

2023 Annual Report



Creation of The Wild Source Foundation

Since our inception in 2008 The Wild Source safari operation has been on a mission to conserve wildlife, using travel as a major tool. Over the years The Wild Source has invested tens of thousands of dollars and countless hours into philanthropic programs without any non-profit status. We simply considered these activities an essential part of our culture and the best way to meet our desire to contribute to the regions where we operate safaris. Major support has gone to wildlife research, job skills development and creating ownership opportunities for local people within safari guiding operations and safari camps. We often considered starting a non-profit Foundation to put more focus on our conservation initiatives, but short on time and accomplishing a lot with our business to philanthropy model it was never pursued.

As Covid-19 ground the safari industry to a halt we faced massive challenges. It was quickly evident that in 2020 The Wild Source would have less ability to support our mission-based projects, simultaneously the communities we worked with would be facing economic devastation and potentially health risks. Past travelers began contacting us with their concern for the wonderful people they had met on their African safaris and asking how they could help. This was a profound intersection, seeing the rapid rise of hardship, in concert with people reaching out wanting to donate funds to assist. In response The Wild Source Foundation was formed.



We are grateful for the generous support received and believe we have produced remarkable results with programs that have created unique opportunities for local people, provided economic empowerment and contributed to wildlife conservation.

Cheers – Bill Given
Director of The Wild Source Foundation



Mission: The Wild Source Foundation is dedicated to creating lasting wildlife conservation through the empowerment of local communities. We focus on three areas of need: wildlife research and conservation, creation of economic empowerment, and education.

Mechanism: The Wild Source Foundation leverages the on the ground partners and connections of The Wild Source safari operation to identify needs directly from the communities where our safaris operate. We then collaborate to create opportunities for community empowerment and conservation of wildlife.



Wildlife Research & Conservation

Efforts Supported by The Wild Source Foundation (TWSF)

- Big Cat Research (Ndotu/Serengeti area of Tanzania), including trial work of new AI cat identification system
- Research on the Ecological Role of Temminck's Pangolin in the Kalahari Ecosystem
- Wildlife monitoring & anti-poaching Okavango Delta (Botswana)
- Ocelot Research with collaring effort in Brazil's Pantanal
- Cultural Conservation on Bukakwe Bushman People, recording information from Elders of an Endangered culture



Sponsoring a South African Masters Degree candidate to track and follow pangolins has led to quantifying the species ecological benefits by measuring its turnover of soils in the Kalahari sands revitalizing the land.



Yusuf, has become the lead of our Big Cat Research efforts at a pivotal time. We have partnered with Wild Book to utilize sophisticated Artificial Intelligence to identify individual cheetah and leopards and incorporate them into an authoritative master database which we are in charge of for Tanzania.

Foundation in Action

Conservation of Culture is one of our latest Conservation initiatives. Into the 1980's the Bukakhwe sect of Bushman people were still maintaining a hunter-gatherer society in Northern Botswana, as they had done for 10,000 years. The government then settled them into Gudigwa Village, forcing a modern lifestyle in place of their nomadic existence.

Motswasele Tshosa (aka Diesel) is a guide for The Wild Source who is in the generation that was born to hunter-gatherer society, but then settled to village life at a young age. With concern that his culture is being lost, Diesel, takes pride in his Bushman cultural walks with safari guests sharing tracking skills, plant medicinal uses, and other bush survival knowledge.

While the safari industry provides an outlet for some Bushman skills there is a tremendous amount of cultural knowledge in danger of being lost. Knowledge is passed via oral tradition and the last of the people who fully lived the Bushman life are aging out.

With TWSF funding Diesel has been interviewing Bushman elders to collect, and document fascinating knowledge before it is lost forever.

Knowledge recorded includes information on astronomy, clothing, living with wildlife, religion, diet, and migrations/land use of the Bukakhwe people.



Economic Empowerment

Efforts Supported by The Wild Source Foundation (TWSF)

- Gudigwa Shop. We continue to support the woman owned enterprise which is the only Shop with basic staples in the very rural village of Gudigwa. The Shop has expanded to support supplying food staples to the primary school and as a station for government rations delivered to the Elderly.
- Funded start up costs for a woman owned entrepreneurial business, Vunja Bei Grains Project.



Success story! TWS Foundation assisted legendary guide, Ping, launch a Bush School Program focused on providing an Outdoor Environmental learning opportunity for Kenyan youth. This has become our biggest project and now under Education Focus as it has shifted focus from start up concept to educating youth.



We funded the start up of the Gudigwa Shop late in 2021, and to date it continues to be the only real commerce enterprise in the Village. With additional support the Shop has been able to better serve the community, including providing supplies for the primary School and government rations for the elderly and needy.



Foundation in Action

We received an outstanding business plan from Nancy Joshua Solomon, for the Vunja Bei Grains project.

Nancy comes from the Tanzania farm rich area of Makao, adjacent to the Ngorongoro Conservation Area south of the famed Ndutu area where we operate Njozi Safari Camp. Nancy realized that her network of neighbors grow some of the finest grains in the country, but are often disconnected from buyers due to their relatively small volumes. With Vunja Bei Grains Nancy has become a wholesaler, purchasing small high-quality supply directly from the farmers and then arranging large sales to retailers in the bustling Maji Ya Chai area near Arusha, where there is a high demand for grains.

Vunja Bei offers a diversity of excellent quality grains, including rice, maize, soya beans, ground nuts, and sunflower seeds, as well as high in demand sunflower oil.

The Wild Source Foundation was able to fully fund the start up and first year costs of Vunja Bei Grains including purchase of a year of grain supplies, transport, and storage of the product.

