



# Forward

Looking back on our accomplishments in 2023 and 2024, I am excited at the impact we have made through our collaboration with communities, partners, and supporters. Our community-first approach, which puts people at the centre, is not only a foundation for sustaining the South Rift but also a true reflection of the strength, resilience and adaptability of the Maasai people, their livestock and wildlife in this landscape. The approach is made up of four steps and that is being: present, a resource, helpful and accountable to our community.



**We have continued to broaden our action at the community level and initiate projects focused on inclusivity, with both youth and women featuring as key players in our conservation actions.**

A great example of this was the Osotua Tournament, which we held in the Magadi region. It saw 47 sports and cultural teams come together for an amazing weekend of sport and celebrations. I am also happy to report that our new strategy for 2026-2031 is underway and will be launched soon. Its development has been very participatory bringing in our communities and partners to inform our future direction.

While we have many things to celebrate, the period has also had its share of challenges - this time not drought, but floods. We are eternally grateful to our friends and supporters who enabled us to provide much needed relief during this time, including evacuating communities who were stranded, distributing provisions, and repairing damaged infrastructure. While we may have made strides in recovery, the road ahead remains long especially with the unpredictable seasons resulting from climate change.

Looking forward, there is a lot that still needs to be done: from addressing climate-related challenges to implementing our community-driven approach to land governance. I am motivated by the resilience of the communities we serve and the unwavering dedication of our teams. I take this opportunity to thank all of you - our staff, supporters, partners, and communities for your trust, dedication, and shared commitment. Together, we are building a path towards a sustainable and prosperous future for the people, livestock and wildlife of the South Rift.

John Kamanga  
Executive Director, SORALO

**Our community-first approach enables communities to support and be supported by coexistence.**

Together, we are building a healthy and connected South Rift landscape in which communities and wildlife thrive.

# SORALO

South Rift Association of Land Owners



# Introduction



Given the depth and breadth of SORALO's approach, our work is varied, adaptive and flexible – innovatively responding to different needs and conditions on the ground as we continue to learn and grow. We gather a large amount of data to understand both our landscape, and our own impact within – and beyond – it. However, in line with the Maasai custom of storytelling to share information, we also recognise the need to look beyond the numbers and tell the stories of our teams, communities, wildlife to understand a fuller picture of what is happening on the ground. Therefore, this Stories and Impact report aims to help highlight the greater story of our impacts across the landscape and what they mean for the people, animals and ecosystems involved.



## Our Approach

For our pastoral communities, conservation is a lived experience. They have for centuries been the traditional stewards of this ecosystem and dependents on what it provides, and greatly appreciate the value of maintaining a healthy and connected landscape. Our approach therefore defines conservation and coexistence from a perspective that reflects and is built upon our communities' beliefs and values. These can be summarised by the following five Maasai concepts – the 5 E's – which make up the foundation upon which all our work is grounded.

 <b>Enkop'ang</b> which roughly translates as 'our good land, our common identity, our common pride'	 <b>Ele'enore</b> which refers to the process of seeking out and sharing information
 <b>Eramatare</b> which roughly translates as 'stewardship over common resources'	 <b>Entaisere</b> translates as 'seeing a future'

These concepts have birthed two key elements of our approach, which have long been implemented, but are now also newly-defined in our 2026 Strategy document:



### Landscape Conservation

Landscape conservation is a collaborative, holistic approach to conservation that works across a large and often varied landscape and recognises the connected nature of human and ecological needs, and therefore seeks integrated solutions that focus on maintaining healthy natural resources for all.



### Reto o Reto

Reto o Reto - or our Community First approach - works to create an environment in which our communities - as stewards of the landscape - are supported and enabled to make their own well-informed decisions, which in turn will bring benefits for themselves, the landscape and all that lives upon it. This idea is encapsulated in the Maasai concept of Reto O Reto – where you take care of the landscape and it takes care of you.

As our work must learn from experience and adapt, so must SORALO as an organisation. As such, below you will find our past vision and mission statements – that helped us achieve all of the impacts we will highlight in this document – as well as our new statements, that have been shaped by these experiences and adapted to further grow and guide our future impact. Our new vision and mission, as well as the focus of our 2026 strategy, reflect a recognition by SORALO of what is at the core of our work and impact: coexistence and Reto O Reto.

