



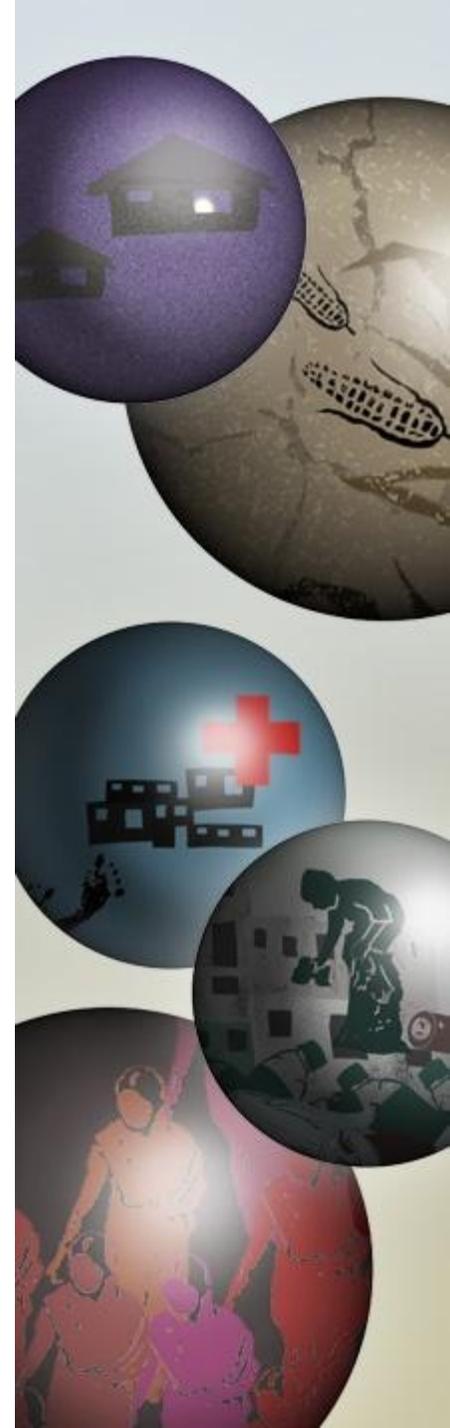
LGT Impact Fellowship 2017/18

Steven Carter

Impact Report

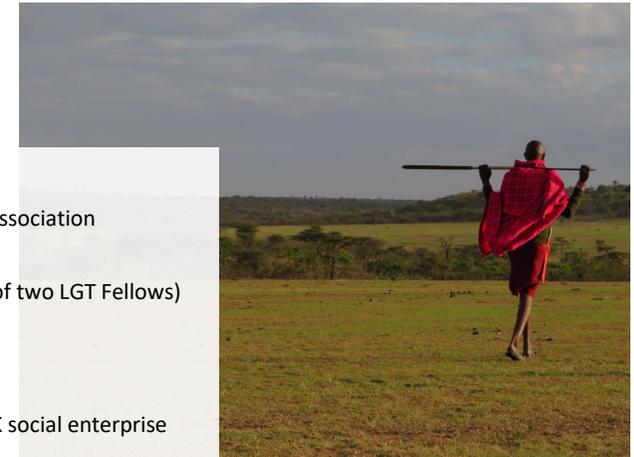
LGT Venture Philanthropy

July 2018



LGT Impact Fellowship 2017/18 – Impact Report

LGT Venture Philanthropy



Steve Carter (UK)

Host organization: Maasai Mara Wildlife Conservancies Association (MMWCA) & Mara Naboisho Conservancy (both in Kenya)

Fellow position: Business Development Consultant (one of two LGT Fellows)

Fellowship duration: Aug 2017 – June 2018 (Full-time)

Degree: BA Business Studies (UWE, UK)

Professional experience: 8+ years of experience in the UK social enterprise sector

Summary

With a background in developing business models to solve social issues, Steve worked with the local community and industry experts to develop conservation-based business models that would lift the local population above the poverty line. Steve also raised institutional funding.

The problem MMWCA & Naboisho Conservancy aim to tackle

- Both organisations aim to conserve the Maasai Mara ecosystem for the benefit of both the local population and for wildlife, including the iconic wildebeest migration.



MMWCA's and Naboisho Conservancy's challenges

- Maintaining a healthy balance between community interests and business interests
- Minimising competition for natural resources and conflict between humans, wildlife and livestock
- Creating conservancies in areas unsuitable for existing conservation-based business models
- Generating enough revenue to effectively conserve the ecosystem



MMWCA's and Naboisho Conservancy's solution

- Assist local Maasai landowners to create legally recognised community conservancies
- Assist these conservancies to raise revenue through conservation-based business models
- Represent the 100,000 strong community collectively

Opportunity for a Fellow

- Develop new conservation-based business models
- Develop internal fundraising capacity
- Raise institutional funding for:
 - Conservation-based business model start-up and scale
 - Land leases
 - Vocational training projects

"My experience as a Fellow... was very rewarding and enjoyable. Working directly with a mixed team of indigenous leaders and industry experts I was able to design innovative ways of generating revenue that met the conservation aims, poverty reduction aims and social aims of the organisations. And working with MMWCA, Naboisho Conservancy and business partners I was able to raise institutional funding to start highly needed training projects across the ecosystem "

- Steve

Steve's achievements ...



- Raised \$1.1m of institutional funding to establish vocational training projects across the ecosystem.
- Submitted strategic funding proposals that are awaiting the award result. Total value \$3m.
- Developed conservation-based business models that could generate enough revenue to conserve significant areas of land that MMWCA and Naboisho Conservancy had not been able to conserve through established business models.

Steve's next challenge

Steve is currently looking at options for his next challenge

...contributing to MMWCA's and Naboisho Conservancy's fundraising improvements



- Introduced a fundraising tracker to monitor the funding bids submitted and in progress from a wide range of contributors.
- Established a donor database which collated who funds what in East African based conservation. This can be used to target new funders for specific areas.
- Created full written elements and financial models that could be re-used in future funding bids .

Marc - do you source this quote?