

# FOOTPRINT

foundation

**ANNUAL REPORT 2021**



RESILIENCE | RECOVERY | REGROWTH



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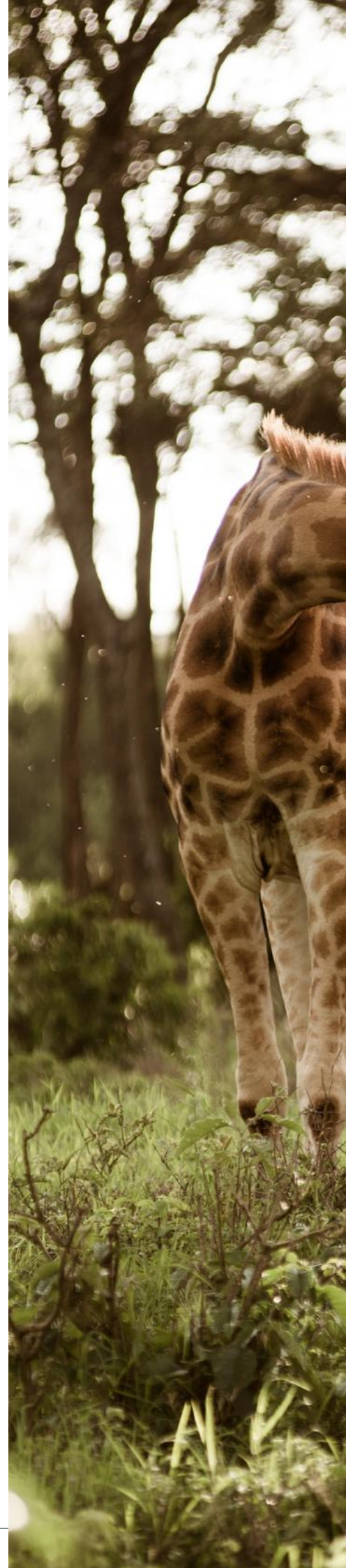
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## The Safari Collection Directors' Statements

Our world faces unprecedented social and environmental challenges, and we see this in its raw form daily while in the bush. Possibly the most prudent being species extinction; giraffe, Grevy's zebra, rhinos, and pangolin are at the very forefront in The Safari Collection and its Footprint efforts. No one actor can address these single-handedly. We believe that business, especially tourism, can help reverse these trends. Our vision is to protect wilderness in perpetuity, through collaboration, using a holistic balance of Conservation, Community, Culture and Commerce.

Our aim has always been to work together with partners and communities, to collaboratively develop a culture of sustainability. We also recognize the importance of education and a greater understanding on how one's efforts today can mean a better future for our children and wildlife tomorrow.

It needs a village to save species and biodiversity, and these partnerships are crucial. You, our guests and our visitors, along with our partners on the ground, are "our" village.



Tanya  
Carr-Hartley

The Safari Collection was born from a passion of living in the Kenyan wilderness. In order to preserve the biodiversity and landscapes of this amazing country, we created a sustainable travel company, which, through the four pillars of Conservation, Community, Culture and Commerce is now helping to protect vast areas of wilderness and key species for future generations.

Through the Footprint foundation The Safari Collection partners with organizations that protect species often not seen in the spotlight by international travelers....

these "under-dogs" include giraffe, Grevy's zebra, pangolin and painted dog, which are equally threatened and require funding to enable their survival as a species. Our aim for the Footprint foundation is to be innovative, creative and impactful. Each project that Footprint takes on needs to have a long-term measurable impact.

When we leave this Earth we hope to have left a positive effect on the ecosystem, the people and wildlife that occupies it.....this is our Footprint.



Mikey  
Carr-Hartley

When I came to Kenya I feel in love in a way that I never thought possible. It still touches me deeply every time I visit and I still feel an overwhelming need to help preserve this Garden of Eden for future generations. That is why I became part of The Safari Collection; to live with a love of nature and to understand better each day what we need to do in order to preserve our precious planet and its beautiful wildlife.

