

GREAT PLAINS
FOUNDATION

CONSERVING AND EXPANDING NATURAL HABITATS







‘Homo nosce pe Ipsum’ [Man know thyself.]

A VISION FOR CONSERVATION

Foreword by Dereck and Beverly Joubert

The time has come for visionary conservation. Strategic, defined and targeted strategies with like-minded partners collaborating to get things done quickly because we are up against a ticking clock. Extinction threats are very real, as are pollution, poverty, and a changing climate. In our view, it is non-partisan, it is a problem that unites us all, and the solution is for us to work together.

Many of the struggles we are seeing in our modern world, and the challenges to conservation, are driven by a lack of knowledge, poverty adding stress to resources, feelings of exclusion and of course, greed.

We can solve these things and we intend to. Our Foundation has large ambitions, but even modest changes can start a movement.

This is a battle for understanding, tolerance, knowledge and harmony.

A core belief of the Great Plains Foundation is that we should pursue the nirvana, a healthy mind in a healthy body in a healthy environment. You will see references to that in our vision.

Intact natural systems are vital to our own health and wellbeing, and have an inherent value to us all. Because of this belief, the Great Plains Foundation is determined to **Preserve, Rescue, and Recover** landscapes, wildlife, and communities in Africa.

We also believe in second chances, and you will see this as a philosophy throughout this document. Wildlife species under threat need our help; communities and people that have been overlooked are on our radar; land and forests need replanting and to be given that second chance.

In this document, we will paint our vision for conservation - one based on kindness, care, and compassion. In that effort, we seek direction, even guidance, from our knowledge of elephants and their empathy, grace, dignity, trust and respect.

In Africa, there is nothing stronger than an elephant, except a herd of elephants working together. We are reaching out to you - to ask you to walk with us and help us be stronger - to reinforce this vision and to start this movement for a steady recovery of Africa's wild places.

A handwritten signature in black ink, reading "Dereck and Beverly". The script is fluid and cursive, with a long, sweeping underline that extends to the right.







THE GREAT PLAINS FOUNDATION ETHOS

There are some fundamental elements of a well-constructed conservation effort and in the design of the Great Plains Foundation vision, we hope we have adapted our thinking to these elements - maturing our efforts in some existing projects and creating new project level initiatives in the gaps.

Our aim is to have robust, tried and tested methods based on science but also innovative and game-changing conservation projects that can align with global efforts, while also supporting the ambitions of partners including communities and governments. We need to be aware that like any walk in the bush, one needs to look down (at the present) as well as up at the horizon and the future. With our work, we aim always to look at short-term solutions to prevent extinctions but also look ahead 25 years to the next era of conservation leadership.

In some ways, one can view our projects as a stock portfolio, balanced for risk (because of its innovation) and reward; some areas designed to drive short-term wins and other areas with a longer view.

In balancing this combination of short-term and long-term goals as well as the needs of both wildlife and the communities where we operate, the work of Great Plains Conservation and the Great Plains Foundation has fallen naturally under three pillars - Conservation, Communities and Land. There are comfortable and obvious overlaps between these pillars to make the most of the synergies that integrated projects generate.

WHERE WE WORK



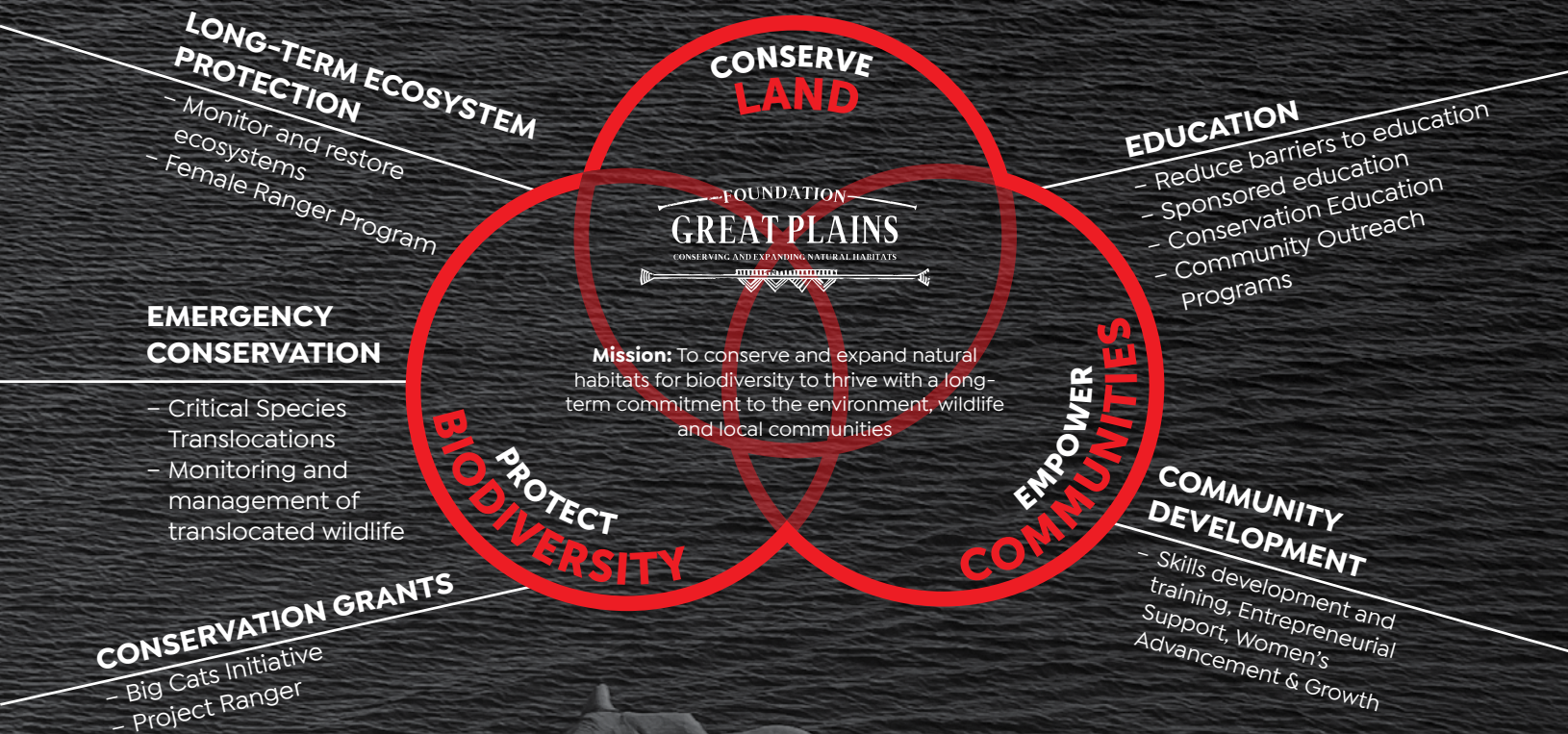
KENYA – BOTSWANA – ZIMBABWE

CONSERVATION PARTNERSHIPS CONTINENT-WIDE VIA PROJECT
RANGER, WORLDWIDE THROUGH THE BIG CATS INITIATIVE

WHAT WE DO

HEALTHY & BALANCED PLANET

PROTECTING & RESTORING NATURAL ECOSYSTEMS FOR
A HEALTHY PLANET WITH HEALTHY PEOPLE



"Everything is connected, and as soon as we understand that we are a part of every system on Earth, the easier it will be for us to find that balance here instead of forever being in conflict with nature. We are now at a pivotal time in history, we can do this, we can change the course of history and choose to protect and preserve."

