

2025
ANNUAL REPORT

ABOUT SERA

MISSION

We protect rangelands and wildlife through an accountable, scalable, community-led conservation model that strengthens livelihoods.

VISION

A thriving landscape where the wildlife and people who call Sera home live in peace and prosperity.

CORE VALUES

STEWARDSHIP

We safeguard land, wildlife, and culture as a trust for posterity. We believe in shared custodianship; in which we collectively strengthen the land we depend on.

INTEGRITY

We are transparent and accountable in how we manage resources, benefits, and responsibilities, ensuring that communities and partners are informed, involved, and part of every decision.

RESILIENCE

We adapt to climate, security, social, and political change with innovation and persistence, turning uncertainty into opportunity for stronger, more inclusive conservation.

UNITY

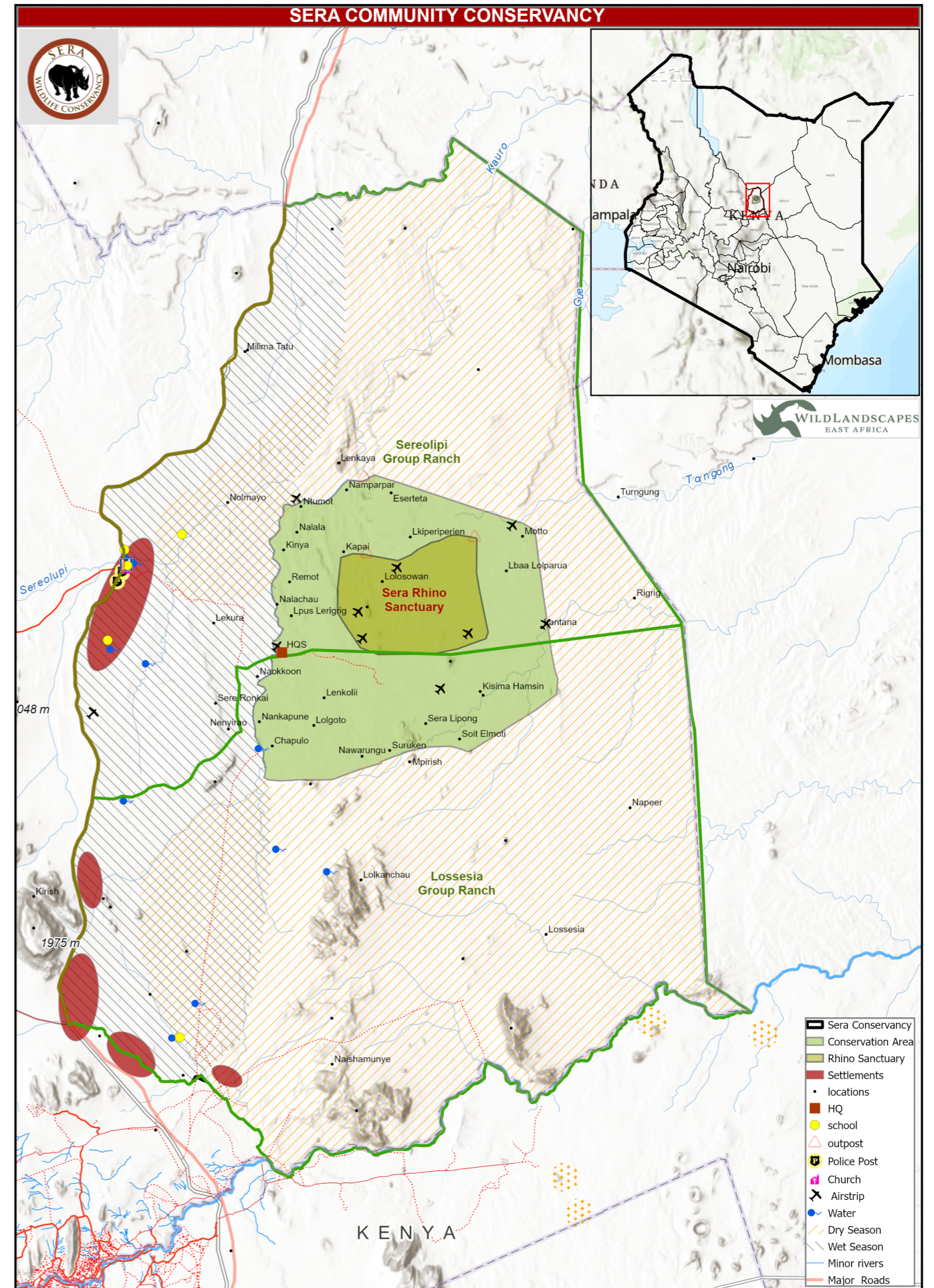
We are one community - men, women, elders and youths together - governed and driven from within, bound and guided by generations of Samburu tradition.

