



2023

IMPACT REPORT



Leopard
Photograph by Ralph Winter

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Photo credit: Frankie Adamson / Governor's Camp Collection



Photo credit: Nick Spolin Photography



Message from the Chairman

In 2023, The Maa Trust (TMT) achieved significant milestones, marking another successful year of growth and impact, supported by a larger team on the ground. Our commitment to enhancing the lives of Maasai families while promoting conservation and sustainable community development remained steadfast, thanks to the collaborative efforts of our team, our donors, Maasai-owned wildlife conservancies, and neighboring communities. Our initiatives are all aimed at improving the livelihoods of disadvantaged families who continue to face severe challenges due to lack of access to basic infrastructure and services.

Education and child protection continued to be a cornerstone of our strategy. We expanded our outreach, career guidance, digital literacy, and child rights advocacy efforts. We sponsored the first cohort of 42 students through a tertiary scholarship program. We continued to prioritize integrated child development, women's leadership training, and initiatives addressing child rights abuses. With these programmes we hope to simultaneously confront obstacles and child rights abuses including FGM, child marriage, child pregnancy, and child labor. One of the highlights of the year was the opening of the Ng'ila ECD school just outside Talek with its four classrooms, a fully stocked library, a rainwater harvesting catchment roof and a 400,000 litre water tank. It was hugely gratifying to see how the teachers and children are already benefiting from this facility which we will continue to support in various ways.

Another of our strategic pillars, Water, Sanitation, and Hygiene (WASH) infrastructure and training ensures that even the most rural and marginalised families can access clean safe drinking water. We continue to see that the innovative community rainwater harvesting approach enhances project sustainability by using basic technologies to capture clean rainwater and store it until it is needed. The Ng'ila ECD project has clearly demonstrated that the combination of access to clean water and early education addresses the two most significant needs for many of the most remote communities that we serve and we hope to be able to build more integrated facilities such as this. During the year we coordinated a WASH symposium bringing together all the water and sanitation stakeholders for the first time in an effort to try and ensure that there is a coordinated WASH response across the entire ecosystem through assessment, modelling and collaborative interventions.

We continue to see the need for quality healthcare both in terms of access to adequate health facilities and basic healthcare education. This is especially evident with sexual reproductive health education where we continue to see an increase in the uptake of our very successful Integrated Community Healthcare Programme (IHP). In 2023 we were able to reach 43,923 people through this programme. One of the highlights of 2023 was the construction of the Maternal, Newborn and Child Health (MNCH) centre in Talek which is adjacent to the existing CHP health clinic. An initial grant from M-PESA launched the project which is now constructed, fully equipped and staffed in readiness for the official opening on the 1st March 2024. The intention is to work in collaboration with CHP and to integrate the existing health clinic with the new MNCH and Daktari Smart telemedicine facility into one complex. Close collaboration with CHP and other stakeholders including the Narok County Government has enabled us to complete this very ambitious and exciting project which will improve access to healthcare and specialised services across Narok West.

The sustainable livelihoods pillar saw good progress, with Maa Beadwork sales increasing by 38% and breaking-even. We continue to have 579 women beading for us and

we sell our products to various offshore buyers, the tourism camps and our own shop. We have increased to work with 212 beekeepers through our beekeeping project. Initiatives like Maa Beadwork and beekeeping bridge the gap between cultural preservation, environmental sustainability and economic empowerment. The Livelihoods Skills programme has also continued to grow, equipping community members with practical skills that elevate their economic prospects. 77 entrepreneurs graduated in two Street Business School (SBS) cohorts and we have added 10 women as a new sub-cluster to our Women in Leadership programme.

We continue to strengthen the governance structures of TMT. Both the Board of Trustees and the Community Advisory Council met several times throughout the year. We were extremely saddened by the death of Brian Kearney-Grieve at the beginning of the year. Brian was an excellent Trustee and a mentor to the team and contributed significantly to building strong governance structures. His loss has left a huge void in the organisation. On a positive note, we welcomed Louise Cottar and Sam Harrell as new trustees and their contribution is already very evident. I would like to recognise the invaluable time and support that all the trustees volunteer to TMT without any financial compensation to ensure that we have a clear strategy and strong governance and rigorous fiduciary processes. During the year we also closed the UK Board of The Maa Trust Charitable Foundation. I want to thank the UK trustees for all their hard work running the Foundation for many years.

TMT's 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 Conservation Foundation, Angama Foundation and Asilia Africa for their ongoing support. We are very pleased with the new relationships that we established last year with Hemingway's Collection and Basecamp Explorer Foundation Kenya, both of whom have become significant supporters of TMT. It is encouraging to see tourism operators as passionate about the wellbeing of the people living around this precious ecosystem as we are.

