



Senthil Balasubramanian

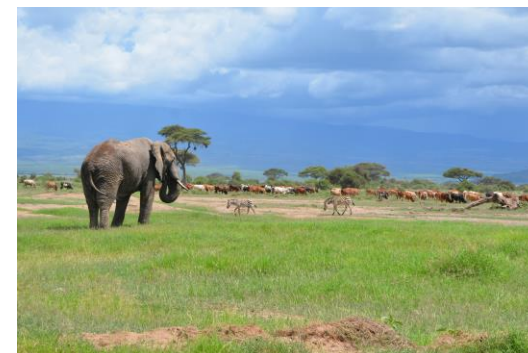
Host organization: Kenya Wildlife Conservancies Association (KWCA)

Fellow position: Resource Mobilisation Officer

Fellowship duration: June 2025 - June 2026

Degree: B.S. Finance, MBA

Professional experience: 15+ years



Summary

In my role, I led the design and implementation of KWCA's long-term resource mobilisation strategy for sustainable financing for the organization's goals. I focused on helping the organization diversify its capital sources to pursue a range of strategic, donor-, and market-based instruments.

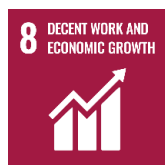
The problem KWCA aims to tackle

- Kenya has suffered a precipitous 70% decline in biodiversity in the past 40 years. At the same time, the communities that historically co-existed with nature face a livelihood crisis while being on the front lines of climate change.

The solution KWCA provides...

- KWCA leads the model of community-led conservation in Kenya, where communities sustain themselves through conservation and climate activities and therefore also become invested in safeguarding nature. Today, 10 million hectares of land and 65% of Kenya's wildlife are conserved under this vision of "Living Nature, Living People".

... contributing to the SDGs:



Opportunity for a Fellow

- The impact sector as a whole, and conservation in particular, is going through a funding crunch on the back of geopolitical changes in recent times. This fellowship gave me the opportunity to help the organization envision new ways of funding and achieving self-reliance in the long run. I really enjoyed the opportunity to apply entrepreneurial approaches to addressing this challenge.

"My experience as a Fellow..."

... has been deeply fulfilling. The most memorable aspect for me has been getting to support the communities on the front lines of biodiversity loss and climate change. These communities show that an alternative vision for our future is possible — a vision where nature and humans can thrive together."

- Senthil Balasubramanian



Senthil's achievements...

- Developed comprehensive 5-year resource mobilisation strategy and operational blueprint to diversify funding mix, improve funder discoverability, and streamline fundraising process.
- Prepared and submitted funding applications totaling potential ~\$7.5M
- Visited and interviewed stakeholders in the Tsavo and Maasai Mara landscapes to document our impact work on capacity building, livelihood pathways, nature-based enterprises, gender inclusion, and youth empowerment
- Led outreaches to fundraising prospects for new conservation finance facility
- Designed digital campaigns to support future targeted outreaches to tap into sources of development and impact funding

... contributing to KWCA

\$ 3M

New unrestricted funding secured

9

Communities engaged for impact stories

15

RFPs responded to

Senthil's next challenge

Staying on at KWCA to scale the Kenya Conservancies Fund and help KWCA realize the vision of leveraging nature-based enterprises to make conservation self-sustaining