SELF-RELIANCE

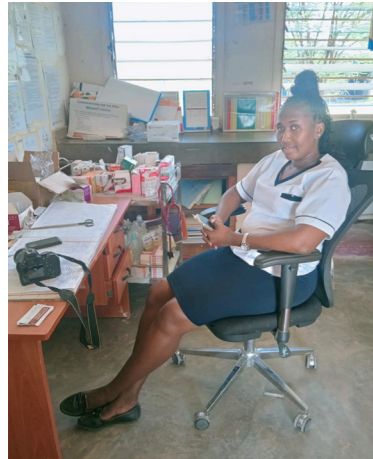
We work toward financial and strategic self-sufficiency, creating operational excellence through well-developed enterprise, skills and systems.

COLLABORATION

Our strength lies in partnerships - with neighbours, government, and global partners, helping us to lead and inspire community-based natural resource management (CBNRM) in Africa.



VOICES FROM THE COMMUNITY



PRISCILLA SEIN
Nurse In-Charge - SereOlipi Health Centre

"I would like to thank the carbon project for the construction of the health centre fence. We can now attend to patients at night without restriction. Before we got the fence, it was difficult for us knowing that we were not well-secured. In the past, the nurses would encounter wild animals that roam in the night"



MOSES JUMA, TEACHER
Imani Academy

"We thank Sera and the carbon project for constructing an additional classroom for us. The available classrooms were not enough for the growing student population. For now, we are relieved of the congestion; at least the students can study with ease."



LKILAYON LEKANAYA
Senior Rhino Monitor

"After USAID funding sanctions, we went for months without salaries. Everyone was stressed and demoralized. Our patrol vehicles were stalled due to fuel shortages. We couldn't cover all patrol routes, and sometimes rhinos went unmonitored for days, which was a significant risk. But since our partners provided emergency support, normal operations have resumed. We can now reach all the rhino territories, and monitoring has become effective and consistent. Ashe Oleng, our partners!"



Sera is built and maintained through extraordinary partnerships - inside and outside of our community.

“ Ashe Oleng, our partners! ”

MESSAGE FROM THE CHAIRMAN



JOSEPH LENTAKA

Chair of the Sera Wildlife Conservancy Board

It gives me great pleasure to welcome you to our 2025 Annual Report. It has been a year of unprecedented challenges, but also one that has offered powerful opportunities to build resilience, deepen partnerships, and sharpen our strategic focus.

We began the year with ambitious conservation plans, having aligned our budgets and set our funding priorities. Little did we know that changes in foreign aid policy by the United States government would place us at the center of a funding crisis that would test our very foundation.

The subsequent suspension of key grants from USAID, the United States Fish and Wildlife Service, and Fauna & Flora International disrupted core operations, conservation impact, and hard-won gains. With funding streams abruptly halted, uncertainty spread quickly; rangers went without pay and rations, patrol vehicles stalled, and the communities we serve faced growing concern, as the conservancy remains a critical lifeline for livelihoods, development, and peaceful coexistence.

At our most critical moment, we found strength in partnership. Saruni Basecamp Foundation, Great Plains Foundation, and Wild Landscapes International stepped forward with timely emergency support. Through their collaboration, technical expertise, and shared commitment, we were able to bounce back our operations and sustain the conservancy through the most difficult months. These partners became core pillars of resilience, and we look forward to building even stronger relationships in the years ahead.

Despite these challenges, 2025 has also been a year of remarkable recovery and achievement. Sera continues to stand proudly as home to East Africa's first community-owned and managed black rhino sanctuary, and now also hosts southern white rhinos; an enduring symbol of conservation success and community stewardship.