Dereck Joubert, Founder of Great Plains.



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CONSERVATION

WILDLIFE

ECOSYSTEM PROTECTION & MONITORING

REWILDING

CONSERVATION PARTNERSHIPS



RHINOS

In 2015, Southern Africa was losing a rhino to poachers every 6.3 hours. More rhinos were being killed than breeding could replace; an emergency response was needed. In response, Great Plains reached out to other stakeholders and quickly came together with andBeyond, with the target of increasing Botswana's rhino population by 100 rhinos. That required taking them from poaching hot spots in South Africa to safe havens in Botswana under our Rhinos Without Borders joint venture. Thanks to your generosity, we moved 87 rhinos. Immediately on arrival in this new paradise, they started to breed and within three years, they naturally added 63 calves of their own, taking our gift to Botswana and to rhinos through this project to 150 new rhinos.

As a result of this success, the project has now transitioned its focus to protection. We have increased the security and monitoring component of the operation, via a team of dedicated rangers who protect the rhinos with a fierce energy and commitment to ensuring their safety and well-being.

As we move into the future, our rhino work will continue to focus on the safety of wild rhinos - both in Botswana and in other countries - in collaboration with the local and national conservation community and on combating the growing threats of wildlife crime.

Join us to in helping protect future generations of wild rhinos and supporting the rangers who work tirelessly to keep them safe. All gifts have a major impact. **Gifts of \$25,000 or more** have the opportunity to **personally name a wild rhino calf.**



ELEPHANTS

In 1930, as many as 10 million wild elephants roamed Africa. Sixty years ago, an estimated 3 million elephants were on the planet. That number has now tipped below 450,000.

Great Plains' ongoing conservation and historical work on elephants has emphasised preserving land and migratory corridors. This has included areas like the Mbirikani Group Ranch, home to Great Plains' Ol Donyo Lodge and some of Kenya's last remaining Super Tuskers, as well as the Selinda Reserve in Botswana, where Great Plains ended hunting nearly 15 years ago. Our Project Ranger grantees are working tirelessly to protect elephants across the continent, and it is time for us to do what we can for elephants in other regions too.

In 2022 we launched our first effort to translocate elephants on a large scale, starting in Zimbabwe. 101 elephants are now free in the Sapi Reserve, with a collar on each herd matriarch, giving us an unprecedented opportunity not only to protect individual animals but also to research, learn and contribute to the body of knowledge around successful elephant translocations. We are developing mapping of elephant ranges now to understand where we can accommodate elephants in a rewilding program on a very large scale.

As we continue to expand and collaborate with effective and committed partners, we will be able to provide safe havens for even more of these persecuted animals across large landscapes. In parallel, we are exploring partnerships to support efforts to close off the trade in elephant parts – ivory, skin, and feet – and view these as atrocities in a time when compassion for all things is most needed.

We will also do what we can to continue to voice objection to the kidnapping of baby elephants for use in zoos and private collections.

The first stage of our **elephant translocation work in Zimbabwe**, carried out in **2022**, cost **\$10,000 per elephant** – encompassing everything from the **movement** itself, to **road repairs** to **monitoring collars**, to **new security** and **monitoring staff**.



BIG CATS

When Great Plains was founded, we identified where lions, leopards and cheetah populations were 15 years ago, 10 years ago, 5 years ago and today – and where they might be in 5, 10 and 15 years, both in population and distribution, given the extraordinary expansion in the human population. It was a terrifying map.

Our response was multi-pronged – acquiring land, supporting and securing habitats outside national parks including former hunting concessions, community conservancies and migratory corridors and working in partnership with local communities and other conservation stakeholders – making strides together to improve habitats for big cats in Africa.

As National Geographic Explorers, we (Dereck and Beverly) established the Big Cats Initiative (BCI). Over more than a decade the BCI funded 150 projects in 27 countries in partnership with National Geographic. In 2022, after inspiring conversations with National Geographic, and on the heels of their years of founding support, the Big Cats Initiative was given to the Great Plains Foundation to manage, establishing our second major grant-making program following the success of Project Ranger.

The Great Plains Big Cats Initiative supports projects aimed at preventing and reversing the decline of big cats. We are looking for good ideas that we can help scale. Past grantees of BCI have included initiatives like the Maasai Olympics and communal cattle herding workshops which tackle human-lion conflict and build bridges between communities and wildlife. Projects can be in any big cat population range land – inside protected areas or outside. The objective is clear – reverse the downward trend of big cats in the wild.

Communities and Big Cats living together is key to conservation.

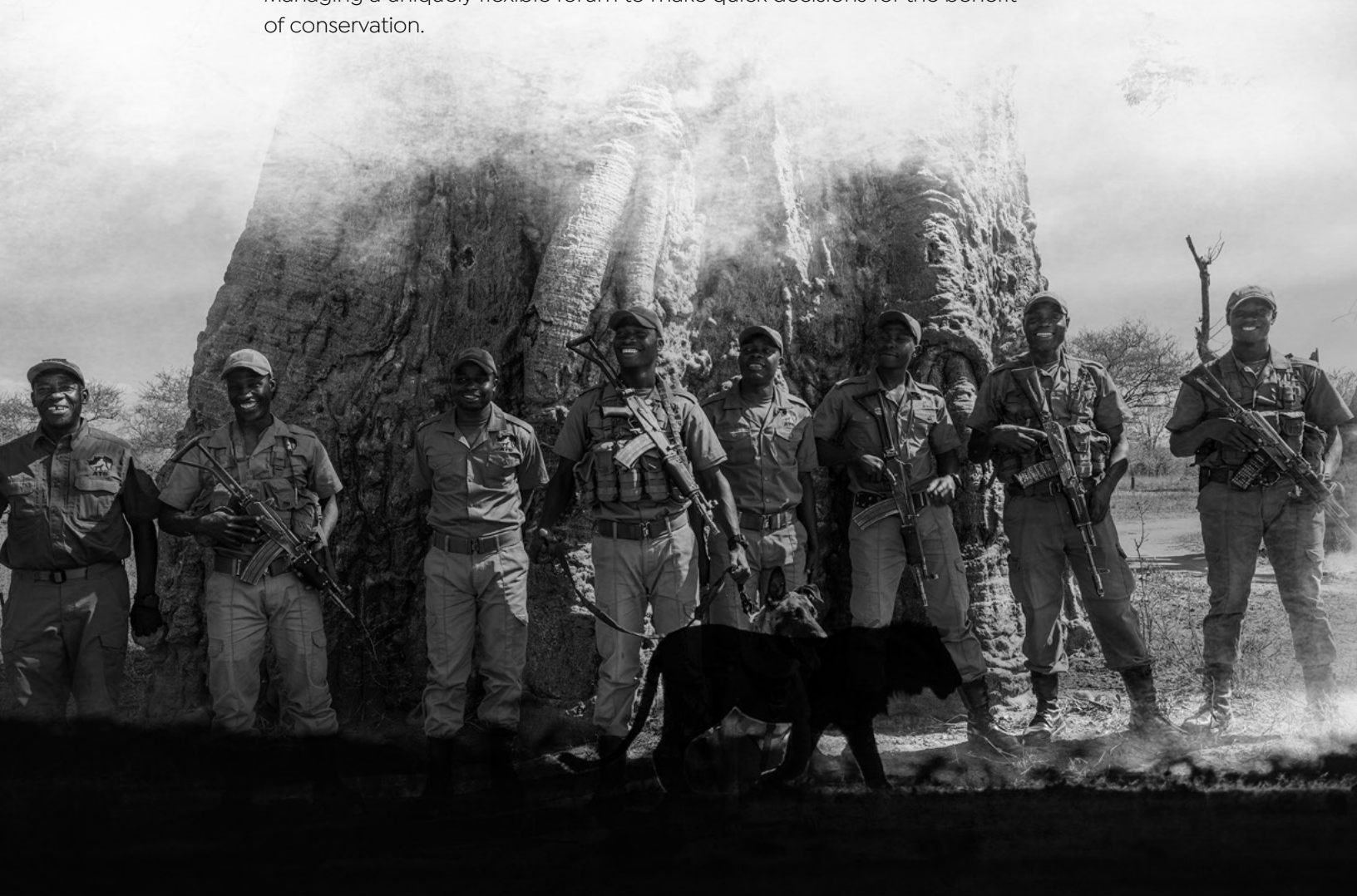
Great Plains BCI funds multiple projects aimed at reversing the decline of big cats and reducing human-wildlife conflict. **Gifts of any size will be put to good use in support of these efforts.** Gifts of \$20,000 or more are honored by a grant endowed in a name of the donor's choosing – the perfect way to recognize you or a loved one's passion for big cats.