The Maa Trust continues to work with a variety of other organisations that it has worked with for many years, including Aqua Nirvana Foundation, GIZ-Kenya, Tusk, A Better World Canada, AC and JC Foundation, Africa Digna, IEEE Smart Village, Cargill Ltd, Transform International, I&M Foundation, CHASE Africa and Crossing Borders. We are delighted to see these relationships remaining steadfast. We also established new partnerships with were M-PESA Foundation, Gertrudes Hospital Foundation and Prime Bank. I also want to thank Africa Exchange (US) and CHASE Africa (UK), our US and UK partner organisations for supporting our mission.

It's very clear to us that the journey towards sustainable community development together with the protection of our fragile ecosystem is a complex tapestry interwoven with education, health, livelihoods, and wildlife conservation.

We invite you to join us on this journey by visiting us in the Maasai Mara, sharing our achievements, and supporting us financially. It's important that we collaborate with other organisations so that our combined efforts not only provide better livelihoods for the community but also create an awareness that much of the funding for these initiatives comes directly from the conservancies and the tourism that they attract. We are dedicated to shaping a future where communities thrive in harmony with wildlife conservation.

We extend our gratitude to our supporters, volunteers, and partners for their unwavering commitment to our mission. Together, we are making a lasting impact in the Maasai Mara.

Thank you for your continued support.

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 neighbouring communities to improve the lives of Maasai families in an environmentally sustainable way. By collaborating with local people and our partner organisations, The Maa Trust is ensuring the sustainability of the Maasai Mara ecosystem now and for future generations.



Mission

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

Vision

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's programmes presented in this impact report are divided into three pillars:

Education and Child Protection

Water and Health

Sustainable Livelihoods

Our Reach in 2023

42
students
received
tertiary
scholarships



Photo credit: Nick Spollin Photography UK

43,923
people
reached
through
ICHP



Photo credit: Nick Spollin Photography UK

800,000l
rainwater
storage
constructed



18million
KES
beadwork
sales

140
girls
graduated
from
CLARP



Photo credit: Nick Spollin Photography UK

77
new SBS
graduates



Photo credit: Frankie Adamson / Governor's Camp Collection

4
classrooms
constructed at
Ng'ila ECDE &
Primary
School



Photo credit: Nick Spollin Photography UK



Photo credit: Nick Spollin Photography UK

1100
Pupils in
Mara
Champions
Clubs

Education and Child Protection



Ng'ila ECDE and Primary School

In April 2023, The Maa Trust officially opened Ng'ila Early Childhood Development Education (ECDE) and Primary School with support from A Better World Canada, Rowan Collective, Mahali Mzuri Camp, and Aqua Nirvana Foundation. This collaboration led to the construction of four-classroom building, child-friendly and inclusive latrines and child-friendly tables and chairs, enhancing the learning environment. The roof of the classrooms, and an additional 600m² roof structure collects rainwater in a 400,000l tank. As partners, we are dedicated to furthering our efforts to broaden access and enhance the quality of early childhood education. In the second half of 2023, 12-year-old Asilia Africa guest Lenny Gerber fundraised \$9300 to construct two additional classrooms at the school by selling Maa Beadwork bookmarks to friends and family.

Before this development, children in the community faced the challenging conditions of learning outdoors, often under the harsh sun or exposed to the elements such as rain, which not only posed health risks but also hindered their ability to concentrate and learn effectively. The transition to learning within the protective walls of classrooms marks a transformative shift in their educational journey. Now, students can enjoy lessons in a conducive environment, shielded from the weather and external distractions. The pictures below show the classrooms and students before and after this transformative project.



Photo credit: Trai Anfield



Photo credit: Chad Cocking



Photo credit: Joseph Njenga

Since 2021, The Maa Trust, in partnership with Rowan Collective, has been running a school feeding programme at Ngila ECDE and Primary School, providing porridge and hot lunches to around 100 students. This programme has motivated parents from Ngila and adjacent villages to enrol their children leading to a decrease in absenteeism and an increase in student retention. As a result, there has been a noticeable improvement in the academic performance of the students.

To nurture a love of reading amongst children, Asilia Africa and Women in the Wild CBO partnered to re-purpose and furnish a shipping container as a library for the school. This has been fully stocked with 800 beautiful new books through a collaboration with Book Aid International. A further 1200 books donated for older youth and young adult have been placed in the library at Talek Youth Friendly Centre.



Scholarships & Conservation Camps

Scholarship Programme

In 2023, the scholarship programme for primary and secondary education supported 27 students: 15 girls and 12 boys. Of these, seven students were enrolled in primary education, while the remaining 20 pursued their secondary education. Three scholarship students graduated from high school in November 2023 with grades ranging from C+ to D. They received career guidance and IT training for their International Computer Driving License as they decide on their future career paths.

