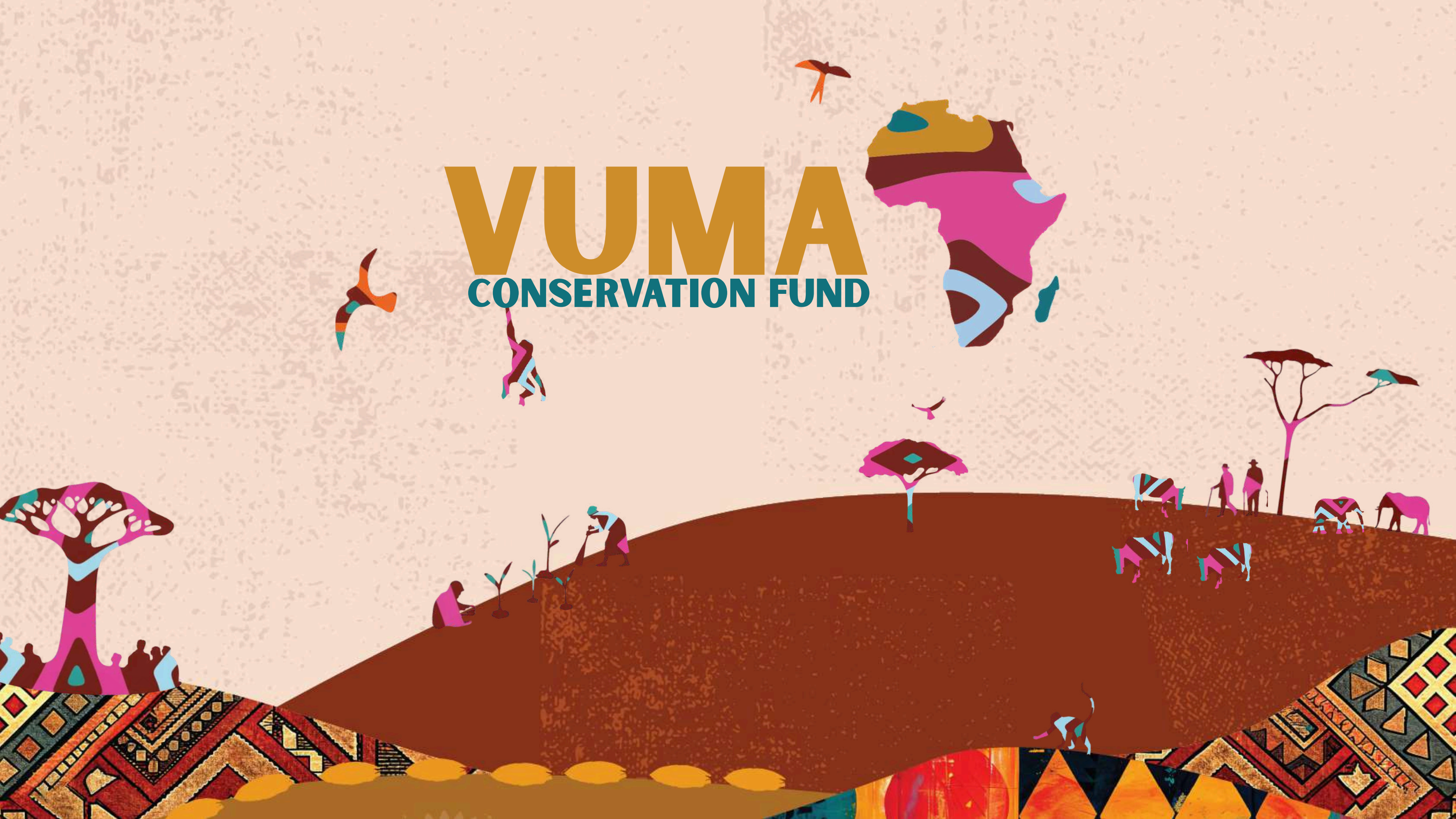


VUMA

CONSERVATION FUND



ACCELERATING COMMUNITY-LED CONSERVATION IMPACT ACROSS AFRICA



\$65 million fund built by and for Africa's leading community conservation organizations to get core funding to the point of impact.



THE PROBLEM

Across Africa, intensifying climate shocks, land conversion, and biodiversity loss are putting people and places at risk.

Much of the continent's wildlife and biodiversity depends on community lands within and beyond formal protected areas, yet these landscapes and the organizations and communities protecting them are chronically underfunded.

Local organizations delivering essential conservation solutions for people, nature and climate are constrained by short-term, projectized grants, and funders lack efficient ways to find and back many proven groups at scale.

To achieve greater, faster conservation success, we urgently need to increase investment in these locally-led organizations.



THE SOLUTION



The Vuma Conservation Fund provides multi-year, unrestricted funding to a carefully selected portfolio of high-performing African organizations accelerating community-led conservation.

Co-designed with over 60 leading African conservation organizations, Vuma is a **\$65 million fund** driven by collective momentum and shared commitment to scale locally led impact across Africa.

'Vuma' is a Kiswahili word describing a growing gathering of force, like a gust of wind or a lion's roar. In southern African languages, such as Zulu, it means agreement.



