

OL PEJETA CONSERVANCY 20 YEARS



2024 ANNUAL REPORT

www.olpejetaconservancy.org

**2 DECADES
1 MISSION**

OUR VISION:

To be a role model for integrated conservation
- contiguous with neighbouring protected areas
and sustaining thriving populations of wildlife
and people.

OUR MISSION:

**To conserve biodiversity for future
generations through nature-based solutions -**
addressing societal challenges through the
protection, sustainable management and
restoration of ecosystems.

BOARD OF DIRECTORS (KENYA)

Philip Coulson, Chairman
Joanna Elliott (Fauna & Flora International)
Dr. Annette Lanjouw (Arcus Foundation)
Alison Ngibuini
Hon. Francis Ole Kaparo
Michael Gichangi
Dr. Helen Gichohi
Vijay Gidoomal
Tim Hobbs
Daniel Karuga

BOARD OF TRUSTEES (UK)

Joanna Elliott, Chairperson (Fauna & Flora International)
Dougal Freeman, Treasurer
Dr. Annette Lanjouw (Arcus Foundation)
Charles Graham
Justin Heath (CEO, Ol Pejeta Conservancy Kenya)
Joseph Palombo





CHAIRMAN'S MESSAGE

In 2024, we proudly marked the commencement of the 20th anniversary of the founding of Ol Pejeta Conservancy. Incredibly, we still have with us two directors who sat on the very first Board: Dr Helen Gichohi and the Honourable Francis Ole Kaparo. We have employees who have been working on this land well before it became a conservancy. We are profoundly grateful to them and to all those employees and directors who have joined us since 2004.

Ol Pejeta Conservancy's mission has always been clear: to safeguard Africa's precious wildlife, to create a secure haven for endangered species, and to ensure that the vital work of conservation yields tangible benefits for both people and nature. Today as we present this 2024 Annual Report, I believe we have made significant and measurable strides towards realising those foundational goals.

I look back on the past twenty years with tremendous pride. What began as an audacious dream is now a reality. Ol Pejeta has grown into a globally respected model of integrated conservation, community empowerment, and innovative wildlife protection.

Our species conservation work has grown from strength to strength. We are now recognised globally for our success growing our population of critically endangered Black Rhino, as well as our collaborative efforts with the Biorescue Consortium to rescue the Northern White Rhino from the brink of extinction. Our community work has also gained momentum. A statistic of which I am incredibly proud is that during 2024, 17,395 school children visited Ol Pejeta. They will be our advocates and ambassadors of the future.

2024 also brought other special moments. A personal favourite of mine was HE President William Ruto, tapping his feet along to Ol Pejeta's very own dance troupe rhythmically gyrating to an original composition by Titus Letrok aka Tzon Vybz, an incredibly talented staff member in the Livestock Department.



**A 20-YEAR JOURNEY
TO SAFEGUARD WILDLIFE
AND TRANSFORM LIVES AT
OL PEJETA CONSERVANCY**



The past two decades have not been without their challenges. The persistent threat of poaching, the pressures of habitat loss, the growing complexities of climate change, and the delicate interface of human-wildlife coexistence have all tested our resolve. Yet, it is precisely through the forging of strong collaborations, the embrace of innovative solutions, and the demonstration of unwavering resilience that we have not only weathered these storms but emerged stronger and more determined in our mission.

I would like to pay particular tribute to the unfailing commitment and dedication of our incredible team. They have grown in both number and expertise, embracing innovative approaches to wildlife security and conducting important research into the ecological dynamics on the conservancy. And in 2024, two of our staff received special recognition. Dr Florence Kang'ethe was named among Kenya's Top 40 Under 40 Women - and Paul Ndonga, our Livestock Extension Coordinator was recognised as Laikipia's top artificial insemination expert.

We remain committed to deepening our partnerships with the communities who neighbour and share this land. They are not merely stakeholders in our work; they are the very foundation upon which our long-term success is built. We will continue to ensure they are integral to and benefit from our work, and we will do more to ignite a passion for conservation in the hearts and minds of the next generation.

We will also continue to harness cutting-edge technology to elevate our wildlife monitoring and protection capabilities, and play a role in species recovery further afield. And we will endeavour to remain a strong and influential voice, advocating for policies at both national and international levels that protect our invaluable natural heritage for the benefit of all.

None of this ambitious vision can be realised in isolation. The unwavering support of our global family of donors, dedicated partners, and steadfast friends is the very lifeblood of our success. Your profound belief in our mission has been the driving force behind every milestone we have reached, and we extend our deepest and most sincere gratitude for your continued commitment and trust. As we look ahead, we do so with renewed purpose. Conservation is not just about protecting species, it's about preserving the delicate balance of life that sustains us all. With your continued partnership, OI Pejeta will remain relevant and vital to modern day Kenya as a sanctuary for wildlife, a source of opportunity for communities, and a living example of harmony between people and nature.

Join us as we step into the next chapter of conservation and community empowerment.

Philip Coulson,
Chairman





AN INTEGRATED CONSERVATION MODEL FOR A SUSTAINABLE FUTURE



CEO'S MESSAGE

Dear Friends of OI Pejeta,

2024 is a moment to reflect on our remarkable journey. We have become a globally recognised leader of integrated conservation, sustainably managing 90,000 acres of land for wildlife and cattle, and generating both commercial and philanthropic income to sustain us and invest in our neighbouring communities. Our success is a testament to the tireless dedication of our founders, board members, staff, and supporters.

To celebrate, we launched our 20th anniversary with a lunch for our 700 staff and an award ceremony for the 72 members of the team who have been here for over 20 years. We held a combined Kenya and UK Board meeting, founder's dinner and hosted a visit to OI Pejeta by His Excellency Dr William Samoei Ruto, President of the Republic of Kenya.

Looking back at what we have achieved in 2024 brings me to the stand-out achievement of OI Pejeta's first strategic pillar, **conservation**. The conservancy is home to Kenya's largest population of critically endangered Eastern Black Rhino and is a source population for translocations to re-establish the species in its former range. In 2024 we translocated six rhino to help establish Loisaba Conservancy's founder population, and as part of the wider National Rhino Strategy, became a founding member of the Kenya Rhino Range Expansion Programme - a once in a generation opportunity for Kenya to extend the country's rhino habitat from five to 26 conservancies and create a contiguous protected area of 3,200 km².



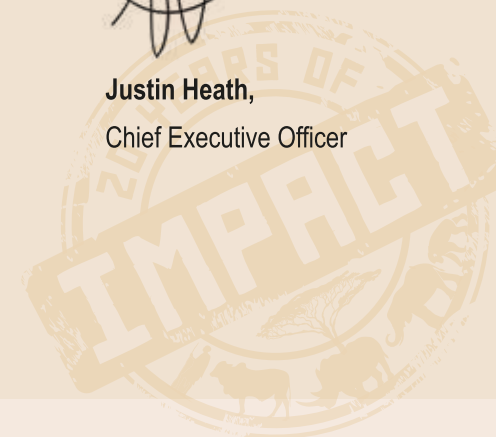
Our second strategic pillar, **community**, remains a source of immense pride. Over the past two decades, OI Pejeta has become an integral partner in the lives of local communities. We are not just conserving land, but empowering people through education and livelihoods. In 2024 we completed our 2030 Community Strategy that sees education as a pathway to sustainable livelihoods underpinned by good governance. Looking ahead, we will continue to prioritize education and economic growth through conservation, not in opposition to it, including youth vocational training.

Our **diversified revenue model** continues to enable our mission. In 2024, tourism remained our largest revenue stream, accounting for 50-60% of income, followed by agribusiness and fundraising. We remain vigilant to tourism's volatility and have been proactive in strengthening our other income streams. In agribusiness, our cattle and arable land initiatives showed strong growth in 2024 and we are expanding our revenue-generating activities to ensure sustainability. Fundraising delivered a solid year and in 2025 will develop a new fundraising strategy with renewed focus and teamwork around building our donor base globally.

Our team remains our greatest asset. Following solid recommendations to improve company culture we have continued in 2024 to work on maintaining the positives, such as pride in the organisation we work for, while addressing the challenges, such as weak communication, to better deliver our mission with greater happiness, effectiveness and efficiency.

As we look ahead to the next 20 years, we are focused on crafting **a bold, long-term strategy to 2050.** We will continue to set courageous targets and stay committed to expanding our impact, not just as a leading conservancy in Kenya, but as a sustainable global model for integrated conservation that benefits both nature and people. The journey ahead is both challenging and exciting. Thank you for your continued support as we embark on our next chapter.

Justin Heath,
Chief Executive Officer





CHIEF PROGRAMMES OFFICER'S OVERVIEW

A YEAR OF MILESTONES IN RHINO RECOVERY



A Bumper Year for Wildlife and Habitat

2024 was characterised by plentiful rains, followed by marked growth in habitat biomass and wildlife numbers. April experienced the highest rain recorded in over a decade, averaging 321mm across the conservancy and producing an abundance of lush habitat. This bumper year for wildlife and habitat however came with its challenges. The Ewaso Nyiro river - the lifeline of Ol Pejeta - burst its banks between March and June incurring heavy losses from flooding-related infrastructure damage. Our perimeter and chimpanzee sanctuary fences were badly damaged resulting in closure of the chimp facility to visitors for several months, and the health and welfare costs for chimps and wildlife security soared as a result of impassable perimeter patrol roads. Happily, the extent of the rain - especially our April rains - meant that we closed 2024 with confidence that our ungulate populations in 2025 will continue to grow, particularly our buffalo whose numbers continue to steadily recover from the 2022 drought.

Species Recovery

Our rhinos are at the heart of our species recovery programme and both our eastern black and southern white rhino populations continue to grow. A highlight of 2024 was the translocation of nine black rhinos to Loisaba Conservancy, an important milestone in the national rhino recovery plan which aims to re-establish black rhino in parts of its former range.

Our Northern White Rhino rescue collaboration "Biorescue" also continued to grow in scope and innovation, with a successfully implanted southern white embryo into a southern white female, and the first ever attempt to implant a pure northern white rhino embryo into a southern white female. Though ultimately unsuccessful, hopes are high for a breakthrough in 2025. As our rhino recovery marches forward, we are also paying attention to species recovery of the Jackson's Hartbeest, Grevy's Zebra, Beisa Oryx and the Ostrich, all of which are suffering population declines in Africa.



