



# Wildlife Tourism College Of Maasai Mara

NEXT GENERATION SUSTAINABILITY  
LEADERSHIP EDUCATION

## WE ARE UNDER CONSTRUCTION AND ON SCHEDULE FOR A FALL 2022 OPENING!

---

### • *PROBLEM*

The most urgent collective threat to the Mara-Serengeti ecosystem – one of the world's most important wildlife areas containing 40% of Africa's remaining large mammals – is the intersection of high youth unemployment, population growth, and poor land use in the critical Pardamat Conservation Area.

---

### • *OUR SOLUTION*

The WTC is an integrated education, commercial eco-tourism, and research institution that addresses this problem while drawing international awareness.

---

### • *MISSION*

Scale the sustainable triple-use model of conservation through interconenctive design, top-tier degree programs, responsible education tourism, and a financing model not reliant on grants.

---

### • *VISION*

A prosperous Mara-Serengeti community with thriving wildlife and biodiversity for generations to come.

---

### • *OBJECTIVES*

1. Reach 80% employment upon completion of the program in a wider variety of fields and geographic locations, with increased seniority and gender balance.
2. Welcome over 5,000 annual high-school, graduate, PhD, and continuing education knowledge seekers visitors (ages 16-75+) with increased knowledge of and support for conservation.
3. A 50% increase in the amount of environmental and social research being centrally coordinated in the Mara region.
4. Land-lease payments supporting conservation of over 25,000 acres of Pardamat Conservation Area and the livelihoods of 850 landowners and their families.





## NEW CURRICULUM:

---

- ***NATURE TOUR GUIDING & HOSTING - CERTIFICATE***

This resembles the original course that is currently offered at Koiyaki Guide School. However, at the WTC, the element of guest socialization, including language exposure, understanding different cultural norms, and experiential role-playing will be highly enhanced. Upon graduation, students receive the Kenya Professional Safari Guide Bronze Certificate and an internship placement.

---

- ***WILDLIFE TECHNICIAN - 2 YEAR DEGREE***
- ***ENVIRONMENTAL TECHNICIAN - 2 YEAR DEGREE***

The aim of these two degrees is to produce graduates equipped with technical skills that can be applied towards conservation of species and landscapes. They will apply their skills to mitigate human wildlife conflicts and resolve community issues in a wildlife tourism setting.

They are two separate degree programs, but share the 1st year curriculum which includes advanced computer literacy, entrepreneurial, and administrative skills. The 2nd year specializes in wildlife diseases, data collection, statistical knowledge OR climate action, natural resource planning, and environmental analytics, among others, respectively.

---

- ***HOSPITALITY MANAGEMENT - 2 YEAR DEGREE***

This course will be offered in collaboration with leading institutions and tourism partners to produce graduates who are versatile in skills and have the potential to succeed at the management level in camps, lodges, and hotels throughout East Africa. It will cover a wide-range of subjects including housekeeping, culinary, front house reception, and table service. Like the Guide Course, it also takes advantage of the adjacent student & research camp for on-site exposure and training.

---

- ***SHORT COURSE DEVELOPMENT - 1-4 WEEKS***

Working closely in partnership with local and international organizations on programs that span the areas of ecotourism, conservation, and natural resource management, rooted in the Sustainable Development Goals.

• **HIGH LEVEL ACHIEVEMENTS THUS FAR**

- Together with partners, proven ongoing good-will with the local community through: the initial donation of the land; revitalization of a natural spring that provides clean water to over 500 people daily; securing 15-year land-lease payments for 15,832 acres with another 2,656 planned; providing over 80 predator proof bomas; employing full-time Pardamat Conservation Area rangers, staff, and other temporary workers for de-fencing and masonry work; and road and other infrastructure improvements like walking bridges.
- Strategic Partnerships with leading African, European, and American Universities including the Southern African Wildlife College, Oxford Brooks, Aarhus Denmark, Smithsonian Institution, and Colorado State University in conjunction with the newly formed One Mara Research Hub (to be located at the WTC).
- On the design and construction of the WTC: secured two leading pro-bono architects that brought to life a vision for an interconnected site with the highest international standards of sustainability; building permit approved by Narok County; Environmental Assessment completed and approved; hired experienced construction design consultant to work between architects and contractors; created and published public RFP for a 'turn-key' contractor; selected contractor and broke ground on project.
- In the final stages of securing a close partner for development of International education programs, a leader in the field.
- Looking to the future on climate-change mitigation with financial gain: Piloted and now planning for large scale tree-planting (1 million+) and a carbon credit program in Pardamat Conservation Area.

# BUDGET - SUMMARY

	<u>Aug - Dec 22</u>	<u>2023</u>	<u>2024</u>	<u>2025</u>	<u>2026</u>	<u>2027</u>
<b>EXPENSES</b>						
STUDENTS	76,420	141,725	136,549	136,416	137,378	142,048
STAFF	107,597	228,394	250,942	275,414	298,701	324,314
VEHICLES	19,980	39,965	46,065	53,665	54,665	54,665
ADMINISTRATION	17,500	18,000	18,000	15,000	15,000	15,000
SUBTOTAL	221,497	428,084	451,556	480,495	505,744	536,027
<b>REVENUE</b>						
COMMERCIAL CAMP - STUDENTS & RESEARCHERS	37,500	226,800	255,480	284,880	318,840	344,800
FAMILY CONTRIBUTIONS	5,000	12,000	30,000	30,000	30,000	30,000
<b>DONORS/SCHOLARSHIP SUPPORT</b>						
Rising Tide Foundation	95,000	95,000	90,000			
Basecamp Explorer Kenya	25,000	50,000	50,000	50,000	50,000	50,000
Tourism Partners	50,000	100,000	100,000	100,000	100,000	100,000
Basecamp Explorer Foundation Donors	8,997			15,615	6,904	11,227
SUBTOTAL	221,497	483,800	525,480	480,495	505,744	536,027
<b>INCOME (To go back into expenses or land leases)</b>	0	55,716	73,924	0	0	0
*Additional Revenue expected from commercial camp; these are conservative estimates						

# FUNDRAISING UPDATE

**Capital Expenses:**

2.3 Million secured to complete the project in its full capacity by Fall 2022.

**Operating Expenses:**

Grants, private donations, and contributions from Tourism Partners have been raised to cover operating expenses for the first 3 years of the project.

**Profit Projections:**

The entire project is projected to create profit, supporting the above operating expenses and lease payments to landowners prior to the end of the initial 3-year grant period.



# STAKEHOLDERS : A COMMUNITY OF LEADERS

- Local Maa and Kenyan Students
- Broader Community Members for Capacity Building Initiatives
- Partner National and International Education Institutions and Programs
- International Students, Volunteers, and Knowledge Seekers
- Researchers
- Local Organizations including Maasai Mara Wildlife Conservancies Association, Kenya Wildlife Trust, Maa Trust, Basecamp Explorer Foundation, and many others.
- International Organizations throughout the world focusing on these urgent issues.



Sarah Hardin-White  
Development & Operations  
[sarah@basecampexplorer.com](mailto:sarah@basecampexplorer.com)