



PROPOSAL

# BACKGROUND

Kenya hosts estimated 10% of the world's elephant population (in the Year 2021 elephant population in Kenya was 36,280 individuals)

Elephant poaching has also reduced from a high of 384 cases in 2012 when poaching was its peak to a record low of 11 in 2020, the lowest ever in Kenyan history.

Amboseli ecosystem holds 1,900 which is 5.2% of the Kenyan elephant population.

Amboseli NP-392km  
Amboseli +Ranches- 5700km  
Amboseli +Ranches+Dispersal  
Areas= 9124km  
Directly linked to West  
Kilimanjaro, Tsavo West and  
Chyullu National Parks

The Amboseli Ecosystem hosts  
close to 2000 Elephants. The  
elephants are calm and  
extensively researched.  
60%(1,140) of the population  
reside outside the park in  
community land.

Establish a long term resource  
mobilization scheme in support  
of winning space for elephants  
and other wildlife conservation  
and enhance monitoring using  
high technology in the  
Amboseli ecosystem through  
the annual elephant naming  
initiative.

Promote a culture of co-  
existence with wildlife by  
creating a signature cultural  
event that benefits the  
community directly

Build an authentic destination  
and product experience that  
targets and empowers the  
community & stakeholders  
living in the Amboseli  
Ecosystem