### Former Vision & Mission Statements

**Our Vision:** A healthy and intact landscape that sustains pastoralist communities and wildlife

**Our Mission:** To maintain a healthy and connected landscape for people and wildlife in Kenya's South Rift

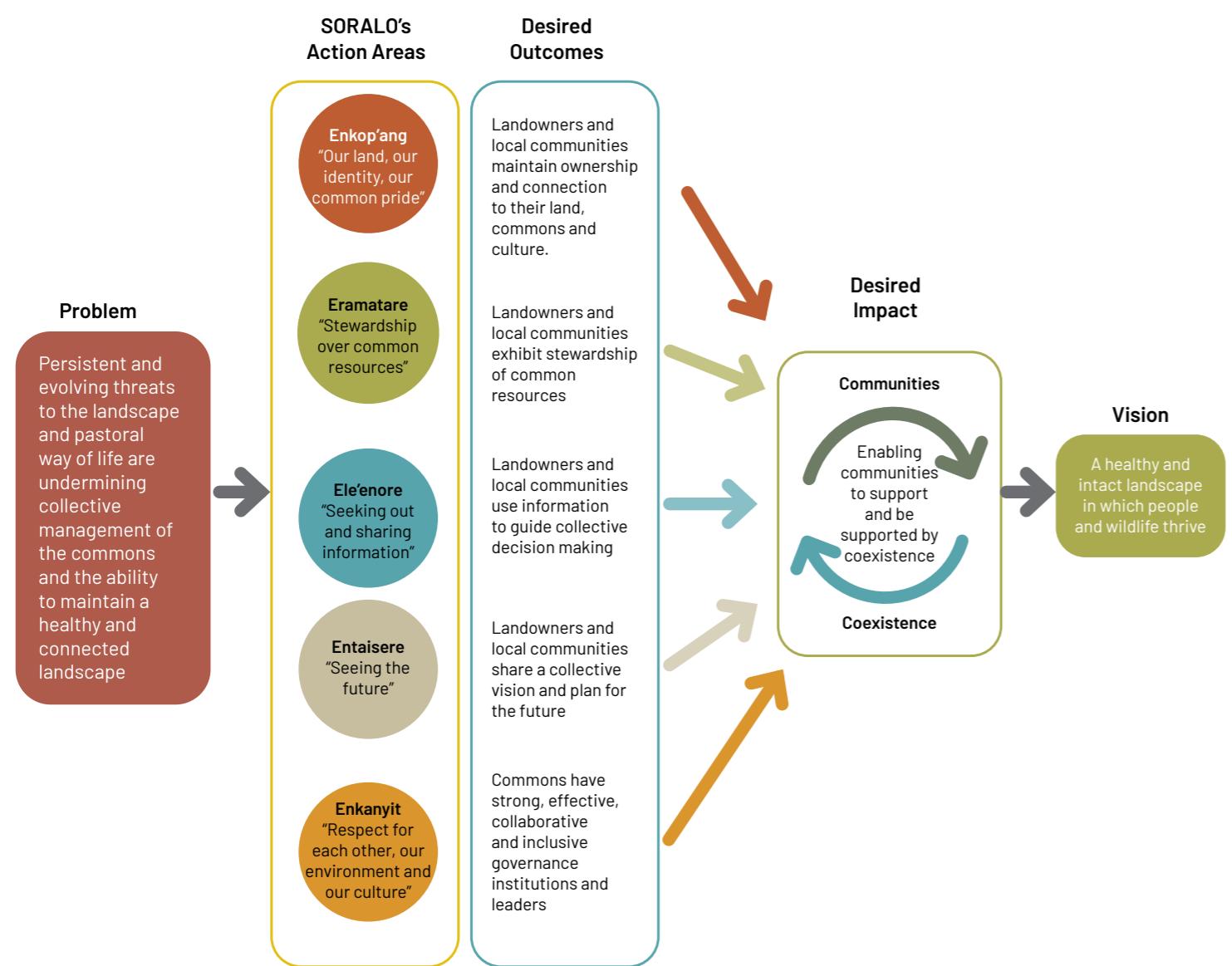
### New Vision & Mission Statements

**Our Vision:** A healthy and connected South Rift landscape in which communities and wildlife thrive.

**Our Mission:** Enabling communities to support and be supported by coexistence.

# Our Theory of Change

As with our vision and mission, our organisational Theory of Change has now grown and been adapted, in part based on lessons learned from the experiences and impacts highlighted in this document. It will be published as part of our new strategy document, more details of which can be found in the final section of this report.



# Major achievements in 2023-2024

Conservation takes effort, and as such, we wish to recognize the huge effort our teams have put into conservation in 2023-24, including:



All these efforts add up to benefits for our landscape and the communities, livestock and wildlife that lives upon it. This document will tell those stories of impact, which include:



**13**

new conservancies established with SORALO support.



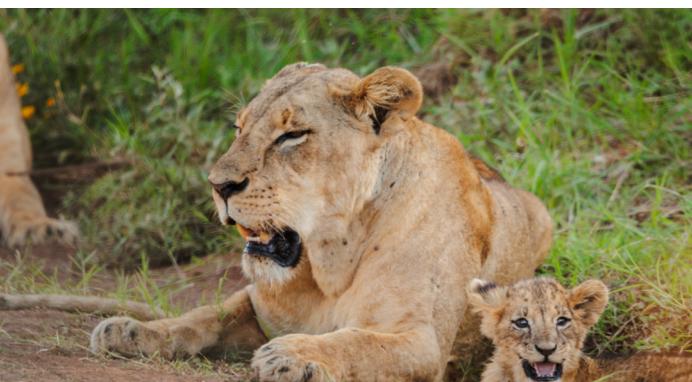
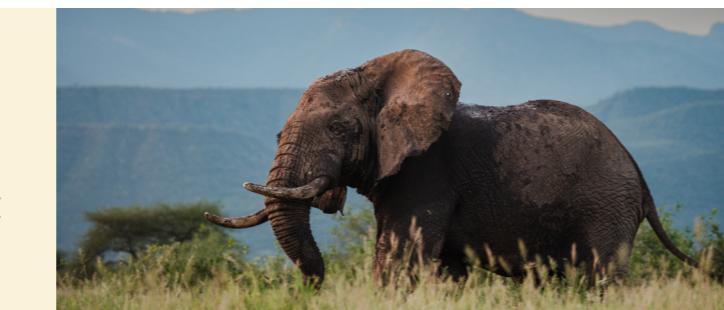
**1,500,000**

