanced further by the construction of a bee product processing room at the Wildlife Tourism College in 2025. Beekeeping diversifies income sources for Maasai households while supporting conservation through enhanced pollination and incentivising the protection of natural habitats essential for healthy bee populations.



Photo Credit: Nick Spollin UK



Photo Credit: Nick Spollin UK



Photo Credit: Nick Spollin UK

ENTREPRENEURSHIP AND FINANCIAL MANAGEMENT TRAINING

Street Business School empowering local entrepreneurs



In 2024, The Maa Trust conducted the six-month Street Business School (SBS) training programme in Ng'osuari village where 45 community members graduated. The training equipped participants with entrepreneurial skills, financial literacy, and business coaching. As a result, 90.7% now have established businesses (up from 65.1% before training) with several branching into selling second-hand clothes, poultry, and fuel kiosks. Confidence in business management rose, and more participants adopted bookkeeping and improved financial practices.

With only 12% of Narok County residents in wage-paying employment, the Street Business School programme offers a lifeline for participants who want to conduct businesses but lack formal education. In order to scale our reach and impact, four new Lead Coaches were trained, which will help to train multiple cohorts simultaneously.

The Ng'osuari cohort brings the total of community members trained through the Street Business School curriculum over the last five years to 223.



Sharpening financial literacy skills in the community

In 2024, 557 community members were trained on financial management across the Maasai Mara through the Comprehensive Community Capacity Building (C3B) project. The short compressed training covered financial literacy topics, entrepreneurship and business opportunity identification, market research, financial planning, money management, and risk management. The training targeted 300 community members from Olkinyei, Nkaimurunya, Pardamat, and Olkarkar, as well as 257 beekeeping group members. As a result, many participants have broadened their livelihood sources by launching small businesses, including grocery shops, barber shops, and butcheries, reducing dependency on traditional livestock-based livelihoods.

To further empower communities, TMT facilitated microfinance training in collaboration with the Women Enterprise Fund (WEF) and UWEZO Fund, focused on loan procurement processes and financial management for Rotary Savings and Credit Association (ROSCA) groups. In June, representatives from 20 ROSCA groups were trained by the WEF Narok West officer, equipping them with the knowledge on accessing financing.



ENVIRONMENTAL JUSTICE AND GENDER MAINSTREAMING

Supporting the safe and effective integration of women into conservation



Maasai culture remains deeply patriarchal, limiting women's participation in leadership and decision-making. Women face systemic discrimination, human rights violations, and exclusion from leadership. Harmful practices such as female genital mutilation, child marriage, and gender-based violence further suppress harms and suppresses women from an early age. Even when included in conservation committees, women often serve as proxies for male family members, and many women employed in conservation related careers experience workplace sexual abuse and harassment.

The Maa Trust secured an Environmental Justice grant from Smithsonian to support gender inclusion in conservation in the Maasai Mara. As part of this, a gender mainstreaming workshop held in October brought together 45 stakeholders to explore gender dynamics and how to safely and effectively integrate women in conservation. Key strategies identified included engaging men to challenge gender norms, increasing community awareness about the importance of women's roles in conservation, and empowering women with education and capacity-building opportunities. The importance of women having a safe space to discuss their challenges was also highlighted. This is being addressed through the creation of a Women in Conservation forum.

The Maa Trust is working with camps and conservancy managements to undertake gender audits and training on safeguarding against sexual harassment and abuse. This includes support to create gender and safeguarding policies and procedures. These efforts aim to create a safer and more equitable working environment, ensuring that women's contributions to conservation are recognized and valued.

Empowering Women in Leadership

To strengthen women's leadership in conservation, Women in Leadership (WiL) Council members were trained on conservation governance, historical environmental injustices, and advocacy strategies. As informed leaders, they are able to play a crucial role in promoting inclusivity in conservation efforts.

Equipped with advocacy skills, legal knowledge, and conservation expertise, Women in Leadership members educate their communities on gender rights, equal land ownership, and the importance of women's involvement in conservation.