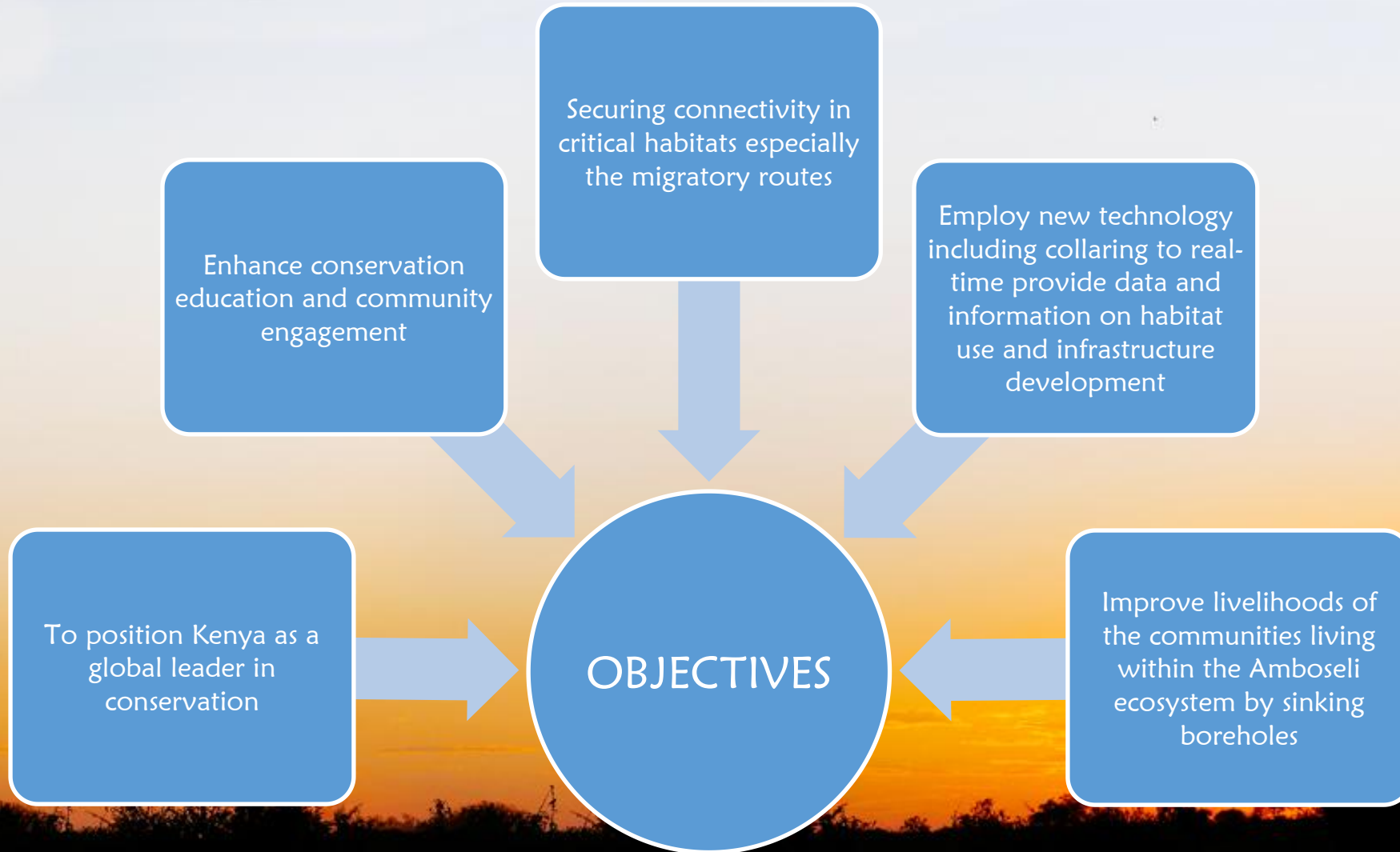




# WHY THE ELEPHANT

- The African elephant is the world's largest land mammal.
- An “emotional & intelligent” species with feelings, compassion and self-awareness.
- Elephants present tremendous challenges for their successful conservation (Large size, feeding behavior and mobility)
- An “umbrella” species, whose protection provides collateral security for overall biodiversity & tourism industry.
- A “conflict” species.
- An “engineer” species, capable of modifying habitats to the benefit or detriment of different plant and animal species on a local or wider scale.



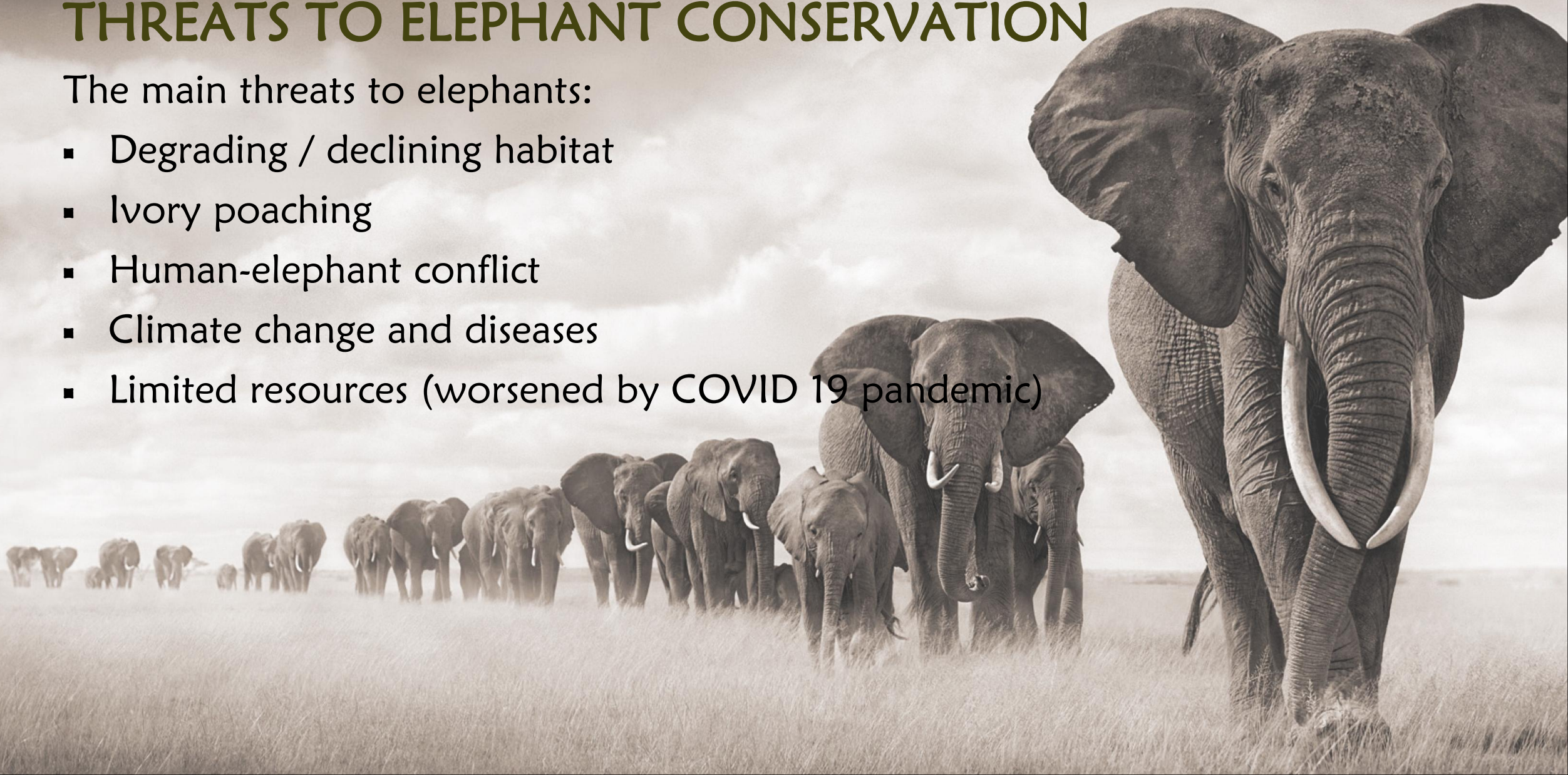




# THREATS TO ELEPHANT CONSERVATION

The main threats to elephants:

- Degrading / declining habitat
- Ivory poaching
- Human-elephant conflict
- Climate change and diseases
- Limited resources (worsened by COVID 19 pandemic)







## GOAL

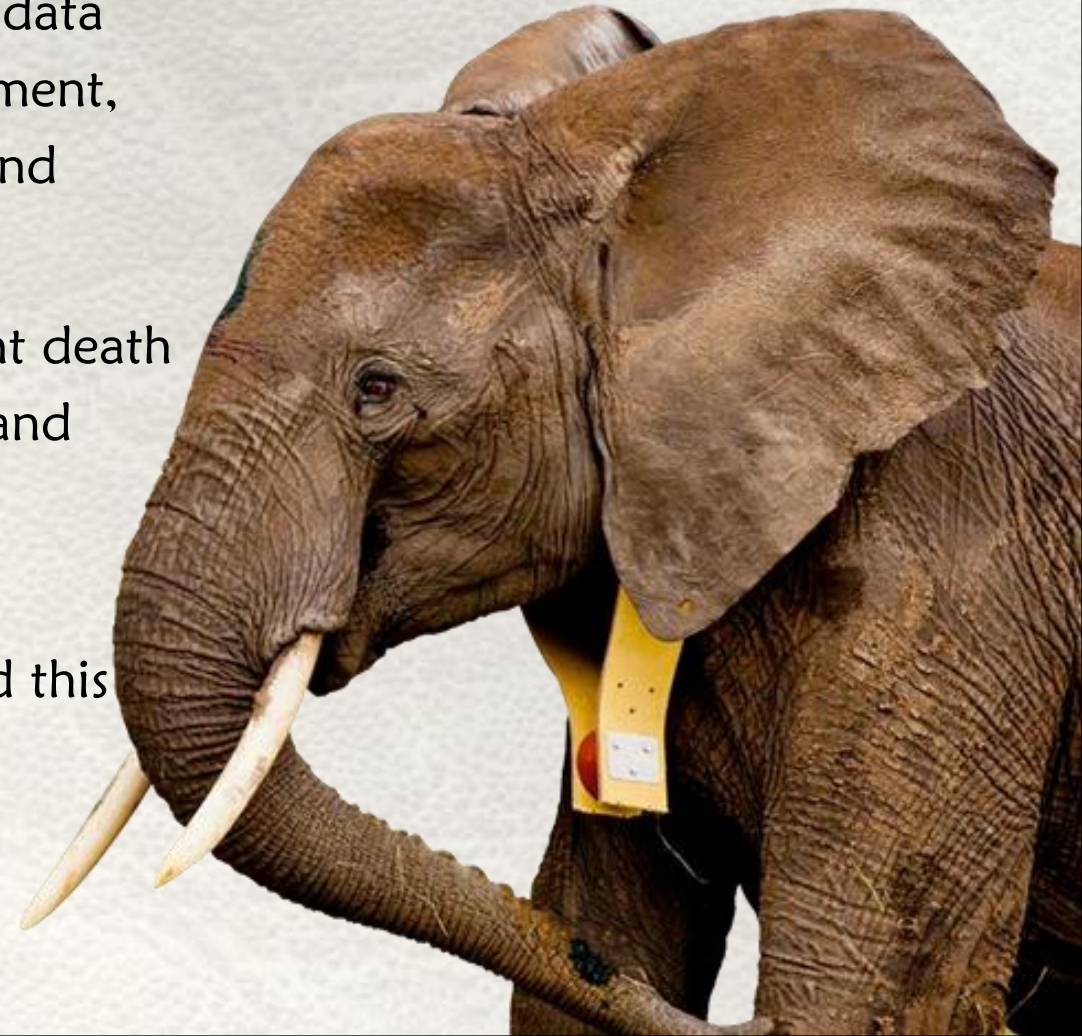
A secure future for elephants and their habitats in peaceful co-existence with humans while providing benefits and for posterity