Furthermore, 42 students received tertiary scholarships. The event was graced by Mr. Nick Trent, CEO of Basecamp Explorer Foundation Kenya. These university and technical college scholarships are being funded by the Basecamp Explorer Foundation Kenya and The Aqua Nirvana Foundation.

The Maa Trust appreciates the families, individuals, and organizations supporting these needy children in their educational endeavours.



Conservation Holiday Clubs



Thanks to the support from the Great Plains Conservation Foundation, The Maa Trust's Education department organised two sets of village-based action meetings during the April and August holidays, bringing together the scholarship recipients and their parents, to review the academic progress of the scholars and explore strategies for enhancement.

In December, a one-week residential camp was held, which focused on elephants. The scholarship students had the opportunity to visit the Mara Elephant Project (MEP), where they learned about elephants, their behaviour, and the importance of co-existing with these gentle giants. Additionally, the learners were equipped with practical skills to mitigate human-elephant conflicts and create an elephant-friendly kitchen at their homes.

Career Guidance and IT Training

Career Guidance

Career guidance was conducted with students and youth at six secondary schools—Sekenani Girls, Talek Girls, Siana Girls, Namunyak Girls, Ol Kinyei Secondary, and Maasai Mara Boys Secondary. In addition, career guidance was conducted with beneficiaries of the Alternative Rites of Passage Programme and youth in Olemoncho and Oletemetia. A total of 3107, (2437 girls and 670 boys), (students and youth) benefitted from school and village-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 March 2023, The Maa Trust coordinated its third Career Fair, attended by 10 tertiary institutions, local youth, and students from high schools. This was an outstanding opportunity for people to learn about different career options and connect directly with tertiary institutions. 360 students applied for tertiary courses that day and over 800 attended the fair.



IT Training

In 2023, 50 learners completed and received their International Computer Driving License (ICDL) certificates, 26 girls and 24 boys, and an additional 18 youths studied basic computer packages and gained foundational digital skills at the Pat Ryan IT Hub at the Talek Youth Friendly Centre (TYFC). This is the first accredited ICDL Testing centre in Narok County.



Photo credit: Nick Spollin Photography UK



Photo credit: Nick Spollin Photography UK

Child Rights

Community-Led Alternative Rites of Passage (CLARP)

The CLARP programme provides families with an alternative way to recognise their daughter's transition from girlhood to womanhood, without undergoing the harmful cultural practice of female genital mutilation (FGM). It also ignites conversations about the necessity of FGM, and encourages families to abolish the practice.

The residential camp and graduation ceremony was the end product of six months engagement with 12 communities. In 2023, 140 girls benefited from this programme, almost double the 73 beneficiaries in 2022. We are grateful to Karen Blixen Camp Trust, Asilia Africa and BCEF-K for supporting this crucial programme.



Awareness raising with all community stakeholders



Selection of girls from across 12 villages



140 girls attended residential CLARP camp



Graduation ceremony blessing girls



Follow up support and mentorship girls



Photo credit: Frankie Adamson / Governor's Camp Collection



Photo credit: Frankie Adamson / Governor's Camp Collection



Photo credit: Frankie Adamson / Governor's Camp Collection



Photo credit: Frankie Adamson / Governor's Camp Collection

Child Rights Trainings

The Maa Trust's Child Education and Child Protection department supported 433 children through child rights club activities in five primary schools. A diverse group of other stakeholders also received training in child rights. This included men, women, and youth from the local communities, traditional birth attendants, community elders, opinion makers, and reformed Female Genital Mutilation (FGM) cutters who have now taken up the mantle of advocating against the practice. This holistic approach ensures that the message of child rights and protection is spread across all layers of society, fostering a safer and more supportive environment for children to grow and thrive.

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Water and Health



WASH Trainings



Photo credit: Nick Spelling Photography UK

Community Led Total Sanitation (CLTS)

Poor sanitation leads to poor health, environmental degradation, malnutrition, decreased productivity, and loss of income. In Narok County only 32% of households have basic sanitation facilities. No wards in Narok West sub-county have yet been declared as Open Defecation Free (ODF). In 2023, The Maa Trust and the County Department of Public Health and Sanitation partnered to increase awareness about the importance of toilet construction in five villages: Irbaan, Oloosokon, Olemoncho, Nkirgir and Ng'ila through triggering and monthly follow-ups. Good progress has been made as in Irbaan, Olemoncho, and Oloosokon, only 15, 38, and 37 households respectively remain to complete toilet construction.

Community WASH Training

The Maa Trust partnered with the County Ministry of Health (MOH) and Pardamat, Nyekweri/ Oloisukut conservancies to train 391 women and 112 men from Mara and Koyiaki regions on best water, sanitation, and hygiene (WASH) practices. By empowering the community with soft skills, they will be able to improve their WASH status at the household level by championing the construction of toilets, having proper waste management, and practising water safety.