**60+ ORGANIZATIONS
WORKING ACROSS 71
MILLION HECTARES
TODAY... MULTIPLYING
THEIR IMPACT FOR
TOMORROW**

AT A GLANCE

COLLECTIVE STRENGTH

60+ established African organizations,
connected and accelerating impact.

SCALE

71M hectares of biologically and culturally diverse landscapes
and seascapes where these organizations are working
today to support community rights, benefits, and
stewardship—and growing their reach year on year.

EFFICIENT & EFFECTIVE

\$65M over 4 years in flexible, core funding aligned with existing
strategies of local organizations. One pooled fund, many
outcomes.

COMMUNITY-LED CONSERVATION: CRITICAL FOR PEOPLE AND NATURE

62% OF RURAL
AFRICANS ARE
DIRECTLY DEPENDENT
ON NATURAL
RESOURCES FOR
THEIR LIVELIHOODS.

~80% OF
AFRICA'S TOTAL
LAND AREA IS
COMMUNITY
LAND

67% OF AFRICANS
USE NON-TIMBER
FOREST PRODUCTS
FOR SUBSISTENCE
OR CASH INCOME.

IN COUNTRIES LIKE
KENYA, UP TO 65%
OF ALL WILDLIFE
ARE FOUND
OUTSIDE
PROTECTED AREAS

WILDLIFE-BASED
TOURISM
CONTRIBUTES TO 7%
OF AFRICAN GDP,
GENERATING \$29
BILLION ANNUALLY,
EMPLOYING 3.6
MILLION PEOPLE.

SCALING UP LOCAL IMPACT

Community-led conservation is already delivering at scale.

More funding to the right organizations will deliver even greater impact.

KENYA HAS 245 CONSERVANCIES, COVERING OVER 10 MILLION HECTARES, OR ROUGHLY 18% OF THE COUNTRY.

KENYA'S MAASAI MARA CONSERVANCIES HOST OVER 80% OF THE ECOSYSTEM'S WILDLIFE AND SOME OF THE WORLD'S HIGHEST LION DENSITIES.

ACROSS THE WESTERN INDIAN OCEAN, A RANGE OF LOCALLY-MANAGED MARINE AREAS ARE ENABLING COASTAL COMMUNITIES TO SUSTAINABLY USE FISHERIES AND OTHER RESOURCES. OVER 100 OF THESE AREAS HAVE BEEN CREATED ALONG THE COAST OF MOZAMBIQUE, FOR EXAMPLE.

IN TANZANIA, COMMUNITY-RUN WILDLIFE MANAGEMENT AREAS SPAN 3 MILLION HECTARES, WITH ANOTHER 2.5 MILLION HECTARES IN VILLAGE FOREST RESERVES.

NAMIBIA'S COMMUNITY CONSERVANCIES COVER OVER 16 MILLION HECTARES, OR ROUGHLY 19% OF THE COUNTRY'S TERRITORY. THESE CONSERVANCIES HAVE HELPED TRIPLE THE ELEPHANT POPULATION TO 24,000 OVER THE PAST 30 YEARS.

VUMA



ACCELERATING IMPACT

With long-term, flexible funding, organizations can invest in their own growth and development while directing money to the work that needs it the most so they can achieve their ambitious strategic goals around restoration, species protection, land rights, and more.

Vuma invests in those goals and those organizational strategies, because they aim for transformative impact.