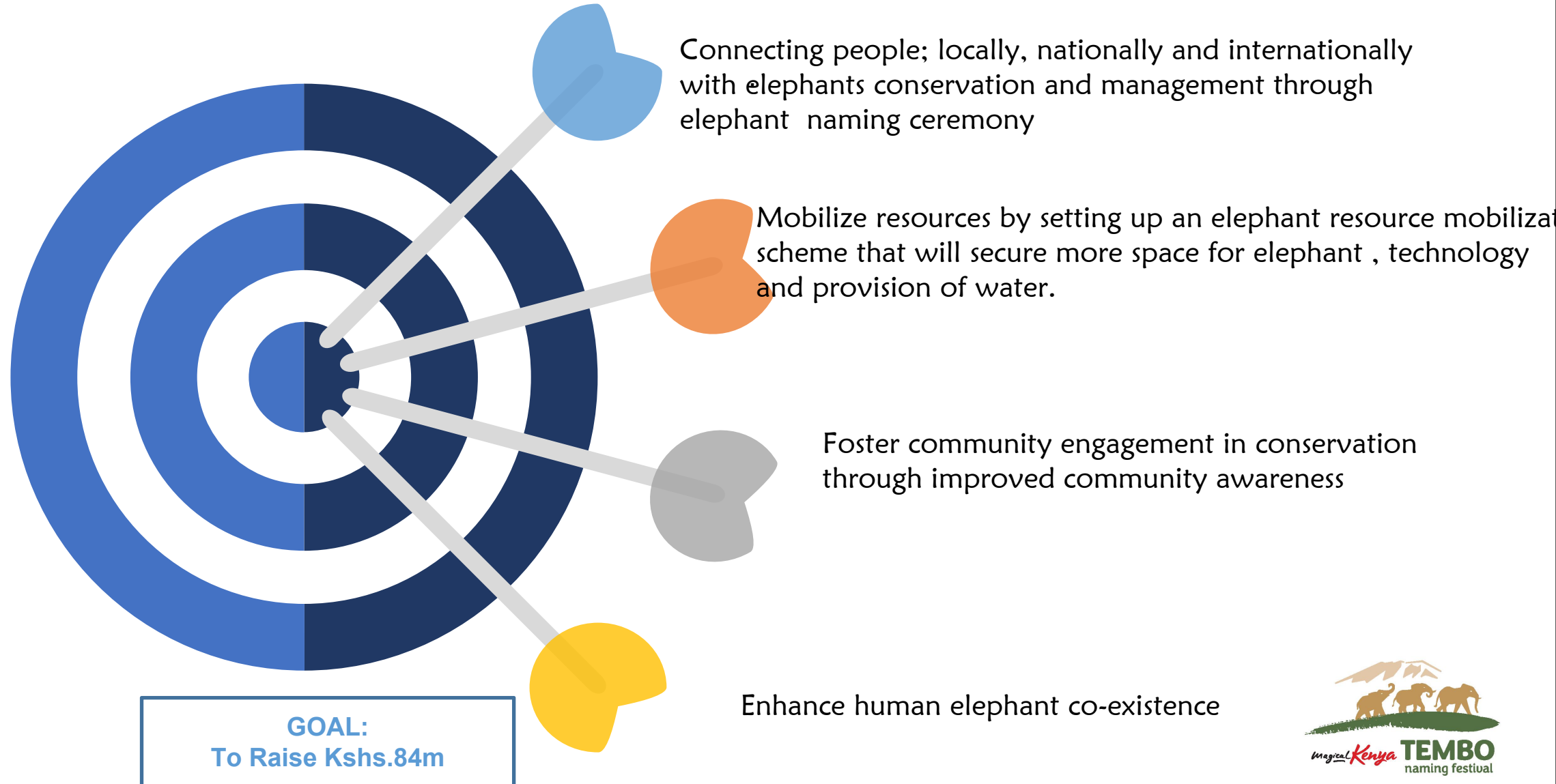


# INTERVENTIONS & WHERE SUPPORT IS NEEDED

- Conservation education and community engagement
- Securing connectivity in critical habitats
- Employing new technology including Collaring to provide data and information on habitat use and infrastructure development, Innovative and Light-based deterrents for early detection and warning
- Over the years, there has been a gradual change in elephant death from poaching to human elephant conflict (HEC), natural and unknown causes. Construction of Electric fences and other mitigation measures will aid in reducing HEC
- Annually there is a conservation deficit of Kshs. 1billion and this gets worse in situation when we have pandemics



# CALL TO ACTION





## 2021 Magical Tembo Naming Festival

Magical Kenya Tembo Naming Festival was the country's highlight in 2021. Being the first ever in Kenya, this festival attracted more than 25 international and local media with sponsors from as far as North America. The 27 selected elephants were adopted and named by both individuals and corporates.

