



Brian Otieno Owuor

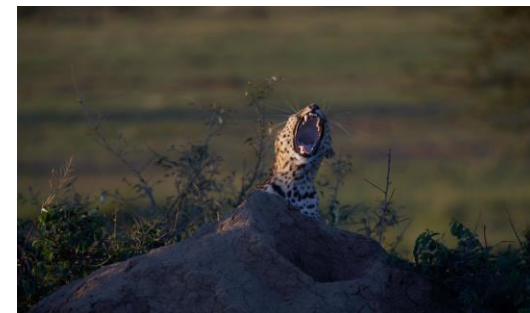
Host organization: Maasai Mara Wildlife Conservancies Association (MMWCA)

Fellow position: Fundraising Fellow

Fellowship duration: May 2025 – May 2026

Degree: MSc Environmental Science and an MBA

Professional experience: 7yrs



Summary

I support in diversification of the current donor base and stewardship of existing donors to drive fundraising efforts. I also assist in cultivating donor relationships, developing targeted campaigns, and contributing to the creation of proposals and concept notes.

The problem MMWCA aims to tackle

- The Greater Maasai Mara faces growing threats from land fragmentation, habitat loss, weak governance, limited livelihoods, and climate change, undermining conservation and community benefits. These challenges risk the long-term coexistence of wildlife and local communities.

The solution MMWCA provides...

- MMWCA exists to strengthen conservancies, secure critical conservation landscapes, improve community livelihoods, and create an enabling policy environment that ensures both people and wildlife thrive.

... contributing to the SDGs:



Opportunity for a Fellow

- Strengthen fundraising capacity by training SMT and staff on sustainable resource mobilization and donor engagement.
- Develop compelling fundraising materials aligned to the strategic plan, leveraging existing media (e.g., website videos) to enhance visibility and storytelling.
- Expand funding streams by tapping into tourism partners and local funding organizations for long-term sustainability.

"My experience as a Fellow..."

... transformed fundraising from theory into purpose, as I helped unlock opportunities while witnessing the real impact of conservation in the Mara. Being on the ground within the conservancies sharpened my perspective, showing me that every proposal is more than funding; it's a pathway to sustaining communities and ecosystems."

- Brian Owuor



Brian's achievements...

- Successfully submitted 11 proposals to various donors, with 3 declined. 5 progressed to advanced review stages (including IKI, WWF, and TUI Care), while the remaining are still under review.
- Supported the approved proposal to Tourism Partners to raise \$ 300,000 per year
- Developed donor mapping database including foundations, corporates, and philanthropies, strengthening pipeline development.
- Maintained structured proposal tracker and donor engagement plan ensuring alignment and accountability across funding pipeline
- Strengthened donor engagement systems and improved communication tools including pitch deck development.
- Presented fundraising updates to the Fundraising Committee and coordinated effectively with CEO and SMT.

... contributing to MMWCA

\$3.9m

Worth of proposals submitted

42

Foundations, philanthropic organizations and donors mapped

1

Proposal tracker developed and operationalized

Brian's next challenge

Continue working with MMCA as a fundraising consultant