Research

2024 saw great strides taken by our Research and Ecological Monitoring Unit (REMU). An ecological carrying capacity (ECC) assessment was carried out with the Kenya Wildlife Service, the Wildlife Research and Training Institute (WRTI) and other parties to determine habitat status for our eastern black rhinos and therefore the optimal numbers that OI Pejeta can sustainably accommodate. REMU's partnerships with research institutions locally and abroad on the conservancy's habitat health, particularly that of our woody species, also continued to inform habitat restoration and intervention measures. We planted 25,000 Acacia seedlings and reseeded several acres of pasture degraded by soil erosion. We look forward in 2025 to establishing long-term exclusion zones to allow for habitat restoration targeting the riparian habitat and to create seed and seedling banks for Acacias, the major diet for black rhino.

Tech and Security

Our Tech-LAB partnerships with research institutions continued to apply innovative perimeter surveillance technology to enhance security for our wildlife. With the support of the fundraising team, we secured funding to expand tech security research and infrastructure including FLIR, LoRaWAN and drone monitoring and surveillance technology. We look forward to this work going from strength to strength in 2025.

Our Community Programme

In 2024, the Community Development Programme (CDP) launched a new 5-year strategy incorporating community governance and building on the solid foundation already built in livelihoods and education. The new strategy includes support for youth employment through investing in Tertiary and Vocational Training TVET in partnership with a new OI Pejeta School of Conservation (OSC).

Wider Landscape Connectivity

OI Pejeta remains committed to achieving connectivity with the greater Laikipia and Samburu ecosystems. In 2024, we continued to pursue our aim of connecting to the north through ADC Mutara and to the south through Solio. Unfortunately, socio-political challenges meant that we were unable to progress from the tripartite management agreement in place since 2009 for Mutara and the ecological and social assessment for corridor connectivity for Solio. As we do what we can to ensure that both these spaces remain available for wildlife and continue to provide vital ecosystem services for neighbouring communities, we will continue to pursue more sustainable management solutions.

Our Rangers

I cannot overstate the value of our rangers. We continue to pursue a robust welfare and work environment enhancement initiative, so that our incredible men and women can operate safely as they patrol the bushes to monitor wildlife, to sight and identify rhinos and secure our perimeter. In 2024 we were immensely proud of our ranger team who came second nationally in the 21 Km World Ranger Challenge. In 2025 we look forward to employing 20 more rangers, and continuing to invest in ranger skills, as well as in their housing and welfare across the conservancy, recognising that this supports the teamwork and dedication needed to secure our heritage. I am immensely proud to say that in 2024 this team upheld our zero poaching record.



Prof. Geoffrey Wahungu
Chief Programme Officer





OUR PROGRAMMES

1 HABITAT MONITORING

Pasture Assessment 2024

Grassland checks carried out every three months on 50 permanent plots help us balance the needs of Ol Pejeta's wildlife and livestock.

In 2024 these revealed our healthiest rangelands on record. Average grass production reached **4,894 kg per hectare**, the highest since monitoring began in 2006. Biomass built steadily through the first three quarters before easing in the fourth, mirroring the year's rainfall.

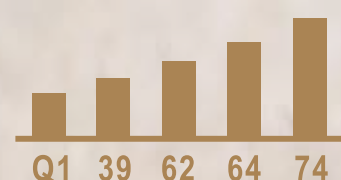
Our monitoring of biomass and rainfall across the landscape is vital for informing our adaptive grazing programme which rotates cattle to ensure we maintain healthy, diverse grasslands for wildlife and cattle.

OL PEJETA GRASSLAND SNAPSHOT 2024



**RECORD
BIOMASS**
4,894 kg/ha

QUARTER TREND



CAUSE

SECTOR PERFORMANCE

Northern	4,681
Southern	4,487
Eastern	3,977
NWRB	4,270 ▼ 5%
MKWE	4,407 ▲ 24%

LOW RAINFALL

BETWEEN
JUN - OCT



ADAPTIVE GRAZING MANAGEMENT

OL PEJETA VEGETATION HIGHLIGHTS 2024

Our vegetation programme protects key forage trees for wildlife and curbs invasive species.

Vachellia drepanolobium - vital browse for Ol Pejeta's growing black rhino population - has been monitored for two decades using fenced "exclusion zones" and planting seedlings to ease browsing pressure.

In 2024 we planted 10,000 new *Vachellia* seedlings and tagged 50 trees to track growth and survival with the support of the Disney Conservation Fund.

A ten-year study shows the invasive *Euclea divinorum* crowding out native browse and becoming increasingly dense. In 2024 we launched experimental bush-thinning on 160 acres in Mt Kenya Wildlife Estate and trialled a wood-chip utilisation project to restore understory diversity.

VACHELLIA WOODLAND



- 10,000 *Vachellia* seedlings planted
- 20-year monitoring
- 50 tagged trees
- Exclusion zones: Kamok, Control, Tourism camps, Riverine
- Key food for black rhinos

EUCLEA WOODLAND



- *Euclea* density rising
- 160 acres bush thinning pilot at Mt Kenya Wildlife Estate
- Woodchip project paused



2 SPECIES MONITORING AND RECOVERY

2.1 RHINOS


Kenya's black rhino numbers have rebounded from a 98% crash in the 1980s thanks to joint public-private protection and breeding programmes. Nationally, rhino populations have tripled to roughly 1,015 eastern black, 1,004 southern white and two northern white rhinos. From a founding population of 20 rhinos in 1993, Ol Pejeta continues to grow its rhino numbers, and now stands as a leader in Kenya's black rhino recovery.

POPULATION GROWTH ON OL PEJETA (2024)


**BIRTHS
20
CALVES**
(14 BLACK, 6 WHITE)


**DEATHS
5**
(3 BLACK, 2 WHITE)


**CURRENT
TOTALS**
176 EASTERN BLACK
47 SOUTHERN WHITE
2 NORTHERN WHITE


**ANNUAL
GROWTH RATES**
**BLACK 6%
WHITE 9%**

- **Jan 2024:** A highlight in 2024, six eastern black rhinos were translocated to Loisaba Conservancy to found a new population.
- **Jul 2024:** Ear-notching of 15 eastern blacks and two southern whites for individual ID and a blind black-rhino calf was relocated to the NWR boma for safety.



KENYA & OL PEJETA RHINO RECOVERY 2024



NATIONAL
RECOVERY

KENYA NUMBERS (JUNE 2024)



