

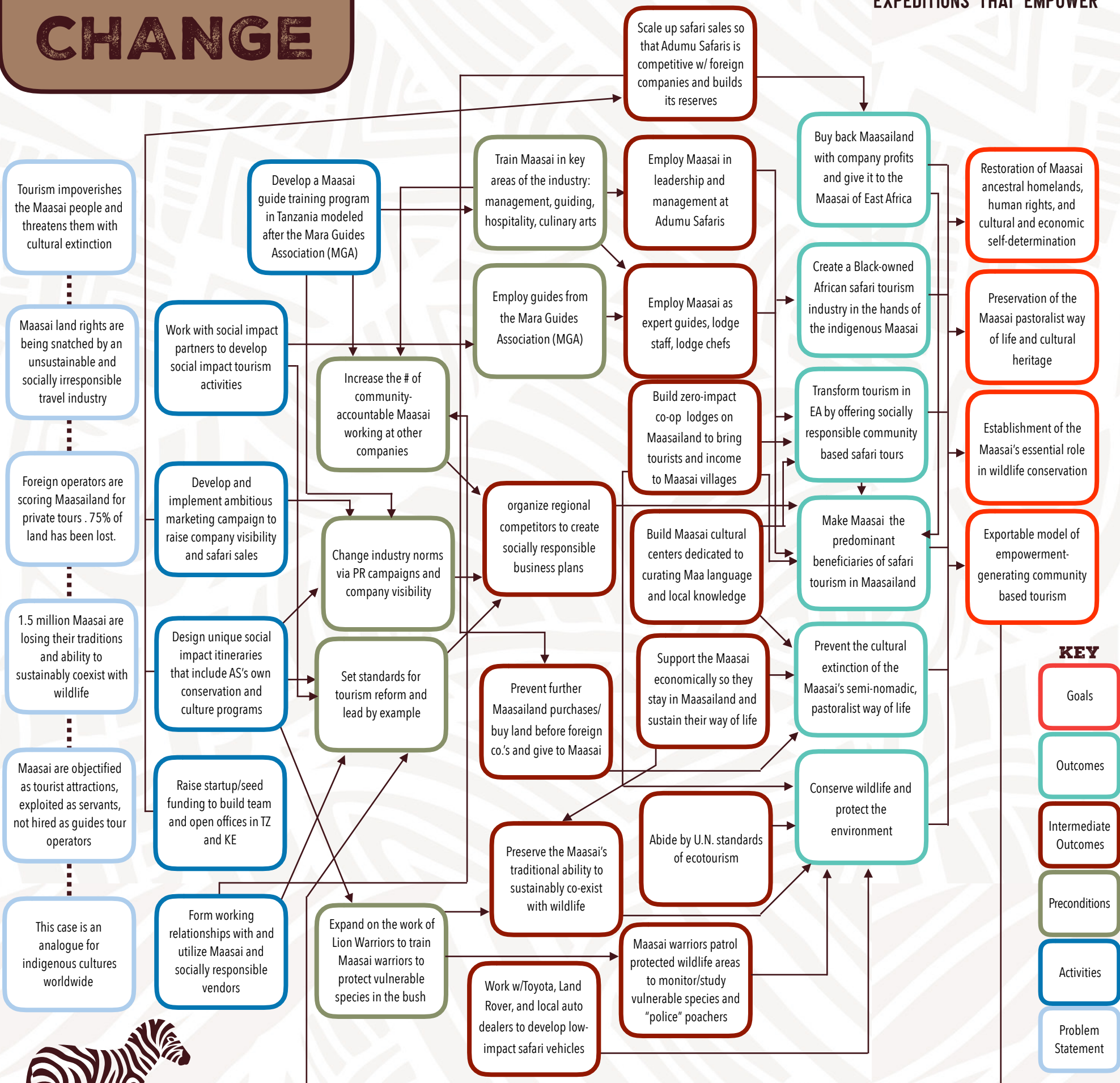
# THEORY OF CHANGE



**ADUMU SAFARIS**

EXPEDITIONS THAT EMPOWER

TOURISM BRINGS A CRISIS TO MAASAILAND



TOURISM BRINGS AN OPPORTUNITY TO MAASAILAND

2018

2028



## Assumptions

- Tourism is a lucrative industry slated to outpace the economy for at least another 8 years (according to the WTTC)
- Most tourism profits go to foreign companies first with little returning to the Maasai community
- Maasailand is being bought by foreign tour operators and private game hunting companies
- Maasai need land and jobs
- Maasai need hold of the industry that gives them economic and cultural self-determination
- Maasai need the power to portray their image to the world on their own terms
- Maasai need environmental conservation to live traditionally
- Maasai are positioned well to lead responsible ecotourism in Maasailand due to their proximity to parks and reserves and their knowledge of wildlife and the natural landscape
- Maasai are positioned well to offer responsible cultural tourism in Maasai communities
- Maasai are positioned well to police poaching in the bush due to their warrior culture and superior knowledge of wildlife areas



## Indicators

- 500K jobs created/supported in East Africa by 2028
- 100 Maasai guides trained by 2021
- 25K safari clients by 2028
- \$25 million raised in proceeds for Maasai Land Restoration Program by 2028
- 12,000 acres of land recovered for Maasai by 2028
- 3 cultural centers built by 2023
- 200 Maasai warrior poaching "police" trained/employed by 2026
- Increase in wildlife species populations in Maasailand
- Awards received for sustainable/responsible tourism by 2021
- Yearly improvement in target community's sense of wellbeing (measured through surveys)
- Yearly positive evaluations from the Institute for Maasai Education, Research & Conservation
- Fleet of all low emissions/hybrid/electric vehicles by 2028