Preservation and conservation are critical in a world with an ever growing human population, and it is therefore vital that we support, and collaborate with, our community partners in our efforts to keep these ecosystems alive and prospering. It is also the reason for our Footprint foundation and all the other work we do; working together with other promising initiatives to make sure that in the future we can still hear the roar of a lion and wonder at the speed of a cheetah.

Please join us in this fight for the future of Kenya.



Michiel  
Hoogerwerf

## The Footprint Team's Statement

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We are delighted to share this first annual impact report of The Safari Collection Footprint foundation with all our wonderful friends, supporters, and donors. 2021 was a challenging but nonetheless special year of **resilience, recovery and regrowth** and we hope that this is reflected in the many stories and accounts that follow.

The world is facing the twin threats of climate crisis and biodiversity loss with their resulting real-life impacts on people. Everything we do at the Footprint foundation aims to collaborate with our communities to address these problems and face them head on. We would like to thank the huge number of talented and driven partners all over Kenya, our own wonderful colleagues at The Safari Collection, and our generous supporters for making all this achievement possible.



Cecilia Mueni



Mark Boyd





# COMMUNITY

*We champion a wide range of community outreach initiatives covering health care, clean water provision, female empowerment, and education, to improve the lives of people we work alongside.*



## THE WARRIOR SCHOLAR



▲ Tyson in school uniform

Tyson is a 17-year-old Samburu warrior and is one of our Conservation Scholars. Tyson lives in Westgate Conservancy in Northern Kenya. He recently went through Samburu initiation and circumcision – a momentous milestone in his life. He loves the freedom and independence warrior-hood has given him.

Appearance is paramount for Samburu warriors as it's all about dressing well and being admired. Tyson's favorite outfit is his traditional warrior clothing, as it makes him feel proud and attractive. His second favorite thing to wear is his school uniform, as education is everything to him. For Tyson, getting selected as one of The Safari Collection's Conservation Scholars and being able to attend a good secondary school means being able to help his family and change all their lives for the better.

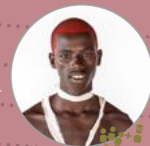


▲ Warrior attire

*In His Words*

"MY FUTURE GOALS ARE  
BECOMING A SAFARI GUIDE  
AND ULTIMATELY A KENYA  
SAFARI LODGE MANAGER."

*Tyson is truly a young  
conservation hero in the making.*



## SASAAB CONSERVATION SCHOLARSHIP PROGRAM 2021

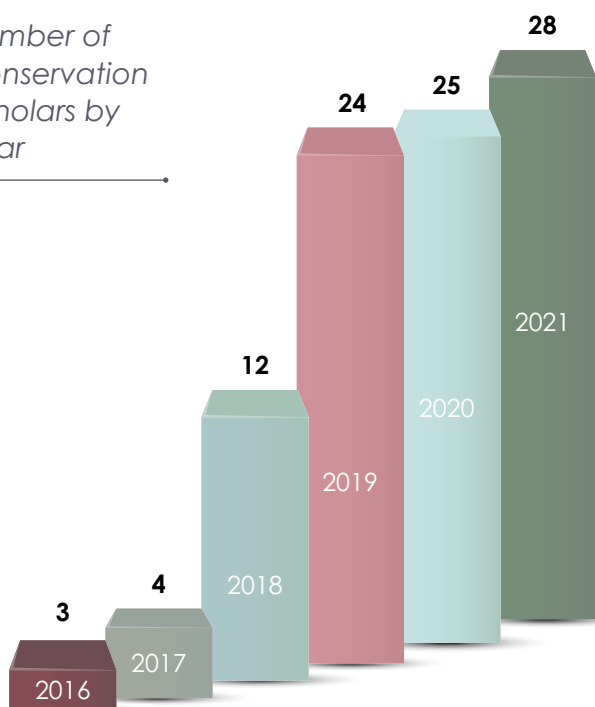


▲ Conservation Scholar' camp

The Safari Collection Footprint foundation runs the Conservation Scholars program which targets brilliant, talented students from Westgate community, whose parents may not be able to pay for their children's high school education.