1,015
EASTERN
BLACK



1,004
SOUTHERN
WHITE



2
NORTHERN
WHITE

OL PEJETA 2024 POPULATION GROWTH



20
6%
9%

RHINOS
BORN



EASTERN BLACK

SOUTHERN WHITE

5

DEATHS



14



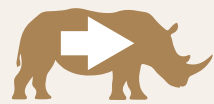
176

6



47

OL PEJETA POPULATION MANAGEMENT



6
TRANSLOCATED



17

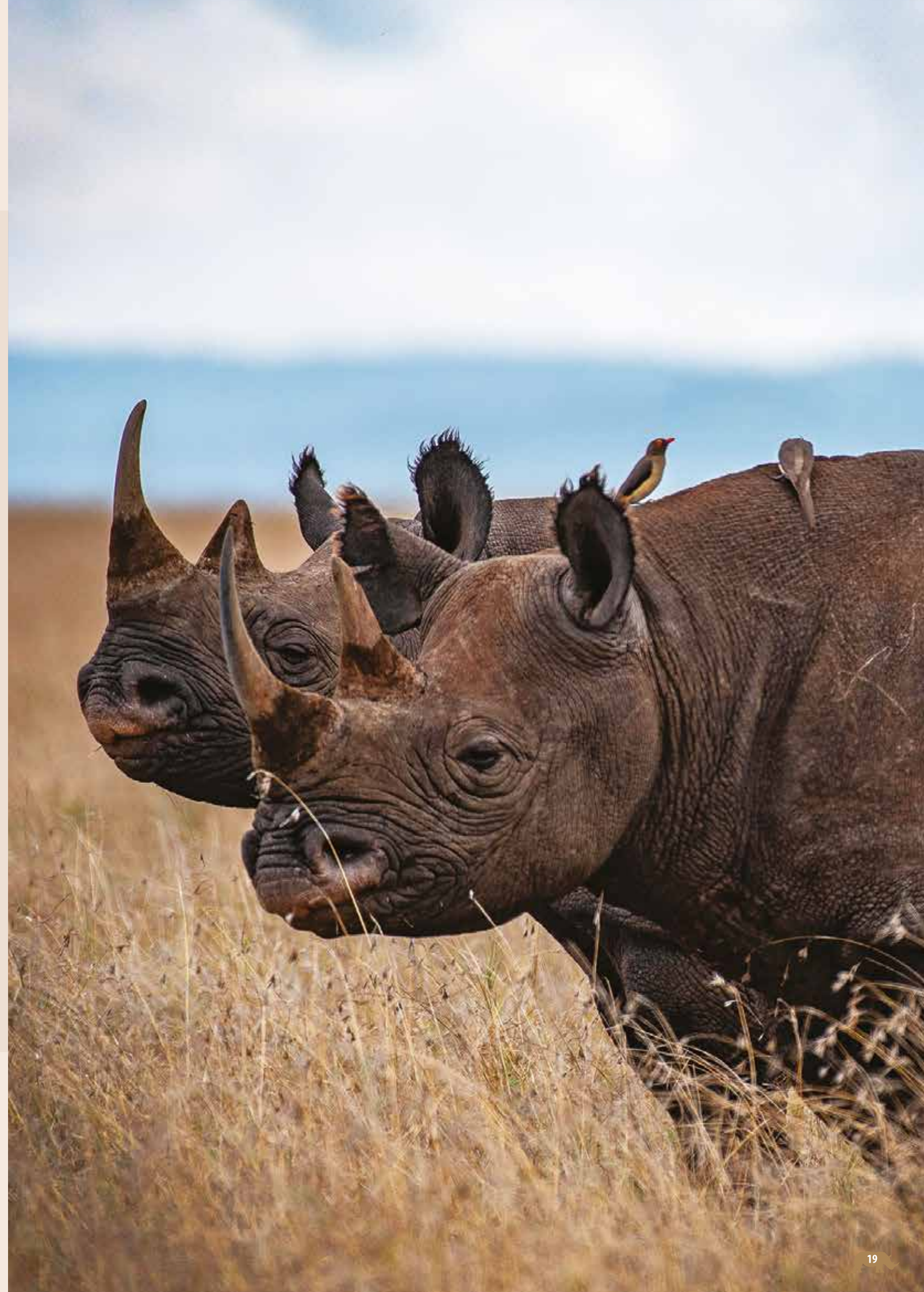
EAR
NOTCHED



BLIND EASTERN
BLACK RHINO CALF
TRANSLOCATED

CARRYING
CAPACITY

ASSESSMENT
OF CARRYING
CAPACITY

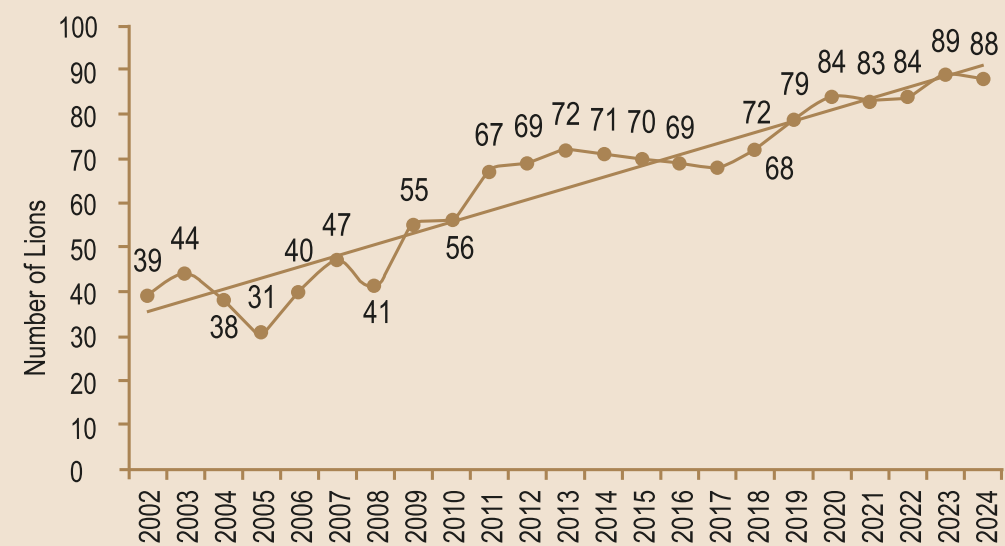




2.2 LIONS

Population Data

Lion population monitoring since 2002 shows growth to approximately 88 lions in six prides in 2024. The four prides tracked with GPS collars reveal “fission-fusion” patterns where prides split and re-form as numbers grow and competition for food intensifies. Collar data also show that lion home ranges overlap with territories of lactating black-rhino females, areas our rangers particularly focus their surveillance on. Overall, tech-enabled tracking is giving managers the real-time insight needed to balance lion recovery with prey protection and human-wildlife coexistence.



OL PEJETA LION MONITORING 24



POPULATION

About 88 lions live in six prides



TECH

Four prides wear GPS collars that track activity



MOVEMENT PATTERNS

Collar data show prides splitting & re-merging



CONFLICT PREVENTION

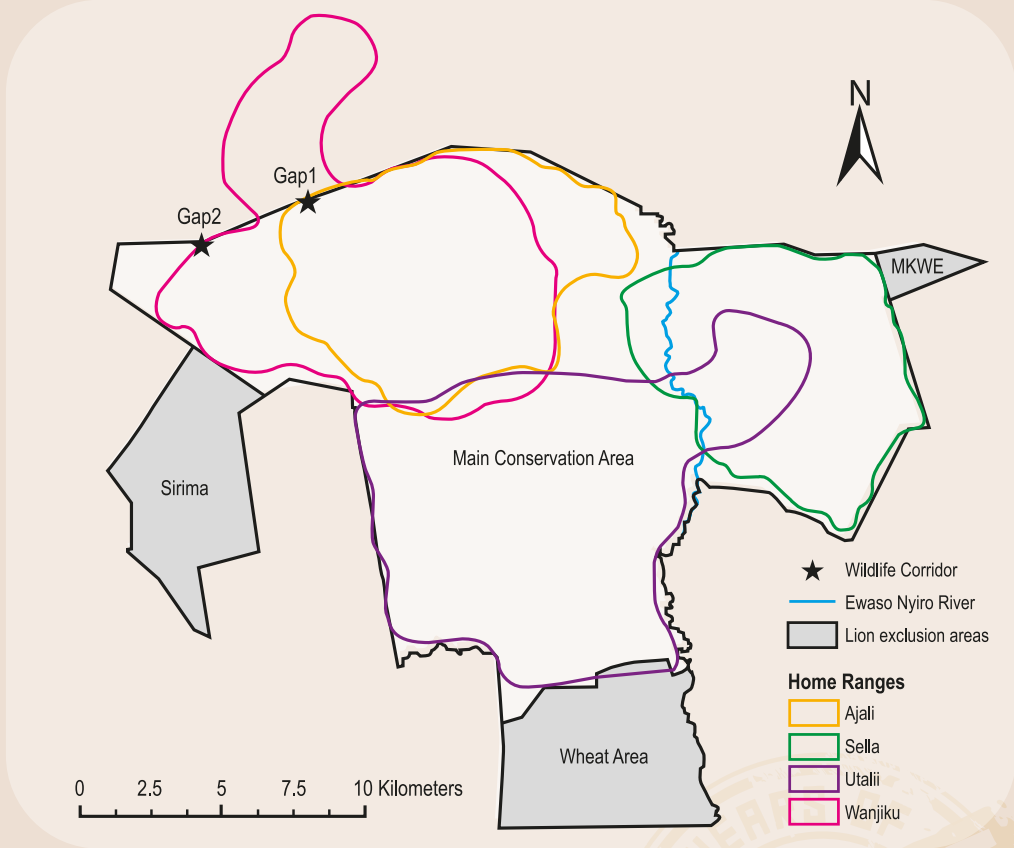
Tracking helps avoid lion encounters with rhino females



NUMBER OF
LIONS PER
PRIDE,
DECEMBER
2024

Pride	No. of lions	% total population
Utalii	23	26%
Ajali	19	22%
Wanjiku	17	19%
Amanda	13	15%
Sella	8	9%
Bima	5	6%
Equator	3	3%
Total	88	100%

HOME RANGES
OF COLLARED
LION PRIDES
IN 2024



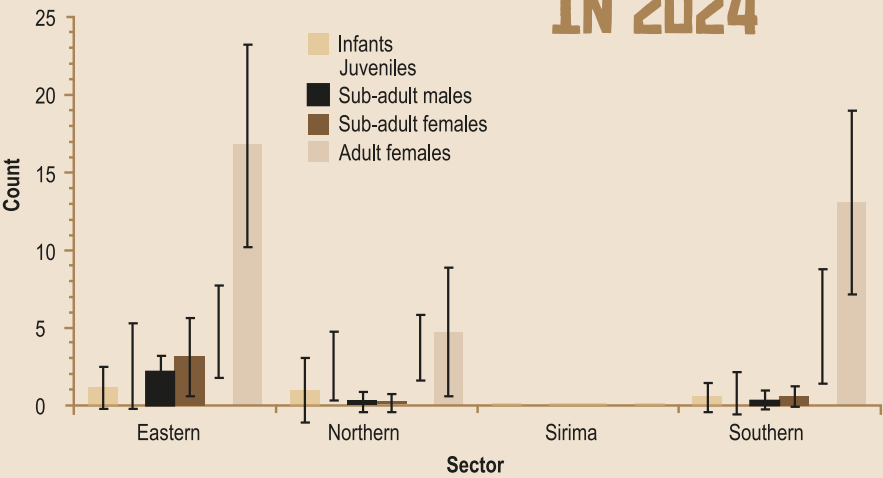


2.3 JACKSON'S HARTEBEE

The Jackson's Hartebeest (*Alcelaphus buselaphus jacksoni*) is currently in decline across Africa. OI Pejeta is developing a science-based species recovery plan that will start with research to understand this decline in more detail. Our research team monitors herd demographics, births and deaths and ranging behaviour. We have established that the hartebeest population is in progressive decline, with current average sightings at 63 ± 8 individuals. In 2024, the population consisted of 3 infants, 6 juveniles, 3 sub-adult males, 4 sub-adult females, 14 adult males and 34 adult females (Fig. 8).

In collaboration with the University of Wyoming, we will continue to closely investigate the causes of decline with a view to informing a recovery plan for this species on the conservancy as well as at a Laikipia landscape level.

AVERAGE HARTEBEE SIGHTINGS IN 2024

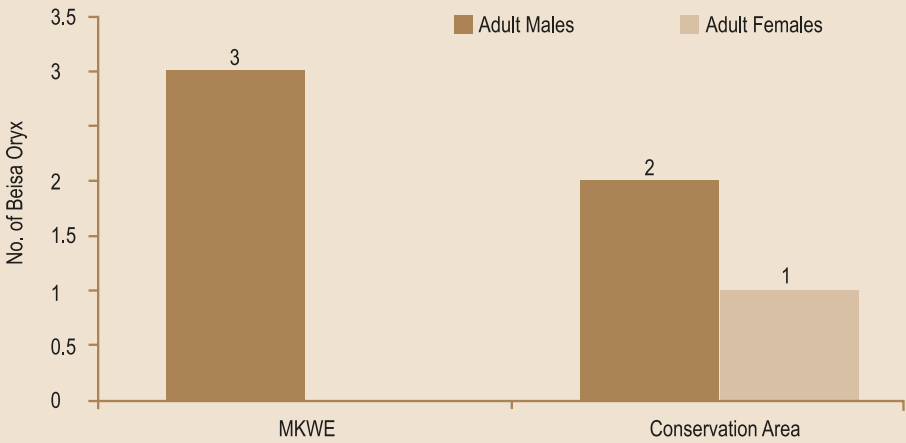


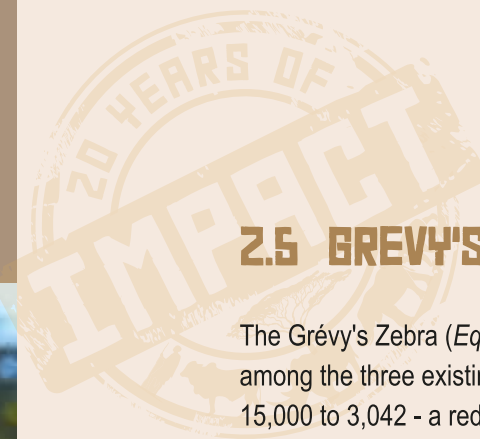
2.4 BEISA ORYX

According to the International Union for the Conservation of Nature (IUCN) the total estimated population of Beisa Oryx (*Oryx beisa beisa*) across its range is between 11,000 and 13,000 mature individuals with numbers declining due in large part to habitat loss and poaching. The Beisa Oryx population at OI Pejeta comprises only six individuals - five adult males and one adult female. Among these, three males reside in a lion-free zone while the remaining three roam freely within the conservation area.

In 2024 and recognising the urgent need to review management options for the population, our research team initiated a plan to inform the next appropriate steps to recover this population.

