

Annual Report

2024: *A year of many milestones*



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*A shared purpose and
unyielding passion*

Dear friends,

At times, it's too easy to get swept up in the many difficulties facing the natural world. In the face of these challenges, we often forget to take the time to celebrate the conservation success stories. We want to remedy this by celebrating the monumental achievements of the Chem Chem Association (CCA) over the past year.

As you read this report, you'll see how purpose, passion and shared commitment can lay the foundations for a true conservation success story.

A major highlight for 2024 was the Tanzanian government's landmark decision to formally expand and protect the Kwakuchinja Wildlife Corridor (the Corridor) in 2025. Much of our work this year has been focused on laying the groundwork for this transition alongside local communities and the government.

Human-wildlife conflict (HWC) continues to be a pressing issue in the Corridor and, indeed, across Africa. The launch of our groundbreaking Joint Protection and Monitoring Centre (JPMC) – a state-of-the-art centre for wildlife data collection and monitoring – will play a central role in addressing this challenge. The JPMC will serve as the headquarters for collecting and monitoring wildlife data alongside the Tanzania

Wildlife Research Institute (TAWIRI) and Tanzania Wildlife Authority (TAWA), as well as facilitating effective responses to HWC incidents.

Our community work is at the heart of what we do. Over the past year, we've trained nearly 3,000 entrepreneurs, equipping them with the skills to start businesses and improve their livelihoods. We also launched the Future Entrepreneur Project aimed at empowering 900 young people over the next five years, while our growing Community Microfinance Groups (CMGs) continue to help members build businesses and support their families. Meanwhile, our conservation education programme continues to inspire children and is showing an impact by boosting school attendance among participants.

The past year has been pivotal for CCA, and none of these milestones would have been possible without the unwavering support of our partners and donors. We're grateful for your ongoing support and thank you for being a part of this important journey. Together, we've made – and will continue to make – a real difference in conservation and community empowerment.

Fabia Bausch & Nicolas Negre

2024 AT A GLANCE

Key statistics



1,052

STUDENTS RECEIVED
CONSERVATION EDUCATION



2,163

JOBS WERE GENERATED THROUGH OUR ECONOMIC
EMPOWERMENT PROGRAMME, WHERE EACH EMPLOYED
PERSON SUPPORTS UP TO FIVE FAMILY MEMBERS



4,000

SPECTATORS FROM THE REGION
ATTENDED THIS YEAR'S CHEM CHEM
SOCCER LEAGUE TOURNAMENT



416

INDIVIDUALS HAVE BEEN TRAINED IN FINANCIAL
MANAGEMENT THROUGH OUR COMMUNITY
MICROFINANCE GROUPS



2,832

ENTREPRENEURS ENROLLED IN OUR
ECONOMIC EMPOWERMENT PROGRAM



10 MILLION LITRES

OF DRINKING WATER WERE GENERATED MONTHLY
FOR OUR WILDLIFE THROUGH BOREHOLES





CONSERVATION FOR THE BENEFIT OF HUMANS AND WILDLIFE

At its core, conservation strives to create a future where the natural world thrives alongside humankind. For this to happen, the people living side by side with the world's wild spaces need to see the value in protecting them. Only when this happens can we pave a path to successful and long-term conservation.

ZOOMING IN ON THE KWAKUNCHINJA WILDLIFE CORRIDOR

The Kwakuchinja Wildlife Corridor (the Corridor) is the beating heart of our conservation success story. It is the embodiment of our journey so far, the work that's yet to come and a testament to the tangible impact that can be made in just 16 years.

When our founders first set foot in the region a decade and a half ago, they found a landscape decimated by decades of overgrazing, deforestation, poaching and HWC — a scene not uncommon in Tanzania and, indeed, Africa. What had once been a vital wildlife migratory pathway linking the Tarangire and Lake Manyara national parks was now devoid of animals other than livestock.

Understanding the ecological significance of the Corridor, we began our journey to restore this ailing ecosystem. A complex challenge like this required a special solution, leading to the development of our pioneering conservation model, which combines conservation operations such as anti-poaching and habitat management with community empowerment, advocacy and eco-tourism.

