



Date as postmark

Dear Friends and Supporters

I hope that this finds you well. I am pleased to write to you with an update from Friends of Conservation.

Our mission, as many of you will know, is to protect endangered wildlife, primarily in Kenya's renowned 'Masai Mara' region. Arguably one of nature's finest wild places, animals here are seen as competition and if conservation measures are to work, local people must see real benefits. We offer practical solutions to help improve livelihoods, provide educational support and encourage the use of natural resources more sustainably.

One such enterprise is bee-keeping and we have established demonstration units, providing training and equipment in schools. Students, teachers and community members learn about managing hives and producing and marketing honey, which is a valuable commodity. Kenya imports honey, it's in great demand and we hope to set up more units over the next few years.

We are setting up an empowerment initiative in schools, primarily to help girls boost their confidence and increase self-esteem. As well as self-defence classes for girls and boys, there'll be sessions in safe spaces where girls can discuss issues and become more aware of their rights; and classes where boys will be encouraged to have greater respect for girls. We hope to help foster a learning environment where girls and boys are treated equally and have the same opportunities.

Poaching appears to be in decline locally and the reported number of elephants in the region is increasing. A positive development which nonetheless brings new challenges to the community as the risk of conflict becomes greater. Action must be taken to avoid injuries to people, damage to crops and the potential retaliation that could result. Several hundred people have already attended workshops run by us to look at different approaches and put plans in place.

As a charity we take great care to manage the personal details you provide to us and whilst writing, I wanted to let you know our Privacy Policy has been updated to take regard of new enhanced legislation in this area. It is available on our website and we will send a copy to you on request.

We are very grateful for your support and will be in touch with more news from the field in the next month or so. If there's any particular project that you would like to know more about in the meantime, please let me know.

Kind regards
Yours sincerely

Amanda Bleasby
Operations Director

PS – Thanks to our Chairman and his company, Abercrombie & Kent, we have a new address. Please advise any change of address or circumstance. And if you'd prefer to be contacted by email rather than post in future, please let us know. Thank you!

Royal Patron H.R.H. The Prince of Wales

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