BEISA ORYX POPULATION IN OI PEJETA



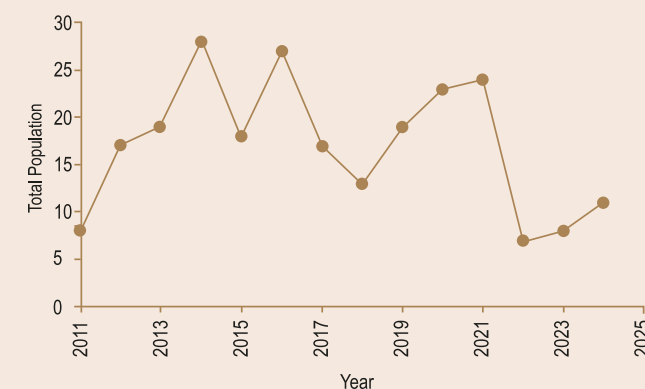


2.5 GREVY'S ZEBRA

The Grévy's Zebra (*Equus grevyi*) is the largest wild equid alive today and the most endangered among the three existing zebra species. Since the 1970s its global population has declined from 15,000 to 3,042 - a reduction of at least 80% globally.

Kenya's population of Grevy's Zebra is estimated to be around 2,500 but in decline due to hunting, habitat loss and competition for natural resources. Laikipia County has the largest number of Grevy's Zebra accounting for 38% of the Kenyan population.

OI Pejeta Conservancy started with 8 Grevy's in 2011 which grew to 32 individuals by 2016. In 2017, 12 individuals were lost to predation and the remaining individuals moved to a lion free zone in 2017 to restore their numbers. With time, the population initially grew to 24 in 2021. In 2024, although three births were recorded, the population stood at 11 individuals. This species remains a part of our species recovery programme going forward.



GREVY'S ZEBRA POPULATION TRENDS

2.6 OSTRICH

The Masai Ostrich (*Struthio camelus massaicus*), also called the East African Ostrich, is found in Uganda, Kenya, and Tanzania, with higher population densities commonly observed in the semi-arid, open grassy plains of the African savanna. Whilst lions are the main predators of adult ostriches in most regions, egg predation presents the most significant threat including from jackals and hyenas.

The OI Pejeta ostrich population stood at six at the end 2024 with five protected in the northern white rhino boma and one roaming in the conservation area. Despite the northern white rhino boma being a designated predator-free zone, leopards have occasionally managed to breach the enclosure, threatening the ostriches. Following the loss of the resident male towards the end of last year, two leopards were captured and relocated. Ostrich management plans in 2025 include translocating a male to promote chances of breeding.



3 THIRD PARTY RESEARCH PROJECTS

OI Pejeta invites external scientists to study priority conservation questions listed on our Research Opportunities portal. In 2024 our scientific collaborations focused on the following:

3.1 ANT-PLANT DISRUPTION AND PREDATOR-PREY SHIFTS (KAMARU ET AL.)

Invasive big-headed ants upset the native ant -*Vachellia* partnership, increasing elephant browsing, thinning tree cover and boosting visibility. Lions' hunting success on zebras fell 25%, pushing them toward buffalo, showing how a single invasive species can ripple through the food web and underscoring the need for targeted ant control.

3.2 GIRAFFE CENSUS, OI PEJETA & MUTARA (PATTON & CAMPBELL)

Long-term surveys reveal falling calf numbers tied to human encroachment, limited water and predation. Findings will guide habitat protection and livestock-sharing policies to improve calf survival.

3.3 BONES SURVEY (MWEBI ET AL.)

Transects from 2003-2024 track bone weathering and carnivore damage, charting shifts in predator pressure and composition. Results will refine our understanding of ecosystem change and inform fossil-record interpretation.

3.4 GRAZING-GLADE STUDY ON COEXISTENCE (HELMAN)

Mobile cattle bomas enrich soil, creating lush "glades" that attract zebras and influence lion movements - reducing hartebeest predation. New camera and vegetation data will test rotational-grazing strategies that benefit both wildlife and herders.

3.5 DRONE INSIGHTS INTO LION BEHAVIOUR (LANNINO)

Thermal drones and GPS collars provide high-resolution night data on lion foraging, prey choice and impacts on cattle. Early trials show how flight altitude affects lions, and upcoming work will integrate cattle movement tags to design conflict-mitigation measures.





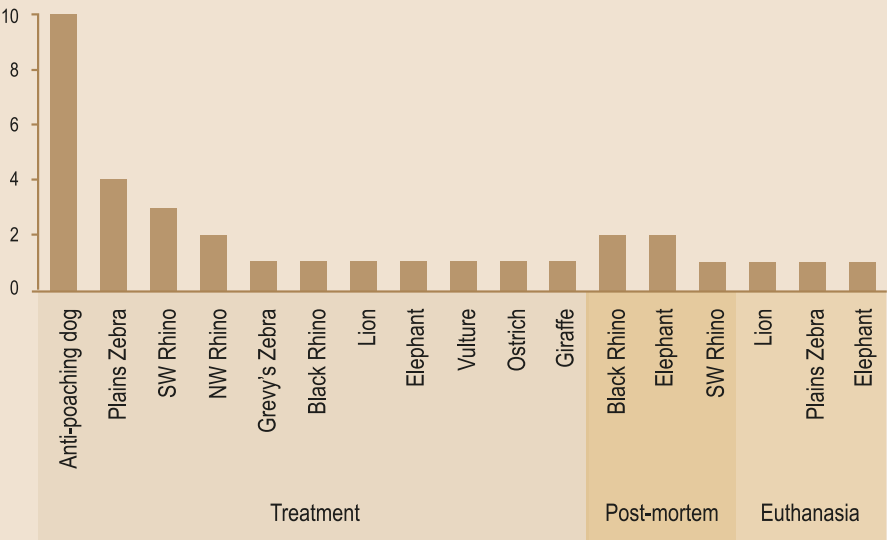
4 CAPTIVE CARE AND VETERINARY INTERVENTIONS

4.1 OUR VET TEAM

Our vets are at the heart of wildlife health, and often are frontline responders when urgent interventions are required. Our vets provide specialised management and medical treatments focused on the health and well-being of wildlife on the conservancy, immobilising them for treatment, monitoring their health and translocating individuals for conservation purposes.

In 2024, 26 different wildlife species were treated, 6 post-mortem procedures were conducted, and 3 euthanasia procedures were undertaken.

VETERINARY INTERVENTIONS IN 2024





4.2 SAVING THE NORTHERN WHITE RHINO

In 2018, the world's last two northern white rhinos - Najin and her daughter Fatu - became the focus of an unprecedented scientific effort based at OI Pejeta Conservancy. Too old or medically unfit to carry calves, the pair represent a subspecies teetering on the brink of extinction.

Hope now rests with the **Biorescue Consortium**, a global collaboration of partners including Zoo Dvůr Králové, Kenya Wildlife Service, the Wildlife Research & Training Institute, Germany's Leibniz-IZW, Italy's Avantea and OI Pejeta. This assisted reproduction strategy is both bold and meticulous: to harvest eggs from Najin, fertilise them with frozen sperm from deceased males, create embryos in the lab and implant them into healthy southern white rhino "surrogates" that will carry the pregnancies to term. Each step pushes the boundaries of wildlife reproductive medicine - and 2024 delivered landmark progress.

Testing and Training Surrogates

In 2024, the programme's "boma" management system was deemed 'fit for purpose' with successful births by surrogate females of healthy southern-white calves. And the teaser bull whose mating behaviour with surrogate females is used to determine the right timing for implantation, underwent repeated sterilisation checks to prevent accidental southern white pregnancies.

Scaling up the Genetic Bank

Ovum pick up sessions secured 59 oocytes from Najin which were air-lifted under liquid-nitrogen to Avantea's laboratories in Italy where they were matured, fertilised and cryopreserved. And in July, the team performed the first ever pure northern white rhino embryo transfer into a southern white surrogate. Whilst not successful, the team continues to move ever closer to success.

Biorescue's work is more than a last stand for one rhino subspecies. It is a testing ground for techniques that could rescue other mega-vertebrates under similar threat of extinction. And whilst the road remains long and uncertain, 2024 showed that coordinated international science, grounded in animal welfare and executed inside a Kenyan conservancy, can move an "impossible" species one step back from the edge.





4.3 CARING FOR OUR CHIMPS - SWEETWATER'S CHIMPANZEE SANCTUARY



Our chimp sanctuary staff meticulously monitor the health and well-being of our resident rescued chimp groups, following established procedures for daily feeding, behavioural checks, enclosure cleaning, and fence maintenance. Chimpanzees receive a routine diet of fruits, vegetables, and non-meat protein, and any abnormal signs observed during feeding are reported immediately to the veterinary team.

2024 began with 30 chimpanzees and closed with 29 owing to a loss of one individual from haemorrhagic gastro-enteritis. Staff carried out 28 treatments for minor conditions in addition to scheduled de-worming, with ongoing monitoring confirming overall stable health.

4.4 WILDLIFE TRANSLOCATIONS

Planned animal movements support species population growth, expand genetic diversity and align species with suitable habitats. In 2024 in partnership with the Kenya Wildlife Service, Ol Pejeta completed several translocations, involving the immobilisation of animals, health checks and fitting tracking devices. We are happy to report that our post-release monitoring shows normal acclimatisation.

Date	Species	Number	Destination	Purpose
Jan 2024	Eastern black rhino	6	Loisaba Conservancy	Establish new, genetically diverse sub-population
Mar 2024	Southern white rhino	2	NWR boma (internal)	Population management
Mar 2024	Eastern black rhino	1	NWR boma (internal)	Population management
Jun 2024	Lion	2	Mutara Conservancy	Conflict mitigation & range expansion
Aug 2024	Lion	1	Tundra enclosure	Conflict mitigation

SIX BLACK RHINOS TRANSLOCATED FOR RHINO POPULATION RECOVERY





5 SECURITY FOR WILDLIFE AND PEOPLE

5.1 EQUIPPING AND TRAINING OUR RANGERS

Our rangers are instrumental to the security of both people and wildlife on the conservancy.

In 2024, we continued to invest in our rangers to ensure they are fully equipped to detect threats to security and to quickly respond. Five rangers received specialist equipment refresher training at Borana Conservancy, along with an intensive intelligence course in Meru.

Fifteen non-commissioned officers spent a month at the Kenya Forest Law Enforcement Academy developing command and control skills with notable recognitions going to standout performers Isaac Kipkoech (named Best Recruit) and John Tekeles (who led the graduation parade). Additional tactical refresher training at Ol Jogi Conservancy and in-house instruction for twenty new recruits further strengthened the force. Ol Pejeta's expertise was recognised nation-wide when its instructors spent time training new wildlife scouts at Lumo Conservancy.