Today, the Corridor is thriving. Herds of elephants regularly make the journey from Tarangire National Park to bathe in the waters of Lake



Manyara. Antelope abound and predators thrive. The success of our conservation model is clear: it is set to become the blueprint for rehabilitating 61 similar wildlife corridors across Tanzania.

The true triumph, however, is that by restoring the Corridor and empowering the communities that share the land with us, we're paving the way for people to build better lives.



WHY WILDLIFE CORRIDORS MATTER

Wildlife corridors like Kwakuchinja are vital parts of a healthy ecosystem, especially today, as animal habitats continue to shrink and fragment in the face of rapidly expanding populations.

In connecting once fragmented habitats, wildlife corridors:

- Provide safe migration routes for animals searching for food, water and breeding grounds.
- Prevent isolated animal populations, which can lead to genetic decline.
- Reduce human-wildlife conflict by keeping animals within natural movement patterns.



COMMUNITY AT OUR CORE

The future of Africa's wildlife is inextricably linked to the wellbeing of the communities living alongside them. Our conservation model aims to empower communities by breaking the cycle of poverty and ensuring they directly benefit from protected wildlife areas such as the Corridor.

To do this, we must open the door to opportunity for everyone, young and old alike.

ENGAGING YOUNG MINDS

Conservation Education

Conservation education is fun. It's inspiring. It has the power to reshape generations-long misconceptions and ignite passion for conservation. But the real impact of conservation education is that it makes learning more enjoyable. As a result, we're seeing an increase in attendance among children in the programme.

Currently, we partner with Malihai Clubs and Lessons in Conservation (LiC) to provide conservation education to 1,052 students across four secondary schools in communities surrounding the Corridor. Going forward, we aim to expand this programme to four additional secondary and 17 primary schools, reaching over 1000 children.

PAVING THE WAY FOR FUTURE BUSINESS OWNERS

Future Entrepreneur Programme

Every child dreams of a better tomorrow, and through our Future Entrepreneur Programme, we're giving youths the tools they need to turn these dreams into a reality.

Over the next five years, we will equip 900 youths (aged 14 to 17) with the skills to start and manage their own businesses. Our team has been working hard to lay the groundwork for this programme by collaborating with local schools to create a specialised curriculum.

This programme is about more than just teaching skills — it's also about inspiring and nurturing the entrepreneurial spirit in our youth and setting them up for future financial independence.

CHANGING LIVES, ONE JOB AT A TIME

Economic Empowerment Programme

It's easy to question why issues such as poaching, deforestation and overgrazing are rampant in rural communities. However, it's important to understand that these issues stem from generations of economic hardship and limited opportunity.

Our conservation model aims to break this cycle of poverty by teaching our communities the skills they need to become financially independent. Our Economic Empowerment programme, in partnership with Hand in Hand Tanzania, equips aspiring business owners with financial management skills and training in four income-generating opportunities.



BEEKEEPING AND
ITS BYPRODUCTS



SUNFLOWER
FARMING



POULTRY
FARMING



HORTICULTURE



THE IMPACT OF OUR ECONOMIC EMPOWERMENT PROGRAMME



2,832

ENTREPRENEURS JOINED OUR TRAINING PROGRAMS IN 2024



462

NEW BUSINESSES WERE FORMED (BRINGING THE TOTAL NUMBER OF BUSINESSES FORMED SINCE THE PROGRAM'S INCEPTION TO 1,261)



2,136

NEW JOBS HAVE BEEN CREATED THROUGH THIS PROGRAMME (85% OF OUR PROJECT'S AMBITIOUS TARGET)

JOHARI'S STORY

Johari and her husband used to rely on unpredictable casual labour, earning just \$3 a day. Some days, they had no income at all, making it difficult to provide for their two children.

In 2023, Johari joined our Economic Empowerment programme, where she learned essential business skills like saving, budgeting and market access. With her newfound knowledge, she invested in a small plot of land to grow vegetables.

Now, every Wednesday, Johari proudly takes her fresh produce to the local market. She has increased her monthly income to \$35, giving her family much-needed financial stability. More importantly, she now has hope for the future: her children can attend school, and she plans to expand her farm.