hectares collectively protected.



**110%**

increase in communities with resident elephants.



**10%**

increase in community tolerance for lions on the landscape.



**0**

retaliatory lion killings.

**280**

additional community members employed as rangers.



# CHANGING THE CONSERVATION NARRATIVE



SORALO's approach is founded on the recognition that our communities, who have lived upon the landscape for generations and depend upon it for their livelihoods, not only hold vital understanding of its ecosystems, but are also the most invested and best placed to ensure its long-term health. However, the value that local and indigenous communities, knowledge and culture bring to conservation has not always been acknowledged, and in some cases is still ignored, sidelined or misrepresented.

SORALO aims to change this as we work to ensure that our communities have the necessary capacity, wellbeing and opportunities to speak up, be heard and take action to protect their interests, which are intrinsically intertwined with those of their environment. In 2023-24, SORALO helped communities navigate droughts and floods, find lost community members, access healthcare, explore new business and investment opportunities and influence conservation policy processes among many other activities. By standing with our communities in these ways we are also able to build stronger relationships and open doors for future collaboration and action.



## Conservation succeeds when communities feel empowered, valued, and connected to their heritage

Our youth outreach, education, health and sports programs have brought together different parts of society to strengthen community identity, cultural understanding and unity. Our education exchange and governance programs have spread the knowledge of our community members and their work across the country and beyond, influencing the conservation narrative both individually and internationally. As a result, some of our community members express an increased sense of pride around and connection to their knowledge, their culture and their land and its resources, re-invigorating a desire and capacity to conserve, manage and protect them. Meanwhile, an understanding grows both within and outside of our landscape that conservation efforts and impacts can take many different forms – some of which are highlighted here.

## Putting Our Community First

1 major flood response: between March and May 2024, after devastating floods swept through the landscape, our field teams evacuated stranded residents, delivered supplies to areas that had been cut off and restored impassable roads. We were able to mobilize support and provided our communities with food to get through the difficult period.



## Educating and raising awareness

3 million listeners reached through appearances by our team on 3 local radio stations, educating the audience about rangeland restoration, governance, and the empowerment of youth and women. The engagement sparked community discussions, fostering a stronger connection with local voices and inspiring collective action for a sustainable future.

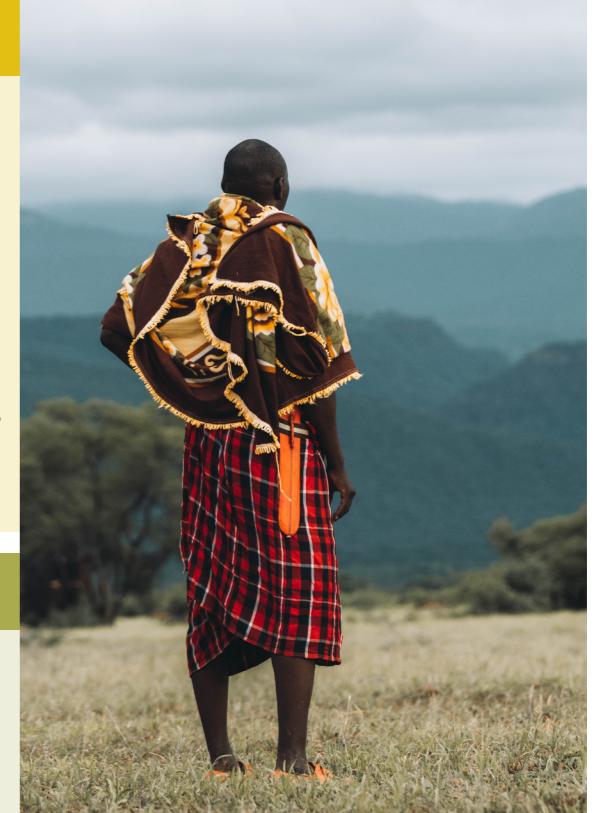
2 article features: Our Executive Director, John Kamanga, featured in WWF's Land for Life article, and our community rangers were spotlighted in a Cartier article for their dedication to rangeland protection.

## Impacting national policy

30 community leaders engaged to influence the development County Conservancies Bill in collaboration with the County Government of Kajiado to allow counties to invest into conservancies.