PROJECT RANGER

Project Ranger began as an emergency intervention in response to the Covid-19 pandemic. In 2020, as travel and tourism were brought to a standstill, national parks and protected areas were left empty. Rangers were left with their salaries uncertain and without the tools and resources they needed to protect wildlife. While thankfully, travelers and tourism revenue have returned to Africa, for rangers on the ground, a storm of poaching, trafficking and wildlife crime rages on.

Project Ranger aims to support those on the front lines of conservation. Poaching and trafficking continue to threaten wildlife and, in turn, ecosystems across Africa and many rangers continue to be woefully under-resourced. With this reality in mind, Project Ranger continues to address both short-term emergency needs and adopt a longer term focus. Project Ranger's work and grant-making emphasizes ensuring rangers have the resources they need to do their best work in conservation and trafficking hotspots including:

- Short-term/emergency salary and operational support
- Longer-term capacity building for rangers
- Working with our growing network of grantees organization to gather actionable data on both wildlife and wildlife crime.
- Managing a uniquely flexible forum to make quick decisions for the benefit of conservation.



\$6,000 SUPPORTS AN AVERAGE RANGER'S SALARY FOR A YEAR but gifts of all sizes ensure that rangers have everything from boots to rations for patrols to fuel for their vehicles. Support the tireless work of Africa's brave rangers through Project Ranger.





FEMALE RANGERS

Conservation areas need boots, eyes, and ears on the ground. We need teams who will show up and patrol, gather data, understand tracks and routes and know the landscape and surrounding communities intimately and, if needed, call in the armed teams that governments provide.

And there is no reason at all that women should not be given equal opportunities to protect wildlife. This was the inspiration behind the Female Ranger Units that Great Plains began to hire and train in 2022.

These Female Rangers act as early detection forces against illegal wildlife crime and gather essential data on ecosystem health. Playing a valued and viable role in caring for wild places allows women from communities bordering protected land to speak with authority and confidence and to stand firmly on the solutions-side of conservation. We have already assembled a team of more than twenty Female Rangers/Biodiversity Monitors across Botswana and Zimbabwe to usher in this new perspective, and the team continues to grow.

A central mission within the Great Plains Foundation is to facilitate projects that support women's empowerment. Hiring female rangers supports their personal journeys, enhances their individual skills, invests in the communities they represent and promotes human-wildlife coexistence. Great Plains' Female Ranger Units offer significant opportunity to shift gender stereotypes, empower women, and establish strong female role models for young girls. The long-term conservation impact of this project is equally powerful; female rangers will ultimately enable the type of community buy-in necessary to preserve Africa's most defining plant and animal species.

\$15,000 covers the cost to hire, train and equip a new Female Ranger as well as cover her salary for one year.

PROJECT REWILD

Healthy ecosystems rely on a balance of flora and fauna. When species like large herbivores, predators, or pollinators face decline, the entire ecosystem can degrade. In such cases, rewilding efforts become essential to restore ecological functions and biodiversity.

Rewilding efforts exist on a continuum from safeguarding land and allowing it to regenerate overtime, to species reintroductions and translocations. For us at Great Plains, in all instances, the end goal is vibrant, intact and protected ecosystems.

Great Plains has been engaged in rewilding along this continuum for more nearly twenty years – starting with the protection of the Selinda Reserve in 2006 moving into species reintroductions with Rhinos without Borders in 2015 and now translocations with Project Rewild in Zimbabwe beginning in 2022. Great Plains specializes in both long-term ecosystem protection and emergency conservation efforts, including the reintroduction of critical species to areas where they have disappeared or declined.

Translocations as a conservation tool stem from the vision to find sustainable ways to protect wildlife in areas where they are under pressure. With protected land shrinking and wildlife facing growing pressures from human activity including encroachment into conserved areas, poaching, and habitat loss, translocations are an effective conservation tool. Translocating keystone species, like elephants, revitalizes ecosystems by ensuring their grazing, seed dispersal, and habitat-shaping behaviors which support landscape health.