Six female tailors were trained in the production of reusable sanitary pads and nappies, and are now producing these for sale. Reusable sanitary products reduce costs and also prevent environmental degradation as the Maasai Mara lacks a suitable means of disposing of used sanitary pads and nappies.



WASH Symposium

In September, The Maa Trust hosted the Maasai Mara's first WASH Symposium at Talek Basecamp themed "Strengthening WASH systems in the Maasai Mara Ecosystem through assessment, modeling, and collaborative interventions." For the first time ever, the conference brought together experts, professionals, policymakers, and stakeholders actively working in the Maasai Mara to discuss and share knowledge on critical water, sanitation, and hygiene challenges in the region. 60 individuals from 33 organizations attended, enabling us to map out activities both thematically and geographically, making it easier to identify overlaps and gaps.

As an output from the symposium, the Maasai Mara WASH Alliance was formed to coordinate WASH activities in Narok West and the Maasai Mara ecosystems. Led by a committee consisting of 11 organizations and county sanitation, education, and water departments. The committee was tasked with developing standard operating procedures for Water, Sanitation, and Hygiene, as well as promoting resource and data sharing among member organizations.



WASH Infrastructure

Ng'ila Community Rainwater Harvesting Project

The Ng'ila Rainwater Harvesting project was launched in April 2023. The project includes a 1,400 square metre roof and a 400,000-litre tank, along with a water kiosk incorporating prepaid water dispensers, a water filter and and restrooms. This system, which is designed to collect and store rainwater in a 400,000-litre tank funded by Aqua Nirvana Foundation, will enable the surrounding community of 830 residents to access safe clean water all year. Water is available from a cashless kiosk at a nominal fee of KES 2 (\$0.01) per 20 litres, with the proceeds being allocated to a maintenance fund to ensure the project's sustainability. This project provides safe drinking water to 120 households in Ng'ila as well as more than 120 children at Ng'ila ECDE and Primary School.

The project launch was attended by over 400 community members and key partners including the Narok County Department of Public Health and Sanitation and sub-County governments. This project has reduced the burden, for women and children who were frequently forced to walk long distances to obtain water from unsafe sources. For sustainability, the project will be managed by a water management committee selected by the community, which is mandated to oversee the day-to-day operation of the project. The Maa Trust will provide continuous support in operating the project.



Talek Maternal, Newborn and Child Health (MNCH) Facility Rainwater Project

Thanks to support from The Aqua Nirvana Foundation, a 400,000 litre underground rainwater tank, pump, header tank, and other water and sanitation infrastructure was constructed at the new Talek Maternal, Newborn, and Child Health Centre at CHP Talek Health Centre. This will facilitate access to safe drinking water for the facility and its operations when it opens in March 2024.



Integrated Community Healthcare Programme (ICHP)

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.

In 2023, the ICHP successfully reached 43,923 community members with either information on sexual reproductive health and rights (13,776) or medical services (30,147). This is an astounding 63% increase compared to 2022. This was achieved through a multifaceted approach which reached:



1,162 youths through training on adolescent sexual reproductive health and rights (ASRRH)



606 men through 27 *olpul* men's forums and **714** community members through 17 community dialogues



1287 people through 8 community health mobilisers conducting door-to-door activities



11,010 people through 195 backpack nurse activities



17,850 people through 69 medical camps



Photo credit: Nick Spolhn Photography UK



Photo credit: Ann Solo

The Maa Trust is very grateful to the continued support of CHASE Africa and Africa Digna in this programme, as well as House in the Wild / Wild Philanthropies for funding the extension of this programme to the Enoonkishu area, and Cottar's Wildlife Conservation Trust for funding the extension to Olderkesi. These two areas are extremely needy and the programme has been very warmly received.



Photo credit: Ann Solo

ICHP	2020	2021	2022	2023
Information and awareness	1784	3616	7129	13,776
Medical services	6198	17,756	19,752	30,147
Total reached	7982	21,372	26,881	43,923

Health Infrastructure

Talek Maternal and Newborn and Child Health (MNCH)

In 2023, The Maa Trust coordinated a fundraising effort for the construction, equipping, and operationalisation of a maternal, newborn, and child health (MNCH) facility at CHP Talek Health Centre. Construction of the facility was completed by December 2023 and it is expected to be equipped and become operational by March 2024. This significant achievement was made possible through collaboration between a diverse group of partners, including M-Pesa Foundation, Gertrude's Hospital Foundation, Governor's Balloon Safaris, Hemingways Collection, Asilia Africa, John and Jennifer Guistina Family Fund, Narok County Government, Gould Family Foundation, Prime Bank Africa, Mahali Mzuri camp, Aqua Nirvana Foundation.