25 community leaders facilitated to attend the Kenya Wildlife Conservancy Association (KWCA) conference, and represented the South Rift in the national discourse.

Community leaders trained and engaged to take part in the review of the new Wildlife and Conservation Management Act, which guides conservation across the country.



## Changing international understanding

73 international students and visitors hosted at Lale'enok Resource Centre where our communities teach and reshape the narrative of conservation to include perspectives that have not always been heard.

## A Holistic Approach to Stronger Community and Healthier Landscape: The Osotua Tournament

We launched the first edition of our Osotua Tournament in 2024. Through carefully crafted activities, the event created a platform that celebrated sports, brought together and strengthened community, engaged and empowered youth and women, and promoted respect for and understanding of culture, health, and the environment. It included a number of different activities including football, volleyball, javelin throwing, cultural dances, and drama performances. Its success was celebrated by our communities and demonstrated one of the many forms that a holistic approach to conservation can take.

**5000+**

Men, women, youth  
took in attendance



**47**

Football  
Teams



**6**

Cultural  
groups



**300**

Patients treated  
free of charge



**1** Tournament

**47** sports teams,

**800+** players and **5000+** community members in attendance

**6** cultural groups involved

**300** patients treated in a free medical camp

## STRENGTHENING GOVERNANCE AND MANAGEMENT OF OUR COMMONS

Due to recent law changes land ownership and use in the South Rift is changing. Communities are transitioning from Group Ranches to community land or individual ownership through subdivision. The landscape is witnessing growing threats such as land fragmentation, climate change and environmental degradation. This is compounded by the erosion of traditional governance, and a broad cultural shift within communities from collective decision making towards a greater individualism, making communal management of shared resources increasingly difficult to navigate and maintain.



Faced with these challenges, SORALO is supporting our communities to sustainably protect and manage their shared resources - such as grazing lands, water sources and wildlife corridors – by improving their governance and management capacity, while maintaining their culture, identity and traditions. In 2023-24, these efforts included providing governance, management and leadership training, strengthening customary land management systems, resource mapping and supporting community conservation efforts. Our SAGE process has helped identify where community needs lie, guided our work accordingly and given insights into our impact. Building on this, we have developed custom tools and workshops to meet these needs in ways that are most useful to our communities. Our learning journeys have enabled our communities to not just learn about, but visit, see and engage with various conservation solutions already in place in other areas.



These efforts have led to significant improvement in the quality of leadership and governance across the landscape. Community members are now more aware of their rights, and more able to advocate for them, while leaders are better equipped to manage their land and conservation efforts, as well as provide good governance. Through our education

and awareness efforts, significant portions of land have remained under community governance, and where communities have chosen to subdivide, many have done so with provisions or plans in place to communally manage resources where possible with SORALO's support. Some of these impacts are highlighted here.

### Bolstering community conservation efforts

- 13 new conservancies established with SORALO support.
- 22 conservancies assisted to register with Kenya Wildlife Conservancies Association.
- 11 conservancies helped in the registration of members, with a clear recognition and inclusion of women, and some conservancies including women in the management committees.



### Improving governance and management capacity

- 1000+ community leaders trained across 25 communities in conservation governance, management and leadership.
- 1 custom Land Use Planning tool co-developed and successfully operationalized across 2 communities – Shompole and Ol Keri. This has helped these communities better understand the resources in their landscape and make informed decisions in their management and use that balance conservation efforts, economic activities, and areas set aside for public utilities.

*"The beauty of this exercise is that it is the members who are doing the planning by themselves, and we thank SORALO for their facilitation."*

Community Member

- 6 learning journeys facilitated, catalysing major impacts in 3 communities: One community – Empaash held its first AGM in 4 years, and restructured their board. Another community resolved a long-running and divisive political conflict, unifying to move forward and are now reviewing and improving their conservation investments. A third community developed a new community association to serve and protect community interests.
- 24% average percentage improvement in SAGE results on governance issues receiving SORALO support (Inclusion in decision making, Negative impact mitigation and Coordination and collaboration) between 2022 to 2025. Those governance issues that lie outside of SORALO's focus only improved by an average percentage change of 3%. While there could be many external reasons for this, it is a positive trend that indicates SORALO efforts between may be having a positive impact on governance in our communities.

### Enhancing conservation investment and resource management

- 2 communities supported in conservation investment and resource management. In Shompole and Olkiramatian, SORALO training on benefit sharing has helped these communities to update and improve their arrangements with ecotrade investors and visitors to their conservancies.
- 1 community eco-campsite constructed and launched in Empaash conservancy. The campsite is already generating income that will help the community protect natural heritage while supporting livelihoods. In partnership with the Kenya Wildlife Conservancies Association, efforts are now underway to develop a Conservancy Management Plan to guide long-term tourism and resource management.