The scholarship covers school fees for the entire four years of a candidate's schooling and some incidentals such as uniforms, books, school trips and transport. The foundation also runs an annual conservation retreat for the scholars each December at a wildlife sanctuary to inspire them to become responsible citizens as well as the next generation of conservationists.

Number of Conservation Scholars by Year



## CONSERVATION SCHOLARS' INTERNSHIP – AUGUST 2021

The first conservation scholars graduated in 2021. Mary Yolanda Lekoli, Anne Lekaasia and Raondi Lengunai have made us proud for completing 4 years of high school under our programme.

They also are the first of our conservation scholars to get an internship opportunity at Sasaab as a way of 'giving back'. The internship programme will help them attain skills for the job market as at Sasaab they are involved in a lot of hard work across various departments. They also experienced firsthand the role played by conservation and sustainable tourism in benefitting their community

Both Mary and Raondi have since left for college whereas Ann has stayed on at Sasaab to train as a chef.

### Our scholars



Alvaro Lengila



Anne Lekaasia



Anthony Njogu



Bright Letoole



Catherine Lucy Lekishe



Faith Lemoile





Faith Naitabao



Florence Lemasian



Florence Soyian



Franciah Wanjiku



Franciscar Deraso



George Lenginas



Jecinta Lelenkima



Jeremiah Leparacho



Linet Lengila

Mary Magdalene  
LekalaileMercy Njeri  
Michuki

Milani Lenamunyi



Naparis Lolpetai



Njenga Lekalaile



Ntemuni Lenantoiey



Ntiwan Leado



Raeli Silvana



Raondi Lengunai



Rentena Lengurde



Sanito Lekopiro



Sharon Lepina



Stacy Akinyi Otieno



Tacherua Lengupae



Teresa Mbooka



Terry Lantei



Tyson Lekakwar



Valentina Sanampey



Victors Githinji



Vivian Lokieny



Yvonne Lekuraiyo

## FOOTPRINT CAR



▲ Footprint car

Through the generous support of our guests, the Footprint foundation has greatly benefitted community and conservation work through the donation of a car. The car has transported conservation scholars to and from school, and supported the 'Feeding Young Minds' programme, the Grevy Zebra Trust drought relief programme, mobile dental clinic, supply of school equipment and other community emergencies.

The Footprint car has eased movement across the vast Samburu County, making our work easier.

## FEEDING YOUNG MINDS



▲ Lunch at Lpus Leluai Primary School

The Feeding Young Minds programme was established on the evidence that good nutrition is the single most important factor in a child's learning. Good nutrition accounts for healthier bodies, good behaviour and brain power! Did you know, for example, that bananas help in concentration? The minds of young people are open to exploring solutions informed by their circumstances, when given the opportunity. Provision of the right nutritious food is one of the steps of ensuring that they develop their minds fully and have the energy to perform to their ability in class.





## GIFTED HANDS GIFTS THE COMMUNITY



▲ The resource centre

Kibera is one of the largest slums in Africa. It is estimated that 50% of the population in Kibera is made up of children, yet there are only two government schools. To accommodate the remaining population, 330 community-run schools have been set up. The Gifted Hands Primary School is one of them. The Footprint foundation and Konkouey Design Initiative (KDI) have partnered up to help the school face some of their challenges including building a resource centre.

The resource centre will be furnished with a library and a digital learning suite for students and community members at large. Initial planning meetings and the subsequent construction were done in partnership with the local community

The opening ceremony was attended by a team from The Safari Collection who were overjoyed at the amount of effort put into the project by one of our generous guests. Various guests gave words of wisdom to the children, encouraging them to be the change they wanted to see, such as by special guest Alphy Obuya. Alphy was born meters away from the school in Kibera and gave a message that growing up in a slum area did not mean one's fate was sealed in poverty.