Our patrol strategy integrated intelligence-led deployments with adjustments based on moon phases to optimize coverage and effectiveness, providing a strong deterrent to illegal activities. Thermal cameras were also installed along the eastern sector fence line. In the Mutara Conservation Area (MCA), six patrol teams conducted daily wildlife monitoring, emphasising its importance as a critical habitat for wildlife movement. And our K-9 unit expanded with the addition of three puppies, enhancing its tracking capabilities.





5.2 CONSERVATION TECHNOLOGY

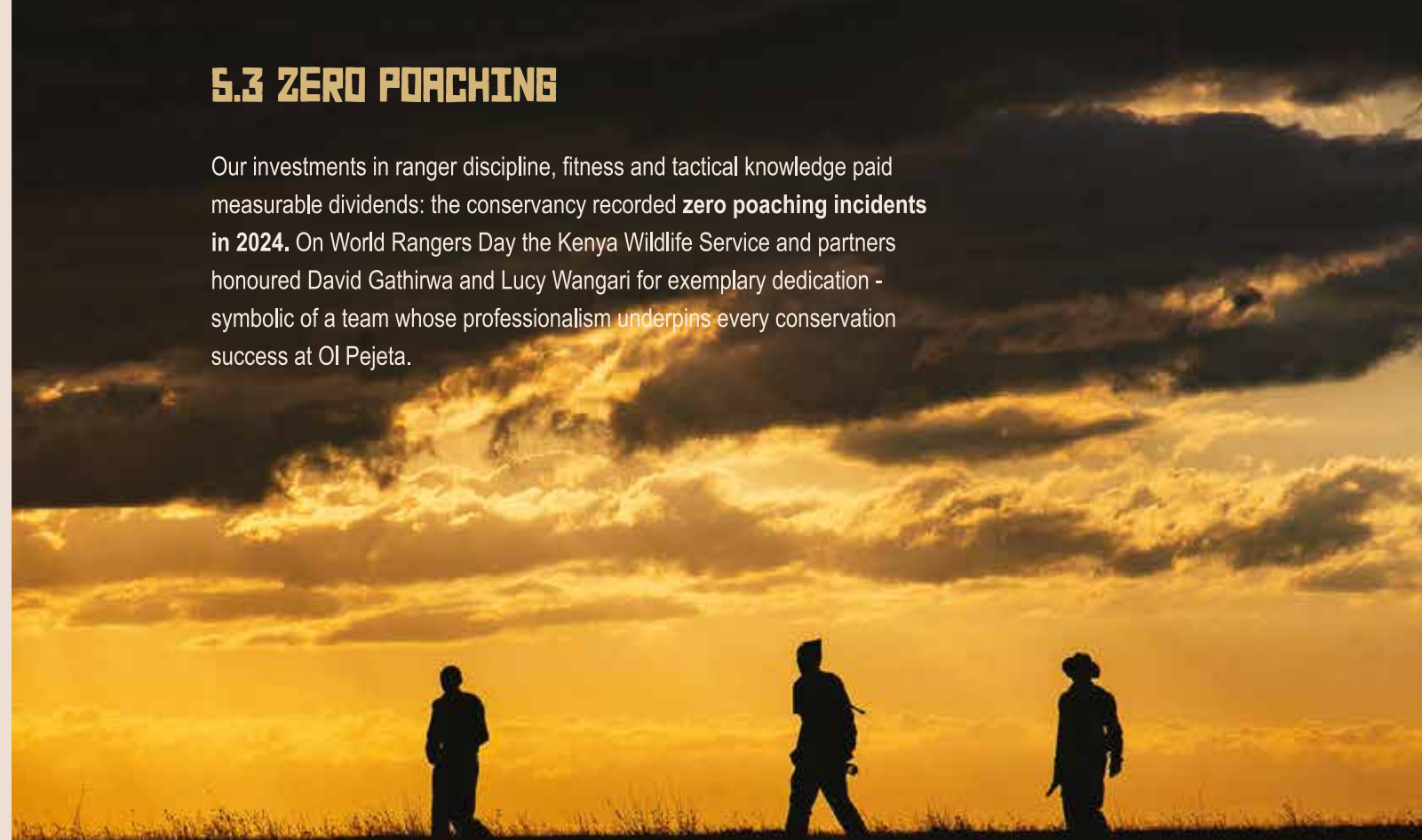
Through a vehicle-mounted FLIR programme, our Technology & Innovations Unit equipped five patrol cars, trained 29 rangers, and installed an 11 km thermal-camera shield for Solio Game Reserve. And with National Geographic support, engineers prototyped a LoRaWAN fence-monitor that will provide real-time break alerts in 2025. Starlink links, LAN extensions and IP phones now connect remote posts; 53 new computers, a server, and upgraded power systems underpin finance, HR and booking platforms; while fresh surveillance cameras strengthen perimeter security.

Capacity-building of staff on newly adopted technologies remained paramount: KWS staff received FLIR training, our operations teams completed Office 365 and data-analysis courses, and a Lewa Conservancy benchmarking visit informed the design of OI Pejeta's digitised control room. New hires in software solutions and IT support sustain these advances, ensuring infrastructure and technology continue to drive efficient operations, resilient security, and data-driven wildlife protection.

We use our security and tech infrastructure to support security not only in the conservancy but in our communities. A total of 65 incidents related to resource management and conflicts were reported and successfully resolved mainly through K-9 unit support in collaboration with the Kenya Police.

5.3 ZERO POACHING

Our investments in ranger discipline, fitness and tactical knowledge paid measurable dividends: the conservancy recorded **zero poaching incidents in 2024**. On World Rangers Day the Kenya Wildlife Service and partners honoured David Gathirwa and Lucy Wangari for exemplary dedication - symbolic of a team whose professionalism underpins every conservation success at OI Pejeta.



Intelligence sharing is also a cornerstone for security operations at OI Pejeta. In 2024 we maintained our 'zero poaching' record with only four intrusion cases recorded primarily related to firewood theft. This demonstrates not only our unwavering vigilance and ranger effectiveness, but also our support systems that include close collaboration with neighbouring communities who provide invaluable intelligence and with whom we work to anticipate and mitigate potential wildlife threats.

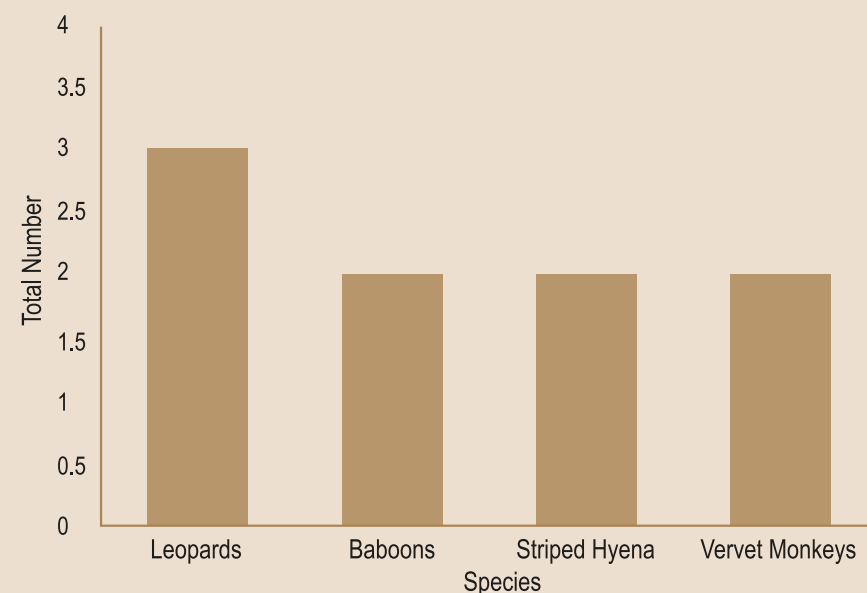
A ZERO POACHING RECORD





6 TACKLING HUMAN WILDLIFE CONFLICT (HWC)

In 2024, nine stray wildlife individuals - including three leopards, two baboons, two striped hyenas, and two vervet monkeys - were successfully captured in community areas using traps. To further improve human-wildlife conflict management, OI Pejeta has developed a system to monitor 'Problem Animal Control' response times, ensuring all cases are resolved within two hours, critical for the safety for both humans and wildlife.



**SPECIES
TRANSLOCATED
FROM COMMUNITY
DUE TO HWC**

7 OUR COMMUNITY DEVELOPMENT PROGRAMME

7.1 COMMUNITY STRATEGY LAUNCH

In 2024, we launched our new five-year Community Strategy. With a renewed focus on education, livelihoods, and governance, we have sharpened our focus on improving learning outcomes for 10,000 students, creating economic opportunities for 20,000 people, and strengthening community ties. We know that a sustainable future relies on both protecting our biodiversity and building community prosperity. Our community strategy therefore focuses on nature-based solutions to landscape level development in partnership with our neighbouring communities.

We are grateful to our community development partners for a year of record-breaking impact in 2024: UK Government/Fauna and Flora International, PA-MOJA, Domenica Blackappl Foundation, ARES, Science in a Suitcase, Human Nobility Foundation, Well Aware and National Geographic.