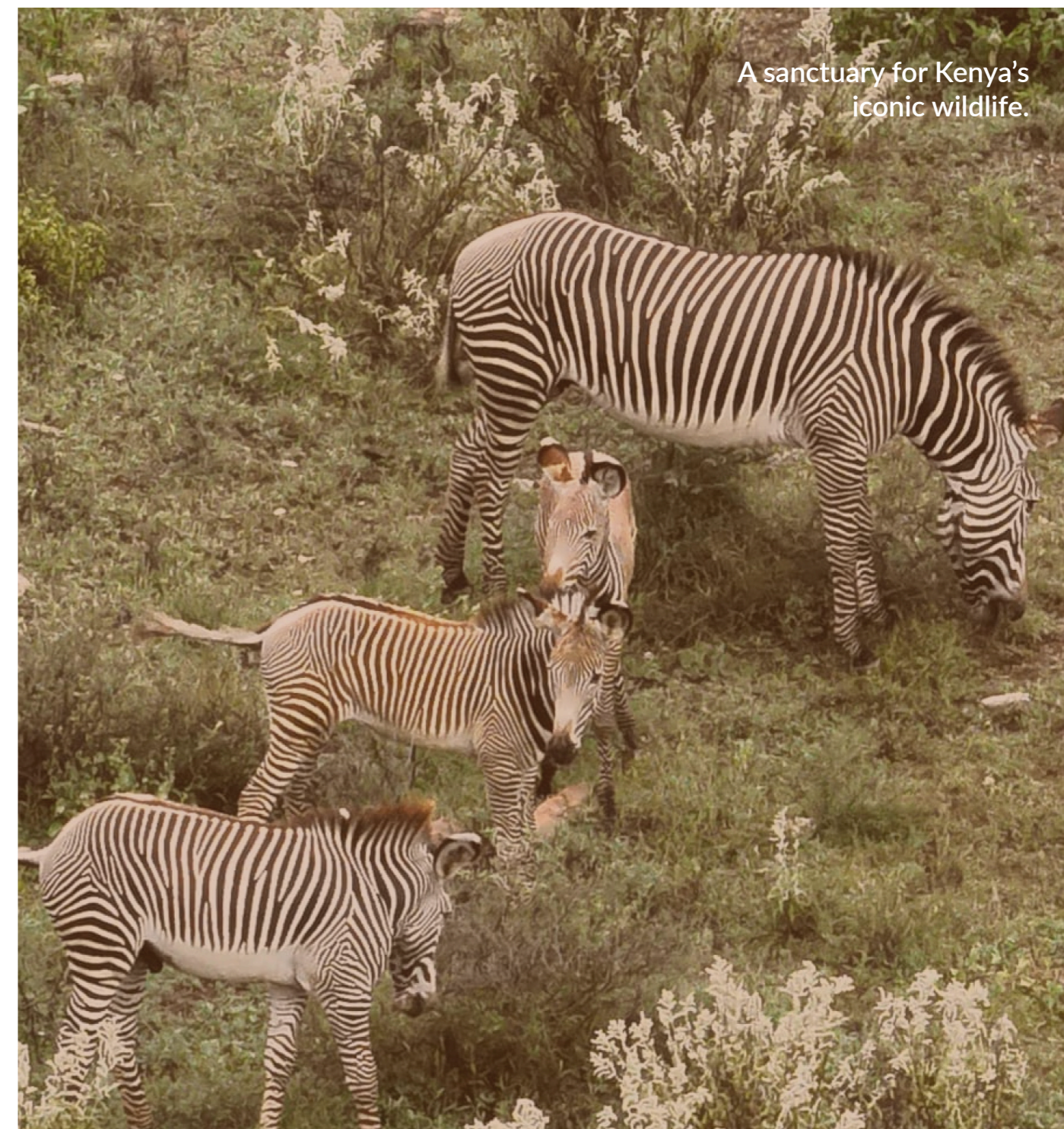
Our wildlife conservation efforts have delivered exceptional results. The black rhino population grew from 22 to 27, with five calves born during the year, while the white rhino population remained stable at five individuals. Apart from rhinos, the broader ecosystem continues to recover, with increasing populations of Grevy's zebra, giraffes, elephants, and buffalo, signaling improved habitat conditions following the severe droughts of recent years.

Tourism and enterprise development have shown encouraging progress. The community has fully endorsed new tourism lease agreements, and key sites have been identified to support future investment. Saruni Rhino Lodge continues to be recognized as a premier destination within the landscape, while Sera Conservancy was honored as the 1st Runner-up for Best Impact Conservancy at the Kenya Tourism Excellence Awards 2025, for the first time.

Institutionally, we have made great strides in strengthening governance, transparency, and operational capacity. Through successful community engagement forums, AGM processes, recruitment of key management personnel, and increased donor engagement, we are building a stronger and more accountable organization.