This facility has been tailor-made to cater to high-risk pregnancies including adolescent mothers. It is the first of its kind in the region to feature an operating theatre capable of performing cesarean sections, a neonatal high-dependency unit for newborns in need of special care and a maternity shelter. This shelter is designed to offer a secure environment for high-risk expectant and postpartum mothers, including all child and adolescent mothers. We expect the facility to be operationalized by March 2024.



Telemedicine

The Telemedicine unit in CHP Talek Health Center opened its doors in May 2023, offering remote consultations and virtual check-ups with Gertrude's Children's Hospital for patients aged between 0 and 21 years. In the period from May to December 2023, the clinic served a total of 292 patients through this innovative approach. The integration of telemedicine into Talek facility enhances overall patient care and provides a convenient avenue for accessing medical advice and services without having to be physically referred to the Narok or Nairobi. The operationalization of the facility is coordinated by CHP Talek Health Centre and Gertrude's Children's Hospital. Utilizing secure and user-friendly telecommunication platforms clinic ensures efficient video consultations and a seamless exchange of medical information between the CHP Talek Health Centre and Gertrude's Children's Hospital.



Sustainable Livelihoods



Maa Beadwork

In 2023, Maa Beadwork social enterprise passed a significant milestone by breaking even for the first time since its inception ten years ago. Going forward, any profit generated by the social enterprise will be used to support our women's empowerment programmes. In 2023, Maa Beadwork continued its collaboration with I&M Foundation to provide specialised training programmes upskilling the 579 artisans. This endeavor was designed to refine their artisanship and acquaint them with advanced beadwork techniques, thereby elevating the quality of their work.

The Maa Cultural Festival in August served as a splendid platform for Maa Beadwork to display its exceptional pieces, highlighting the Maa community's vibrant cultural legacy.

The organization saw significant benefits from its collaborations and support from both local and international partners. Maa Beadwork is grateful to Tusk for supporting the professionalization this social enterprise in 2023. We are appreciative of tourism camps for supporting Maa Beadwork, including: 1920s Safari Camp, Angama Mara and Amboseli camps, Mahali Mzuri, Porini Camps, Great Plains, Mara Siana, and Tangulia Camp . We would especially like to thank Asilia Africa for being our largest Kenyan customer.

International designers Yonder House and Kushukuru were also instrumental in propelling total sales from Ksh13 million in 2022 to Ksh18 million in 2023. The Maa Beadwork shop was the foremost sales conduit, contributing to 42% of the 2023 total sales. This is a 29% growth compared to the prior year.

We extend our heartfelt thanks to London Middlebury for their continuous pro bono IT support, and to Jill Newman and Elaine Berndes for their partnership in forming Maa Beadwork USA. Looking ahead to 2024, we look forward to welcoming more visitors to our HQ to meet the ladies' beading and new partnerships. For collaboration opportunities, or to learn more about our work, please visit us at www.maabeadwork.org.



Beekeeping

The Maa Trust's beekeeping programme continues working in 6 geographical areas in through a decentralised approach with the support of six village based beekeeper trainers. Regular field visits were carried out to check the beekeepers' general apiary management practices, bee product processing, and bee product value addition. Several training workshops enhanced the beekeeping programme in 2023, including:



77 beekeepers (37 women and 40 men) were trained on value addition



6 male carpenters were trained on beehive production



6 female tailors were trained on bee-suit production



6 beekeeping trainers trained on marketing skills



Photo credit: Nick Spollin Photography UK



Photo credit: Nick Spollin Photography UK

Key achievements in 2023



135 beekeepers joined the social enterprise increasing the total to **212**



The beekeepers manage **365** hives across the Maasai Mara ecosystem



Honey sales increased by 115% from 181kg to **389.5kg**



KES 423,000 earned by beekeepers



On average, beekeepers have **doubled** no. hives and harvests

These achievements were only possible thanks to partnership support from GIZ-Kenya and Tusk. The substantial 115% increment is attributable to the constant supply of honey at the HQ shop as well as support from local tourism camps who regularly buy honey. Asilia Africa requires a special mention for being the most regular wholesale customer.

The Maa Trust's beekeeping coordinator was featured on 'The Boots On The Ground' podcast episode on World Bee Day. The focus of this was strategies The Maa Trust is deploying to encourage conservation of honey bees for improved livelihoods in the Maasai Mara through utilization of bee products. Next year, the beekeeping programme is looking forward to celebrating World Bee Day on the 20th of May by coordinating the Maasai Mara's first beekeeping symposium in partnership with Washington State University.