# INNOVATING IN HUMAN-WILDLIFE CONFLICT



Human-wildlife coexistence, and indeed conservation, are not new ideas in Maasailand. Maasai communities have for generations lived alongside and stewarded the wildlife that share their landscape. The Maasai term - and one of SORALO's guiding concepts - 'eramatara' expresses the complexity of the management and relationships between people, livestock and wildlife who coexist across the South Rift. A collective word for general husbandry - of land, family, livestock and wildlife - that goes beyond the often-narrower western understanding of conservation.

Eramatare encapsulates the management of the balance between the different elements on the landscape. In this way, it also touches on coexistence from a perspective where wildlife inhabits the same landscape and survive from the same resources as humans in a borderless state, and are not confined to 'protected areas' that separate the two. This understanding also helps to explain how Maasai communities understand human-wildlife conflict: that humans, livestock and wildlife have lived together on the South Rift for generations and interactions between them – whether positive or negative – are generally seen as inevitable.



To cope with this, and guided by this concept of eramatara, Maasai communities have developed their own stewardship and management techniques that enable sustainable coexistence. However, cultural changes across the landscape are eroding some of these practices, while wildlife are facing new threats – including shrinking territories and habitat deterioration – leading to new pressure points in human-wildlife conflict. This comes at a cost to communities, as this conflict sometimes results in injuries, loss of property or even life. Despite this – and perhaps as a reflection of the spirit of eramatara and being a part of a shared system – communities continue to report positive attitudes towards wildlife on their landscape and a desire to maintain their populations.

In the face of this complex narrative, SORALO works to strengthen existing Maasai practices and knowledge that aid coexistence and enable humans and wildlife to thrive together on the landscape. Acknowledging the inevitability of human-wildlife interactions – but also reinforcing that conservation in any form must absolutely not come at the cost of harm to people – SORALO works to reduce the frequency and negative impact of these interactions. In doing so, we work with our communities to co-design and -innovate new solutions that improve upon existing techniques and adapt them to address new and evolving challenges.

As a result, in 2023-24, we have continued to implement our community rangers and Ilaretok (community helpers) programs, that employ and train community members to protect humans and wildlife across the landscape. Our scouts/rangers have been adapted beyond 'wildlife protection' and are positioned as community allies, meanwhile our Ilaretok program founded in Maasai cultural norms, helps to protect livestock and reduce depredation by predators, preventing a large number of potential human-wildlife conflict incidences. More recently, innovative solarisation and protection of water points, to enable safe resource sharing between humans and elephants was successfully implemented. We also developed custom training around living safely alongside wildlife, teaching community members methods to evade and avoid negative interactions. These efforts have meant that communities are able to more safely take their livestock to pasture and access water as well as have increased capacity to live well alongside, and because of, wildlife.



## Coexistence teams

- 46 additional community members employed as rangers, bringing our total number of community rangers active in the field to 106.
- 280 community members trained and employed as Ilaretok.
- 9000+ patrols carried out across the landscape.
- 743 incidences of human-wildlife conflict responded to, assisting communities to navigate difficult situations and reducing potential further negative impact.
- 3866 key wildlife species sightings recorded.



## Human-Wildlife tolerance

- 10% increase in the percentage of people reporting positive attitudes towards Lions, Hyenas and Elephants (key species in human wildlife conflict), and more tolerance towards living alongside them.
- 110% increase in communities with resident elephants.
- 0 retaliatory lion killings.

## Improving coexistence skills and understanding

- 6 custom training modules developed and adapted on how to evade, avoid and live safely alongside wildlife for different community audiences.
- 1300 community members and 1200 school children trained in these modules. We anticipate that the impact of these trainings goes beyond our classrooms, and that participants will share survival tips with their families, preventing future potential conflict incidences within wider communities.

*"I enjoyed the training and I learnt how animals behave. Now I know how to avoid them when I meet them when going home after school and when looking after cattle in the bush."*

— Joseph Ntasikoi, Grade 6, Lositeti Primary School



## Protecting waterpoints

In the Matapato region, water scarcity forces both local communities and elephants to depend on the same few water sources, heightening the risk of encounters and dangerous confrontations, and increasing potential for human–elephant conflict. This pressure is most acute during the dry season, when some of the only water sources that remain viable are boreholes that have been financed, developed, and are maintained by the communities themselves.

Not only are community members more likely to encounter elephants around their boreholes during this time, but thirsty elephants, determined to find water to survive, can damage borehole infrastructure and drink large amounts of water that communities have paid dearly to extract using costly diesel pumps. This can deepen financial strain during an already-tough season for pastoralists, whose livestock also rely on this water, and further increase tensions between communities and elephants. Working with our communities, our improvements and innovations

*"Since I was born, this is the first time, Mailua and Matapato communities have received an investment in conservation that truly and sustainably caters for the cost of providing water to elephants and wildlife when they need it. This supports coexistence and has a great future."*

— Senior Chief Ole Njaanka of Mailua Location in Matapato..

have successfully provided 7 communities and their surrounding elephant populations with safe access to water year-round. These interventions include:

- 2 solar-powered boreholes installed, in Matapato and Mailua, removing the costs of running diesel pumps and improving dry-season access to water.
- 6 boreholes successfully protected with white stones, using easily available resources in new ways to prevent elephant damage to infrastructure. These boreholes are also equipped with multiple water access points, including troughs that enable elephants to also easily access water at a safe distance from community members.