As we look ahead, our focus remains clear: strengthening governance structures, deepening community participation, and advancing sustainable financing through carbon credits and eco-tourism. These pillars will be our key drivers in ensuring long-term resilience and independence.

I extend my deepest appreciation to our community members, elders, morans, board, staff, and all our esteemed partners for being part of our journey.



MESSAGE FROM THE CONSERVANCY MANAGER



REUBEN LENDIRA

Manager of the Sera Wildlife Conservancy

Dear Friends and Supporters,

2025 was the year of great resilience. Barely a month into the year, we faced the headwinds of a global funding freeze. All our grants from the US government and the USAID received stop-work orders. What followed was operational disruption and months of uncertainty.

Our patrol vehicles went without maintenance, and the fuel tanks slowly ran dry. We had to stall all the vehicles. The staff were worried about their job security, families that solely depended on them and the iconic species and ecosystems they conserve.

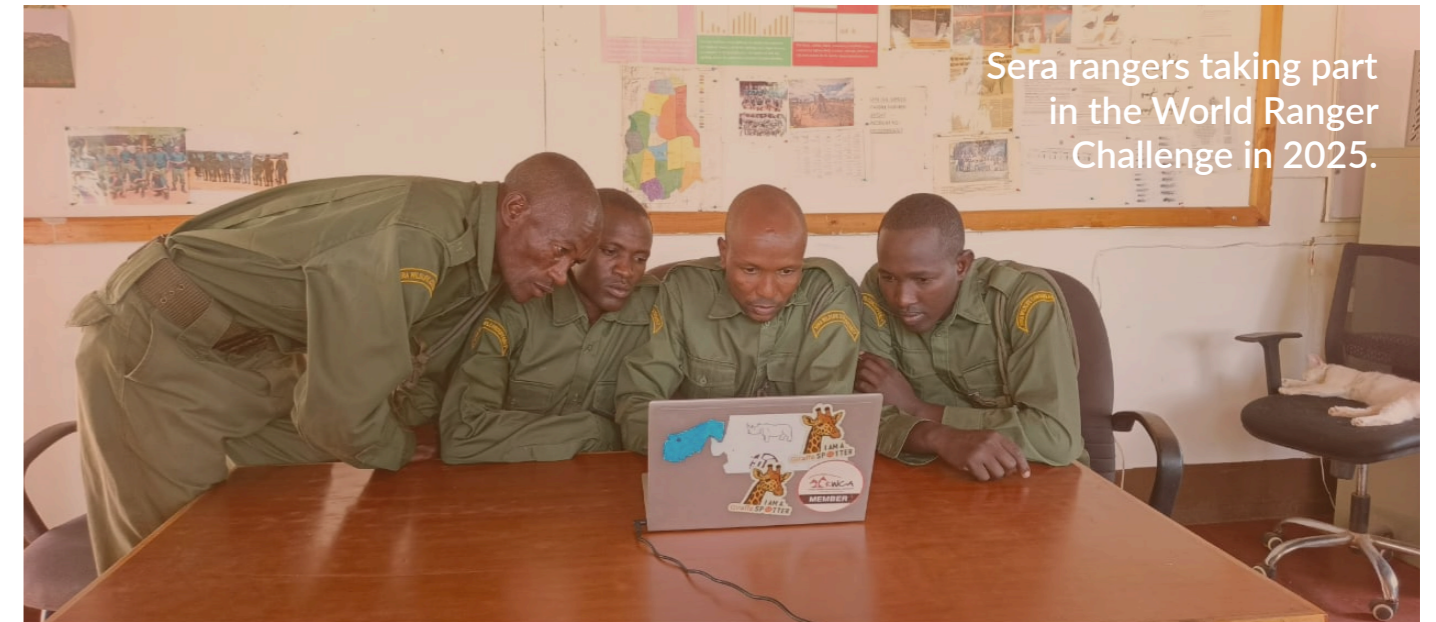
We maintained consistent engagement with the board and staff throughout the difficult time. Just when we thought the challenges were insurmountable, WildLandscapes International, the Saruni Basecamp Foundation, and the Great Plains Foundation partnered and came through for us. The critical operations were restored, and we jointly began strengthening our internal processes, capacities, and visibility. We registered three teams for the 2025 World Ranger Challenge, including the all-ladies team and also participated in the African Rangers Congress that brought together rangers from across Africa.