Entrepreneurship Training

In 2023, we celebrated the accomplishments of the Street Business School (SBS) programme through two graduation ceremonies – one in January for the SBS Nkirgir cohort (40 members -28 men and 12 women) and another in November for the Enkupelia cohort (37 members- 15 men and 22 women). This increased the total SBS graduates to 178 graduates since the programme’s inception in 2019.



Street Business School is a six-month entrepreneurship training initiative striving to counter poverty by unleashing the entrepreneurial potential of its participants. Trainees work through eight comprehensive business modules, comprising of a total of 42 classes. These sessions aim to equip them with essential business knowledge and skills, but is open to everyone - even those who cannot read or write. The classes are taught in a fun interactive way and the SBS coaches continue to support the graduates through post-programme visits to provide ongoing business coaching and track project impact. On average, entrepreneurs graduating from the SBS programme increase their income by an astounding 315%.



While the SBS six-month training has been beneficial, a section of business owners expressed interest in a short but intense one-week business training. This led to the development of the Street Business School ‘crash course’ curriculum. In 2023, 83 members of four micro enterprises beneficiaries in the Maa Enterprise programme.

Responding to the growing demand for Street Business School (SBS) training, the need to increase the number of coaches trained in the SBS curriculum was identified to simultaneously run cohorts in different locations. To achieve this, the programme selected and registered four SBS alumni for the Lead Coaches training workshop, thanks to generous support from the Basecamp Explorer Foundation Kenya (BCEF-K). This strategic move ensures a more impactful and efficient SBS programme implementation.

Maa Enterprise

Maa Enterprise is an incubation hub, nurturing micro-enterprises including mushroom farming, soap making, elephant friendly kitchen gardens and eco-iko door-to door sales network.



Maa Mushrooms: In 2023, Maa Enterprise conducted refresher trainings on mushroom cultivation for 73 participants (49 women and 24 men) from Talek, Nkoilale, and Aitong mushroom groups. Additionally, these three mushroom groups constructed their own mushroom farms in mud-hut houses and support from GIZ-Kenya provided mushroom farming equipment and raw materials. Many thanks to Asilia Africa's Naboisho Camp and Hemingway's Olseki for placing regular orders to support the mushroom farmers.

Maa Soap: 16 members of Maa Soap learnt advanced soap making skills including recipe calculations and how to work with scents and essential oils. The immersive experience included exploring both hot and cold soap-making processes, cutting and curing, as well as packaging, pricing, and effective marketing. They were also trained on producing liquid products including shower gels, hand washing, hair shampoo, and hair conditioners. Maa Soap is renting a shop in Talek town as a production and sales base. Since its launch in April, the soap-making venture has flourished, crafting over 600 soap pieces and developing 12 soap fragrances. Maa Soap is now selling custom hand-made soaps to tourism camps across the Mara.



Elephant Friendly Kitchen Gardens: Families in the Maasai Mara buy vegetables at weekly market days, but not all community members can afford the high prices. The elephant-friendly kitchen garden project was developed to enable households to grow their own nutritious vegetables at home in a way which does not create human-elephant conflict. In 2023, this project conducted a context analysis to explore successes and challenges faced in its implementation. Responding to the feedback, different garden bed designs tailored to boost crop yields with minimal water consumption have been experimented with, as water scarcity was a significant challenge highlighted. The integration of modern and traditional techniques at the demonstration site has proven successful. These revised approaches will be implemented with women and in schools in 2024.

Eco-iko Jiko Project: A baseline survey conducted in May in Nkirgir community revealed that 98% families primarily use firewood for cooking, 1% use gas, and 1% use charcoal. 91% women collect firewood from neighbouring conservancies. 97% families acknowledge using firewood is bad for the environment, however they lack alternatives. To address this, the Sustainable Livelihoods department supported 42 entrepreneurs from Nkirgir SBS cohort to be trained how to install energy-saving cooking stoves as part of the GIZ-GCF Jiko Kisasa project. 92 of these stoves, which use 60% less firewood than conventional Maasai stoves, have already been installed in households in the Nkirgir community.



In 2023, 20 participants from the various Maa Enterprises received comprehensive training on marketing. When combined with their newfound technical knowledge, this essential skill will enable entrepreneurs to grow and develop their businesses.

Community Empowerment

Women in Leadership (WIL)

Maasai women across the Mara ecosystem are rarely found in leadership positions. Those on committees are placed as a tick-box exercise and sit silently, or they are a conduit for their husbands' views and opinions. As a result, we are not hearing the voices of Maasai women and the challenges that they are facing, especially the voices of the most disadvantaged women in society. To address this, The Maa Trust formed a Women in Leadership council comprised of 29 women from across the Maasai Mara who have shown leadership potential and have the ability to train and nurture other women to become powerful leaders. These women designed and participated in an intensive one-week residential Leadership Trainer of Trainers training facilitated by Dandelion Africa. Post-training, the Women in Leadership council members disseminated the knowledge that they had learnt to 865 women across eleven villages, 1,373 children in schools and 163 youth.