OPENING THE DOOR TO FINANCIAL INDEPENDENCE

Community Microfinance Groups (CMGs)

Sometimes, as an aspiring entrepreneur, all you need is a helping hand for your business to take flight, and that's where CMGs come in. These simple yet effective community-based lending groups provide members — the majority of whom are women — access to financial resources and the loans they need to start businesses.

These groups have been instrumental in getting many new businesses off the ground and have played a significant role in empowering local women to become financially independent, enabling them to improve their families' lives.



A CLOSER LOOK AT CMGS



INTRODUCING THE UPENDO GROUP

Since its inception in 2008, the Upendo Group has been turning small ideas into big impacts. Their journey as a CMG began with a seed capital grant from CCA, which sparked their first venture: a chair rental business for community events. What started with a few chairs for weddings and meetings quickly became a steady income stream.

Fast forward to 2023, when the group (now 35 members strong) took part in a transformative training programme by Hand in Hand Tanzania.

Armed with new skills, they embraced a bold new project: poultry farming. Pooling resources, they purchased their first batch of chickens and, despite being new to livestock management, dove in with determination and teamwork. Today, their poultry business is thriving.

From chairs to chickens, Upendo Group's journey is a testament to how a little support and a lot of heart can transform communities.



34 teams – 17 men's teams, 8 women's teams, and 9 youth teams – and an impressive crowd of over 4,000 spectators

A CELEBRATION OF COMMUNITY, UNITY AND CONSERVATION:

10 years of the Chem Chem Soccer League

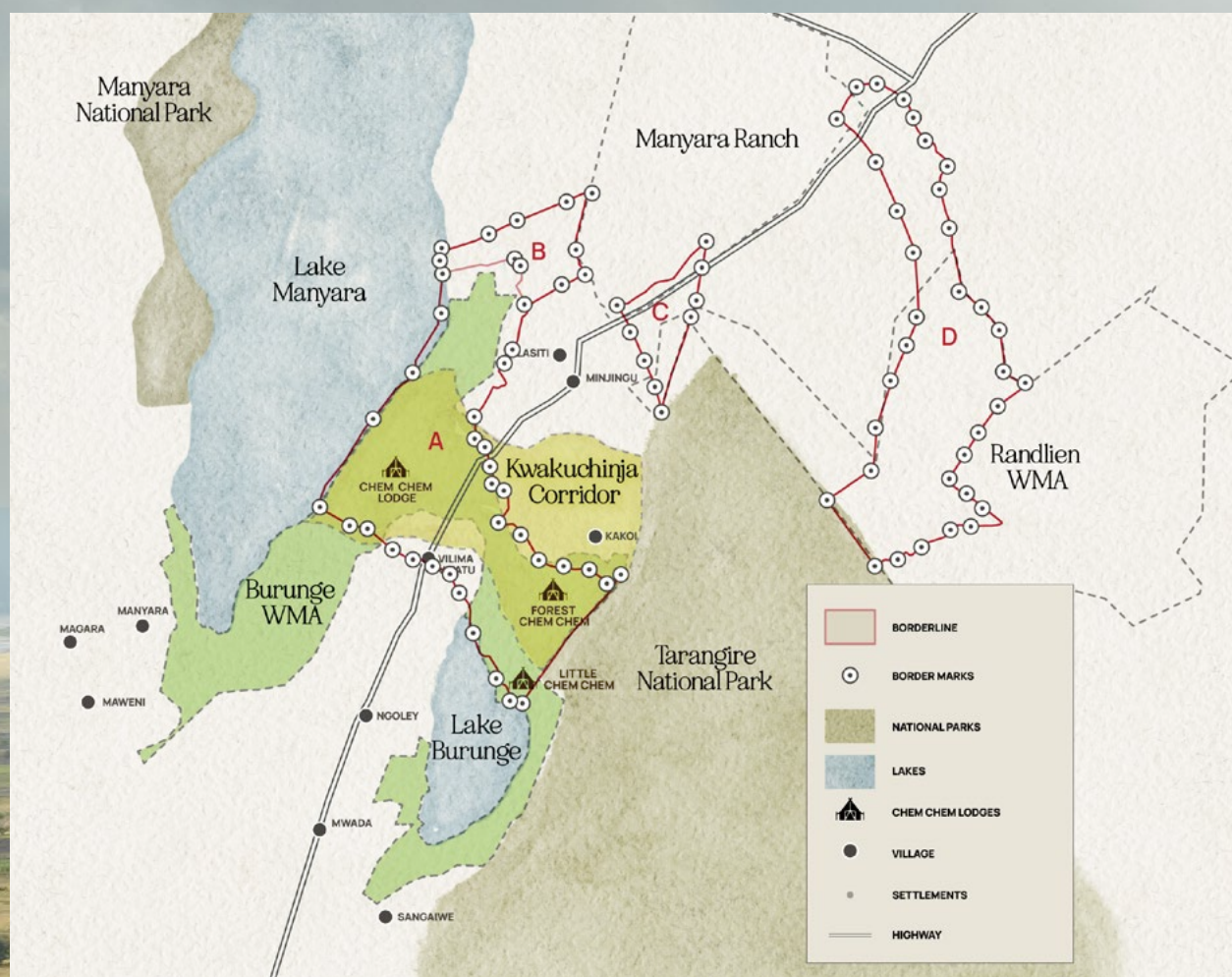
This year, we celebrated the Soccer League's 10th anniversary with a tournament that featured 34 teams – 17 men's teams, eight women's teams, and nine youth teams – and an impressive crowd of over 4,000 spectators from across our local communities.

