

GRASSROOTS LOGISTICS NEWSLETTER SEPTEMBER, 2011

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ORIGINS SAFARIS

Grassroots Logistics

Working in partnerships to promote and coordinate responsible travel in East Africa.

Welcome to this new edition of Grassroots Logistics CSR Newsletter 2011!

Grassroots Logistics is the social development arm of Origins Safaris which handles all matters of CSR related activities and travelers philanthropy. Through Grassroots Logistics, we strive to play our role as one of the most responsible tour operator in East Africa. We make every effort to offset and mitigate the negative impacts of travel in our destinations through a number of ways. A key element of our CSR is to mitigate human-wildlife conflicts among local communities.

In most cases, these conflicts have had a lasting negative effect on the communities and this undermines livelihood strategies. We have developed several intervention strategies and initiatives because we believe in providing long-term solutions to these conflicts. We have recently partnered with Kiwanjani Eco Lodge and Kasigau Wildlife Trust by channeling resources towards community development and conservation. We continue to provide the necessary infrastructure and capacity to facilitate the achievements of these objectives on behalf of our clients. This is based on our understanding of the concept of traveler's philanthropy as closely intertwined with the concepts of ecotourism and responsible tourism.



Strong partnerships help meet similar objectives.

- Conservation and protection of wildlife is at the heart of our sustainability agenda.

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Our CSR development initiatives for 2011

Grassroots Logistics has a successful history of facilitating and implementing community development and conservation initiatives within the East African region since 2000. As the world continues to become a global village; most people have shifted from the traditional forms of tourism to "voluntourism" so as to combine the thrill of visiting new destinations with the ability to contribute towards personal

charitable causes. Globally, many tourists who are driven by their altruistic intentions have supported worthy causes that have positively impacted many lives.

Our aim therefore is to facilitate and implement community development projects on behalf of our guests. These projects have the benefits of empowering local communities to address conservation and poverty alleviation.

We therefore cherish working with the local stakeholders, NGOs and partners to support our sponsors and donors so as to fulfill their philanthropic, emotional and individual goals. We do this by providing logistical support towards 'their own projects' whilst ensuring that the donors are constantly updated on 'what their efforts have achieved.

Grassroots Logistics awards scholarships to 2 students at Moi High School-Kasigau



Between May and July 2011, Grassroots Logistics awarded 2 scholarships to bright but needy students (a girl and a boy) at Moi High. The students are Ruth Mkame and Elvis Njeghe both in grade 10. The scholarships were awarded after careful

considerations and consultations with the teachers based on scholastic achievement, school discipline and financial need. We strongly believe that education plays an important role in instilling conservation principles in the youth. It also empowers them to exploit

alternative sources of livelihoods that do not tamper with the environment.

“Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it’s the only thing that ever has”

Margaret Mead

Helping Kasigau Women Basket Weaving Group

Tourism presents immense opportunities for income generation hence setting the foundation for poverty reduction and local economic development. Grassroots Logistics recently facilitated a visit to Kasigau Women’s Basket Weaving Group.

Kasigau Women Basket Group is a registered local Community Based Organization whose aim is to support group members to sell their products thus ensuring a steady flow of family income in this poverty stricken community.

Whilst visiting this group, our guests not only got an opportunity to participate in traditional enter-

tainment but also to learn some basket weaving skills. It was a great moment of getting to learn how the women painstakingly go through the process of weaving in order to achieve the final product.

Our guests actively engaged with the women by sharing different cultural experiences and boosting their group kitty by buying basket products at fair prices. Plans are underway to establish international markets for Kasigau Basket products. This will in future ensure a steady income flow for the women group thus improving their livelihoods status.



Buying baskets from Kasigau Women Basket Group.

Furniture donation to Moi High Kasigau

As part of our social responsibility to the people of Kasigau, Grassroots Logistics recently donated school furniture worth USD\$3200 to Moi High Kasigau. Students at Moi High Kasigau have for a long time not had the opportunity to make use of their empty dining hall. Before our intervention, lunch, breakfast and dinner were taken under trees and any available shade within the school. Of course the practice of "Eating outside" has had many negative consequences. Besides exposing the students to poor hygienic conditions which increases vulnerability to disease, students also found themselves wasting a lot of valuable time which could otherwise be diverted to personal stud-

ies.

We are grateful for a donation from our guests-The Carmichael family from the US. After witnessing the general lack of furniture for the computer laboratory at Rukanga, the family took the initiative to purchase wood locally and embarked on a desk making project to supply the necessary computer desks. Rukanga Primary School is in dire need of computer and class desks. We look forward to future collaboration and assistance from guests who feel driven by the desire to become part of this worthwhile project.



The Carmichael family making computer desks for Rukanga Primary School

"So far, this has been the most practical and fulfilling part of our trip to Africa because we got fully immersed into the daily affairs of the local community" Debra Carmichael

A new face for the school dining hall.

Our other guests; The Jensefans were not left behind either. Apart from cleaning the dining hall as part of our fun day activity, they also got some time to put their artistic skills to good use by painting a Zebra face on the wall.

The students will soon return from their holiday break to a new dining hall completely furnished with new benches and tables donated by Grassroots Logistics. This was a perfect way of boosting the general atmosphere of the dining area for the students.



Karen and Maddison Jensefan giving the school dining hall a facelift with a Zebra painting

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Since 2000, Grassroots Logistics has been championing various community development and conservation initiatives in and around Kasigau area within Tsavo region. Mt. Kasigau is part of the biodiversity-rich Taita Hills ecosystem and lies between Tsavo East and Tsavo West National Parks, southeast Kenya.

Our community development projects continue to thrive with strong commitments to education, conservation and water access. There is now a growing interest in micro-enterprise projects with specific focus on women development and the girl-child.

We are looking forward to helping our guests meet their philanthropic goals by channeling resources to improve the socio-economic conditions in all our destinations. We are grateful to all our past and current guests for working with us to meet our obligation: Being the most responsible tour operator in the East African region.