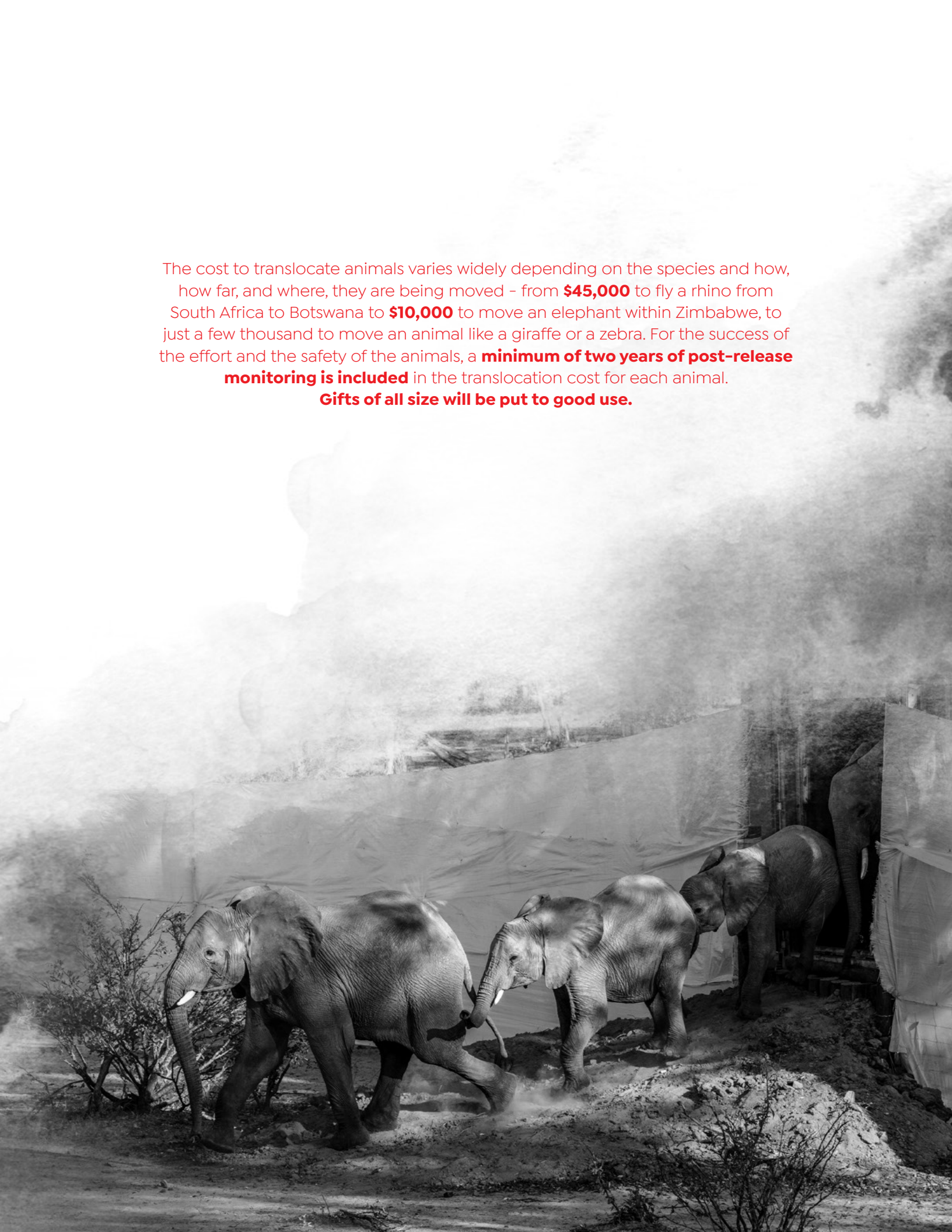
Between 2015 and 2019, Great Plains moved 87 rhinos from South Africa into Botswana as part of Rhinos Without Borders. In 2022, the Great Plains Foundation successfully translocated 101 elephants in 13 herds into the Sapi Reserve in Zimbabwe with each herd's matriarch collared for post-translocation monitoring. In 2024, we moved 68 zebras and 70 giraffes into a conservancy bordering Hwange National Park to bolster the declining number of giraffes in the Hwange region. And that is just the beginning, Project Rewild will continue to grow and expand within Zimbabwe and beyond for years to come.

Join us in helping to restore and rewild.



The cost to translocate animals varies widely depending on the species and how, how far, and where, they are being moved – from **\$45,000** to fly a rhino from South Africa to Botswana to **\$10,000** to move an elephant within Zimbabwe, to just a few thousand to move an animal like a giraffe or a zebra. For the success of the effort and the safety of the animals, a **minimum of two years of post-release monitoring is included** in the translocation cost for each animal.

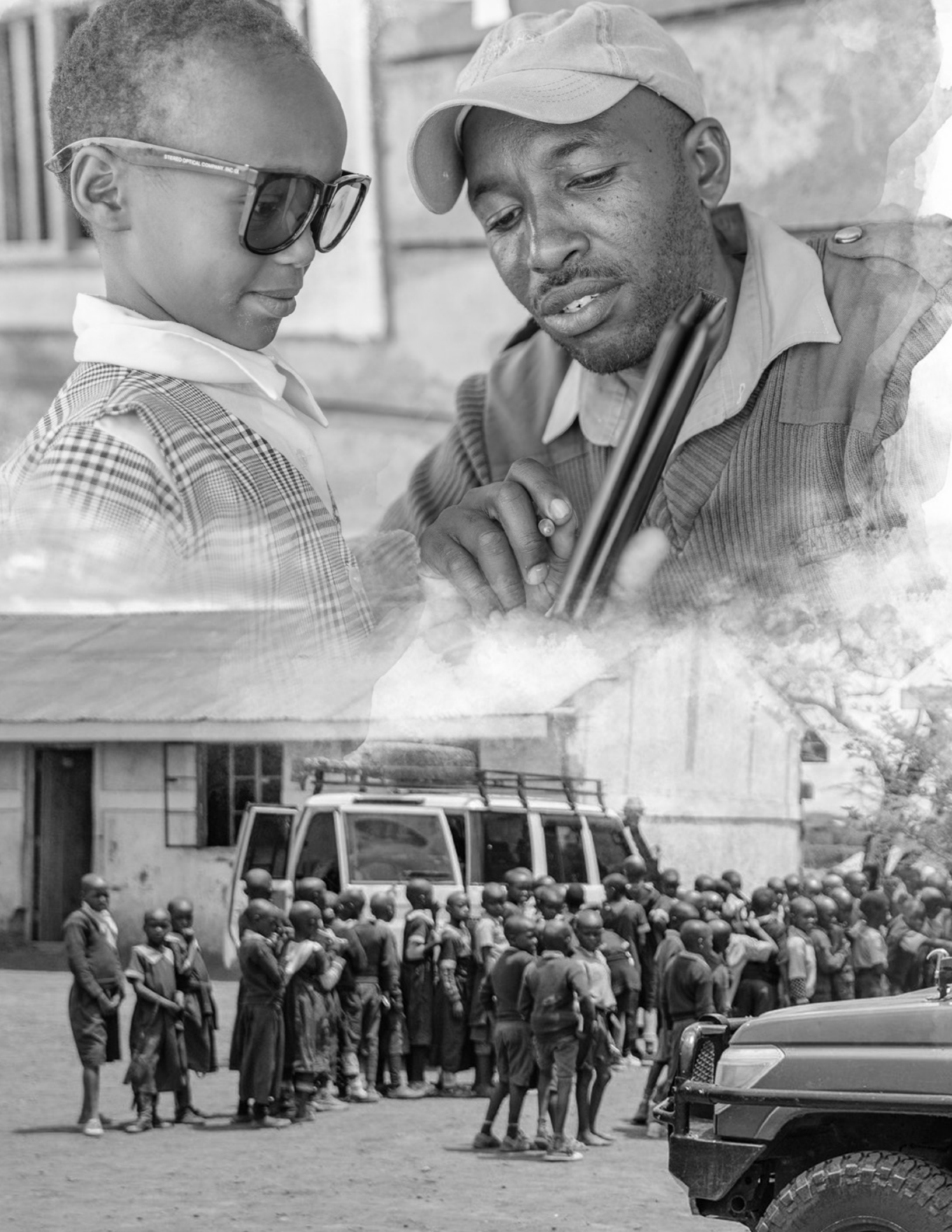
Gifts of all size will be put to good use.