# RESTORING OUR LANDSCAPE

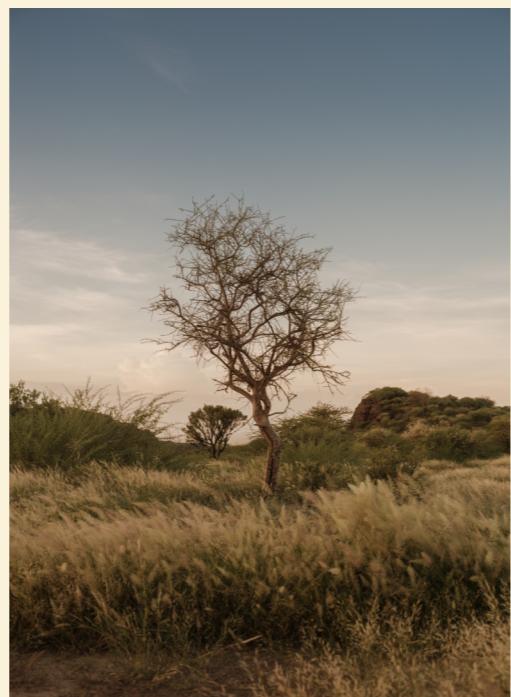
Social dynamics in pastoral communities are shifting and communally managed resources are being increasingly divided and privatized. As land is sold, former communal grazing lands that sustained pastoralist livestock and wildlife are fenced and converted to farms and other land uses. The reduced grasslands that remain face more concentrated grazing pressure from livestock and wildlife, which contributes to documented rangeland degradation.



Similarly, subdivision and agriculturalization of forested land that was once communally managed is also leading to deforestation. Meanwhile, invasive species such as *Prosopis juliflora* threaten the balance of delicate ecosystems.

Increasingly erratic rainfall and extreme weather events caused by climate change intensify these impacts, making it harder for communities to navigate these challenges as water and pasture become less reliably available.

In response to these challenges, SORALO is working with our communities to restore these under-pressure ecosystems using methods that are accessible and sustainable for our communities. We have implemented water harvesting and retention mechanisms including water pans, 'earth smiles', water retention ditches and stone lines that improve reliable water supply for people, livestock and wildlife even after the rainy season ends. These techniques also provide effective solutions to reduce surface runoff and soil erosion, improve land productivity and build resilience to climate change.



Working with community members we have cleared invasive species, planted trees and protected important water sources. We have provided training on rangeland management and, in collaboration with community women's groups, we have established Grass Seed Banks and Olopololis – reserved pastures - which are vital spaces for grass rejuvenation, tree growth, and pasture protection. These efforts have already yielded

successful results far beyond just rangeland restoration: last year's harvest provided new income-generating opportunities for women, enhancing family well-being and food security. This environmental and economic success increases the sustainability and longevity of these efforts. Some of these impacts are highlighted below.

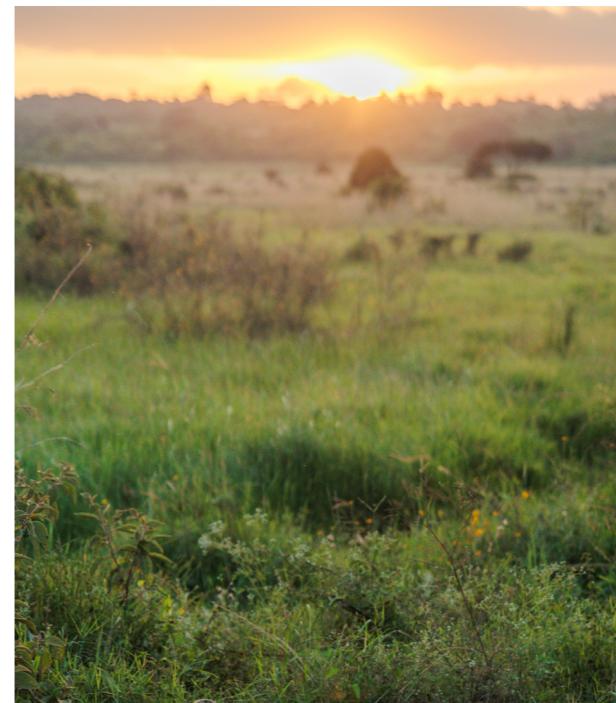
## Reducing grazing pressure

- 3 water pans constructed benefitting 4000 livestock and wildlife and allowing livestock to stay in wet season grazing areas longer.



## Restoring rangelands and creating sustainable livelihood opportunities

- 150 community members educated through learning journeys on rangeland management.
- 40 acres of Grass Seedbanks established, managed and maintained by 80 women across 4 women's groups, supported by our partner JustDiggit.
- 1,358 kilograms of native grass seeds harvested by women's groups.
- USD 6,518 earned by women's groups from sale of native grass seeds.
- USD 264 earned by women's groups from sale of grass bales, improving community access to livestock fodder and generating additional income.