What makes the annual Chem Chem Soccer League truly special is that it brings people together. This beloved tournament is not only a celebration of Tanzania's most popular sport, but also serves as a vital platform for CCA to raise awareness about the importance of conservation in the region.

This tournament highlights how a shared passion can unite people and inspire action.

CONSERVING THE CORRIDOR AND ITS SURROUNDS

If community empowerment is the heart of our conservation model, then anti-poaching, wildlife monitoring, HWC mitigation and habitat management are its backbone. Without these initiatives, it would be impossible to maintain the Corridor's thriving ecosystem and protect its resident wildlife as well as the surrounding communities.



GAZETTEMET AT A GLANCE

This year we celebrated a major milestone in our conservation journey: the Tanzanian government's decision to formally protect the Corridor by gazetting it in 2025.

Gazettement is a big deal. It means that the government officially recognises a piece of land as protected, making it illegal for harmful activities – such as poaching, deforestation or unregulated farming – to take place there.

In the case of the Kwakuchinja Wildlife Corridor, gazettement entails:

- Expanding the size of the protected area from 280 km² to an impressive 600 km² and defining these new boundaries.
- Enacting laws that will protect the ecosystem from poaching and habitat destruction.

CHANGING THE CONSERVATION GAME

Our Joint Monitoring and Protection Centre (JMPC)

In 2024, we completed work on our trailblazing Joint Monitoring and Protection Centre (JMPC). The centre is the first of its kind in Tanzania and is fitted with state-of-the-art technology and software that enables us to collect and monitor critical conservation data from across the country.

Most importantly, the JMPC will serve as the headquarters for staff from CCA and key conservation partners (Tanzania Wildlife Research Institute (TAWIRI), Tanzania Wildlife Authority (TAWA) and Tanzanian National Parks Authority (TANAPA)) to coordinate efforts to protect wildlife and communities not just in the Corridor, but in the country as a whole.

THE JMPC'S IMPACT IN ACTION



TRACK THE MOVEMENT OF WILDLIFE IN REAL TIME



COORDINATE AND MANAGE ANTI-POACHING OPERATIONS ON THE GROUND



MEASURE BIODIVERSITY TARGETS



COMBAT HWC THROUGH WILDLIFE MONITORING, INCIDENT REPORTING AND FACILITATING RESPONSES THAT ARE TIMELY AND TARGETED



POCKET-SIZED SOLUTIONS: PROBLEM ANIMAL MANAGEMENT INFORMATION SYSTEM (PAIS)

PAIS is making waves in the fight against HWC by enabling community members to report sightings of dangerous animals via their mobile phones. This system, which is linked to the JMPC, enables wildlife officers to respond to sightings and HWC incidents as quickly as possible. PAIS also helps reduce the impact on people's livelihoods by streamlining the compensation process for wildlife-related damages from 10 months to one week.