COMMUNITIES

SKILLS DEVELOPMENT AND TRAINING
ENTREPRENEURIAL SUPPORT
WOMEN'S ADVANCEMENT & GROWTH



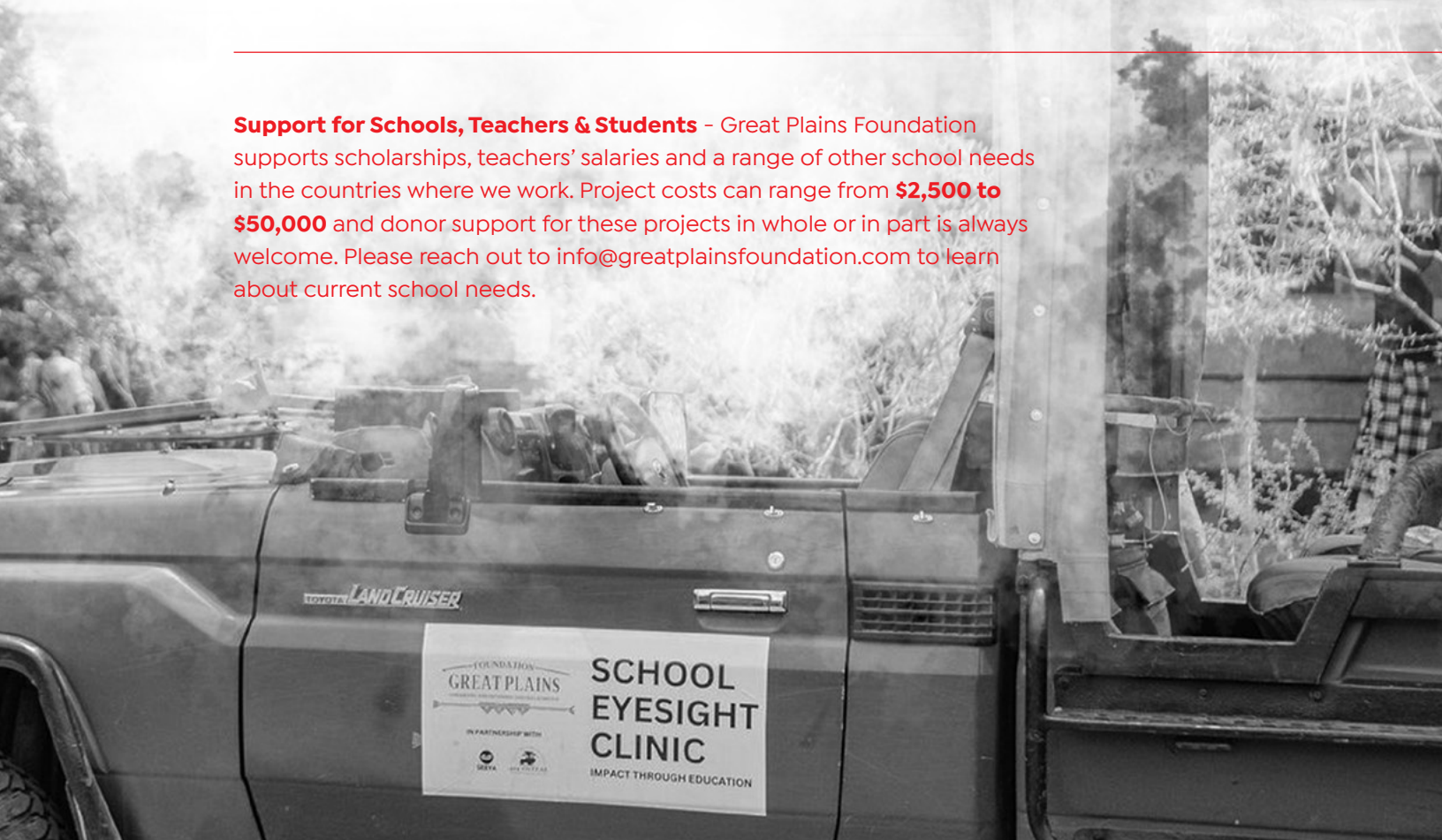
SCHOOL SUPPORT

Great Plains supports a range of education-focused projects in the communities where we operate that are aimed at addressing a locally-specific need. Great Plains has long-term relationships with the schools in the regions they support with a deep understanding of the challenges faced and barriers to progress in education. This support varies from school supplies, school desks, water access and the ongoing support of 34 teachers salaries to enhance the educational experience for students in the classroom. There are also often larger project needs.

The drought of 2022 in Kenya ignited the Great Plains School Food Program supporting over 14,000 school kids with nutritious meals daily to support their attendance to schools as well as their attention and health. Often remote communities are unable to reach regional medical facilities so Great Plains has been running the Mobile School Clinic initiative in both Kenya and Botswana, so far having focused on Optometry, transporting the regional specialists around the schools (and also international paediatric optometrist experts) to help those in need.

These projects are driven by community needs. Projects in the pipeline include additional bridges, continuing our support for mobile medical needs, and infrastructure support for a Special Needs Unit at a primary school on the Mbirikani Group Ranch in Kenya.

Support for Schools, Teachers & Students - Great Plains Foundation supports scholarships, teachers' salaries and a range of other school needs in the countries where we work. Project costs can range from **\$2,500 to \$50,000** and donor support for these projects in whole or in part is always welcome. Please reach out to info@greatplainsfoundation.com to learn about current school needs.



CONSERVATION EDUCATION

Through the Great Plains Student Conservation Camps, one of our longest running programs, we are reaching students and teachers both in their communities and in Great Plains' camps with environmental and conservation education. Since the program began more than ten years ago, hundreds of children have benefitted from the program in both Kenya and Botswana.

Our Conservation Education programs feature single and multi-day programs throughout the year that incorporate classroom instruction, camp visits, field studies, and mentorship. Students receive thematic lessons supplemented by field studies where they observe and engage with their ecosystems - learning from facilitators, conservation professionals, and top safari guides. Creating opportunities for students to informally engage with - and learn from - conservation and tourism professionals is also an essential component of the project model.

Through social activities, like sports and games, students form bonds with conservation mentors and see positive examples of local professionals working to protect their fragile ecosystems.

Conservation education provides a way to engage youth with the natural world at a pivotal time in their lives. Great Plains believes that through thoughtful engagement, environmental education, fun and mentorship, youth in communities that border protected land can learn to appreciate the uniqueness of their ecosystems and become champions for the land and animals they live among.

To host a Conservation Education camp to inspire and educate school learners as the next generation of leaders, costs **\$12,000.**



BUILDING BRIDGES

Great Plains' focus on supporting education in rural communities is grounded in an awareness of the diverse, daily challenges that communities face. There are many barriers a young person may face to get to school and fulfil their education. During the rainy season, the rivers in Kenya's Maasai Mara become fast-flowing and dangerous. These swollen rivers often wash away wooden bridges, becoming unpassable. Without access across the river, communities face challenges in reaching schools, markets, clinics and more. The Great Plains Foundation has built four steel bridges to support year-round safe access for communities to access these facilities, focusing on ensuring kids can get to school to progress in their education.

"I am a beneficiary of the Foundation as me and my family live in Nkoilale and the bridge that Great Plains built there in July 2022 has really helped us hugely. I have four siblings at school and they used to not be able to get to school to study for months during rainy season but now there is a bridge they can get to school safely all year round."

- Mike, member of the Nkoilale community.

A **steel bridge** connect **communities** to essential services such as **school, clinics, markets** and more costs **\$25,000**.