RESTORE MILLIONS MORE HECTARES OF ECOSYSTEMS



PROTECT ENDANGERED AND ENDEMIC SPECIES



BUILD THRIVING LOCAL ECONOMIES LINKED TO CONSERVATION



STRONGER GOVERNANCE AND COMMUNITY RIGHTS



A RISING GENERATION OF AFRICAN CONSERVATION LEADERS



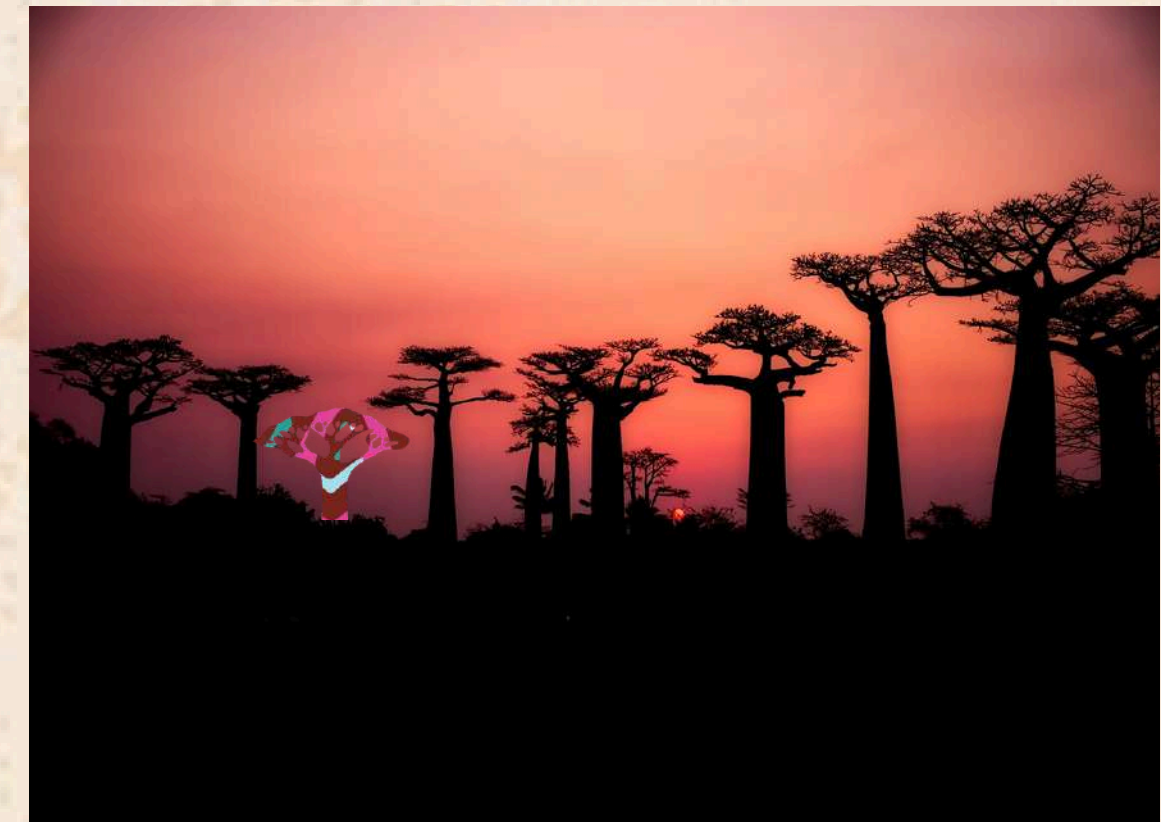
WHO WE ARE - MALIASILI


Maliasili's mission is to accelerate community-led conservation through local organizations. Our core belief is that stronger organizations achieve greater impact.

We work with a carefully selected portfolio of leading local African organizations that are working directly with communities to manage, benefit from, and steward their lands and natural resources.

We help our partners develop clearer strategies and communications, attract more funding, and improve their leadership, so that they can achieve even more for people and nature in the places they work.

We have supported some of our portfolio partners' organizational growth and development for over a decade, helping many organizations grow into recognized leaders at the landscape and national scale.



A photograph of a group of people in a natural setting. In the foreground, a person's hand is firmly gripping a thick, textured tree branch. The person is wearing a red garment. In the background, several other individuals are visible, some wearing head coverings and colorful clothing. The scene is outdoors with trees and foliage, suggesting a rural or natural environment.

**"OUR INVESTMENT IN MALIASILI IS
AN INVESTMENT IN A NEW
PARADIGM FOR COMMUNITY-LED
CONSERVATION WHERE
RESOURCES AND INFLUENCE
FLOW TO LOCAL ORGANIZATIONS
THAT DELIVER RESULTS FOR
PEOPLE AND CRITICAL
LANDSCAPES ACROSS AFRICA."**

**KRISITIN GILLISS MOYER, COO, MULAGO
FOUNDATION**

WHO WE ARE - THE PORTFOLIO

60+ leading African organizations that work directly with communities to help them manage and benefit from their lands and natural resources. Rooted in and trusted by those communities, they are catalyzing proven, community-led conservation benefiting biodiversity, climate, and livelihoods.

This portfolio will grow carefully and strategically during the next five years.

OUR AIM: SCALE A PROVEN FUNDING MODEL

Over the past six years, we've tested pooled funding models that work for funders and African community-led organizations. We started with the Maasai Landscape Conservation Fund (MCLF), which grew to the Maliasili Conservation Fund (MCF). These funds invest in organizational growth to unlock greater climate, conservation, and livelihood impact.



Maasai Landscape Conservation Fund



Maliasili Conservation Fund



4-YEAR POOLED FUND, 2023 - 2026



\$14.4M RAISED | \$7.3 MILLION DISBURSED SO FAR (2023-25)



28 ORGANIZATIONS FUNDED IN 3 KEY GEOGRAPHIES




\$88,000 AVERAGE CORE GRANT (X4 YEARS) PER ORGANIZATION



MULTI-YEAR, FLEXIBLE GRANTS SUPPORTING ORGANIZATIONS' OWN STRATEGIC PRIORITIES



A photograph of a smiling man sitting on the ground in a rural, arid setting. He is shirtless and wearing dark shorts, and is surrounded by large piles of blue fishing nets. In the background, there are simple wooden structures and a yellow water container. A large, semi-transparent light blue circle is overlaid on the left side of the image, containing text.