7.2 EDUCATION

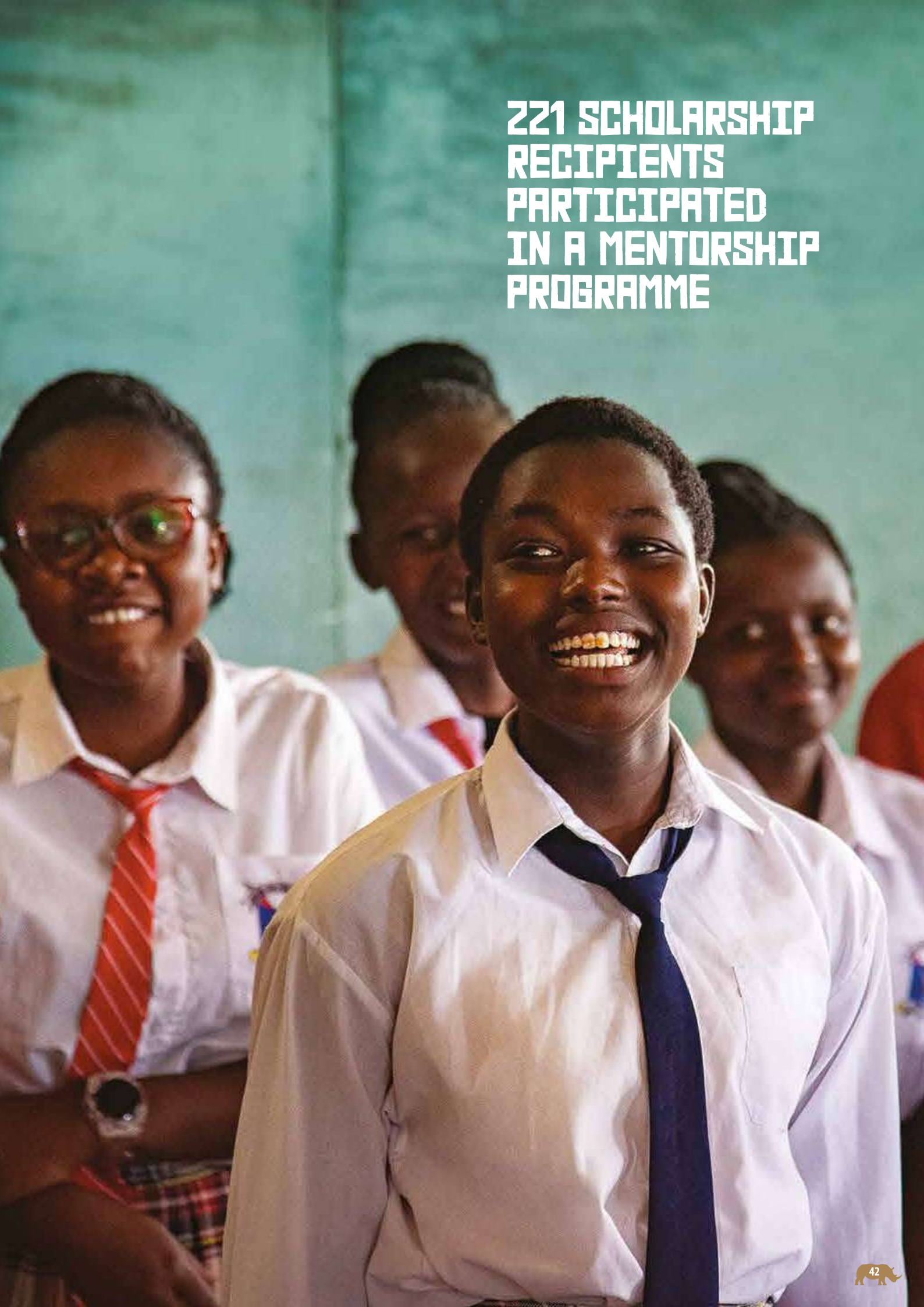
Scholarships

OI Pejeta accounts for the largest number of scholarships provided by any single organisation in Laikipia County. With the support of PA-MOJA, Blackappl Foundation and others, in 2024 we awarded a record 130 educational scholarships, 12% of which were to children from local primary schools. Additionally, 105 one-year scholarships were awarded to 18 secondary schools around the conservancy, and affirmative action was taken to support the communities on our northern borders who despite a lower population generally, have a relatively high number of school-going children.

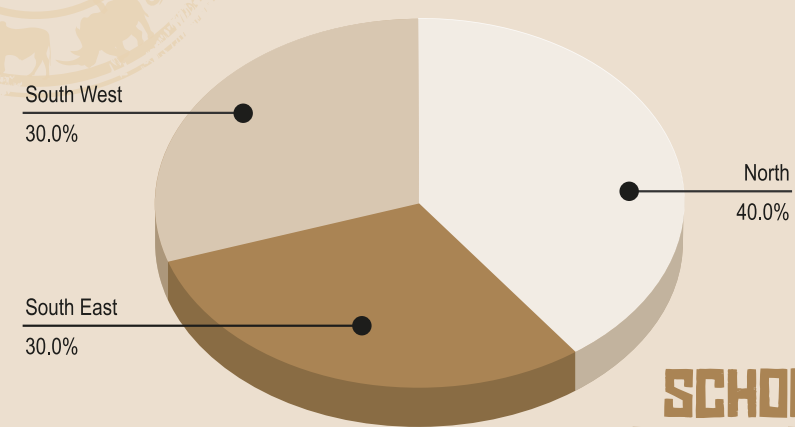


**130 EDUCATIONAL
SCHOLARSHIPS
AWARDED – OUR
HIGHEST EVER**





221 SCHOLARSHIP
RECIPIENTS
PARTICIPATED
IN A MENTORSHIP
PROGRAMME



2024
SCHOLARSHIP
DISTRIBUTION (%)

Also in 2024, 43 OI Pejeta scholarship students took the national examination (K.S.C.E), with 21 achieving scores above C+ and qualifying for university admission, 19 qualifying for diploma courses, and 3 for certificate courses.

GRADE	A	A-	B+	B	B-	C+	C	C-	D+	D
BOYS	2	0	3	1	1	0	1	3	0	0
GIRLS	0	1	1	4	3	5	8	7	1	2
	2	1	4	5	4	5	9	10	1	2

Careers and Mentorship

In August, the education team organised a career day for all 43 Form 4 students, interacting with staff across OI Pejeta exposing students to a variety of career paths. And to support the overall development of our scholarship students, in December 2024, 221 scholarship recipients participated in a mentorship week programme entitled *The Man I Am* for boys and *WISH* for girls, focused on identity and confidence building, social skills and setting boundaries, leadership, and becoming agents of change.



Digital Literacy

In 2024 and with the support of ARES (African Ruggedized Education Solutions), four schools (Ngenia Mixed Secondary, Nkando Mixed Secondary, Muthuini Comprehensive, and Mukima Secondary) joined the OI Pejeta digital literacy programme, bringing the total number of ARES project schools to 38. 469 teachers were trained on digital literacy integration learning activities and to ensure growth in ICT skills among students, 1,740 ARES champion students were trained to provide peer-to-peer training for other students in schools.

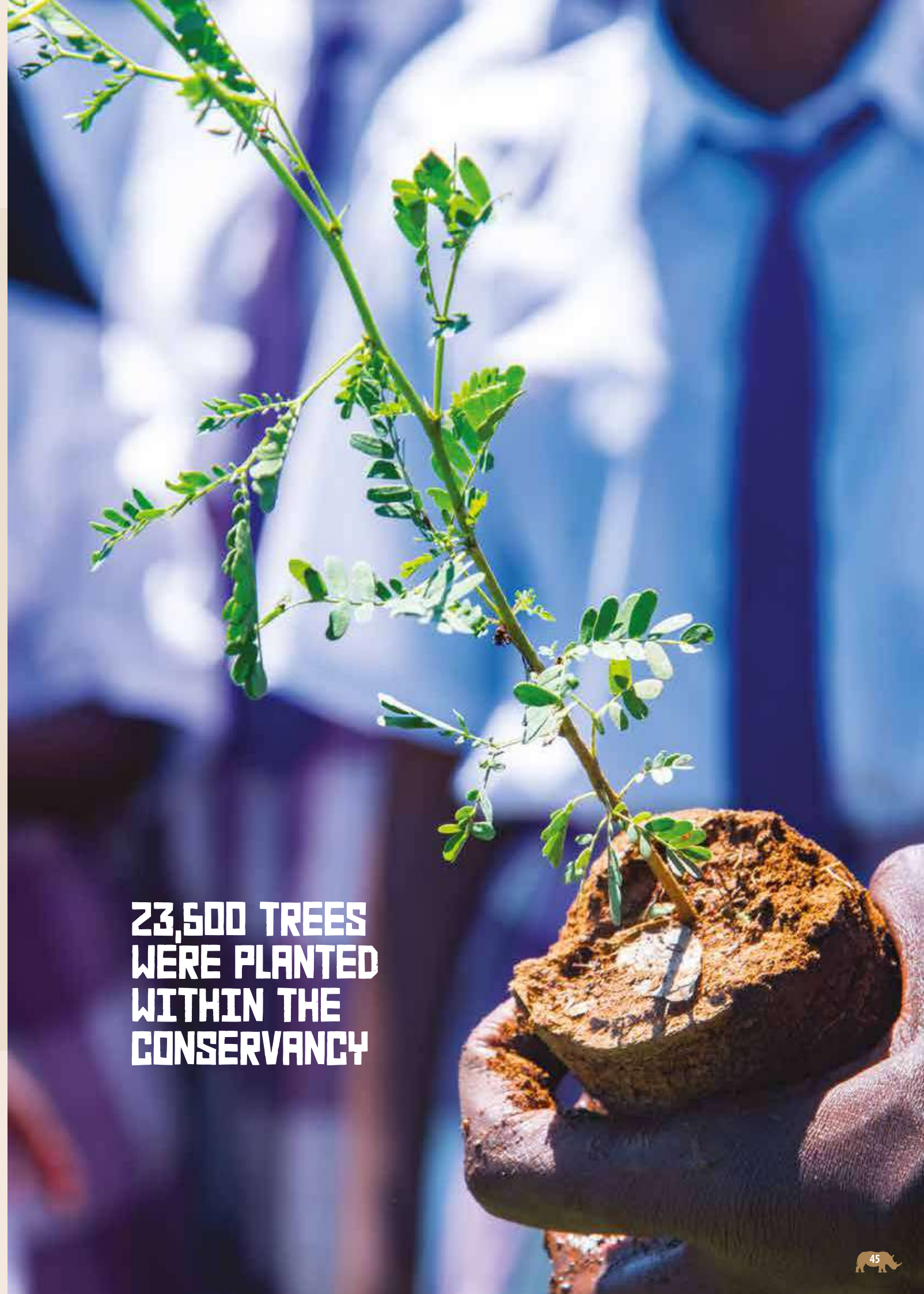
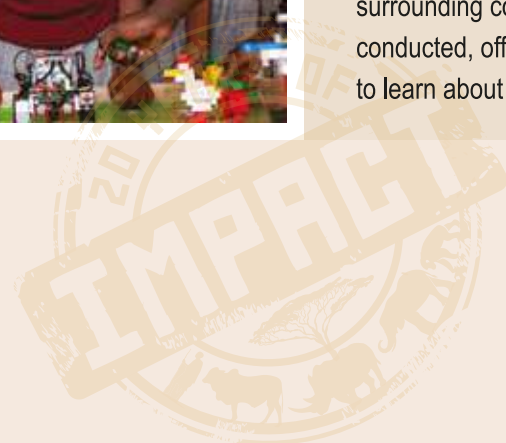
Robotics

In partnership with Science in a Suitcase, two new robotics clubs were established at Malek Girls Secondary School and Lairagwan Comprehensive School. Four teachers and 60 students were trained in scratch programming and its implementation in robotics.

In August 2024, two students from Muramati Comprehensive School were placed third in the national World Robotics Olympiad competition and represented Kenya in Cape Town, South Africa, at the Africa World Robotics Olympiad competition.