MAKING CONSERVATION WORK FOR PEOPLE AND WILDLIFE

Tackling Human-wildlife conflict (HWC) in Tanzania

Conservation is about more than just protecting wildlife: it's about protecting people, too. When elephants destroy crops, or predators attack livestock, people's livelihoods are affected, and conflict can arise. In a country like Tanzania, where populations are growing and wildlife habitats are shrinking, interactions such as these are becoming more prevalent.

Addressing HWC is both a national priority and a priority for CCA. We're taking the following steps to mitigate its impact in the Corridor:

1. Identifying and monitoring high-risk areas.
2. Introducing a Rapid Response Team to respond to HWC incidents.
3. Collaring elephants and lions to track their movements and prevent conflict before it happens.
4. Supporting communities living alongside the Corridor by providing tools to help reduce wildlife intrusions.

SAVING LAKE BURUNGE

Maintaining a healthy ecosystem in the Corridor is key to its long-term conservation. So, when Lake Burunge began to dry up, we knew we had to take urgent action. In 2024, we launched an ambitious project to restore the lake by clearing obstructions in the Tarangire River and significantly improving water flow into the lake.

Beyond simple restoration, we're using this project as an opportunity to collaborate with the communities surrounding the river basin in order to promote ecological balance through sustainable fishing and farming practices. This project has reinforced the power of community collaboration — by engaging with those most affected, we've not only restored a vital resource, but also fostered a sense of shared responsibility for the lake's future care.





STRENGTHENING PARTNERSHIPS FOR CONSERVATION

Advocacy in action

Advocacy is among the most important tools in the conservation toolkit and a key contributor to the success of the conservation model we have created. We rely on advocacy to raise awareness, build relationships with stakeholders such as the Tanzanian government, and champion the changes needed

to protect wildlife and empower our communities.

The Tanzanian government's decision to gazette the Corridor is a testament to the effectiveness of our advocacy efforts.