In 2021, the event raised Kshs. 16 Million which will go towards drilling of two boreholes, rehabilitation of three boreholes and De silting of two water pans in Amboseli ecosystem.

**MKTNF 2022** targets to raise the deficit of Kshs.84 million towards improving community livelihood and enhancing human wildlife coexistence



## 2022 NAMING CATEGORIES



| CATEGORY           | DESCRIPTION   |
|--------------------|---|
| New-Borns          | 200 Calves born in the year 2020, 2021 and 2022<br><br>They are priced at Ksh 500 ,000 each(\$4425)   |
| Legendary Families | Two (2 ) iconic and distinctive families -This category is composed of 2 matriarchs who lead families in and out of the park with healthy population that has established permanent territory within the ecosystem.<br><br>They are priced at Ksh 2,500,000 million each(\$22124) |
| Bulls              | They are priced at Ksh 1,000,000 million each(\$8850)   |

# BENEFITS

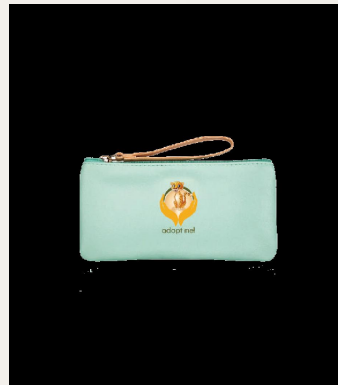
| SUPPORT                                   | BENEFIT  |
|---|--|
| New-borns<br>/Legendary<br>families/Bulls | <ul style="list-style-type: none"><li>• Attend naming ceremony and give a name</li><li>• Attend the fundraising cocktail prior to the festival</li><li>• Elephant naming certificate signed by CS</li><li>• Fact sheet on the named elephant</li><li>• Merchandize</li><li>• Quarterly free visit to the respective park for a maximum of 5 pax</li><li>• Exclusive walk with a Tembo ranger as you track your adopted elephant</li><li>• Name in the board of fame as an adopting parent- Onsite and on the website</li><li>• Recognition on KWS social media and website</li><li>• Participate in elephant conservation events – collaring , translocation, census, education programs/days (e.g. World Wildlife Day, World Elephant Day</li><li>• Branding during event and online event materials</li><li>• Opportunity to exhibit during the event</li><li>• Branding on selected merchandize</li></ul> |
| Any other<br>support(cash, in-kind)       | <ul style="list-style-type: none"><li>• Opportunity to participate during elephant naming ceremony</li><li>• Naming elephant certificate</li><li>• Merchandize</li><li>• Branding during event and online event materials</li></ul>  |





## YOU CAN ALSO BE PART OF THIS WONDERFUL EVENT!

- As an individual for as little as 1000 Kenyan shillings, or \$10
- As a corporate for a minimum of 50,000 Kenyan shillings
- Exhibition at 50,000(come with corporate branded tent)
- Book a table at the Tembo fundraising cocktail @150,000 for 7 pax to be held on 1th July,2022
- Other ways of support include unrestricted donations or purchase of branded merchandise



### Pre-Events Activities

- ❖ Press conference
- ❖ Fundraising cocktail at Nairobi National Park
- ❖ Conservation forums- facilitated by leading conservationists and scientists from Kenya and the globe
- ❖ Cultural festival in Amboseli
- ❖ Online fundraising and auction
- ❖ Spot, Snap, Share Event
- ❖ Naming Ceremony
- ❖ Exhibition(15 slots only @50,000)-come with corporate branded tent





# ACCOUNT DETAILS

A/C NAME: KENYA WILDLIFE SERVICE

BANK : Standard Chartered Bank Kenya Limited

A/C NUMBER: 8708033037400

CURRENCY: US DOLLARS

BRANCH: Lang'ata

SWIFT: SCBLKENXXXX





# NEWBORNS

## Profile:

2020 and 2021 saw a massive increase in Amboseli's elephant population, with the birth of 236 calves in total. The population continues to be closely monitored.

In 2021 First Edition, 21 baby elephants were named.

2022 Second Edition naming ceremony will target the remain 215 calves.





# LEGENDARY FAMILIES

Elephants have close family bond and you will normally see them in large family groups. In Africa a basic family consist of 6 to 10 elephants. The family is ruled by a matriach (older female)

Amboseli elephant families have unique identities/stories

2022 Two (2 ) iconic and distinctive families will be adopted and named.





**FOR MORE INFORMATION CALL:**

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**THANK YOU!**