CONSERVATION GOALS

Engaging communities in the conservation dialogue can take many forms but creating meaningful and memorable experiences around conservation is what leaves a lasting impact. Great Plains believes in sport as a tool to bring the conservation conversation to the forefront in the communities where we work.

Recognizing the collaborative nature of team sports, Great Plains runs Conservation Goals, a program offering sporting competitions and upskilling clinics throughout Botswana's Okavango Delta.

Conservation Goals is designed to use the intrinsic nature of group athletics to build positive community dialogue around conservation. The winning team receives a prize and win's funding support for their community's primary school environmental club.

2022 saw the introduction of Netball clinics and tournaments for women and girls running equally alongside Football. The clinics include both sports training and life skills for the youth.

Few activities **break down barriers** and **encourage collaboration** like sports. The Great Plains Foundation's **Conservation Goals** program works with local communities and professional athletes to build bridges and foster conservation dialogue through sports. **\$2500** will help ensure innovative and effective community conservation programs like **Conservation Goals** can continue making an impact.



THE GREAT PLAINS EARTH ACADEMY

Conservation is only successful when communities living alongside wildlife and protected areas are afforded opportunities to interact with, learn, and benefit from those conserved areas. In Ngamiland, in the upper reaches of the Okavango Delta, there are communities we care deeply about, and want to support in their journey from poverty to prosperity, with strong links to the environment. In support of that community, Great Plains has launched the Great Plains Earth Academy to provide personal and community enrichment opportunities for individuals living alongside wildlife.

Leveraging the resources of Great Plains Conservation, the government of Botswana, and local public and private partnerships, the Great Plains Earth Academy provides vocational training and supplemental education with a conservation and tourism focus to youth and adults living alongside Botswana's Okavango Delta. The goals of the Earth Academy are to improve participants' understanding of their local environment and wildlife, promote conservation and sustainability, and invest in the skill and capacity of the local community and workforce.

Since 2020 the Earth Academy has held a variety of training courses for community members and unemployed youth in Northern Botswana including Sewing, Carpentry, Hospitality Skills and Small Business Development. As the program continues to develop, our aims include improved facilities and accommodation on site in Botswana to allow for longer courses and to establish a sister Earth Academy in Kenya.

The future is bright for students of the Great Plains Earth Academy. Focusing on **capacity building** and **vocational training** linked to conservation and tourism, the **Great Plains Earth Academy** has big plans for the future and high aspirations for all its students. A gift of **\$1,500** supports the cost of **hosting a training or course**. Or, contribute in any amount to help us expand our current academy site in Seronga village in northern Botswana. New training and accommodation facilities will allow us to train more students and expand our course offerings.



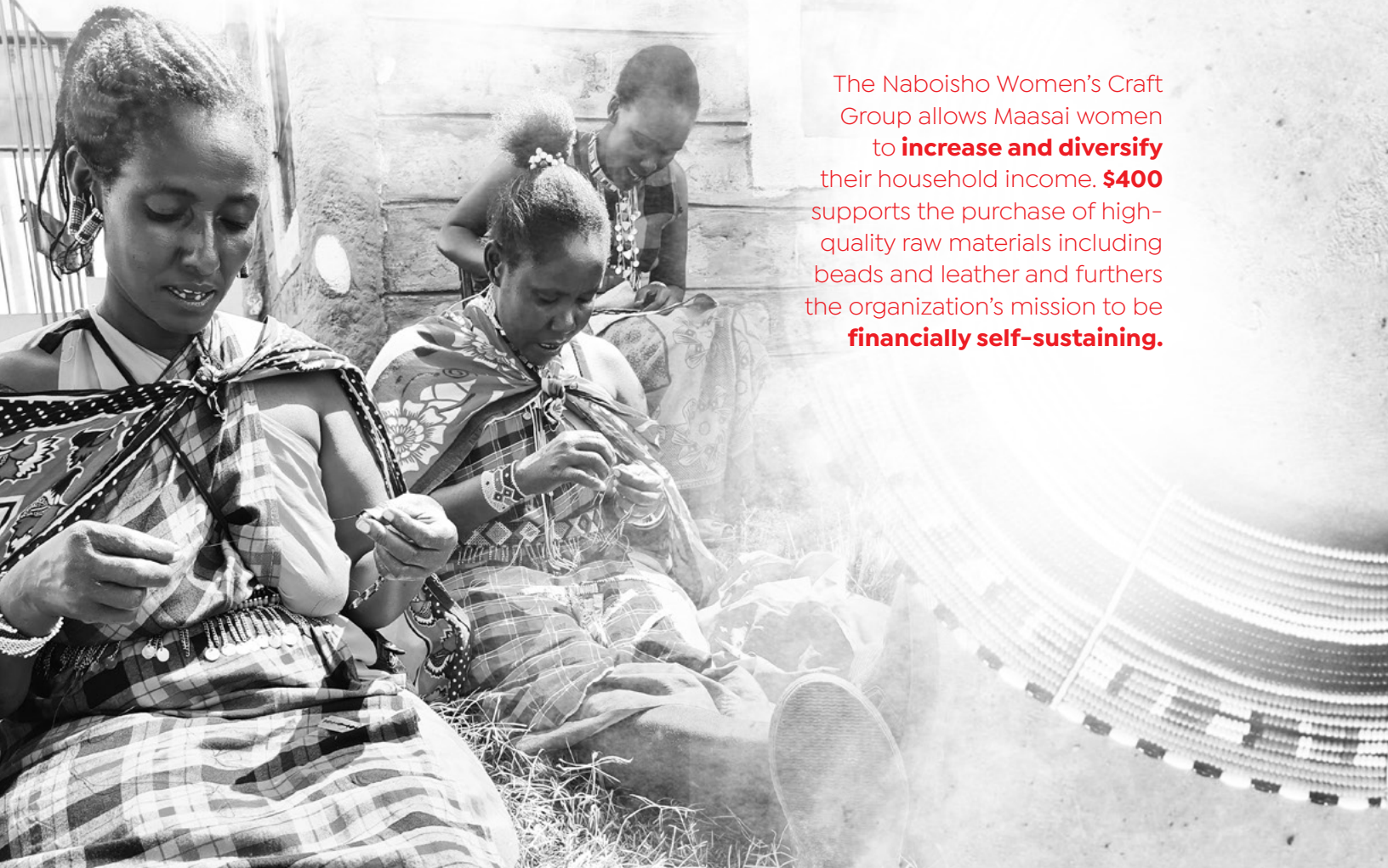
Often in rural communities, girls and women have limited access to opportunities and are unable to fulfil their passions or achieve their ambitions. To help provide more options for these future leaders and create alternative incomes, the Great Plains Foundation runs a variety of women's economic empowerment initiatives.

NABOISHO WOMEN'S CRAFT GROUP

The Great Plains-sponsored Naboisho Women's Craft Group nestled in the Maasai Mara, enables women in the local communities to bring in their own household income directed towards healthcare and education for their families. Great Plains' support for the project includes purchasing the raw materials for the products, training and sales/marketing support. The project has a direct impact on the 105 households where the women who work on the beading and soap-making project come from. In addition, a further 1,000 people directly supported by these households will benefit.