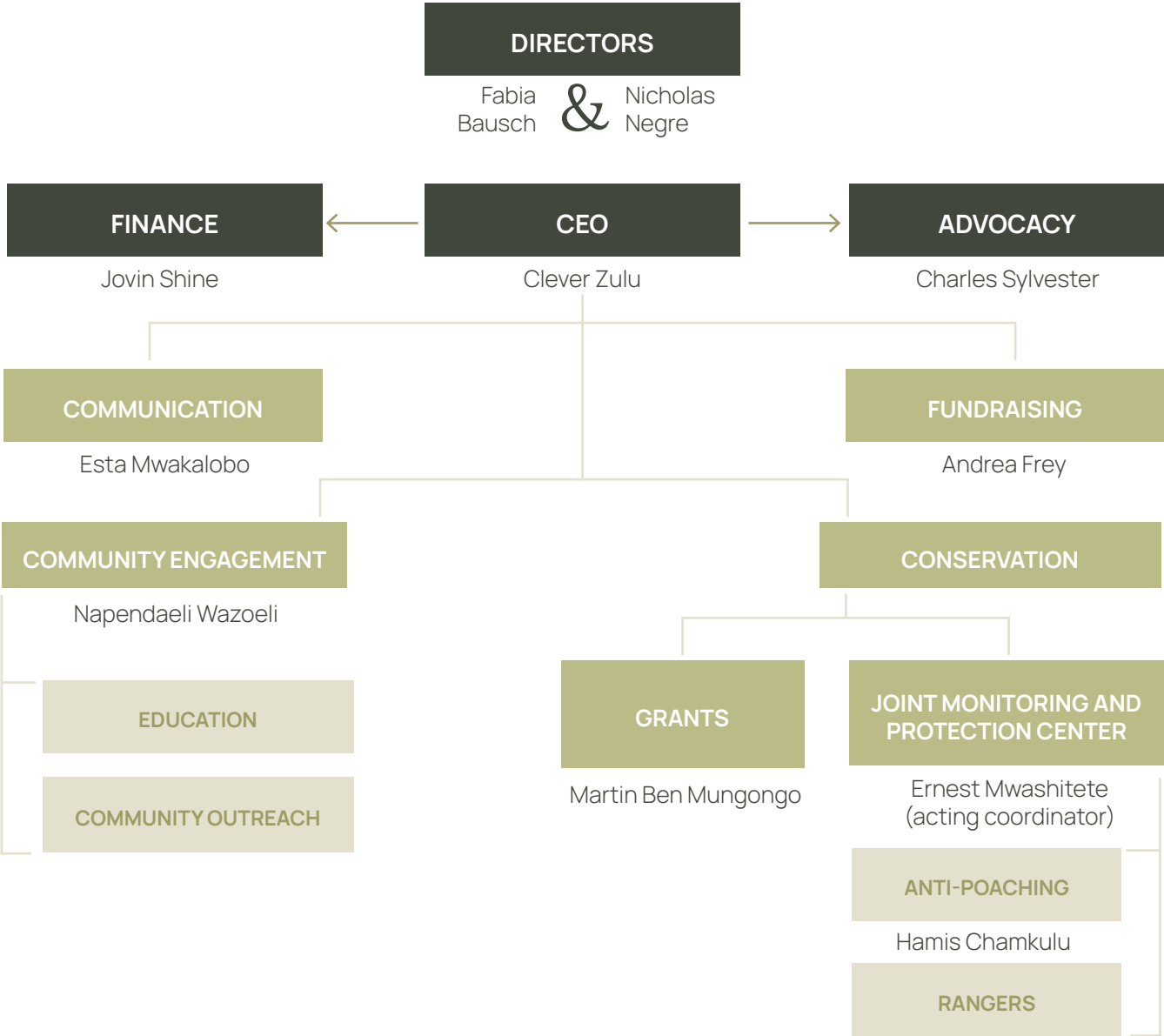


LAYING THE FOUNDATION FOR SUCCESS

The Chem Chem Association team

The success of our conservation model is due, in no small part, to the tireless work and dedication of our team. Today, we have nine highly experienced and passionate individuals working together to make a meaningful impact.

We are also deeply grateful for the ongoing support from our co-founders, Fabia Bausch and Nicolas Negre, and our dedicated board of directors.