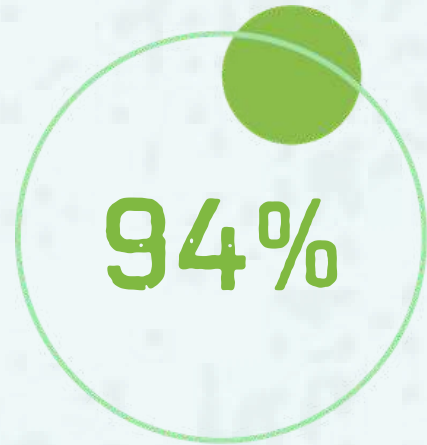
**"THE MLCF PROVIDES...A POWERFUL
TOOL FOR ASSISTING GRANTEE
PARTNERS TO EXPAND AND SCALE
THEIR WORK AND IMPACTS, AS WELL
AS FOR INVESTING IN THEIR
DEVELOPMENT, GROWTH, AND
EFFECTIVENESS."**

**FORGING RESILIENT PATHWAYS REPORT (CASE
STUDY) - FORD FOUNDATION/FORREST TENURE
FUNDERS GROUP (2023)**

WHAT THIS MODEL DELIVERED



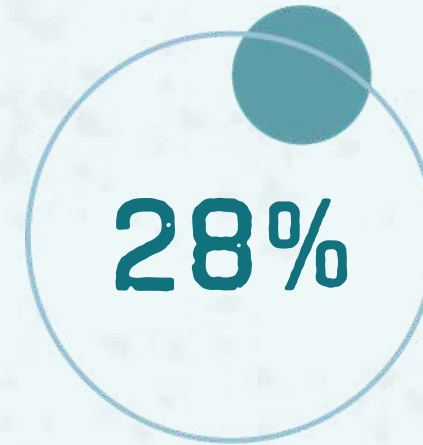
Maliasili
Conservation
Fund



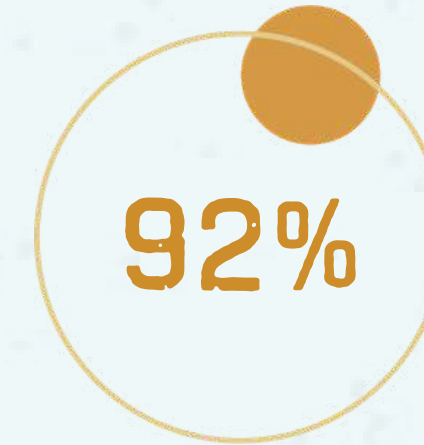
94%
of organizations reported
stable or growing
conservation and livelihood
impacts



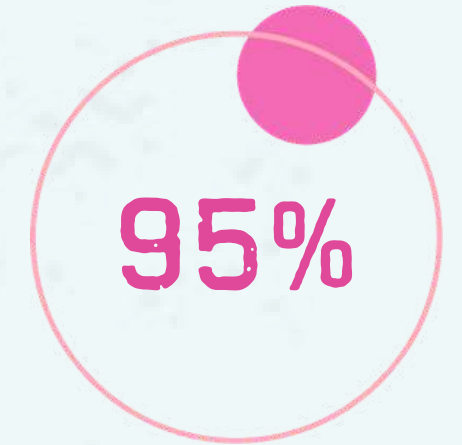
3X
For every \$1 from MCF,
partners unlocked about \$3
in additional funding,
increasing their expenditure
by an average of \$350,000
per organization



28%
average growth in team
size



92%
of partners call the funding
approach exemplary and
unique



95%
of partners used funds to
cover core costs that other
donors rarely fund



GROWING STRONGER TOGETHER

Going from strong to even stronger. What's possible:

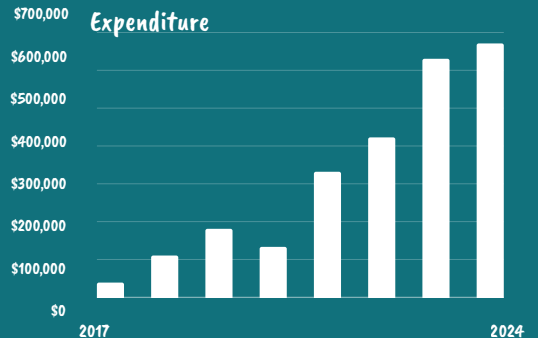
Three organizations, in three geographies. Different approaches, same shared ultimate goal: scaling impact for people and nature.



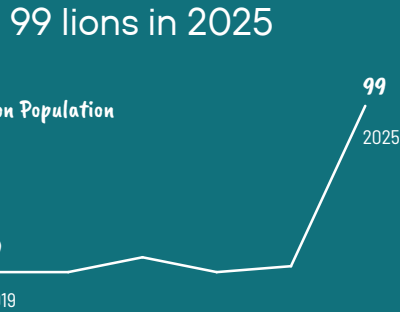
WILDLIFE

CLAWS works at the forefront of human-wildlife conflict mitigation in northern Botswana, protecting lion populations while supporting livestock-dependent communities.

ORGANISATIONAL GROWTH



TODAY



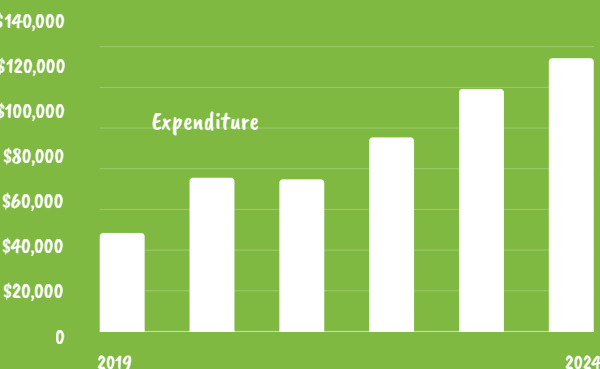
2030 GOALS 20% increase in lion population; herding model expanded by 75%

FOREST RESTORATION

Tsimoka pioneers innovative agroforestry and ecological restoration approaches in Madagascar that benefit both biodiversity and local communities.