## Tackling invasive species

- 801 acres of invasive *Prosopis* cleared, restoring habitats for communities and wildlife.
- USD1300+ earned by women from clearing and selling invasive *Prosopis* wood.

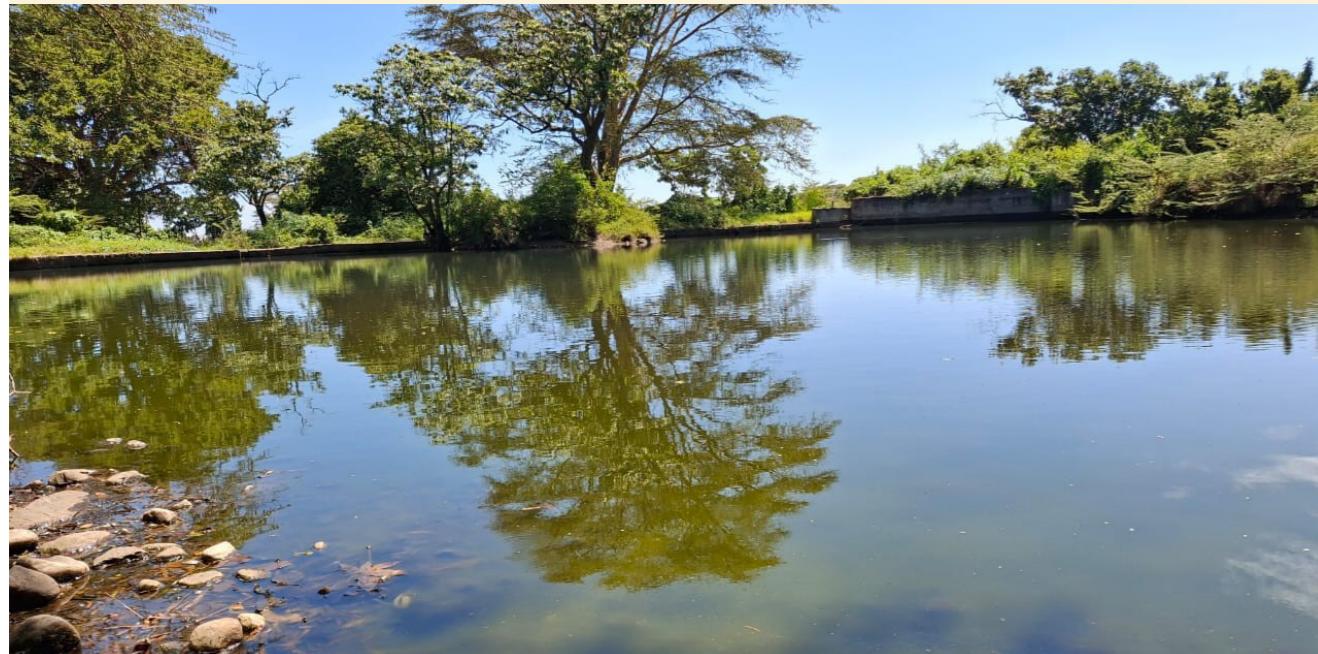


## Forest restoration and community collaboration:

In 2023, the community of Naroosura faced a growing environmental crisis. Encroachment was rapidly deteriorating the water catchment ecosystem. Locals were cultivating up to the riverbanks and grazing livestock within the main springs - including Enkongu Enkare - and engaging in illegal fishing practices that threatened the delicate balance of the ecosystem. As a result, water levels significantly declined, threatening local livelihoods and increasing conflicts between people and wildlife around the remaining water sources. In response, in collaboration with our partners, SORALO implemented restoration efforts:



- 45 acres of wetland fenced to stop encroachment, with the help of the Government of Kenya.
- 3000 trees planted around the catchment area with in collaboration with local organisations and communities.
- 50 local laborers employed to care for the trees, ensuring the sustainability of the project in partnership with Narosura Water Resources Users Association (WRUA). We have since retained five laborers on the payroll to maintain the area.
- 1 Community Ranger Station established along the boundary of the catchment area, in partnership with the WRUA, the Kenya Forest Service (KFS), and local leaders. The station is now an important centre for wetland management, effectively stopping encroachment and mitigating human-wildlife conflicts. With our support and that of KFS Rangers, illegal logging and deforestation have significantly reduced, ensuring the sustainable protection of the area for the long term.
- 70% improvement in forest cover as a result of this initiative.



# INCREASING INCLUSION IN CONSERVATION

Inclusion and equity lie at the heart of SORALO's conservation approach. Sustainable environmental stewardship depends on the active participation of all community members. Women and youth are critically important conservation stakeholders within the South Rift landscape but are commonly marginalized or excluded from conservation activities within strongly patriarchal Maasai societies. Over the past several years, SORALO has worked with and at the request of local leaders to intentionally integrate inclusive practices across all areas of our work.