The ladies are crafting beautifully made products for Great Plains camps such as coasters, as well as building a product list to sell in the camp boutiques, such as beaded dog collars, belts, camera straps and more.

The Naboisho Women's Craft Group allows Maasai women to **increase and diversify** their household income. **\$400** supports the purchase of high-quality raw materials including beads and leather and furthers the organization's mission to be **financially self-sustaining**.



BASADI EMPOWERMENT TRUST

Founded in 2022, the Basadi (meaning 'Women' in Setswana) Empowerment Trust (BET) is a fully-fledged equity partner of Great Plains Conservation in Botswana with an aim to empower women in Botswana's rural communities. The basic objectives of the Basadi Women's Empowerment Trust are to provide socio-economic upliftment and empowerment of women in Botswana's rural communities, to enable women to achieve income security and economic autonomy, to empower women to spur productivity and growth within their communities and to address gender inequalities via investment in women-driven initiatives.

The Trust will achieve these objectives by distributing seed funding to women in rural communities to start their own businesses. Grants will be given to projects based on an assessment of both the business potential and the wider community benefits. The BET will help projects become the 'sure bet' by providing basic business skills, mentorship and, in some cases, matching funding from local banks.

To fully establish the Basadi Empowerment Trust, there are costs tied to the purchase of shares in Great Plains (which make the BET a shareholder in the safari tourism company). Once those are paid down, the granting process will begin from Great Plains Conservation's dividends.

There are two ways to assist with this initiative:

1. **Donate to the acquisition and start-up costs** so that all income goes directly to projects with immediate effect
2. **Donate directly to the projects**



SOLAR MAMAS

The Solar Mamas initiative was developed to address the lack of economic opportunities and deficit of electricity in communities in rural Ngamiland, Botswana. Great Plains sponsored nine 'Solar Mamas' to leave their villages in Botswana to attend a five-month solar power training program in India through Barefoot College International. They each returned home with the skills to install and maintain solar home lighting systems – empowered to establish and run a business and provide sustainable energy for their communities.

The Solar Mamas project supplies households solar systems, training and equipment for the Solar Mamas to bring electricity to rural households in this remote region bordering the Okavango Delta where only 35% of households have electricity. So far the Solar Mamas have installed 800 solar systems in households, improving thousands of lives.

Addressing all of these areas of community life with an environmentally sustainable technology at the program's center makes the Solar Mamas project unique. In the next phase of this innovative and life changing project we aim to continue to grow within Botswana and extend our reach into Kenya and Zimbabwe.

Help us put power in the hands of women.

Your gift will support these trailblazing women who are bringing light and clean energy to their rural communities. \$250 helps purchase and ship a solar household lighting unit.

"I have 10 kids. There are 3 still studying at school. All 3 can easily read and study after dark now with the amount of light we have. They spend all evening reading and studying that I have to turn off the lights to stop them and get them to go to bed otherwise they wouldn't stop! We can see the improvements in school already. It is amazing."

- Solar Mamas beneficiary in Beetsha Village





An aerial, high-contrast black and white photograph of a savanna landscape. A herd of elephants is visible, with one elephant on the left and a group of about ten elephants on the right. The terrain is covered in dense, textured vegetation, and the lighting creates deep shadows and bright highlights, emphasizing the ruggedness of the land.

LAND

CONSERVING LAND
RESTORING ECOSYSTEMS
REGREENING



RESTORING THE SAPI RESERVE

In Zimbabwe, Great Plains is securing the Sapi Reserve, an expansive and fragile landscape that forms the heart of a UNESCO World Heritage Site and the Middle-Zambezi Biosphere Reserve. The goal of the Sapi Restoration Initiative is to restore this depleted landscape through a combination of strategic protections, a comprehensive conservation plan, species reintroduction, and conservation tourism.

Our landscape restoration efforts in Zimbabwe's Sapi Reserve follow in the footsteps of our nearly 15-years of managing and protecting the Selinda Reserve in Botswana. In late 2016 Great Plains Conservation was awarded the 290,000-acre Sapi Reserve to conserve and manage. Hunted since 1957, this important area of Zimbabwe is set on the Zambezi River and borders Mana Pools National Park. Working with teams of world-renowned experts, the Great Plains strategy for the Sapi Restoration Initiative includes developing basic infrastructure, roads and communications systems, a strategic wildlife management plan, wildlife monitoring teams, support for ZimParks, species reintroduction, on-going flora and fauna surveys, and photographic tourism; all with a single goal in mind: to restore and protect this essential ecosystem.

Ultimately, our aim is to highlight conservation at its best and demonstrate the regenerative power of nature to restore itself when given the opportunity.

The cost to restore the **290-000 acre Sapi Reserve**, including translocating animals, is enormous. We are actively seeking support for everything from the cost to **translocate animals**, to **bolstering ZimParks presence** in Sapi Reserve, to **hiring and training** our own **wildlife** and **natural resource monitoring teams** (including Female Ranger Units) based in Sapi Reserve.

CONSERVING LAND

It is clear that without land and corridors, biodiversity cannot thrive.

As Great Plains Foundation, we interact with the 1.1m acres of land held under lease by Great Plains Conservation in a commercial tourism operation. Our initial mission was to acquire land leases to manage and then apply a high-end sustainable tourism business model to fund the conservation of that land. This has worked very well and, over the past decade, we have established a stable of more than a dozen stylish, sustainable, award-winning safari camps.

At the same time, this model has restricted us to acquiring land that is both important for conservation and tourism, when there are vast tracts of land that while not commercially viable, are critical for the preservation of biodiversity. Given the incredible rate at which land is being destroyed and developed, going forward our strategic aim as Great Plains is to fund land acquisition of important corridors that need significant protection and rewilding to transform them into places where flora and fauna can thrive regardless of their immediate value as safari-tourism destinations.

A good example is a section of farmland jutting into a central African rainforest. Although it is small, it is projected to meet the expansion and encroachment into the forest reserve from the opposite side within five years, effectively cutting the reserve in half and leaving the two halves isolated from one another. We plan to secure that section of land and, in partnership with the surrounding communities, replace existing farms and tea plantations and regrow the forest so it can rewild itself. It will be years before it will be ready for tourism but saving wildlife – in this case, endangered mountain gorillas – is our collective duty. We have land for lion projects, gorillas, elephant corridors and secure locations for pangolin releases all falling under this category of our efforts.

At Great Plains, expanding land under conservation is our passion. It is one of the most **ambitious and vital endeavors** we undertake, shaping a future where nature thrives. We hope we have **inspired** you to be part of that incredible journey.





CONSERVATION ROOTS

In 2019, we began a new program, Conservation Roots. Through this project, Great Plains Foundation aims to restore indigenous trees to landscapes across Kenya, Botswana, and Zimbabwe. Working with local communities and schools, Conservation Roots teaches the value of indigenous trees and their critical role in functioning ecosystems.


To date, we have planted trees in partnership with schools in Botswana and Zimbabwe as part of our conservation education outreach work and planted more than 37,000 indigenous trees on a deforested section of land bordering the Maasai Mara.

We aim to further expand upon this initiative by launching a Great Plains carbon offset program. We are inviting everyone to contribute to this. We need to give the planet's lungs a second chance, too.

Help us grow, literally.