ORGANISATIONAL GROWTH



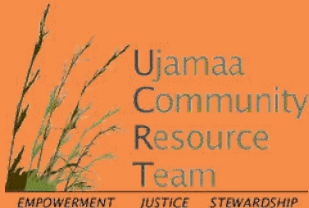
TODAY



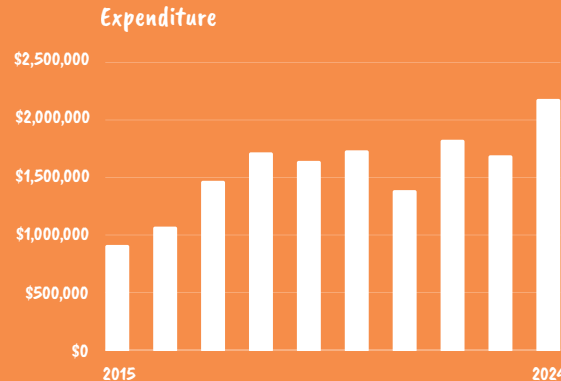
2030 GOALS Increase model to 2,000 farmers, growing revenue by 50% and agricultural production by 100%

LAND RIGHTS

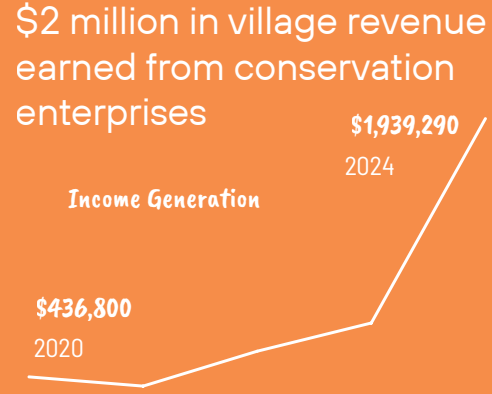
UCRT secures land and resource rights for indigenous and local communities across northern Tanzania.



ORGANISATIONAL GROWTH



TODAY



2030 GOALS 500,000 more hectares of land under customary rights



"COMMUNITY CONSERVATION HAS COME OF AGE. WHETHER IT'S KENYA, ZIMBABWE, GHANA, OR MOZAMBIQUE, WE ARE ORGANIZATIONS LAYING THE GROUNDWORK FOR COMMUNITY CONSERVATION IMPACT TO GROW IN LONG-LASTING AND MEANINGFUL WAYS. THAT'S WHAT'S SPECIAL ABOUT US."

JOHN KAMANGA, SOUTH RIFT ASSOCIATION OF LAND OWNERS (KENYA)