## THE GIFT OF GIVING



▲ Library opening at Ngutuk Ongiron Primary School

Despite a tough 2020 marred with a global pandemic and a discontinuation of business as usual, we find those that keep surprising us and showing us selfless acts of going beyond.

In Samburu, we recently opened a brand-new library at the Ngutuk Ongiron Primary School near Sasaab. The library is equipped with Kenya-centred books and novels including a range with a strong conservation focus provided by the amazing team at our partners Story Moja who equip libraries throughout the country. Their team also trained a new librarian at the school to maximise the impact of the new space and materials. Sasaab guide Gabriel cut the ribbon at the opening ceremony

At the Laburra Primary School close to Solio Lodge the Footprint foundation was recently able to deliver 300 new desk lockers which will be invaluable in helping the students to learn more effectively in a socially distanced environment

In Nairobi, our team are working hard with the Gifted Hands Primary School in Kibera, the largest informal settlement in the city, to implement a project which will provide clean drinking water to the entire school.

## GOOD SLEEP, SHARP MINDS



▲ Sasaab car delivering mattresses

The Safari Collection Footprint foundation donated 40 mattresses to Ngutuk Ongiron Primary School, courtesy of a generous donor. As a key partner to the school, we understand the significant role that the schools' boarding facilities play in reducing the amount of time a student walks to get to school. Many of the students previously walked long distances each day, confronting wild animals and having little time for extra study and homework.

At Ngutuk, there is no debate that boarders outperform their day student counterparts. The school was first position in Samburu East in this year's Kenya Certificate of Primary Education, and second position in the entire Samburu County.

## SHINING SAMBURU SMILES



▲ Sasaab dental clinic

Every year the Safari Collection Footprint Foundation partners with UK charity SmileStar to host a dental clinic for communities in Kenya. In 2021 the team returned to work in Sasaab. The SmileStar team, consisted of dentists, doctors and their assistants from Kenya and the U.K. as well as return guests of The Safari Collection who volunteered to give back to the communities they visited on safari.

The SmileStar team travelled all over Samburu County delivering dental and clinics were held in partnership with local hospitals and dispensaries. The team saw hundreds of patients, some of whom had walked for many miles.

It was a time for learning from each other as the dentists exchanged notes and observed patients. For medical officers working at the local clinics, the dental camp was a blessing as the closest dental clinic is in Isiolo, three hours away from some of the venues.

### Focus Story

GOOD SLEEP PAYS A CRUCIAL ROLE IN THE DEVELOPMENT OF A CHILD AS WELL AS PHYSICAL POSTURE WHICH CONTRIBUTES TO THE OVERALL WELL-BEING OF A CHILD. AFTER THE FOOTPRINT FOUNDATION MADE THE QUALITY, HIGH DENSITY MATTRESSES DONATION, 15 GIRLS WERE ENROLLED TO THE BOARDING SECTION AND MORE WILL BE ENROLLED.



## THE WORLD'S FIRST FULL TIME INDIGINEOUS SCHOOL UNIFORM



▲ Indigenous Samburu inspired school uniforms

In current Samburu culture, families choose some of their children to attend school and others to continue living a more traditional life. There is a disconnect between the two “streams” of society: those who have been to school and those who have not. In Samburu schools children must wear British style school uniforms of shorts/trousers and shirts which are a continuation of former colonial regulation. Children living a more traditional life wear traditional clothing and beading. This distinction amplifies the cultural differences between the two “streams” of society.

While discussing this issue with Samburu community leader, Stephen Lenantoiye, The Safari Collection Footprint team developed an idea to help bridge the disconnect; the development of what we believe is the world’s first full time indigenous school uniform.