On the conservation front, the sanctuary recorded five black rhino births, the highest in a year since its inception, underscoring momentum in species recovery and community-led endangered species conservation. The other wildlife species too registered observable growth with the sanctuary bursting with families of foaling Grevy's zebra, buffalo, reticulated giraffe and elephant herds. Another conservation success was the rewilding of Loijipu (a black rhino abandoned at birth). After eight years, he left the caring hands of his guardian, Salome and adapted to the natural habitat. Today, he roams freely, dominating a large territory in the Sanctuary. He has found a companion and is now part of a growing family in the wild—exactly as nature intended.

We launched the much-awaited Sanctuary Long Term Water Project, a strategic investment funded by Saruni Basecamp Foundation and Great Plains Foundation that would see the supply of adequate, fresh and quality water within the sanctuary and its environs. The project will solve the water needs for the communities, wildlife and tourism partners.

Through the carbon funding, we prioritized community projects in education, water and health. 337 students were supported through secondary and tertiary education. The rangelands program continued to enhance the implementation of effective grazing plans and peace interventions in close partnership with community scouts and antipoaching teams.

We end the year on a high note despite a tough start. This wouldn't have been possible without the support from the community members, staff, board, donors, government and landscape working partners. Thank you for sharing our belief that conservation works best when it is inclusive, credible, and grounded in partnership.



Sera rangers taking part in the World Ranger Challenge in 2025.



2025 YEAR IN REVIEW

32

Total number of rhinos in the Sanctuary
(27 black, 5 white)

5

New black rhino births recorded

56

Community scouts trained on WCoMMs

80

No. of hectares of rangeland restored

Kes 3.6m

No. of bursaries awarded

6

Infrastructure projects completed

Kes 5.9m

Tourism revenue

CONSERVANCY PROGRAMS

GOVERNANCE & LEADERSHIP

In 2025, Sera Wildlife Conservancy continued to strengthen its governance and leadership structures, building on the progress made in previous years. New board members were brought on, adding fresh perspectives and supporting more inclusive representation in decision-making. The conservancy also advanced the use of Free, Prior and Informed Consent (FPIC) to ensure that community voices remained central to key decisions and development processes. Capacity building remained a priority, with Leadership and Management Program (LAMP) training planned to support both current and emerging leaders.



The Sera Wildlife Conservancy AGM - 865 members attended.

HIGHLIGHTS:

▶ Board Governance and Oversight

The quarterly subcommittee and board meetings were conducted as planned. The meeting continued to strengthen the board's participation and decision-making in the conservancy operations.

▶ Community Participation and Decision-Making

Public participation in the tourism lease agreement was conducted across all zones, followed by the annual general meeting in April, at which the community endorsed signing.

A special annual general meeting was conducted in SereOlipi to further sensitize the communities on the process of the lease agreement, clarify contentious issues and endorse the georeferencing exercise on the proposed lodge sites within the sanctuary.

▶ Financial Management and Capacity Building

In July, capacity-strengthening finance training was conducted for the board's finance committee and senior management to sensitize them on the updated finance and procurement policies. The training aimed to enhance the conservancy's internal controls and financial management.

▶ Carbon Programme Engagement

Carbon credit funds sensitization was carried out in all the 23 zones in September, culminating with annual general meetings in October for the two community lands, in attendance were key conservancy stakeholders. The community had the opportunity to endorse the 2026 priority projects and contribute to the conservancy's progress.

▶ Strategic Project Oversight

The Sera long-term water project inception meeting was led by the board to commence the project, with the initial FPIC conducted in 2024. The project is expected to provide fresh water within the sanctuary for community, wildlife and tourism partners.

▶ External Engagement and Partnerships

The board participated in the NRT-led Italian program visits and the World Giraffe Day celebration.

WILDLIFE PROTECTION AND MONITORING

In 2025, Sera Wildlife Conservancy continued to strengthen its conservation efforts through sustained anti-poaching operations, improved wildlife monitoring, and increased investment in staff capacity and technology. The year saw steady progress in rhino conservation, enhanced field coordination, and growing community engagement, reflecting the conservancy's ongoing commitment to protecting wildlife and supporting people.

▶ Anti-poaching and Field Operations

The 9 teams' antipoaching unit maintained consistent 24/7 patrols in the region, enhancing security for the people and wildlife.