A LOW-RISK, HIGH-RETURN FUND

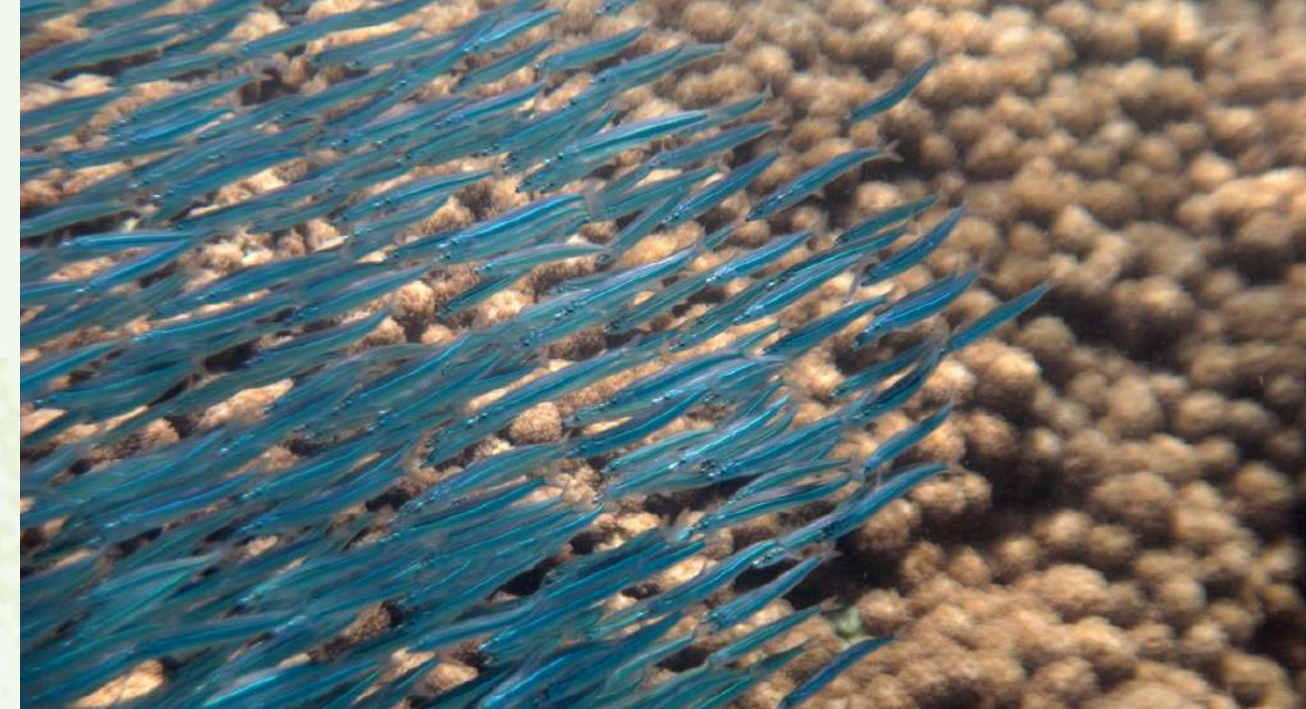
Strong and resilient organizations

Over the past few years, Maliasili's partners haven't just held the line, they've grown. Three-quarters have increased both their spending and their teams while working with Maliasili. At the same time, 94% report their impact has held steady or grown despite climate, funding, and political shocks. And 95% say Maliasili's support has made them a stronger organization. In short: capacity is up, impact is resilient, and the partnership is working.

Capital efficiency

Local organizations achieve outsized impact for their size and cost.

To support 60+ organizations working across 71 million hectares in Africa amounts to: \$16.25M/year, or about **\$23 per km²** per year across the portfolio (in comparison, effective management of national parks in Africa requires an estimated **\$1,000 - \$2,000/per km²**.)



HOW IT WORKS

Partners want to focus on impact so they've asked Maliasili to lead on grantmaking and organizational development.

Together, we've agreed on the following design:



MULTI-YEAR, UNRESTRICTED CORE FUNDING

tied to each organization's strategy



25% OF ANNUAL BUDGET

capped at \$300k per organization (with a floor)



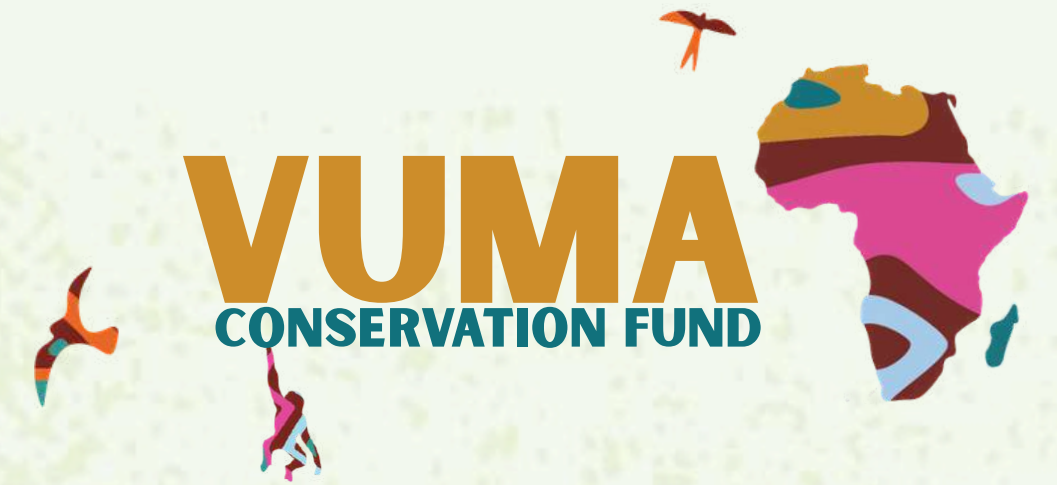
ORGANIZATIONAL DEVELOPMENT SUPPORT

built into fund to strengthen teams and systems



IMPACT TRACKED

through grantee-defined customized metrics



ACCOUNTABILITY AT THE CORE

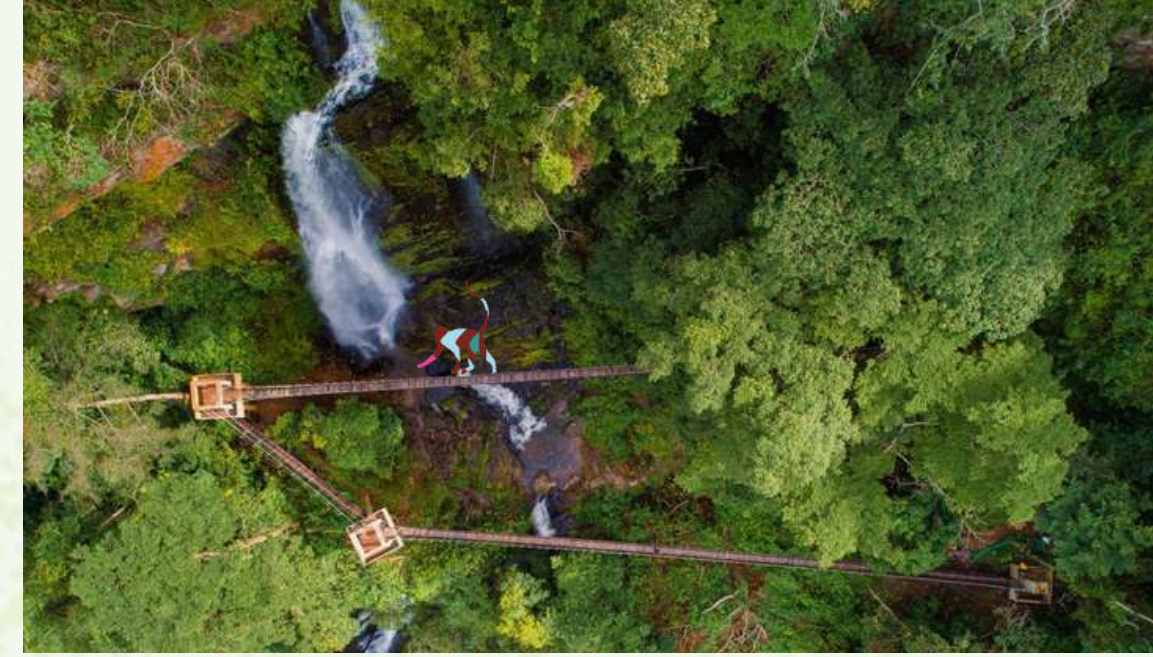
Vuma is designed to ensure efficiency, transparency, and accountability.

