



December 2017

KARA COMMUNITY FARM PROJECT FUNDRAISING APPEAL

PREPARED BY –

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Conservation Enterprise
Director

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Founder & CEO



WildPhilanthropy



THE CRISES

The traditional way of life of the Kara in the Omo Valley in Ethiopia is under threat. A gradual reduction in annual rainfall and a complete failure of seasonal floods of the Omo river have threatened Kara livelihoods.

Annual flooding along the river irrigates and provides nutrients that allow the Kara to cultivate the land and grow the food they depend on. The failure of these floods due to reduced rainfall and the impacts of multiple hydroelectric dams has led to crops failing for the last two consecutive years. This is unprecedented and Kara food security is a growing crisis. With different interests competing for land, including large scale agriculture, the Kara are in dire need of support.

THE KARA COMMUNITY FARM

Wild Philanthropy have been supporting the Kara community diversify their livelihoods through ecotourism. This has been an effective method to support income generation, although still exposes the communities to challenges of food security. We are now in a position to start supporting the next step of the longer-term plan for a Kara Conservancy through supporting the community in its efforts to establish a community farm using a solar powered irrigation system. The primary crop would be sorghum for the Kara village of Dus, as well as fruits, herbs and vegetables that can be sold to can be sold to Lumale Camp; a community-run, ecotourist establishment.

This will help improve food security in the village plus allow for additional revenue getting back to the community through sale of goods to the camp. The irrigation system pump will also be able to help with getting water to the camp, reducing the burden of carrying water up from the river, a challenging task often taken on by the women working in the camp.

We believe we have an attractive model that combines community farming with an incentive to work towards increased food security, complimenting the existing ecotourism business and further empowering Kara families. The project is a jointly-run enterprise between the charity Wild Philanthropy, its ecotourism operator Wild Expeditions and the Kara community.

WHAT WE NEED FROM YOU

It is calculated that the Kara Community Farm Project will require start-up funding of US\$100,000. This money will cover the cost of equipment, training, expertise, management, fuel and land hire. The project is simple, sustainable and scalable, and the efforts of the village of Dus will serve as a model for rolling out similarly practical, mixed-use projects across the valley. The longer term aim is for the Kara to take legal tenure of the land, establish its own conservancy, and so take ownership of a sustainable local economy, spearheaded by the ecotourism enterprise.

Over the Christmas period we are aiming to raise the \$100,000 needed to get this first project completed so the community have time to establish crops in 2018. For those in the US, Wild Philanthropy Inc. accepts donations which are tax deductible to the full extent of the law. For UK tax payers, Wild Philanthropy can claim Gift Aid on donation adding 25% to your donation. For those in the rest of the world you can still give through either entity. This project offers a sustainable and long term solution, empowering the community to be able to shape their own destiny.

Please take the time to explore the project below, and if you would like to find out more, or are in a position to help, do get in touch with Paul Herbertson or Will Jones of Wild Philanthropy at **+44 (0) 20 7096 6316** or **+1 646 652 0489** or go to **www.wildphilanthropy.com**.



THE PROJECT

We have identified a ten-hectare plot of land (shown above) on the east bank of the Omo River, downstream from Dus Village and adjacent to Lumale Camp.

FUNDING REQUIRED **US\$100,000**

We plan to establish a solar powered sustainable irrigation system for the area for the benefit of local communities, in establishing the community farm and as a means of supplying Lumale camp with fresh produce and water. 80% of the land is put towards community farming, with 20% for Lumale Camp.

Staff from Lumale are already engaged with clearing the site, having received approval from local elders to irrigate. The land is mixed acacia scrub with a sandy alluvial soil from centuries of river flooding and sediment deposits.

The current river level sits about 5 meters below the level of the irrigated farm. The current plan, and subject to change based on further expert advice included in this project, is to pump the water up from the river and then gravity feed to the farm. Alternatives will be considered. Technology needs to be simple and easy to maintain.

Any village family that would like to benefit from the farm will be expected to contribute to the management and maintenance of their allocated plot.

EXPECTED OUTPUT

We hope to produce one regular crop of sorghum a year. We plan to plant this early-2018 with our first crop expected in mid- 2018.

The Lumale Camp will plant vegetables and fruit trees on its 20% share of the farm, with a view to providing fresh produce to the camp by 1st January 2019. This will include mango, papaya, lettuce, cabbage and tomatoes. This will act as a demonstration for the communities who could later grow these crops to supply the camp.

We plan to expand the Lumale Kara village by 5 new families which will increase the numbers living and working together from 13 to 50 individuals.