With the support of BCEF-K, the Women in Leadership programme has recruited an additional 10 women, forming a Pardamat Women in Leadership sub-cluster. These women have been trained by five of the original Women in Leadership council members and have already shared their newfound knowledge on women's rights and socioeconomic empowerment with 210 women across Pardamat Conservation Area.



Financial Literacy

Financial literacy training empowers self help groups and employs an engaging and interactive approach, utilizing visual aids and demonstrative methods such as games and case studies to impart practical business skills. With support from Basecamp Explorer Foundation Kenya (BCEF-K), the Sustainable Livelihoods programme developed a comprehensive curriculum for financial literacy training and in 2023 successfully trained 218 women on effective household and business financial management.

In memory of our dedicated trustee, Brian Kearney-Grieve.



2023 Financial Overview

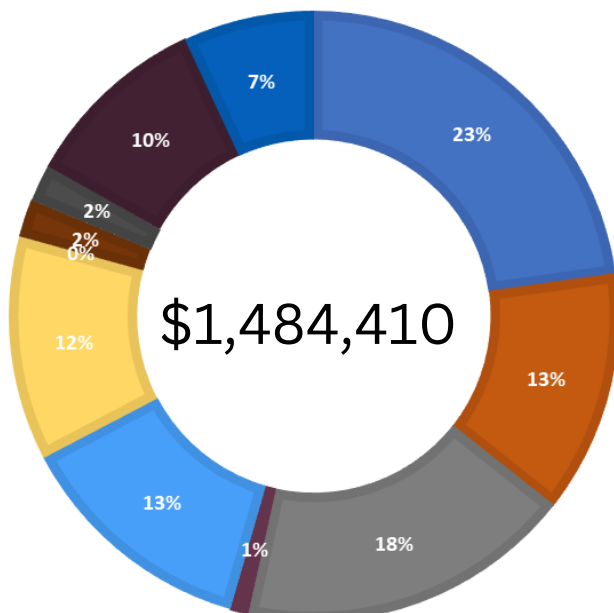
In 2023, annual income increased by 35% to total \$1,484,410 compared to \$1,096,003 in 2022. This total does not include the KES 30million (\$215,000) donated by M-Pesa Foundation towards the construction of the Talek Maternal, Newborn and Child Health facility as this was paid directly to the contractor. Expenditure in 2023 increased by 51.5% to \$1,289,341 compared to \$851,685 in 2022. Income not utilised in 2023 is carried forward to project costs in 2024.

Description	Year 2023		Year 2022	
	USD	Percentage	USD	Percentage
Income				
Deferred income	\$ 333,876	22%	\$ 205,285	19%
Grants & donations	\$ 952,665	64%	\$ 717,639	65%
Sales income*	\$ 135,536	9%	\$ 146,217	13%
Other income	\$ 62,333	4%	\$ 26,862	2%
Total	\$ 1,484,410	100%	\$ 1,096,003	100%
Expenditure				
Direct project costs	\$ 1,147,080	89%	\$ 686,464	81%
Administration	\$ 83,986	7%	\$ 112,449	13%
Salaries & wages	\$ 58,275	5%	\$ 52,772	6%
Total	\$ 1,289,341	100%	\$ 851,686	100%

*KES sales income in 2023 increased to reach break even point for Maa Beadwork, however, due to exchange rate fluctuations it decreased in terms of USD.



2023 Programme Expenditure Breakdown



- Maa Beadwork
- Talek Maternal, Newborn and Child Health facility
- IT & Career Guidance
- Sustainable Livelihoods and Women Empowerment
- Scholarships programme
- Sustainable spending
- Restoration Project
- Beekeeping
- Integrated Community Health Programme
- Child Rights

Partners

The Maa Trust is privileged to work alongside a diverse group of dedicated partners, whose contributions are pivotal to our initiatives. We extend our heartfelt gratitude not only to the organizations listed below but also to the generous individuals and family foundations that back The Maa Trust's efforts. Your guidance, encouragement, and support have been indispensable to achieving the milestones detailed in this annual report.



The John and Jennifer Giustina Family Fund



Visit Us

If you are on holiday in the Maasai Mara, a visit to The Maa Trust headquarters can be slotted in between your game drives. You will be able to meet the skilled Maasai women beading, and even have a go yourself. We also have a demonstration mushroom farm, hydroponics and elephant-friendly kitchen garden on site. If you are interested in trees and restoration, our sister project - Centre for Ecosystem Restoration Kenya - shares the site and has a beautiful extensive indigenous tree nursery.