We now implement four approaches to ensure inclusion and leadership of vulnerable groups, overseen by our Gender and Inclusion Officer:

- We are working to ensuring rights to land ownership, and have assisted communities in the process of adding women to the community land owner registers.
- We have strengthened inclusive decision-making by guaranteeing our community engagement has the full suite of leaders and stakeholders, including women and youth.
- We have provided training, knowledge and outreach to increase access to useful knowledge, skills and support. For example, SORALO runs



health and youth outreach and mentorship programs; wildlife clubs; and education programs to educate youth about their culture and landscape.

- We have opened up new opportunities for advancement to facilitate champions from these groups in our communities: Our women rangers' and Ilaretok programs employ and train women and youth, and our Lale'enok resource centre is owned and managed by women.

By ensuring that women and youth have a voice in natural resource governance and access to benefits, and the capacity to actively participate in decision-making and implementation, SORALO is helping foster more inclusive, equitable, and resilient communities. Some of these activities and impacts are highlighted below.

## Breaking gender stereotypes

- 42 women (30 ilaretok and 12 rangers) employed across 12 communities to help protect wildlife and promote coexistence. The 24 currently in active employment are continuing to champion conservation in their communities, becoming agents of change for other young women, and some are even serving as peer mentors for issues around sexual and reproductive health. Their presence in these positions has changed community perceptions significantly and highlighted the vital role women can play in preventing human-wildlife conflict.



## Growing female entrepreneurship

New and improved income generating opportunities for women across the landscape have inspired entrepreneurial spirit:

- 1250 women trained on market literacy and entrepreneurship ventures including soap-making, and beadwork.
- 2 new bandas (accommodation) constructed at Lale'enok Resource Centre, owned and run by the Reto Womens' Group. With the support of the WISE grant, and fully equipped with bathrooms and toilets, this new accommodation has a total capacity of 12 beds and is ready for guests.
- USD 8,000 earned as a result by the Reto Womens' Group, who own and run the centre.
- 1,000 women from Matapato, Loita, Olorgesailie, and Magadi trained on entrepreneurship in ventures like soap-making and beadwork.



## Innovation, inclusion and outreach towards a healthier landscape

A major obstacle towards improved wellbeing among vulnerable groups on our landscape is accessible and equitable healthcare. Some of these challenges include financial constraints, lack of transport and a need for better and more culturally sensitive health education and awareness. In response to this, over the last two years, and together with our partners CHASE Africa, we have rolled out several healthcare initiatives, resulting in:

- 53 backpacks delivered, reaching 3206 people on Antenatal Care, Family Planning and Immunisation for children. These portable kits are an innovation of SORALO and our partners, and enable portable supplies containing essential resources designed to support health outreach and wellness to reach our underserved or remote communities.
- 1000+ people with access to free medical treatment.
- 3 free medical camps delivered, with specialized clinics on sexual reproductive health, reaching 794 patients.
- 25 additional youth peer mentors trained on sexual reproductive health rights.
- 1 delivery bed and 1 motorbike to Musenke Health Facility donated, enabling the nurse in charge to reach previously difficult-to-access areas as well as provide improved assistance during deliveries.



*"We have overcome challenges like difficult terrain and cultural resistance to provide vital services such as Family Planning, Antenatal Care (ANC) and immunizations. Support also included a motorbike and fuel to improve outreach. Community dialogues help shift attitudes especially among men. As a result family planning uptake rose, ANC visits began earlier, and immunization rates improved."*

Peter Lenooswamin, the nurse-in-charge at Musenke unit

## LOOKING AHEAD – STRATEGIC PLANNING PROCESS

In 2024 we participated in strategic planning workshops facilitated by our partners Maliasili. We came together as a team to discuss new ideas, learn from past experience and formulate a collective vision for the future.

As a result, we have developed a new 5-year strategy, updated and adapted our vision and mission, and evolved our theory of change. These foundational documents make up a flexible, living, and ever-evolving roadmap to build the future for SORALO, the landscape and our communities in the coming years. Our community-first and landscape conservation approaches remain as pillars of our work, as ever guided by our 5 E's, Enkop'ang, Ele'enore, Eramatare, Entaisere, Enkanyit.

This step marks the moment when we can confidently say that our vision for a healthy and connected South Rift landscape in which communities and wildlife thrive is no longer just a distant dream but is within our reach. With it we plan to expand the breadth and depth of our impact across the South Rift. Our new strategic plan will be launched in 2025.



## ASHE OLENG TO EVERYONE!

We would like to say a big thank you to everyone who contributed towards our successes in 2023 and 2024. We acknowledge our staff, our communities in the South Rift who are dedicated to keeping their land healthy and intact and who live alongside wildlife.

We say a big *ashe o'len* to our dedicated partners, colleagues, and donors all who play a vital role in helping us maintain a healthy and intact landscape for people and wildlife.



## OUR PARTNERS



UNIVERSITY OF NAIROBI



# SORALO

South Rift Association of Land Owners

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