In 2024, targeted dialogues engaged 52 men in discussions on women's participation and involvement in social affairs. As a result, participating men pledged to support their wives and daughters, recognizing the positive contributions of women-led households and the role of women serving on conservancy boards. Additionally, the Women in Leadership (WiL) Council facilitated training sessions in six schools reaching 1,256 students. The sessions focused on public speaking, governance, and self-esteem building, equipping students with leadership skills and encouraging them to challenge gender role stereotypes. Boys were actively engaged in discussions on supporting women and girls in leadership, fostering a culture of gender equality within their communities.

These initiatives reinforced the outcomes of previous gender mainstreaming training workshops, strengthening grassroots commitment to inclusive leadership and equitable opportunities for women and girls. By integrating men and youth into gender advocacy efforts, these programs contributed to shifting cultural perceptions and promoting long-term systemic change.



CENTRE FOR ECOSYSTEM RESTORATION KENYA



The Centre for Ecosystem Restoration-Kenya (CER-K) is a sister organisation to The Maa Trust, with their savannah hub located on the same site. CER-K is a Kenyan non-profit organisation aims at restoring degraded ecosystems in Kenya's highland, savannah, and coastal regions. They actively reverse degradation and uplift biodiversity through evidence-based techniques and community engagement at their research and restoration hubs. They collaborate with diverse stakeholders, including research organisations, funding bodies, academic institutions, and local communities, to achieve the highest biodiversity standards. They aim to address the lack of research and limited plant materials and technical information to ensure quality ecosystem restoration; 20% of Kenya's landscape is classified as being severely degraded, but there is a lack of technical expertise and examples of high quality restoration projects in Kenya. They have a three pronged-approach:

Research

Facilitating and conducting research to strengthen ecosystem restoration knowledge and ensuring its accessibility

Resource

To be as a sector leader by ensuring the availability of quality, native, plant materials and related information

Restore

To promote best practice in ecosystem restoration through training, mentorship, and implementation.

2024 Highlights

Key Impacts and Outcomes

In 2024, CER-K's collaborative efforts across research, restoration, and community engagement yielded meaningful and measurable impacts, including:

- 5+ peer-reviewed publications contributed to advancing knowledge in ecological restoration.
- 20+ community seed collectors were actively engaged in native seed collection efforts, strengthening grassroots restoration capacity.
- 150 native species distributed to support ecosystem regeneration initiatives.
- 5 restoration training courses successfully delivered to practitioners, partners, and community leaders.
- 5+ ecological assessments completed, providing data-driven insights to guide restoration strategies.
- 2 practitioner guides (handbooks, manuals, and protocols) developed and shared to support best practices in the field.
- 2 workshops/conferences organized to foster learning, collaboration, and knowledge exchange.
- Community Seed Collector Network received 2 targeted trainings, enhancing technical capacity and knowledge sharing.
- 100+ kilograms of native seeds collected and shared through our seed network for restoration projects.
- 1385 hectares of degraded land restored and conserved, contributing significantly to biodiversity recovery and landscape resilience.