COMMUNITY CONTRIBUTION

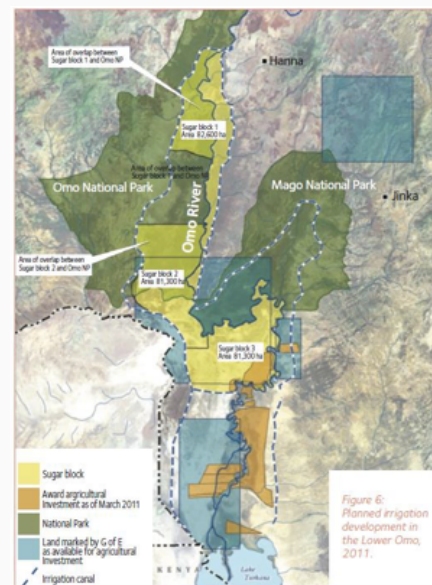
The community are expected to contribute:

- The land which has been agreed with local elders.
- Labour to farm the land.
- A dedicated family to provide security and monitoring of pests.
- Materials and labour to build and maintain the fence.
- Sorghum seeds.
- 80% costs of fuel for the pump.
- Attendance at ongoing irrigation and pump maintenance training courses.

WILD EXPEDITIONS CONTRIBUTION

Wild Expeditions Ethiopia, which owns Lumale, will provide:

- Costs for land rent from community.
- Costs to cover annual training courses and associated transport.
- First year fuel costs.



WILD PHILANTHROPY CONTRIBUTION

Wild Philanthropy will support the overall management of the project:

- Secure grant finance to cover start-up costs (estimated \$100,000).
- Management support for delivery of the project.
- Ongoing technical support.

LUMALE KARA VILLAGE EXPANSION AND SUPPORT

The supported expansion of the Kara Lumale village will help to build a more robust community of families, each working for the common interest of the village, and so also supporting the core management functions of the camp and its team. Building a support management team around Lale Biwa, the current camp owner and manager should be seen as a very positive long-term output.

Diversifying sources of revenue and income through job opportunities, training and direct revenue flows builds a more robust and resilient future for the Kara communities.

LONGEVITY AND THE FUTURE

If we can prove that this model works, we plan to roll this out over the broader Kara area, and into what we hope will be considered a Kara Conservancy, stretching from Korcho to the southern boundaries with Mago National Park. There are options in terms of leasing land to establish the conservancy that we are currently exploring, although expect this to be a much longer journey.

The model needs to be simple to build and maintain, and scalable across a larger area.

Never has there been a more critical time for the Kara to build resilient and sustainable farming systems and income generation models as dams and commercial farms threaten to replace a traditional world.

FUNDING REQUIRED US\$ 100,000

Breakdown of costs:

| | |
|--|----------------------------------|
| Solar pump and tank | US\$ 35,000 |
| Contractor | US\$ 35,000 |
| Expert agricultural consultancy | US\$ 15,000 |
| Management costs | US\$ 10,000 |
| Travel & transportation | US\$ 5,000 |
| Annual training | Cost covered by Wild Expeditions |
| Land rent | Cost covered by Wild Expeditions |
| First year of fuel | Cost covered by Wild Expeditions |

LONGER TERM OUTLOOK AND PLANS FOR THE KARA CONSERVANCY, OMO VALLEY

The long-term view for our work in the Omo Valley is to support indigenous and local communities (the Kara villages of Korcho, Dus and Labouk, altogether approx. 2000 people) by establishing a roadmap for long term sustainable use of the land that is scalable to other areas. We aim to help communities maintain culture-based livelihoods on their ancestral lands, while supporting adaption to resource management systems that support food sovereignty and resilience.

We will carry out the necessary research, community engagement, government engagement and participatory planning to help the Kara communities in creating the Kara Conservancy in the Omo Valley region, Ethiopia. The Kara conservancy would blend sustainable agro-pastoralism with conservation and ecotourism, providing a long term and financially sustainable model for conservation and sustainable livelihoods.

To be able to really take ownership of the potential opportunity, the first step will be securing legal tenure. We will assist the Kara organise their communities into an association so that they can register an interest in the land, taking the first step in developing the Kara conservancy.

The map above shows land awarded for agricultural investment in the Omo Valley. This land is open for investment and recent agricultural investments have failed. This opens a window for us to negotiate with government over changing the land-use to enable communities to take ownership. We will work with the communities to secure long-term leases for the area which is south of Mago National Park, covering the Kara villages of Korcho, Dus and Labouk.

We envisage a multi-use community conservancy, where ecotourism will be able to generate revenues for the communities and incentivize them to protect the biodiversity in and around.

The communities will be able to put in place irrigation projects to enable sustainable agriculture, thus improving food security. By establishing a community-led management plan that develops certain areas of the conservancy for different activities, the communities will be able to manage natural resource use sustainably, whilst being incentivised to protect the surrounding environment.

By linking economic benefits of tourism directly to the conservation of biodiversity and improved food security, this has the dual advantage of providing real economic opportunities to the local communities, alongside long-term sustainable financing for and implementation of conservation.