Photo credit: Nick Spillin UK



Photo credit: Adam Bannister

If you would like to spend more time getting to know our programmes, there is a guest house situated next to our headquarters. The Maa House is a privately owned 4-bedroom house nestled between the Naboisho and Olare Motorogi Conservancies. For enquiries contact: booking@themaahouse.com



Looking Ahead to 2024

As this impact report highlights, 2023 was an astounding year for The Maa Trust and also a poignant one for me personally. I am extremely proud of what The Maa Trust team has been able to accomplish in, what are often, very challenging circumstances.

Particular highlights for me was the community led alternative rites of passage graduation ceremony. 140 empowered girls walking towards their families chanting and singing and proclaiming their right to be free of harmful practices was extremely moving.

Seeing the transformation of the learning environment for the students at Ng'ila ECDE and Primary School going from studying outside under some small trees to a beautiful and child friendly learning environment was another highlight. The two additional classrooms will allow the school to expand to grade two, and start a creche for the children of working mothers in the community - including Maa Trust staff. We are committed to be as gender responsive internally with our own team as we are external with our community work.

We are delighted with the flourishing multi-year partnership that we have with Aqua Nirvana Foundation. 2023 saw a new record high of rainwater storage constructed: 800,000l between Ng'ila and Talek MNCH.

The Maternal, Newborn and Child Health (MNCH) centre is my personal passion project. In 2021, I went into labour 10 weeks prematurely here in the Maasai Mara. It is only because of an emergency helicopter evacuation to Nairobi that my son survived. I have also just come through another high-risk pregnancy with my daughter who arrived safely in March, only four weeks prematurely. The MNCH facility at CHP Talek Health Centre will be transformational for families in the Maasai Mara. We have been losing 13 women a year as a result of childbirth complications. I recently learned about a local Maasai lady who has lost six babies born at the same prematurity as my son. These deaths are needless.

The MNCH facility is the first in Narok West to offer a theatre for caesarean sections, neonatal high dependancy unit and a maternity shelter to support high-risk mothers. It is not very often that a wide array of camps, companies and non-profits are willing to work together on a project, but this health facility has brought unity. With construction and equipping costing KES 66million, this is the largest single infrastructure project that the trust has ever undertaken - and it has been a resounding success.

Another significant milestone achieved in 2023 was Maa Beadwork breaking even in its 10th year of operations. Sales income increased by 38% to KES 18million.

The most difficult moment of 2023 was losing our dedicated trustee and close friend Brian Kearney-Grieve. Brian had been a role-model to myself and our CFO Denis. He always made himself available to talk through any concerns or issues and helped us to identify the best solution. He is sorely missed.

The solid governance and fiduciary foundations that our committed trustees provide enables The Maa Trust's programmes to flourish. It is also essential to acknowledge and appreciate the hard work and dedication that the team on the ground put into making every programme and activity successful. This is particularly poignant in 2023 as I spent the first two months working from Nairobi awaiting the arrival of my daughter and then three months on maternity leave. I am very grateful for the team covering for me so effectively during my absence. We were sad that two of our senior management team, Simaloi Saitoti and Delphin Mukira decided to move onto other opportunities in 2023, but we thank them for their years of loyal service and wish them well. We are excited to welcome Dr. Anthony Mburu in early 2024 as our new Chief Operations Officer.

Looking forward to 2024, I cannot wait to meet the first babies born in the new facility, and witness first hand the lives saved. I look forward to seeing the first cohort of tertiary scholarship students complete their courses and advance into the world of work, and I am excited to see the continued growth of the Women in Leadership programme. Its focus in 2024 will be on the integration of women into conservation, thanks to an environmental justice grant from Smithsonian Institute. I am also looking forward to further developing the relationships with our partner organisations and cultivating our consortium with World Vision, Gertrude's Hospital Foundation and M-Pesa Foundation.

The extensive impact outlined in this report would not 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 partnering with us to uplift disadvantaged women, youth and children here in the Maasai Mara. This work is essential to achieve both community development and conservation outcomes; the Maasai Mara ecosystem cannot survive without these crucial social interventions. If this report has piqued your interest and you would like to support The Maa Trust, we would be delighted to partner with you. Working together, we look forward to making a lasting and positive impact in the year ahead, and for many years to come.

Dr. Crystal Mogensen



Support The Maa Trust

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



DONATE

Maendaleo... tenkaraki ing'uesi
Development... because of the wildlife



Maa Guardians are people, family foundations, and businesses that are passionate about empowering Maasai women, youth, and children to ensure the Maasai Mara Ecosystem's long-term, sustainable protection. Maa Guardians give The Maa Trust the vital stability of recurrent support via recurring donations, allowing for future project growth and planning.

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.

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

For further information, please contact The Maa Trust via:
info@themaatrust.org

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Photo credit: Nick Spollin Photography UK

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