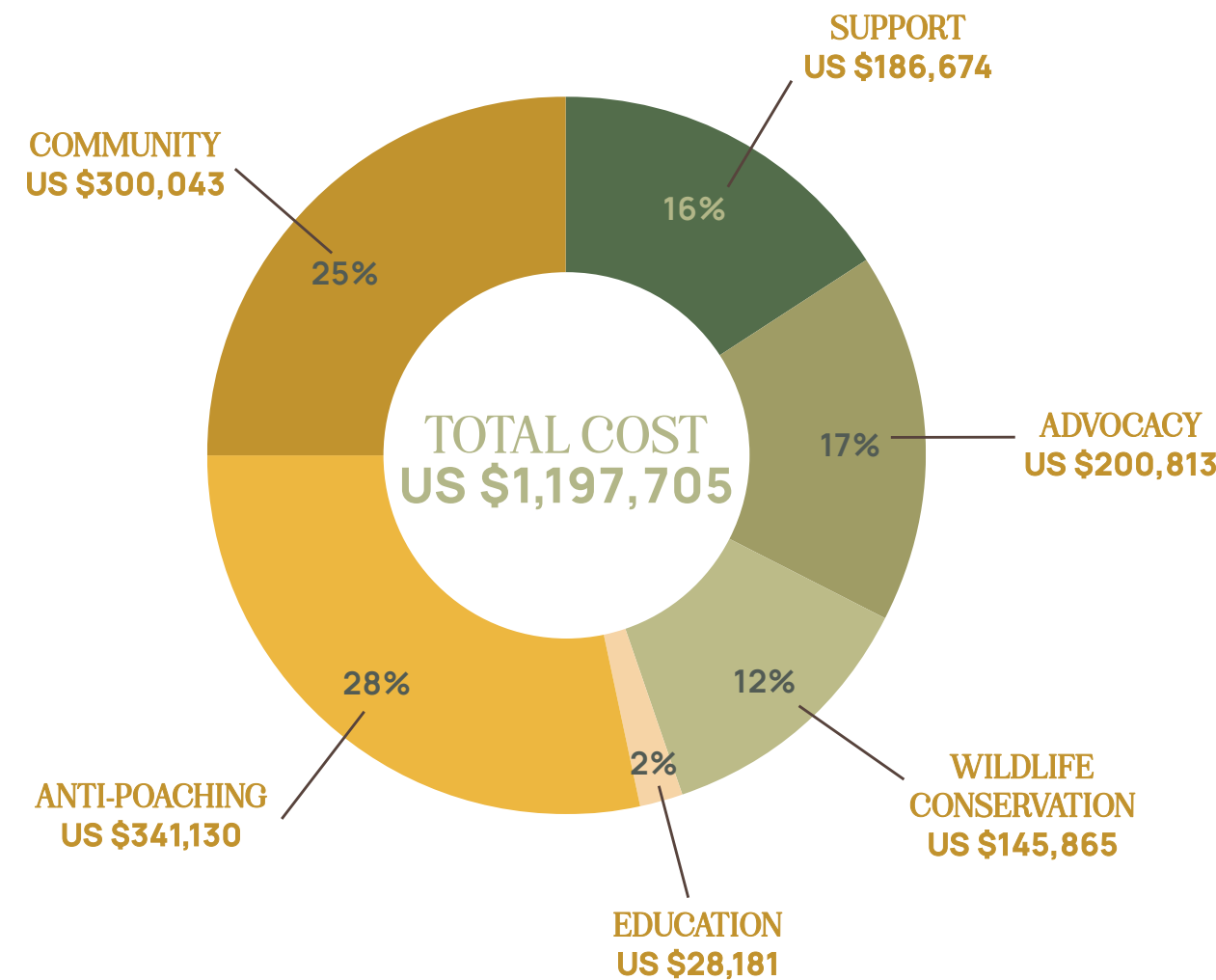


FINANCIALS

The Chem Chem Association's expenditures increased by US\$330,000 in 2024. This increase can be primarily attributed to a salary adjustment across CCA, which was necessary due to the rising cost of living. Furthermore, an investment was made to develop a General Management

Plan (GMP) outlining our vision for developing and managing the Kwakuchinja Wildlife Corridor with our partners. The plan specifies the actions required to implement decisions and actively drives our discussions with the Tanzanian government.

EXPENDITURE BY ACTIVITY





MAKING MEANINGFUL IMPACT POSSIBLE

THANKS TO OUR PARTNERS

The successes we have celebrated in 2024 would not be possible without the ongoing support of our partners, who share in our vision for a better future.

