

Fundraising strategies at the Kenya Wildlife Service Fund

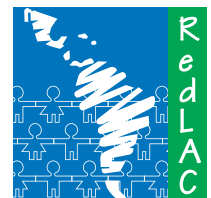
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About the Kenya Wildlife Service Fund (Endowment Fund)

The Kenya Wildlife Service Fund is an endowment fund dedicated to wildlife—our national pride and the world's heritage. It's created through an Act of Parliament under the Wildlife Conservation Management Act. The fund came into operation towards the end of 2009.

Why an Endowment Fund?

The Kenya Wildlife Service Fund is designed to provide reliable, consistent funding, despite fluctuating tourist income, shifting politics, or the vagaries of international economics. By definition, the principal of an endowment fund cannot be touched; only interest and other income may be tapped. Therefore the fund will be able to support wildlife and community conservation efforts generation after generation

Fund Target

The endowment fund's goal is to raise KSh 100 billion (US \$ 100million), amassed over a decade. At an assumed interest rate of 10 percent a year, KSh 10 billion (about \$13 million) will then be available per year. That sum is but a fraction of the cost of countrywide conservation today—but will still be invaluable, particularly when tourism dips.

How is the Fund managed?

A Board of Trustees—internationally recognized experts in conservation and finance—invests and manages the endowment fund. The Board is appointed for a three-year term with no benefits and ranges from nine to thirteen Trustees. The Board includes the Chairman and Director of KWS. All other Trustees are independent of KWS and the Government of Kenya. Trustees are personally and collectively responsible and liable for the Fund.

Who may contribute to the Endowment Fund?

Everyone! Funders include visitors, foundations, the Government of Kenya, multilateral and bilateral assistance, corporations, and concerned citizens in Kenya and around the world.

How much has been raised:

A total of US \$ 839,477 has been raised internally, corporate, staff and individuals. Negotiations on going for a total of US \$ 4.6 million from development partners expected to be completed by June 2012. The tables below break down these fundraising figures:

COMMITTED FUNDS		
Details	Amount Kshs.	Amount US \$
Kenya Wildlife Service / GoK	60,000,000	705,882
Cycle with the Rhino	2,896,750	34,079
Hells Gate on a Wheelbarrow	1,800,000	21,176
KLM Royal Dutch	380,000	4,471
Dr. Scott Rogers	12,500	147
KWS Staff	1,074,000	12,635
Community and Wildlife Service Division	1,900,000	22,353
Honorary Wardens & Groups - Coast Conservation	1,235,000	14,529
Regine Hess- German Embassy Nairobi	30,000	353
Animal Adoption	2,026,676	23,843
TOTAL	71,354,926	839,470

Proposals under Negotiation		
Details	Amount Kshs.	Amount US \$
French Development Agency & FFEM	150,000,000	2,000,000
Government of Kenya – Ministry of Finance	200,000,000	2,666,667
TOTAL	350,000,000	4,666,667

How do we raise the funds:

- Set up an Online donation system under testing with I&M Bank in Kenya on our Website
- Launched the Animal Adoption Programme that has seen celebrities adopting our wildlife and paying for their upkeep. The funds are shared 50% going to the fund and the rest for recurrent expenditure.
- Set up a reward programme for sponsors and supporters, where they can also buy merchandise from shops with a small contribution going to the fund.
- Set up annual fundraising events “To Hells Gate on a Wheelbarrow” and “Cycle with the Rhino” and Boat Race with proceeds going to the fund
- Partnering with air lines beginning with Virgin Atlantic for free tickets for international fundraising in their destination routes.