LALE BIWA: CHIEF GUIDE

THE FUTURE

Lale Biwa is Kara, comes from the lower Omo Valley, and has been guiding along the Omo River for nearly 20 years, much of those alongside his late mentor, Halewijn Schuerman. A professional logistician, he is currently chief guide for Wild Expeditions southern Ethiopia programme. His desire to protect and develop the local and the wider communities makes him an indispensable asset to both the area and southern Ethiopian travel in general.

The tentative long- term plans, which need to be finalised with communities, include the following:

- To generate revenue from tourism for the area to reinvest back into the community conservancy.
- Invest in community irrigation projects for sorghum and other crops.
- Invest in clinics and schools in the area
- Conserve wildlife in the area - which will increase tourism to the area.
- Working with Ethiopian Wildlife Conservation Authority to create a buffer zone to the Mago National Park, which the area borders to the north.
- Strictly controlling numbers of visitors to the area through a low volume / high cost sustainable tourism model supported by Wild Expeditions Ethiopia, through operating its mobile camp operation in the area.
- Invest in improving the road access and network.

The project will adapt to community needs and the results of various participatory processes conducted with the communities. The following represent the key activities which will enable us to move towards realising the Kara Conservancy.

- Research into legal structures for establishing the conservancy – taking lessons learned from elsewhere
- Stakeholder mapping.
- Government engagement, with Ministry of Agriculture and Natural Resources, specifically Rural Land Administration and Use Directorate to negotiate leasing options.

- Help the communities organise into an association so that they can register an interest in the land.
- Support the communities in negotiations with government over leasing the land.
- Participatory workshops with communities to better understand needs and desires of the communities and to bring them fully into the development process without building expectations.
- Participatory development of community-led management plan for the conservancy
- Outreach to other key stakeholders.
- Work in partnership with Wild Expeditions which has the only mobile tented camp in the Omo Valley and provides the base for cultural safaris, designed in the interest of all key stakeholders to demonstrate the tourism potential.

PROJECT PERSONNEL PROJECT ROLES

- Will Jones:** Founder & CEO, Technical input on community tourism.
- Paul Herbertson:** Conservation Enterprise Director, Overall lead on project. Technical input on conservation, enterprise and financial structuring.
- Graeme Lemon:** Country Director, Wild Expeditions, In-country lead, overseeing all operations in country.
- Lale Biwa:** Chief guide, Wild Expeditions, Lead in community and responsible for site level implementation in Lumale.



ABOUT US

Wild Philanthropy has been established by frontier-travel company Journeys by Design to rebalance the travel sector in Africa towards better providing community economic development and conservation.

Wild Philanthropy (WP) is designed to provide multiple ways to invest in the future of Africa, its people, wildlife and wilderness. The aim of WP is to protect at-risk African ecosystems by creating mechanisms to support high quality community and conservation projects alongside investing much needed capital and technical support in start-up ecotourism projects with local communities. WP brings together conservation and travel specialists to deliver this travel-driven conservation investment model.

- **Vision:** Vulnerable ecosystems, wildlife and communities should have the space to survive and succeed.
- **Mission:** to deliver a travel-driven conservation investment model to support 'at risk' ecosystems, wildlife and communities across East Africa.
- **Ambition:** to protect threatened ecosystems and wildlife populations by enabling communities to realize the value of their natural assets through employment, training and education.

WE HAVE THREE PROGRAMMES

- **Travel:** offer unique conservation journeys. All profits from these trips are channelled back into WP to help cover operating costs.
- **Enterprise:** invest in and support start-up eco-tourism projects with local communities helping bring them to scale.
- **Philanthropy:** supporting high impact social and conservation projects such as the Kara conservancy.

WP is a newly established organisation so has limited track record. We have, however, been supporting both communities and conservation initiatives and in our first year WP has:

Created 25 new jobs in Ethiopia, of which 20 were made available to the Kara community.

Invested USD 375,000 in community enterprise and conservation projects in Ethiopia and Tanzania.

Provided business mentoring advice for two ecotourism joint ventures in Ethiopia and Tanzania.

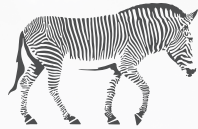
Supported the nrt by paying for the training of six Kenyan rangers.

Provided bicycles and uniforms for six rangers from Tongwe Trust.

Donated regularly to The Last Line of Defence to support the Maasai group conservancy, Enonkishu.

Helped The Ethiopian Enterprise sell USD 350,000 of safari business, 90% of which came from Wild Philanthropy's own database of travelers.

Secured major international press for the Ethiopian project, with articles in *The New York Times*, *Departures*, *The Financial Times* and *Robb Report*. WP has an experienced management team to run operations. This includes significant experience in community based ecotourism, conservation enterprise and working with communities on securing land tenure. We also have our in-country partner, Wild Expeditions Ethiopia, with proven track record of delivering Ethiopian travel.



WildPhilanthropy



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