Education

Efforts Supported by The Wild Source Foundation

- Ping's Bush School
- Mama Kathy Fund supporting the Endeves School in Mbuyuni, Tanzania with completion of a girl's dormitory (Bweni)
- Guide College for Josephat Marcos

The Mama Kathy Fund was founded and is Directed by a frequent safari traveler of The Wild Source. Kathy has a mission to educate and empower African women. Working with The Wild Source Tanzania Owners Deo and Eva Magoye the Mama Kathy Fund has completed construction of a Girls Dormitory (Bweni in Swahili) which opened in 2023 with facilities accommodating 28 students! Mama Kathy Fund is also sponsoring advanced education for women in Kenya and Tanzania.

Most of the donors supporting the Mama Kathy Fund are fellow travelers from Kathy's community of Biologists that have traveled in the past with The Wild Source.

The Wild Source Foundation is proud to partner with the Mama Kathy Fund, providing the non-profit organization to support this dynamic work improving opportunities for African women.



Mama Kathy with students at Endeves School

Foundation in Action



The Bush School Program, conceived and led by legendary safari guide Ping has become a cornerstone project for TWSF. The Bush School began as a small business venture that we considered an Economic Empowerment project. The demand from Kenyan educators has now grown the Bush School into a major educational focused avenue for us. The opportunity for Kenyans to have environmental learning in an outdoor environment is essential to building a conservation ethic for the future.

2023 was a monumental year, with the program going mobile to present to over 3,000 students (mostly aged 11-14) at more than 50 schools. TWSF donors provided critical funding for purchase of a vehicle, and to establish a full-time office with a Liaison staff member. Curriculum were established for outdoor learning at the Mt. Suswa Conservancy site.

Interest continues to grow, with a need to offer multi-day programs, and potentially different levels of safari guide training. Future plans require further developing an Education Center with overnight accommodation on the Mt. Suswa site, which has been purchased (17 acres) to secure the future growth of the project.

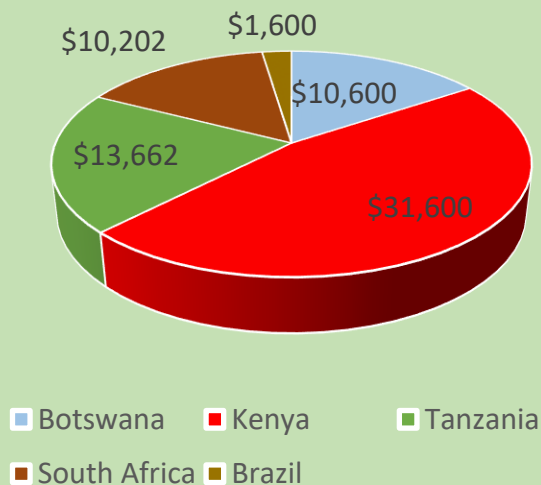


Financial Reporting

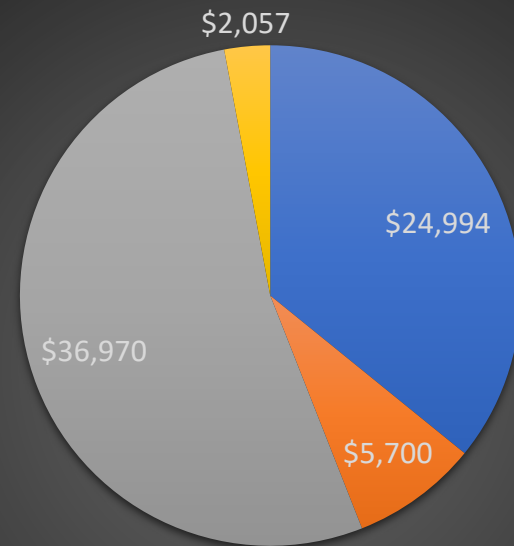
2023 Financial Overview

Donations Received	\$69,985
Funds Spent on Programs	\$66,064
Administrative Costs	\$ 2,057
Balance Entering 2024	\$ 1,864

Expenditure by Country



Mission Focus



NOTE: Brazil Ocelot Research funding was direct from TWS Safari Business, rather than via Foundation Funds but is now a Foundation Project

Year in Review and the Journey Ahead

The 2023 year marked a big shift in TWSF strategy. With distance past the original Covid emergency that prompted the founding of the Foundation to provide urgent assistance we have been able to move toward selecting long term projects that we believe maximize our conservation impact.

We have seen Ping's dream of providing environmental education in an outdoor learning setting blossom. Demand has surged with Kenyan educators wanting to provide this opportunity for their students. Simultaneously Ping's vision has been inspiring to many of his travelers and TWSF has received many donations requested to be directed to the Bush School project. This has become our biggest project and we are looking to continue to enhance this program in 2024 with ambitions to build a tented camp to accommodate multi-night student programs. We also plan to build 2 traditional Maasai homes (bomas) so that students can learn more about the Maasai culture and how they have been among Africa's greatest conservationists.

In 2023 we also made giant strides in our direct support of wildlife research, a movement we plan to continue with multi-year support of key efforts. TWSF became the major supporter of pangolin research in South Africa, and have pledged to continue this effort in 2024. In 2018, we were the first tourism organization to financially support ocelot research. We have continued to do so via funds directly from our Pantanal safari profits but as we grow this



commitment in 2024 we are making ocelot research our first out of Africa TWSF funded project. Lastly, we put a focus on growing the value of our Tanzania biologist program by attempting to develop an Artificial Intelligence solution to identifying individual cheetah. Via a partnership with Tech4Conservation (Wild Book) we now have amazing capabilities to incorporate AI into our team's field research.