\$25 will ensure the Great Plains Foundation can plant a tree in your honor and support related conservation education programs, restoring balance and health to the environment for years to come.





"Let me tell you a story about Joel. Joel is a young Maasai hired to protect a piece of land adjoining the Maasai Mara and was one of the inspirations for this program. Great Plains Conservation had purchased the land and set it aside and hired Joel to look after the plot. It had been deforested by misuse including the construction of cement buildings.

We had plans to reforest the area but when I returned after several months, I was astounded to see the work had already begun. Joel, in his early twenties, had taken it upon himself to seek out a botanist and together they sourced sapling trees. When we walked around together, he was telling me the taxonomic names of each of the 480 trees! His initiative, passion for trees, and a book from the library were all he needed. Imagine what we could do together?"

- Dereck Joubert

JOIN US



The Great Plains Foundation is about making the world around us better – for wildlife, for people, for women and children – with the support of the men, leaders, government and you. It is about giving second chances to rhinos, lions, and people who had their education cut off prematurely by circumstances, and to those who just need a nudge of help to get back on their feet, or to survive the evils of poaching and sanctioned killing.

We are agile, reacting quickly when needed and full of ideas.

The Great Plains Foundation is something Beverly and I founded in the name of our associated company Great Plains Conservation. It is our legacy, our life's commitment to giving back to Africa, this place, this philosophy that is Africa, its people, and its wildness that we need to protect and preserve, because we are all children of Africa and it is our ancestral home.

Derek and Beverly



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Program	Amount	Description
CONSERVATION ROOTS	\$25	The Great Plains Foundation is rooted in the philosophy that a restored, functioning ecosystem is one that is in balance. Through Conservation Roots, the Great Plains Foundation is planting indigenous trees, restoring balance and health to the environment. \$25 ensures we can plant a tree in your honor.
SOLAR MAMAS	\$250	The Solar Mamas program trains rural, illiterate, and semi-literate women to bring solar electricity to their off-grid villages. The project reduces poverty, provides access to clean energy and advances gender equality. Your gift of \$250 will purchase and ship a household solar unit installed by the Solar Mamas.
CONSERVATION EDUCATION	\$500	Engaging youth in local communities living alongside conserved land is critical to long-term conservation. Your gift of \$500 will allow us to host conservation lessons which teach the importance of conservation, ecosystems and wildlife to young people in Kenya, Botswana and Zimbabwe.
GREAT PLAINS EARTH ACADEMY	\$1,500	The future is bright for students of the Great Plains Academy in Botswana. Focusing on capacity building and vocational training, the Great Plains Academy has big plans for the future and high aspirations for all its students. A gift of \$1,500 supports the cost of hosting a training or course. Or, contribute in any amount to equip our academy site in northern Botswana with expanded facilities, allowing us to train more students and offer new courses.
CONSERVATION GOALS	\$2,500	Few activities break down barriers and encourage collaboration like sports. The Great Plains Foundation's Conservation Goals program works with local communities and professional athletes to build bridges and foster conservation dialogue through sports. Your gift of \$2,500 helps to fund clinics and tournaments; engaging young people and community members from a range of backgrounds in conservation.
MOBILE SCHOOL MEDICAL CLINICS	\$4,000	This partnership project between Great Plains Foundation and 4x4Outfar aims to give children in rural communities a better chance at life by providing mobile eyesight screening service and eyeglasses. They also provide training in screening and testing and supplies of eyeglasses to allow the program to continue once they have left. \$4000 will help fund one of these mobile clinics.

Program	Amount	Description
PROJECT RANGER	\$6,000	Project Ranger sprang into action in 2020 as an emergency response to the effects of COVID on conservation funding in Africa. But even in a post-Covid world we remain committed to ensuring that front-line conservation teams have the resources they need. Help support the work of Africa's brave rangers.
FEMALE RANGER UNITS	\$15,000	Conservation areas need boots on the ground and women should be given an equal opportunity to protect wildlife and become conservation leaders in their communities. This was the inspiration behind the Female Ranger Units that Great Plains began to hire and train in 2022. \$15,000 covers the cost to hire, train and equip a new Female Ranger as well as cover her salary for one year.
NAME-A-NEWBORN (RHINO PROTECTION)	\$25,000	We have made great strides in supporting the renewal of Botswana's rhino population. A testament to that success are the now multiple generations calves born in the wild. Join us in protecting this new generation of rhinos and honoring the rangers who work tirelessly to keep them safe. All gifts have a major impact. Especially generous gifts of \$25,000 or more have the opportunity to name a rhino calf.
BIG CATS INITIATIVE	\$20,000	Endow a grant in the name of your choice to support the conservation of Big Cats.
REWILDING	\$50,000	With protected land shrinking and wildlife facing growing pressures, translocations are an effective conservation tool. Translocating keystone species, like elephants, revitalizes ecosystems by ensuring their grazing, seed dispersal, and habitat-shaping behaviors which support landscape health. Join us in helping to restore and rewild.

ABOUT THE **GREAT PLAINS FOUNDATION**

The Great Plains Foundation is a non-profit organization founded with a mission to conserve and expand natural habitats in Africa through innovative conservation initiatives with a long-term commitment to the environment, wildlife, and local communities. The Foundation works in parallel with the conservation-tourism parent company, Great Plains Conservation, to realize this mission through conservation education programs, community initiatives, and wildlife and environmental stewardship in Botswana, Kenya, and Zimbabwe. All of the Great Plains Foundation activities are supported by charitable and in-kind donations. The Great Plains Conservation Foundation is a United States 501(c)(3) registered non-profit organization (EIN 45-5494919) as well as a Charity registered with the Charity Commission for England & Wales (Charity Number 1189136).

HOW TO GIVE

DONATING ONLINE:

www.greatplainsfoundation.com/donate

DONATING BY CHECK:

Donations can be made by mail within the US.

Contact info@greatplainsfoundation.com for our mailing address.

DONATING BY WIRE TRANSFER OR GIFTS OF STOCK:

Email info@greatplainsfoundation.com

GIFTS IN HONOR / IN MEMORIAM:

Make a donation in honor or in memory of someone special. For donations of \$50 or more, Great Plains can send an acknowledgment to the honoree or family member.

PLANNED GIVING:

Legacy planning is one of the best ways for you to support important causes that matter the most to you in your life. Email info@greatplainsfoundation.com to explore the ways you can make a difference today and help sustain conservation and communities in Africa for years to come.





DERECK & BEVERLY JOUBERT

FOUNDERS

Dereck and Beverly Joubert are award-winning filmmakers, photographers, conservationists, and National Geographic Explorers-at-Large, who have been exploring, observing, and championing wild places in Africa for nearly 40 years. As founders of the Great Plains Foundation, Dereck and Beverly are preserving and protecting the fragile ecosystems they care so deeply about.





GREAT PLAINS FOUNDATION

GREAT PLAINS CONSERVATION FOUNDATION IS A US 501C3 NON-PROFIT ORGANIZATION (TAX ID: 45-5494919) AS WELL AS CHARITY REGISTERED WITH THE CHARITY COMMISSION FOR ENGLAND & WALES (CHARITY NUMBER 1189136).

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GREAT PLAINS FOUNDATION**



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THE FOUNDATION PROJECTS**