Emaendaleo tenkarki
Ing'vesi

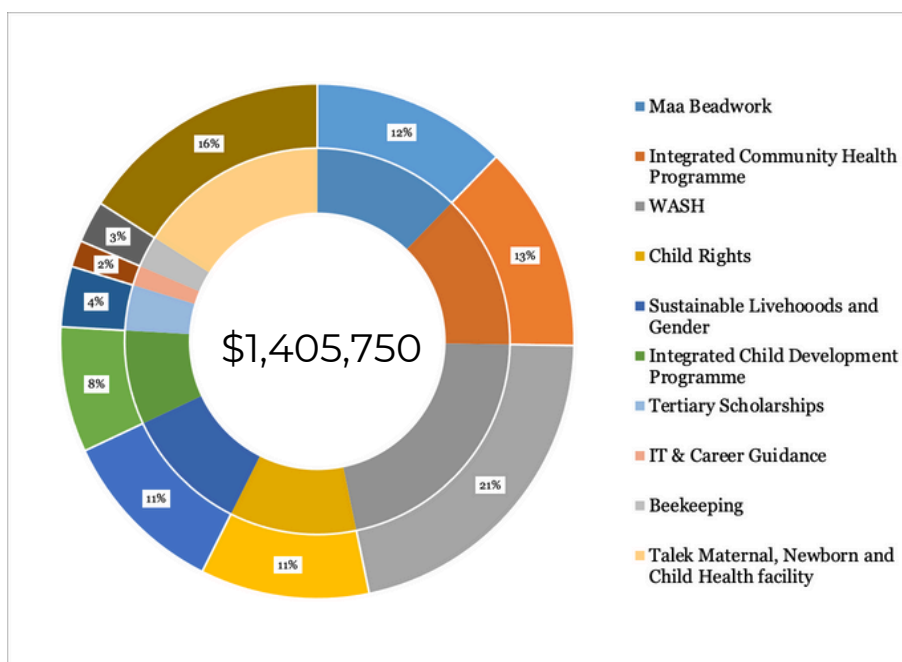
*Development because
of the Wildlife*

FINANCIAL OVERVIEW

In 2024, annual income increased by 23% to \$1,821,820 compared to \$1,484,410 in 2023. This does not include KES 30million (\$215,000) donated by M-Pesa Foundation towards the construction of the Talek Maternal, Newborn and Child Health facility as this was paid directly to the contractor. Expenditure in 2024 increased by 9% to \$1,405,750. Income not utilised in 2024 is carried forwards to project costs in 2025.

Description	Year 2024		Year 2023	
Income	USD	Percentage	USD	Percentage
Deferred income	\$370,662	20%	\$333,876	22%
Grants & donations	\$1,280,754	70%	\$952,665	64%
Sales income	\$141,345	8%	\$135,536	9%
Other income	\$29,059	2%	\$62,333	4%
Total	\$1,821,820	100%	\$1,484,410	100%
Expenditure				
Direct project costs	\$1,201,626	85%	\$1,147,080	89%
Administration	\$126,029	9%	\$83,986	7%
Salaries & wages	\$78,095	6%	\$58,275	5%
Total	\$1,405,750	100%	\$1,289,341	100%

2024 Programme Expenditure Breakdown



PARTNERS



Eric & Anita,
Tykeson Family Foundation



Lenny Gerber and Family

The Barrett Foundation



Max von Cossell

John and Jennifer Giustina
Family Fund



Neil Anthony
Liz Prior / Dawson Family
Fund



VISIT US

Looking for a deeper connection to the Mara while on safari?

Between game drives, we warmly invite you to visit The Maa Trust headquarters — a vibrant hub of culture, conservation, and community impact. During a visit, you will be able to:

- Watch Maasai women bring beadwork to life — or try your hand at beading alongside them.
- Explore our on-site hydroponic system and elephant-friendly kitchen garden.
- For nature lovers, our sister organisation — the Centre for Ecosystem Restoration Kenya — is just next door, home to a thriving indigenous tree nursery and inspiring restoration work.

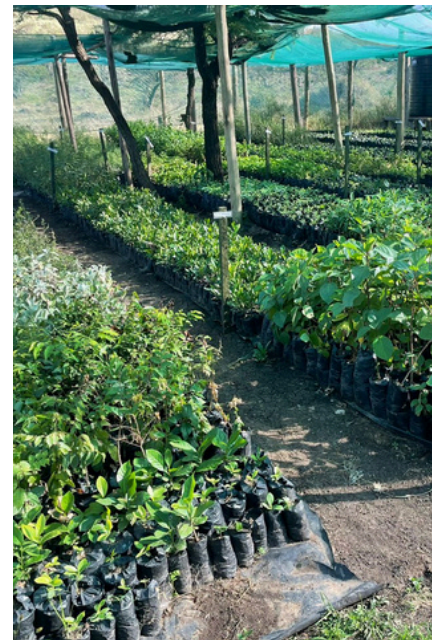
It's a rare chance to go beyond the safari and witness the heartbeat of the Mara — its people, its purpose, and its promise for the future.



Photo Credit:
Nick Spollin UK



Photo Credit: Nick Spollin UK



Want to linger a little longer?



Maa Guest House

For guests who'd love to spend more time immersed in our work and the magic of the Mara, The Maa Guest House offers a serene and private stay right next to our headquarters. This beautiful 5-bedroom home is tucked between the Naboisho and Olare Motorogi Conservancies — the perfect base for a meaningful, off-the-beaten-path experience.