✓ **ANNUAL REPORTING**
with impact indicators from every organization

✓ **ORGANIZATIONAL DEVELOPMENT**
allows us to spot issues early and troubleshoot together

✓ **PARTNER ACCOUNTABILITY CHARTER**
sets shared principles and expectations for unrestricted core funding

✓ **MIDWAY CHECKPOINT**
After 2 years, the Fund puts partners through an impact review to course correct and chart the path to success



GOVERNANCE & MEL

The aim is simple: **move as much capital as possible into the hands of impact-focused, strong African organizations.**

FUNDERS

Funders commit to pooling their resources over four years to support Vuma's goals. They also participate in a peer learning community and provide strategic advisory support.



PARTNERS

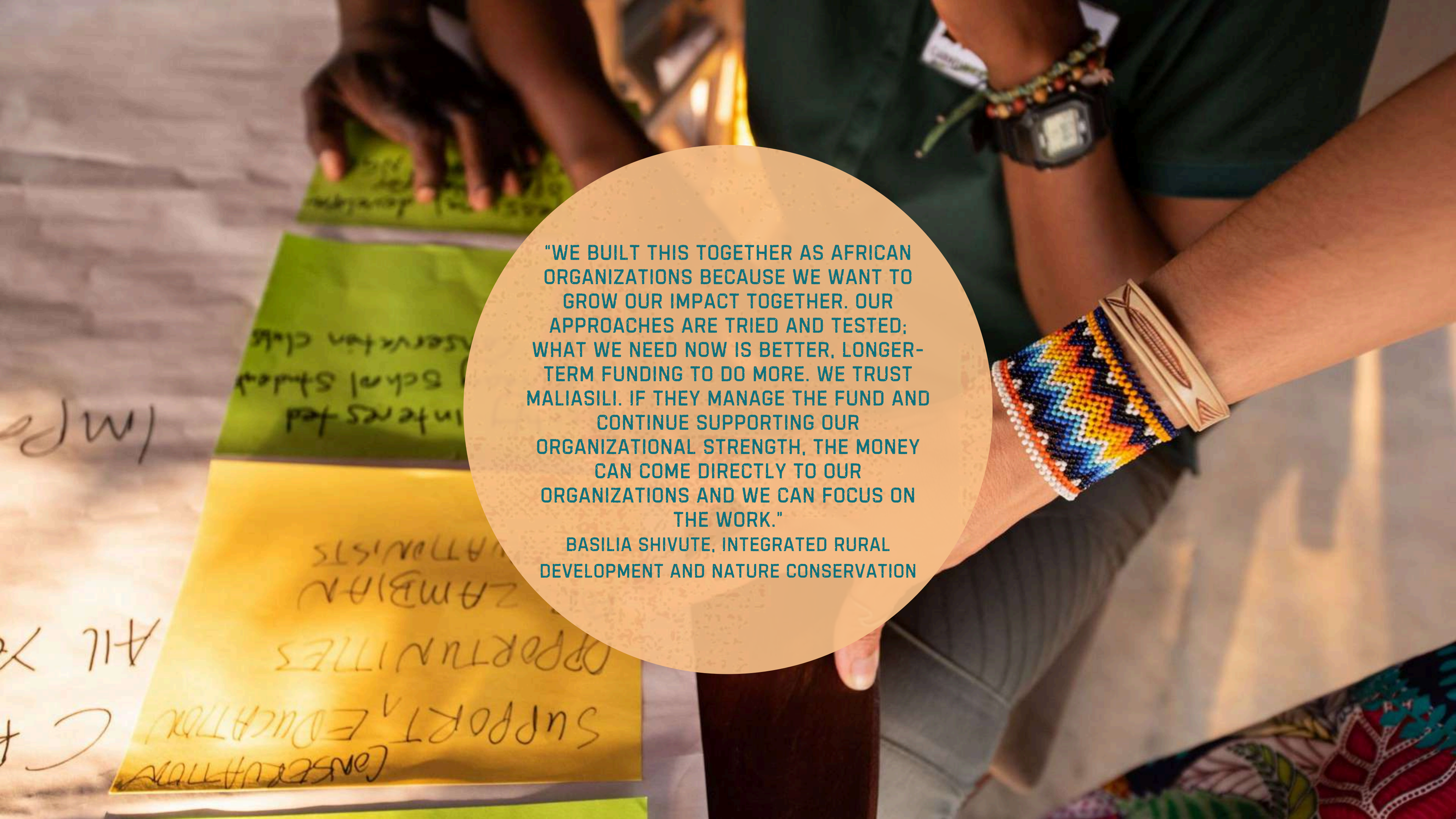
Ultimately, their main role is to deliver impact.