The Lempaute Primary School has now replaced the westernised school uniform with a new uniform modelled on the traditional style of dress. It was styled and designed by Stephen Lenantoiye in collaboration with other community members and was funded by The Safari Collection Footprint; showcasing that one does not have to sacrifice cultural heritage in order to be successful in the modern world.







## CONSERVATION

*From victims of poaching to predators under threat from human-wildlife conflict, we help protect a diverse range of vulnerable animals and their habitats that need our help to survive.*





## PROTECTING PANGOLINS



▲ Pangolin Tagging Photos - Sala's Camp © Mark Boyd

We proudly support the Pangolin project at Sala's camp in the Mara ecosystem. The world pangolin day helps raise awareness on the threat of poaching for their scales and meat. The Pangolin Project does



▲ Caring for the young one



research on the pangolins looking at their behavior, population growth to coming up with strategies for their protection.



## PAINTED DOG CONSERVATION



▲ Painted dog spotted at Sasaab

The painted dog is one of the world's most endangered canids with only 1400 mature adults remaining in Africa and their range has contracted by over 95% in recent years. They are threatened by outbreaks of disease including rabies and canine distemper as well as direct persecution from people.

Given the right protection their populations can rebound very quickly and as they breed in high numbers and travel long distances, they can recolonize areas from which they have previously been extinct.

Together with our partners, the Impala research centre and the KWS we are aiming to collar 10 individual painted dogs in the Laikipia, Samburu and Isiolo regions to gather data on their movements. Once collared, we will be able to track their movements and enable effective research and help better conserve the Samburu population of these wonderful animals.

## GREVY'S ZEBRA TRUST DROUGHT RELIEF

The Grevy's Zebra is beautiful and endangered zebra species found predominantly in northern Kenya with a remaining population of around only 2500 individuals. It is threatened by climate change, poaching and habitat loss all of which have contributed to a huge reduction in their numbers in the last decades. Northern Kenya is currently undergoing a drought crisis. Two consecutive below-average rainy seasons have affected both people's livestock and the wildlife with tragic effects.



▲ Bales of hay for the Grevy's Zebras

In response to the drought, Grevy's Zebra Trust (GZT) - the only organization in the world dedicated to the conservation of the species - has been feeding over 600 of Grevy's zebras in Samburu, Buffalo Springs, and Shaba National Reserves where they have gathered to feed on the last remaining forage.

The Safari Collection Footprint foundation has been able to lend a vehicle to support GZT's programme and donate several hundred bales of hay.



## WORLD GIRAFFE DAY



▲ Rothschild giraffe at Giraffe Manor

To mark World Giraffe Day on 21st June, day, we launched the 'behind the selfie' campaign on the day that was also marking 'National Selfie Day'. The campaign is meant to raise awareness on our giraffe conservation efforts in partnership with our partners, Giraffe Conservation Foundation (GCF) and The African Fund for Endangered Wildlife (AFEW) Giraffe Centre. The Giraffe Manor was a breeding place for Rothschild's giraffe decades before it became a hotel. That work continues today and over 50 giraffes have been reintroduced into the wild. GCF has been involved in research and population counts of giraffes to develop strategies for their protection.

World Giraffe Day was a great reminder of how our guests' stay at the Manor is not just about taking great photos with giraffes, but about the bigger picture of giraffe conservation. We were privileged to host Dr. Arthur Muneza online as he discussed the status of giraffes in Africa, explaining how they are spread across the continent, why they are at risk and the work that goes into giraffe conservation.

For GCF, having people raise more awareness on giraffes goes a long way in helping achieve that mission.

## SAFARI KIDS!

Without igniting a passion for their heritage through positive wildlife experiences, we cannot expect future generations to care and love their environment and its inhabitants. Each year our guides take children from local schools and villages on game drives in our cars in the hope of nurturing tomorrow's environmentalists.