Conservation Education

We know that our future sustainability depends on the people living closest to us having a meaningful stake in what we do. Approximately 70% of staff employed by the conservancy come from local communities and in 2024, we provided access to the conservancy for a total of 2,473 community members for game drives and to learn about OI Pejeta conservation efforts. 1,054 students and 55 teachers from OI Pejeta community schools also received training in conservation techniques and practices to support conservation efforts in their schools. And finally in alignment with the Kenya national goal of planting one billion trees by 2030, 23,500 trees were planted within the conservancy and in surrounding community areas, and two virtual classrooms were conducted, offering students far away from OI Pejeta an opportunity to learn about our wildlife.



**23,500 TREES
WERE PLANTED
WITHIN THE
CONSERVANCY**



7.3 LIVELIHOODS

In 2024, a total of 7,536 farmers were engaged in our agricultural programmes with 1442 support visits made to livestock farms. 2,803 farmers received livestock management training on animal health, breeding practices, feed and nutrition, disease control, and overall farm productivity. By equipping farmers with this knowledge, the programme aims to improve the sustainability and profitability of livestock farming operations.

During 2024, 2,653 farmers were also reached with technologies to create 103 farm ponds, and 444 farmers received certified seeds for legumes, cereals and livestock forage. 30 farmers purchased water containers for clean water harvested from the through pay forward model.

In 2024, and in partnership with Fauna and Flora international, a UK Government Darwin Extra grant targeting over 6,500 farmers over 3 years was launched. In 2024 this grant supported the training of 69 'Trainers of Trainers' in energy, arable agriculture, and livestock. A livestock offtake scheme was started with northern pastoralist communities to give them access to the conservancy's existing beef market in which 140 head of cattle were procured. More than 3,000 farmers in all the three community zones received training in animal and crop husbandry, ten tree nurseries were established (nine community-based and one in the conservancy) and 39 demo farms set up.

A field day was held in the Mutara community for 90 farmers on bean and potato production and kitchen garden management. Farmers were also trained in water harvesting techniques, such as constructing water pans. Soil sampling and testing training focused on assessing soil health, nutrient levels, and fertilization. Training on soil biodiversity covered the role of microorganisms and organic matter in maintaining soil fertility and farming practices.

As part of the AKINA project, 104 households were supported with a water pan on their farms, to improve farm productivity. 60 water tanks were procured by farmers, and 179 farmers received subsidised certified seeds and training on climate-smart farming practices. In the initial pilot in Weruni, it is estimated that 103 farmers who received water pans will increase their productivity by 300%.

And finally, 15 energy-saving jiko (cooker) installers were trained and successfully installed 60 jikos in 30 households. Additionally, 153 portable energy-saving jikos were distributed to community members, reducing firewood and charcoal consumption, lowering household fuel costs, minimising indoor air pollution and decreasing deforestation.

7.4 COMMUNITY GOVERNANCE

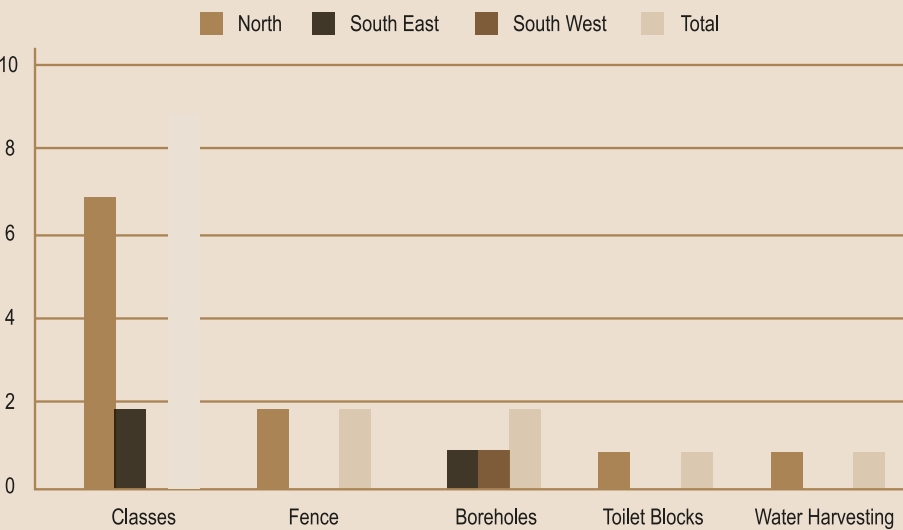
In 2024, OI Pejeta's Community Development Programmes (CDP) department successfully held elections for community representatives in 19 out of the 21 OI Pejeta Conservancy communities. These elected representatives play a critical role in our community partnerships and in delivering for people now and into the future.





7.5 SCHOOL AND COMMUNITY INFRASTRUCTURE

In partnership with the Human Practice Foundation and the Nobelity Foundation, OI Pejeta was able to construct ten classrooms in six schools to support a quality learning environment for students in the surrounding communities. And in partnership with Well Aware, two boreholes were drilled at Nyakio Mixed Secondary and Kahuho Comprehensive School, providing water to 900 students and surrounding communities. At Uaso Nyiro Comprehensive School, water harvesting systems were also installed, with a capacity to collect up to 40,000 liters of rainwater. The Conservancy also approved the purchase of 12 acres of land for a new secondary school at Uaso Nyiro.



INFRASTRUCTURE DISTRIBUTION PER ZONE

8. CONSERVANCY INFRASTRUCTURE, STAFF AND SERVICES

8.1 INFRASTRUCTURE

2024 was a year of investment in our service team and associated infrastructure, appointing specialists in coordination, stores, data, innovation, and IT. We upgraded our transport and power with two trucks, two tractors, four Land Cruisers, 16 motorbikes, and twin 110 kVA generators, built 162 km of all-weather roads, installed 12.5 km of new fencing, laid 10 km of HDPE pipeline, and refurbished workshops, staff housing, the Morani restaurant, and multiple water-harvesting sites. All these improvements have streamlined logistics, boosted staff welfare, and helped to safeguard our precious wildlife corridors.

8.2 HUMAN CAPITAL

Our people are at the heart of OI Pejeta's 20-year journey. In 2024, we reinforced our commitment to a thriving, engaged, and empowered workforce by celebrating excellence, service, and unity.

Building Team Spirit Through Sport

We introduced an inter-camp sports league that brought staff across the conservancy together sparking friendly competition in football, volleyball, cricket, pool, and darts, energising and strengthening cross-team spirit. Our football team was placed fifth out of twenty in the FKF Regional Championships and reached the quarter-finals of the Sarah Korere Peace Tournament; and our cricket team proudly represented OI Pejeta at the 2024 Rhino Cup.





Honouring Dedication and Excellence

As part of our 20th anniversary celebrations, we paid tribute to team members who have served OI Pejeta for over two decades - an enduring symbol of loyalty and resilience. We supported staff from different departments to engage firsthand with our guest offerings, deepening their knowledge and understanding of our conservation tourism model. And we were delighted to receive two noteworthy recognitions:

- Dr. Florence Kang'ethe, our resident veterinarian, was named among Kenya's Top 40 Under 40 Women for her leadership in animal health.
- Paul Ndonga, Community Livestock Extension Coordinator, was awarded by the Ndume App for being Laikipia's top artificial insemination expert.

Empowering Our Team

OI Pejeta closed the year with 631 employees, with 261 opportunities offered to members of the surrounding community, demonstrating our commitment to local partnership and impact. We delivered scores of capacity-building initiatives to upskill our workforce for impact both on the conservancy and across Kenya, notably in 2024 through a knowledge-sharing session led by our team at Lumo Conservancy (SE Kenya). And with much valued donor support we continue to upgrade our staff accommodation and recreation facilities. We look forward in 2025 to continuing to invest in this incredible team.

FINANCIALS OVERVIEW

2024 Financial Performance

In FY2024, revenue grew by 38% to USD 11.88 million compared to USD 8.61 million in 2023. The Group's consolidated net profit after tax reached USD 1.749 million, slightly above the USD 1.746 million reported in 2023. Despite revenue growth, expenditures increased significantly to USD 10.13 million (2024) from USD 6.86 million (2023), reflecting the need to invest in critical operations deferred during COVID-19, but essential for operational efficiency and long-term sustainability. While impacting short-term profitability, these expenditures strengthened service quality and operational resilience, positioning the organisation for stable growth.

The consistent year-on-year positive results have significantly improved our cash position, reducing reliance on banking facilities for working capital while boosting reserves.

	FY 2024	FY 2023
Income	USD 000s	USD 000s
Trading activities	9,960	6,728
Donations	1,309	1,187
Other income	611	694
Total Income	11,880	8,609
Expenditure		
Programmes	7,870	4,378
Fundraising	447	478
Admin Support	1,814	2,008
Total Expenditure	10,131	6,863
Net Income / (Loss)	1,749	1,746

COMMERCIAL SUCCESS FOR CONSERVATION IMPACT

CHIEF COMMERCIAL OFFICER'S OVERVIEW

Commercial Success for Conservation

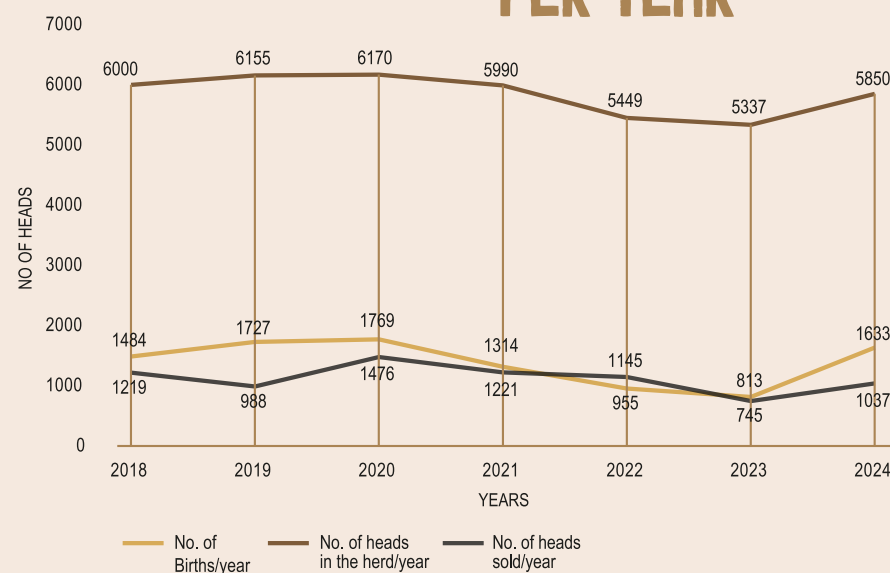
On Ol Pejeta, we combine commercial funding streams with fundraising to deliver conservation success. In 2024 we saw record-breaking commercial revenue. Our integrated approach across tourism, livestock, and new enterprise ventures fortified our financial sustainability, enabling us to deliver our conservation goals with confidence and purpose.

