



**Education  
for  
Conservation**



**'Maarifa' is Swahili for 'knowledge'**



## About us

The Maarifa Foundation was founded in 2020 when a few like-minded individuals from Kenya and Australia decided to take action. We recognise that educating the next generation of land custodians today is vital to conserving wildlife and habitats tomorrow.

We are a community driven, grass roots organisation working in Kenya with remote Maasai communities that border important wildlife areas; and in Australia with schools wanting to make a positive contribution to their local environment and to be good global citizens. Our Australian and Maasai Advisory Committees, comprise entirely of locals who provide inspiration and direction, and ensure our programs meet real-life needs. Because community and conservation must go hand-in-hand.



## What we do and why

Community wildlife conservancies are the life-blood of Kenya's rich biodiversity. Land owned by the Maasai and otherwise grazed, is set aside for conservation – but with an increasing population and other

pressures, they are at risk.

Empowering students with knowledge and opportunity, we cultivate a genuine passion for wildlife and wild places. By fostering protection of the local environment and the natural resources it sustains, we enhance the livelihoods of the local people, which in turn helps the wildlife that rely on these areas for survival.

Improving livelihoods through sustainable living and protection of the natural environment.



## It takes a global village

We assist with schools fees, uniforms, shoes and solar lights for students most in need in the Masaai communities. But it is through our locally relevant Education for Conservation program that includes in-class lessons, field trips and sustainability projects, that we are really helping people and planet.

Our unique 'Global Twinning' program inspires students in Australia to connect with classmates in Kenya and to start their own sustainability journey with a tailored program designed just for them. Options include conservation incursions, letter exchanges and 'pay it forward' activities.

## Our focus projects

We implement school-based sustainability projects that allow students to put knowledge into action, and to share their experiences with classmates in Australia. Including:

- construction of Mazingira (environmental) library spaces and learning hubs
- provision of sustainable kitchen gardens to support nutrition and empower families to grow their own food
- installation of water tanks to support good hygiene, for cooking and to water the kitchen garden
- native tree planting and small scale habitat regeneration to enhance the natural ecosystem.





## How to be involved

We rely on grants and generous donations to fund our work. Our five-year plan expands the reach of our Education for Conservation programs in both Kenya and Australia (more schools – more students), providing extension opportunities for students who are already engaged (advanced learning for passionate future leaders), and continuing to deliver on-ground projects that foster sustainable living practices, improve livelihoods and encourage protection of the natural environment.



Become a Maarifa Member, sponsor a project, make a donation or get in contact with us to find out how else you can be part of this unique initiative.

Follow us on the socials and subscribe to our newsletter to keep up to date.



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