A Partner Advisory Group will provide strategic advice and collective legitimacy, without taking on fiduciary responsibility.

MALIASILI

Maliasili will host and manage Vuma. We will provide organizational development support to partners.

Governance is principle-based, rules-driven, and trust-based, with funding decisions anchored in partners' budgets and strategies to create a transparent system of resource allocation within the collective.

A close-up photograph of a person's arm wearing a vibrant, multi-colored beaded bracelet and a wooden watch. The background is slightly blurred, showing hands holding a glowing lantern and several sticky notes with handwritten text. A large, semi-transparent circular overlay is centered on the image, containing a quote in teal text.

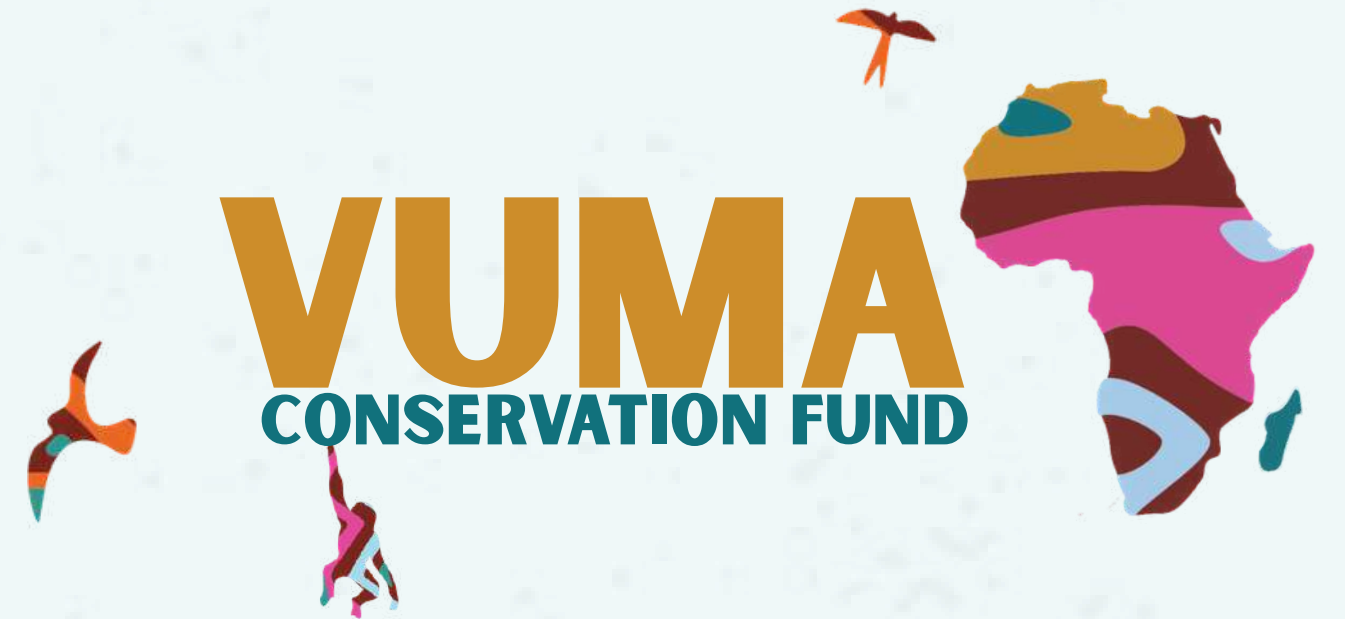
"WE BUILT THIS TOGETHER AS AFRICAN ORGANIZATIONS BECAUSE WE WANT TO GROW OUR IMPACT TOGETHER. OUR APPROACHES ARE TRIED AND TESTED; WHAT WE NEED NOW IS BETTER, LONGER-TERM FUNDING TO DO MORE. WE TRUST MALIASILI. IF THEY MANAGE THE FUND AND CONTINUE SUPPORTING OUR ORGANIZATIONAL STRENGTH, THE MONEY CAN COME DIRECTLY TO OUR ORGANIZATIONS AND WE CAN FOCUS ON THE WORK."

BASILIA SHIVUTE, INTEGRATED RURAL DEVELOPMENT AND NATURE CONSERVATION

JOIN THE VUMA FUND

Low risk. Low transaction costs. Big, long-lasting, community-led outcomes for people and nature.

- ✓ **A bold, continent-wide vision for scale** – not fragmented efforts, but a coordinated movement
- ✓ **Diversity as strength** – bringing together leaders across landscapes, cultures and governance systems
- ✓ **A catalyst for systems change** – influencing policy, reshaping philanthropy, and redefining conservation for Africa and the world.



"WE ARE TIRED OF BEING LONE RANGERS. THE TIME FOR CONTINENTAL IMPACT IS NOW"