▶ Wildlife Monitoring and Surveys

The sanctuary's aerial and ground wildlife counts were conducted to assess species trends and competition for rhino browse. The census report outlines a stable number of species within the sanctuary and recommends removing some elephant families to reduce pressure on the habitat and rhino browse during dry seasons.

▶ K9 Unit Response

The K9 Unit underwent a 10-day refresher training and successfully located a 5-year-old missing boy from Merille and reunited him with the family, who were on the move for better pastures.



Salome, Loijipu's caretaker, rewilded her after eight years of nurturing.

► **Rewilding Success: Loijipu**

After nearly a decade of care and dedication, Salome, the caretaker of Loijipu, made one of the hardest decisions of her life: to rewild Loijipu after eight years of nurturing. The rewilding was a success, allowing him to return to his natural habitat. Today, he roams freely, dominating a large territory in the Sanctuary. He has found a companion and is now part of a growing family in the wild—exactly as nature intended.

Salome's achievement is both historic and inspiring. She is one of the first women to raise and successfully rewild an abandoned male rhino at Sera Conservancy, breaking barriers in a field traditionally dominated by men. Her story is more than just about conservation; it is a bold statement of empowerment: What a man can do, a woman can do better.

► **Ranger Training and Representation**

4 community scouts attended the African Rangers Congress held at Lewa Wildlife Conservancy, 17th – 22nd September, by Game Ranger Association of Africa, under the theme 'Improving Ranger Welfare and Standards'. 18 rangers represented Sera in the 2025 World Ranger Challenge, with the women's team emerging in 2nd place in the Kenya hub.

► **Rhino Population Growth**

The conservancy closed the year with a record of 5 black rhino births. On December 17th, 2025, Nteekwa, an 8-year-old rhino and firstborn daughter of Nadungu, welcomed her very first calf. Nteekwa represents the first generation of mothers born right here at Sera, and now she's continuing that legacy.

The total number of rhinos in the sanctuary has grown to 32 individuals (27 black and 5 white rhinos) from last year's population of 27 (22 black and 5 white rhinos).

POPULATION STRUCTURE OF BLACK RHINOS 2025				
Age Class	Males	Females	Sub-total	Proportion in the population
Calves (< 3yrs)	4	5	9	33.30%
Sub-adults (3.5-7 yrs)	3	1	4	14.80%
Adult (>7 yrs)	6	8	14	51.90%
Total	13	14	27	100%
Proportion in Population	48.10%	51.90%	100%	

► **Rhino Monitoring and Veterinary Response**

In March 2025, Nairenyu (also known as Sala), a 21-year-old female black rhino, went missing for several days, prompting a thorough search by the monitoring teams. During this effort, they discovered spots of blood clots at her known resting areas, which raised concerns about her well-being. After two days of dedicated searching, Nairenyu was located with injuries on her head, neck, and left rear leg, highlighting the need for immediate veterinary attention. While the exact cause of her injuries remained unclear, the monitoring team suspected that they may have resulted from an encounter with male rhinos.

Fortunately, Nairenyu was found alongside her calf, Losekulai, and both were placed under close observation. She later began to show signs of improvement as her wounds healed and she resumed moving safely throughout her habitat. This positive outcome reflects the team's commitment to the health and safety of these majestic animals.

► **Staff Training and Capacity Building**

56 staff members (21 rhino monitors, 20 rangers, 6 fencers, 4 database operators, 4 drone operators and 1 research officer) went through a 3-day training session held at the Sera headquarters. The training aimed at helping the rangers learn how to collect data effectively. They were trained to fill out wildlife monitoring forms, track patrol efforts, report carcasses, and document conflicts and illegal activities. They also learned how to use equipment like GPS. Meanwhile, database operators received hands-on training in generating reports, maintaining the database, and creating maps for the conservancy.