HANS WILSDORF
FOUNDATION



DRY CREEK
FOUNDATION

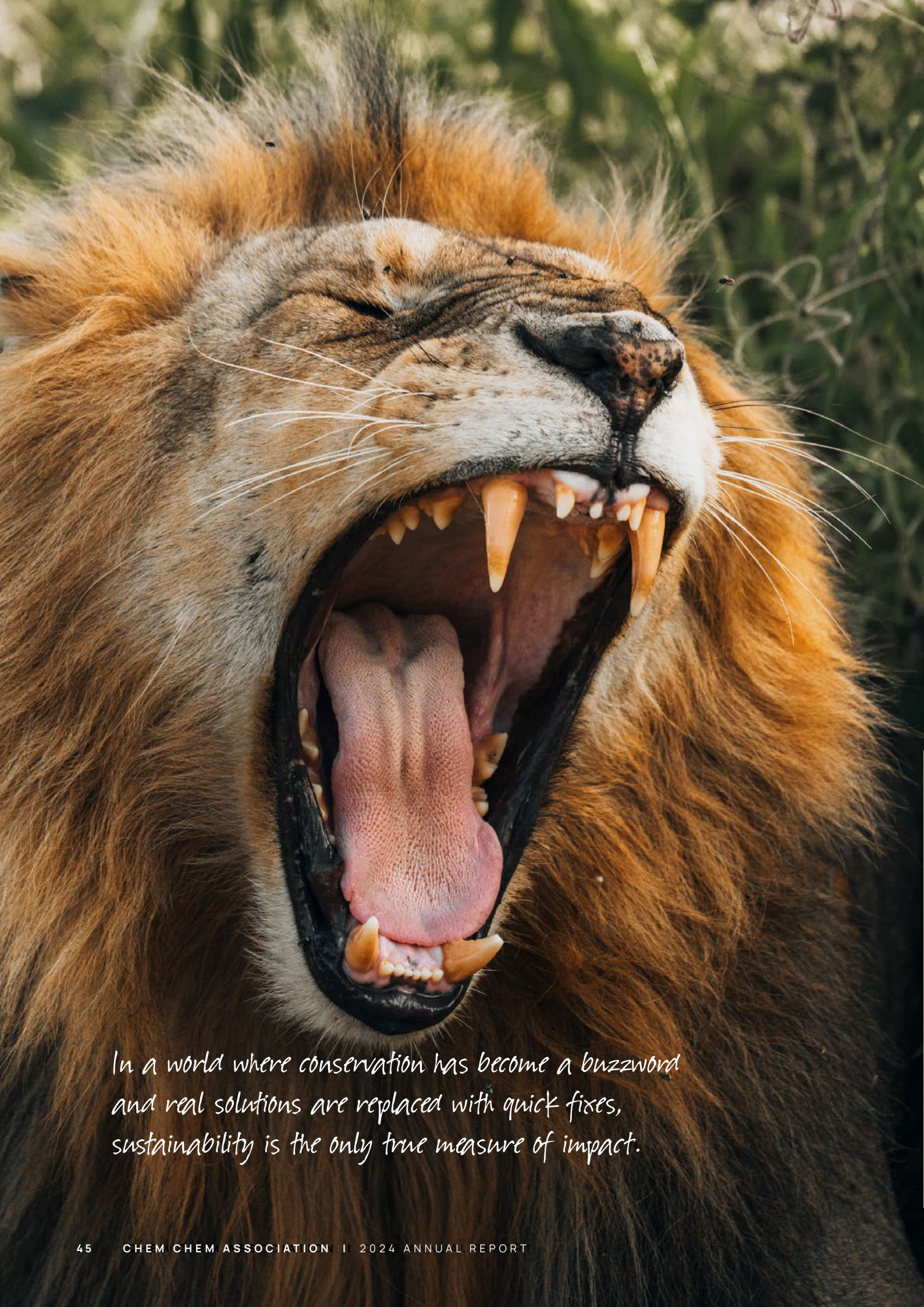


CLARY
FOUNDATION



EISHA AND TIM
ARMSTRONG





TOMORROW'S CONSERVATION STARTS TODAY

CONCLUSION

The Corridor is thriving, and ultimately, our mission is to ensure it continues to do so for generations to come. With our conservation model set to guide the rehabilitation of wildlife corridors across Tanzania, all eyes are on our ability to protect the Corridor in the long run.

The scope of our conservation work will only increase as the Corridor's new borders are defined in the upcoming gazettelement. To protect our communities and the Corridor, we face the task of ensuring these new borders are respected as well as tackling any HWC incidents that occur around them. Our five year strategy prioritises addressing these challenges, with the JMPC at the forefront of these efforts.

The support of our communities has never been more crucial than it is now, and we remain focused on empowering them and engaging them as partners in conservation. Eco-tourism has and will continue to play a fundamental role in this conversation. Through job creation and helping support our empowerment initiatives, eco-tourism operations such as ours highlight the tangible benefit protected wildlife areas can have on the lives of those who surround them. This, in turn, motivates our communities to play an active role in protecting these areas.

Together, we're laying the foundation for a sustainable conservation model in which the people of this land become its custodians.

AN UPDATE ON FUTURE FUNDING

As we look ahead to 2025, we face a new challenge presented by the recent decision to halt US foreign aid funding. However, we see this as a new opportunity for growth and innovation. While this decision has created a financial gap for CCA, we will explore new paths and re-evaluate our processes to emerge even stronger.

We are incredibly grateful to those funders who have already stepped in to provide immediate support. Their generosity highlights the power of community and collaboration. Although we still face a funding shortfall, this is a chance to engage even more partners in our mission and

strengthen the relationship with those already on this journey with us.

Your support has always been a cornerstone of our work, and it is now more crucial than ever. Together, we can turn this challenge into a stepping stone toward a brighter future for our precious wilderness and our neighbouring communities.

If you would like to join us as partners in purpose, please scan the code below. Thank you for being part of this journey.



In a world where conservation has become a buzzword and real solutions are replaced with quick fixes, sustainability is the only true measure of impact.