The Olesere Primary School was the beneficiary of the Safari Kids programme in 2021 at Sala's Camp. Though these children live on the periphery of the Masai Mara, none had ever visited the park, seen a lion or most of the wildlife up close.

The children received important education on the need for a clean environment, the importance of wildlife and their social behaviour even as they learnt the names of the different kinds of animals in English, Swahili and Maasai. We located elephants, giraffes, wildebeests, buffalos, hyenas, foxes, topis, hartebeest, serval cat and even saw a resting pride of lions.

At Sasaab in Samburu, our guides picked up children from Ngutuk, Westgate and Lempaute primary schools. The children's interactions with wild animals were not new, given their nomadic way of life. The pride in their culture and conservation efforts shone as they learnt about the Special Five of Samburu i.e Grevy's zebra, reticulated giraffe, gerenuk, Somali Ostrich and the oryx. They were also lucky to spot a family of three lions.

The fun, interactive learning session gave the children a fresh appreciation of wildlife and the importance of conservation. Our guides were also excited to have been part of an experience that impacts future generations of conservationists.





## SUSTAINABILITY

*We take our responsibility to reduce, reuse and recycle very seriously – from water to waste and food miles to reforestation.*





## CARBON OFFSETTING



▲ Measuring carbon sequestration

Being climate positive means reducing emissions as much as we can and then counting what we can't reduce yet so we can purchase carbon credits to counterbalance this usage.

We choose innovative and impactful initiatives to off-set our carbon emissions, which are helping to conserve Kenya's forests and contribute positively to community development. The Mikoko Pamoja Project is one of these ground-breaking projects.

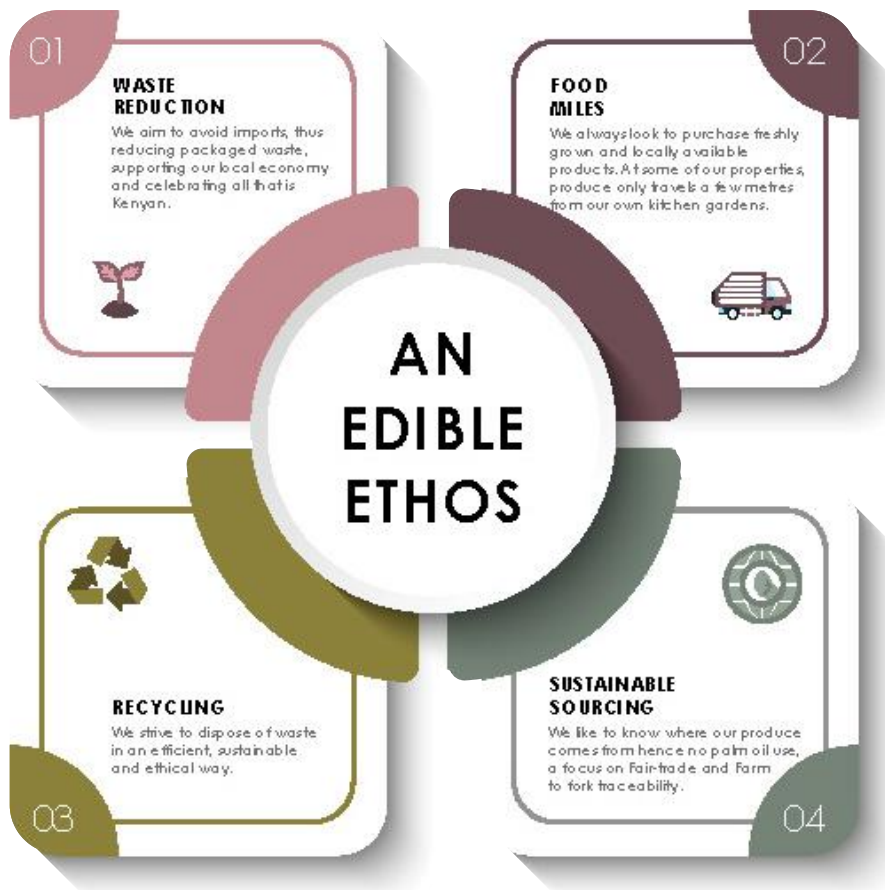
This organisation on the south Kenyan coast is the first of its kind to fund mangrove conservation through the sale of carbon credits. Mangrove forests and seagrass meadows can lock away up to ten times more carbon than ordinary forests, and are some of the most biodiverse ecosystems on the planet. Income generated from these mangrove carbon credits is directly funding community development, with benefits to local schools and over 4,000 people gaining access to safe water.