Tourism Excellence

Tourism remained our leading revenue pillar. In 2024 we welcomed 115,116 visitors, hitting our visitor number ceiling. Enhanced marketing, a more diverse range of visitor experiences such as night game drives, chimpanzee interactions, and immersive conservation tours all contributed to this achievement. We continue to prioritise our collaborations across the hospitality sector including with our valued tourism partners on the conservancy.



GROWTH OF OUR HERD VS SALES AND BIRTHS PER YEAR



GROWTH TREND

Year	2016	2017	2018	2019	2020	2021	2022	2023	2024
Births	1507	1748	1484	1727	1769	1314	955	813	1633
Cows expected to calve - Heads	1887	2021	2080	2178	2160	1971	1990	1805	1941
Calving rate %	80.0	86.5	71.3	79.3	81.9	71.0	51.6	45.0	88.3
Weaning Rate %	50.0	71.4	69.3	41.4	84	57.5	60.6	47.8	35.1
Ave. Herd size - Heads	5703	5824	6000	6155	6170	5990	5449	5337	5850
Sales Rate %	22.9	20.9	20.3	13.7	24.7	20.4	21.3	15.8	17.7
Total Mortality - Heads	230	285	336	425	355	334	314	368	347
Mortality Rate %	4.2	4.89	5.60	6.90	5.75	5.58	5.84	6.5	5.9
Mortality due to Predation - Heads	61	64	88	111	90	51	53	117	101
Predation Rate %	1.1	1.1	1.5	1.80	1.46	0.85	0.97	2.13	1.73
Stillbirth Rate %	2.4	2.0	3.1	3.7	3.17	0.45	4.29	3.32	1.22
ECF Mortality Rate %	0.35	0.5	0.7	1.30	0.58	0.67	0.51	0.74	0.15
Calf Mortality %	10.4	10.6	14.2	13.8	12.2	22.26	12.67	22.26	15.92
Heifer Replacement rate %	35.0	12.9	32.5	30.4	16.5	20.2	27.9	30.8	20.6
Increase in Herd Numbers %	0.25	9.3	-1.2	5.7	-1.2	-3.9	-8.6	-2.2	8.8

Sustainable Agriculture and Record Beef Sales

In 2024, our livestock and agribusiness saw exceptional success. Regenerative agriculture and community-driven food production played key roles in supporting food security and reinforcing our community impact. Our premium grass-fed beef sales set new records, underscoring the viability of OI Pejeta's livestock-wildlife integration model. The year saw good birthing, exceeding our annual target by 50 to stand at 5850 heads by the end of the year. In addition, close monitoring of our herds (steers, heifers, cows, bulls and calves) showed a growth in breeding cow numbers to 2,711 cows, an overall herd growth rate of 8%, along with excellent commercial and stud birthing. These successes along with new stock purchased from OI Dongo and Loldaiga to increase genetic diversity put us in a strong position for success in 2025.

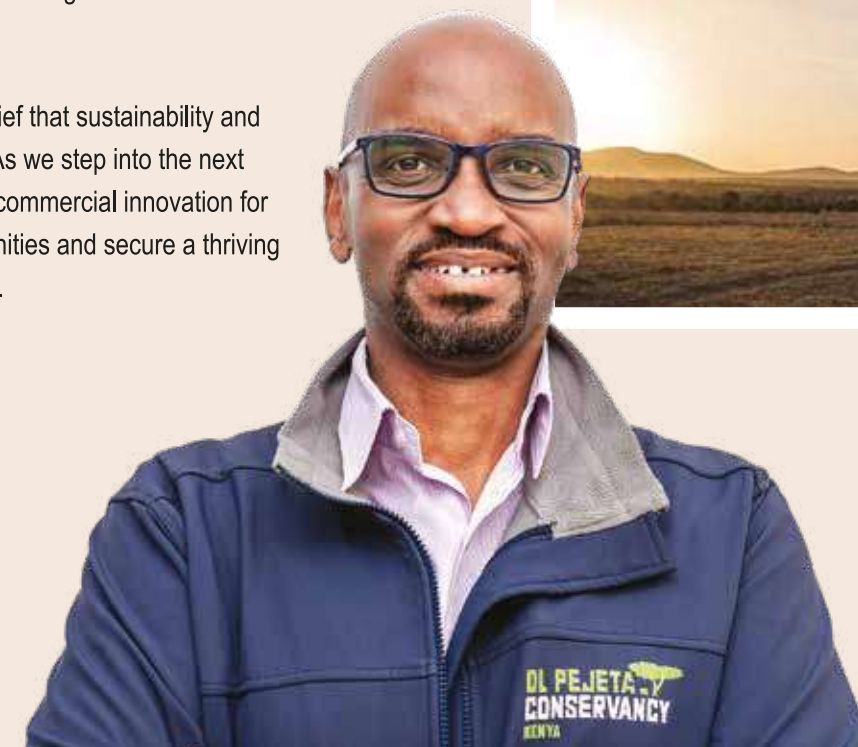
Our 20th Anniversary

A central highlight of 2024 was the launch of year-long celebrations for OI Pejeta @ 20 - an opportunity to both reflect on our journey and look forward with a new sense of purpose. Our highlight activities in 2024 include our founder's dinner, a staff celebration honouring long-serving team members, and a presidential baraza honoured by a visit from HE President Ruto. These gatherings recognised past achievements while energising momentum for the future. At the close of 2024 we looked forward to delivering our remaining 20th Anniversary programme including our new website launch, golf and cricket tournaments, our National Museum Exhibition and launch of our 2050 strategic vision.

The Road Ahead

2024's successes reaffirm our belief that sustainability and commerce can go hand in hand. As we step into the next decade, we remain committed to commercial innovation for conservation to empower communities and secure a thriving future for people and wildlife alike.

Ken Kimani,
Chief Commercial Officer



YOU RAISED
\$1.9M
FOR COMMUNITIES
AND WILDLIFE
IN 2024

20 YEARS OF
IMPACT

CHIEF FUNDRAISING OFFICER'S OVERVIEW

Dear Donors and Supporters,

I lead with a message of sincere thanks to you all! Considering the many serious global political and environmental crises that have affected so many people in 2024, we remain truly humbled by the steadfast support that we have received from so many loyal supporters that share our commitment to Kenya's wildlife and people.

With your critical support, 2024 was an incredibly successful year for the conservancy. We raised a total of \$1.92 million, both for specific projects as well as for general use. I wish to particularly recognise your response to our online campaigns, notably to our end of year fundraising campaign which overshot its target as one of our most successful ever. Campaign income is crucial in giving us the flexibility to shift funds where they are most needed, whether for species protection work on the conservancy, as part of a Laikipia-wide conservation effort, or to help us innovate as we seek solutions to many shared conservation challenges.

In the 21 communities that border the conservancy, and with support from a UK Government grant, we doubled down our efforts on water conservation so important for people's food security, building over 100 community dams, four boreholes, and supporting 800 farmers with climate smart agricultural training. Further, with funds from both the Arcus Foundation and individual support for our vet lab, we have continued to look after our resident group of chimpanzees, rescued from the illegal wildlife trade. And critical infrastructure projects supported by loyal foundation partners have included re-building a weir between the chimpanzee enclosures that had been damaged in the floods earlier in the year, and the construction of some major boreholes which help us to build resilience through better water access for wildlife and rangers alike.

Your support has also enabled our rhino programme to go from strength to strength. We continue to work as part of the Biorescue Consortium which is pioneering rhino IVF to save the Northern White Rhino from extinction. And our black rhino population reached a new high of 176 individuals, positioning it as a key anchor population to support wider national efforts to re-establish black rhinos in their former territories.

I wish to close by recognising that your support in 2024 enabled us to invest in the welfare of our staff, supporting new housing for our herders and rangers, and a special staff celebration in honour of our 20th anniversary.

And finally, as some of our larger multi-year grants come to an end, we are excited to have hired a new fundraising staff member in the US, and we are looking forward to a year of growth through events and other special projects as part of our 20th Anniversary year.

We look forward to engaging with many of you in 2025!

Dr Kirstin Johnson -
Interim Chief
Fundraising Officer



	Unrestricted	Restricted	TOTAL
2024	\$783,403	\$1,136,419	\$1,919,822
2023	\$952,330	\$1,917,344	\$2,869,674

HIGHLIGHTS



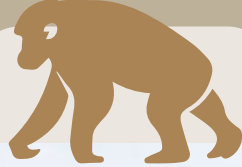
- After the devastating floods in early 2024 that affected both people and wildlife, we were thrilled to renew partnerships with two key foundations with a focus on support for our resident chimpanzee population. These animals suffered flood related disruption to their sanctuary and had to be moved temporarily to a smaller and more congested space. But with donor support, we have been able to revamp their enclosures and start work on building a new weir to regulate water flow in the area, building resilience of the whole chimp area enhancing the well-being of our chimps!
- Our annual event with Helping Rhinos raised £45,000 for OI Pejeta. Held in a magnificent building in central London, our CEO Justin Heath spoke about the conservancy's recovery from the floods, and Helping Rhinos CEO Simon Jones shared some memorable moments from his latest trip to the conservancy. We are incredibly grateful to all the donors that contributed to our work through that event.
- Our End of Year fundraising campaign overshot its targets by some way, starting with Giving Tuesday on 3rd December 2024 and taking us right up to the beginning of the new year. We would like to thank international individuals from the US and Kenya for matching this campaign, as well as to all those who gave in cash and stocks, giving the whole team a real boost as we approached the end of 2024.




HOW TO
SUPPORT
US


DONATE



BECOME A
MONTHLY
SUPPORTER


SYMBOLICALLY
ADOPT
AN ENDANGERED
ANIMAL


VISIT
OUR
ONLINE
SHOP


CREATE
YOUR
FUNDRAISER
FOR A
BIRTHDAY OR
OCCASION


MAKE A
CHARITABLE
GIFT
OF STOCKS OR
SHARES


JOE BLOG
NAME
A RHINO
IN SOMEONE'S
HONOUR




VISIT
US


VOLUNTEER
& GET A TRULY
BEHIND-THE-SCENES
EXPERIENCE ON OUR
IMMERSIVE
CONSERVATION
EXPERIENCE

REMEMBER
OL PEJETA
IN YOUR
WILL OR
LIVING
TRUST


REGISTER
TO GIVE
BACK
THROUGH
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(UK)


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US
ON SOCIAL MEDIA



CONTACT
US


SUPPORT
VIA YOUR
COMPANY


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MORE


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OUR UPDATES



YOUR SUPPORT, EITHER AS AN
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