For bookings and enquiries please visit

www.themaahouse.com or contact:

booking@themaahouse.com

LOOKING FORWARD TO 2025

As we reflect on 2024, I am filled with deep gratitude as well as excitement for what lies ahead. This year has been transformational for The Maa Trust and the communities we serve. Nowhere has this been more powerfully felt than at the Maternal, Newborn and Child Health (MNCH) Centre at Talek Health Centre.

Having personally experienced the fear and stress of premature labour with my son, it has been profoundly moving to witness the difference the MNCH facility is already making. Mothers who have previously lost multiple pregnancies due to a lack of medical care, are now able to go home with healthy babies in their arms. That is a gift beyond measure. It was particularly poignant that just one day after the facility opened, twins were born at 30 weeks gestation — exactly the same as my son — weighing the same; 1350 grams. Without the neonatal high-dependency unit, they would not have survived. The timing was extraordinary, and it reinforced for all of us why this facility was so urgently needed. Since then, 28 other babies have also received lifesaving intensive care.

An unintended but deeply positive consequence of constructing the facility has been the improvement of medical care for the entire community, far beyond maternal and newborn health. As the MNCH has the only medical doctor and the only surgical theatre in the entire Maasai Mara region, it has become a vital lifeline. Sick children with severe pneumonia, patients requiring routine surgeries, and trauma cases — including those injured in wildlife attacks and road accidents — are now receiving life-saving care that was previously out of reach.

Of course, 2024 was not without its challenges. Navigating leadership transitions, expanding programme portfolios, and securing sustainable funding streams remain ongoing priorities. I am grateful every day for the hard work, commitment, and passion of our staff, as well as the strategic guidance of our trustees.

I am thrilled to share that The Maa Trust has secured a major new grant through a public-private partnership between two of our long-term partners, I&M Bank and GIZ-Kenya. This is one of the largest grants we have ever received, and it will have a profound impact on economic empowerment, access to finance, youth employability, and gender equality throughout the Maasai Mara ecosystem. It marks a bold new chapter for our work, aligning conservation outcomes with strengthened community livelihoods in an even more strategic and sustainable way.



Crystal and her premature son (now 3) opening the Christian Leo Neonatal High Dependency Unit at the MNCH facility which was named in his honour.

We also have exciting plans to enhance marketing for our social enterprises to reach new customers and increase household incomes. Maa Beadwork is developing a mobile shop and 2025 will see the long-awaited establishment of the certified honey processing facility for Maa Bees. KEBS certification will finally allow our beekeepers' honey to access broader markets, bringing vital income to rural families while supporting conservation through pollinator protection.

We are also looking forward to constructing multiple ambitious water projects in 2025 through our partnership with Aqua Nirvana Foundation. These will include Olkarkar, Ng'osuari School, Olkinyei Secondary, Ilaleta and Nkoisuash School. These will transform thousands of lives. We also have a transformative new partnership with Selma and Sjoerd Vrijburg to support education infrastructure across the Maasai Mara.

To facilitate our expanded geographic coverage across the Maasai Mara ecosystem, we are excited to launch satellite offices in Olderkesi and Enarau in 2025 - supported by Cottars Camp and Neil Anthony.

The future is bright, made possible by our extraordinary team, our steadfast trustees, and every partner and supporter who believes in our vision. Together, we are building a stronger, more resilient, and more equitable Maasai Mara — and I cannot wait to see what 2025 will bring. To all our supporters, partners, and friends — thank you. Your partnership enables us to uplift disadvantaged women, youth, and children across the Maasai Mara, while simultaneously protecting one of the world's most precious ecosystems. Together, we are creating lasting change.

I look forward to what we will accomplish together in the years ahead.

Dr. Crystal Mogensen

SUPPORT THE MAA TRUST

If you would like to support our work, please visit:

www.themaatrust.org/contribute



Maa Guardians are people, family foundations and businesses that are passionate about empowering Maasai women, youth and children to ensure the long term sustainable protection of the Maasai Mara Ecosystem. Maa Guardians give The Maa Trust vital stability by providing recurring support on a monthly or annual, allowing us to plan for future project growth.

Join our Maa Guardian's programme today and commit to supporting The Maa Trust to ensure that families benefit from the protection of wildlife and habitat through evidence based sustainable development programmes.

For more details on becoming a Maa Guardian, please visit our website: **www.themaatrust.org** or contact **info@themaatrust.org**



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