## AN EDIBLE ETHOS

At The Safari Collection we strive to tread lightly on our planet and leave a positive net impact on the world. This means we have to look at every aspect of our guest experience under a sustainability magnifying glass and ensure that the environmental impact is kept at an absolute minimum. Food is one of the most important parts of any journey with The Safari Collection, therefore it is only natural that we apply our edible ethos to the delicious and healthy food we offer our guests.

Our edible ethos embodies conscious consumption by focusing on four essential areas:

1. **Waste Reduction.** We work hard to minimise waste and avoid packaged products. Almost all of our fresh produce is delivered unpackaged and sourced locally. If we cannot find it then we grow or make it ourselves. We aim to avoid imports, thus reducing packaged waste, supporting our local economy and celebrating all that is Kenyan.
2. **Food Miles.** We always look to purchase freshly grown and locally available products. This minimises the miles food travels to reach our tables, reducing the carbon footprint of the meals we serve. At some of our properties, produce only travels a few metres from our own kitchen gardens.
3. **Recycling.** Despite our efforts, some waste is unavoidable. We strive to dispose of this in an efficient, sustainable and ethical way. We create our own compost which goes back into our kitchen gardens and 98% of the remaining waste is recycled through a social enterprise in Nairobi called Taka Taka Solutions.
4. **Sustainable Sourcing.** We like to know where our produce comes from to ensure our edible ethos is maintained across the supply chain. Hence no palm oil use, a focus on Fair-trade and Farm to fork traceability. Our guests then enjoy an experience that supports the wellbeing of this beautiful country.





## ROOTS AND SHOOTS PROGRAMME



▲ Richard & Ruth Low plant an African olive tree

The Roots and Shoots programme kicked off at Sala's Camp in the Masai Mara. The programme allows our guests to plant a tree for a donation of USD 20 to our Footprint foundation which will ensure the tree is well looked after until it reaches maturity. The guests are then given the GPS coordinates of the tree and can track their tree's progress virtually.

The focus of the tree planting program is indigenous trees which are believed to sequester more carbon. An indigenous tree is estimated to absorb 300kgs of CO<sub>2</sub> from the atmosphere throughout its lifetime and provide life to an entire ecosystem of wildlife.

The trees we plant include: African Olive - *Olea africana*, Sycamore fig - *Ficus sycamorus*, Sausage tree - *Kigalia africana*, Yellow Fever Tree - *Vachelia xanthophloea*, and the Elephant Pepper tree - *Warburgia ugandensis* amongst others.

## ACTS OF KINDNESS AND SUSTAINABILITY

Our 'Acts of Kindness and Sustainability' program encourages staff from the Safari Collection to give back to society. We encourage our colleagues in their own little ways to do something out of their ordinary jobs that would have a positive impact on society.

### **Peter Kiama** Guide Solio

Alice, a student at Laburra primary school, one of the schools we have been supporting, developed an



abnormal growth inside her left eye, which affected her vision. One of our guides, Peter Kiama, at Solio selflessly raised funds for Alice to undergo eye surgery in Nairobi.



### **Agnes Lolkinyati** Sous Chef Sasaab

Described as one of the most inspiring member of staff, Agnes begun a small bakery programme at her village.

She encourages women to use locally available cost friendly jikos to bake sweet pastries. Agnes has used her knowledge to assist women in her community secure their economic well-being.

## THE LONG RUN

The Long Run is a membership organization that supports, connects and inspires nature-based businesses to excel in the highest sustainable standards through the 4C framework of Conservation, Community, Culture and Commerce.

By bringing together like-minded businesses The Long Run acknowledges that protection of ecosystems and sustainability cannot be done in isolation. Members strive to be recognised as Global Ecosphere Retreats (GER), one of the most rigorous sustainability standards recognized by the Sustainable Tourism Council.



We are currently working on getting our remaining two properties into the Long run.



The Safari Collection has signed up to Tourism Declares, a global grassroots movement which is uniting the tourism industry to take purposeful action against climate change.

Like all signatories, we have committed to the following five actions:

1. Develop a 'Climate Emergency Plan' which sets out our intentions to reduce carbon emissions over the next decade.
2. Share an initial public declaration of our 'Climate Emergency Plan' and update our progress each year.
3. Accept current Intergovernmental Panel on Climate Change (IPCC) advice stating the need to cut global carbon emissions to 55% below 2017 levels by 2030 to keep the planet within 1.5°C of warming.
4. Encourage our suppliers and partners to make the same declaration, sharing best practice and actively participating in the Tourism Declares community.
5. Advocate for change.







### GIRAFFE CONSERVATION FOUNDATION

\$6,830 for protecting  
giraffes across Africa



### HELICOPTER

800 trees planted to  
offset the emissions  
of our tourism  
helicopter



### WESTGATE COMMUNITY CONSERVANCY

\$111,030 to support  
development, school  
bursaries and infrastructure



### RHINO CONSERVATION

\$212,274 to rhino  
conservation  
programmes



### CONSERVATION SCHOLARSHIPS

29 students on full  
scholarships in schools  
across Kenya



### CARBON OFFSETTING

1,020 Verified  
Carbon Units  
bought for  
offsetting carbon  
emissions



### MAASAI COMMUNITIES

\$246,468 to support  
development and  
park management



### SAMBURU COMMUNITIES

\$106,000 to support  
community  
development and  
park management



### TREE PLANTING

1,000  
indigenous  
trees planted  
to restore the  
Eburru Forest



### FRESHWATER

1 new community  
borehole  
providing clean  
drinking water to  
2,000 people



### WASTE

98% of waste  
recycled with  
a social  
enterprise in  
Nairobi



# \$885,954



### AFRICAN FUND FOR ENDANGERED WILDLIFE

\$74,770 to Kenyan  
conservation  
programmes



### GREVY'S ZEBRA TRUST

Supported the  
feeding of 30% of the  
global population  
during drought



### MARA RHINO RANGERS

\$7,496 for  
salaries,  
equipment  
and training



### FEEDING YOUNG MINDS PROGRAMME

376,000 free  
school meals served  
in 14 schools



### TEACHERS

Two full time  
teachers  
employed by  
Footprint



### GIFTED HANDS SCHOOL

75% of entire school  
budget supported  
annually



### SAFARI KIDS

50 students  
taken on  
educational  
safaris



### THE LONG RUN

Sasaab is  
a fellow  
member of  
The Long Run



### DENTAL CLINIC

Over 200  
patients  
treated for  
free



### SCHOOL BUILDING

One new resource  
centre and one  
new classroom  
constructed



### THE PANGOLIN PROJECT

Project hosted at  
Sala's Camp and  
over \$40,000  
raised for them





## THE SAFARI COLLECTION

Through our unique collection of spectacular properties, online shop and Footprint foundation, we unite sustainable tourism with wildlife conservation and communities, making a difference to people and planet.

**GIRAFFE MANOR**  
nairobi

**SASAAB**  
samburu

**SALA'S CAMP**  
masai mara

**SOLI LODGE**  
laikipia

**THE RETREAT**  
giraffe manor

**FOOTPRINT**  
foundation

**GIRAFFE MANOR SHOP**