► **Infrastructure and Technology**

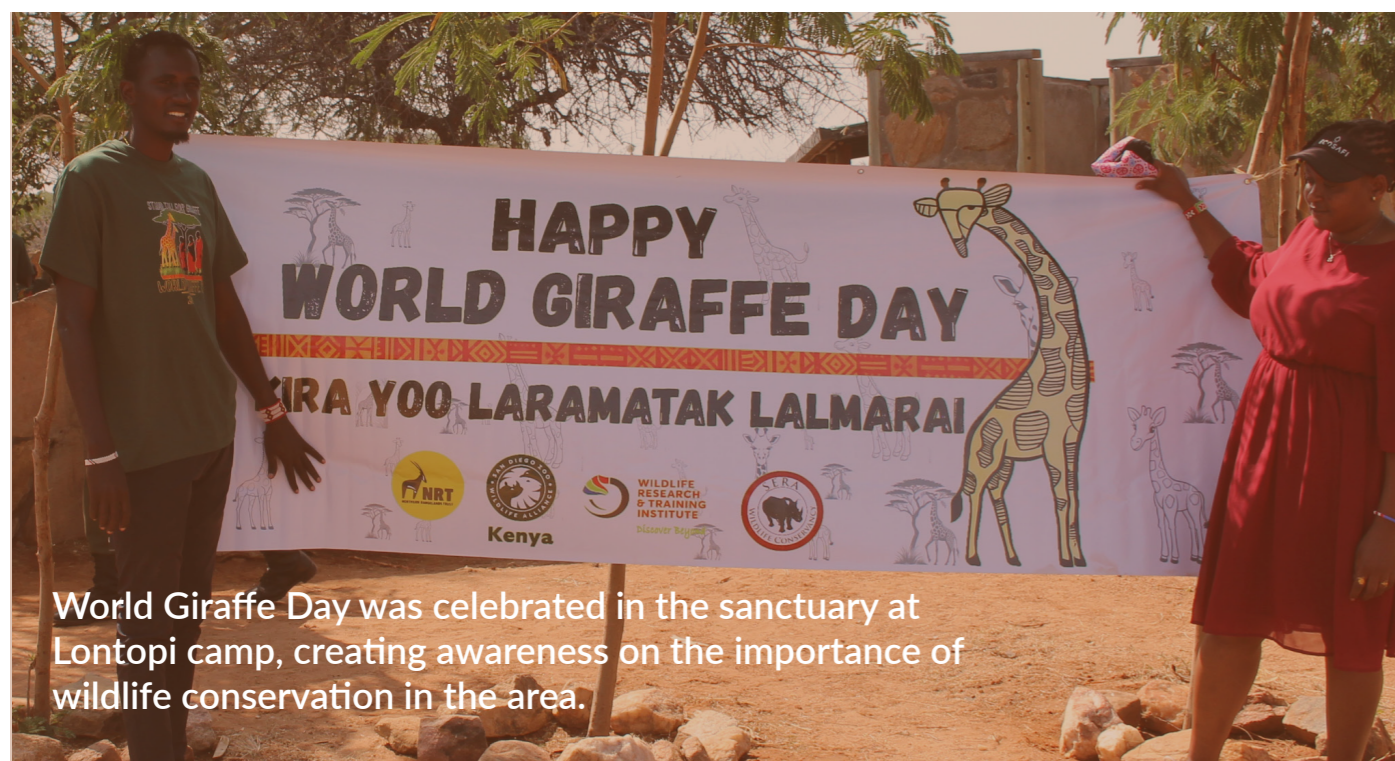
With support from WWF – Kenya, solar power and installations were carried out at Kauro camp, staff quarters and rhino camps. This has enhanced staff morale and productivity as their housing units have been lit up, and their mobile phones are comfortably charged.

Sera's Joint Operation and Command Centre (JOCC) was upgraded with a desktop and a TV Screen. The Wi-Fi connection at Kauro headquarters was optimized, and a new installation for Rhino monitor camps was made, enhancing field connectivity and Earth Ranger data synchronization.

► **Giraffe Conservation and Community Engagement**

With funding from San Diego Zoo Wildlife Alliance, the Twiga Walinzi Program strengthened tech-supported surveillance through camera traps, established 4 giraffe conservation clubs with 91 founding student ambassadors and reached 485 community members through giraffe conservation outreach forums.

World Giraffe Day was celebrated in the sanctuary at Lontopi camp, themed 'we are the shepherds of our giraffes' and created community awareness on giraffe conservation and key threats to the species.



World Giraffe Day was celebrated in the sanctuary at Lontopi camp, creating awareness on the importance of wildlife conservation in the area.

PEACEBUILDING AND SECURITY

Peace and security remained a key priority at Sera Wildlife Conservancy, supported by strong community engagement and closer collaboration with security partners. The conservancy continued to play an active role in grazing management initiatives to ease pressure during the dry season. Strengthened coordination with government agencies, including the Kenya Wildlife Service, has improved security presence within the sanctuary. The active involvement of morans in patrols and conservation efforts further reinforces community responsibility in maintaining peace and protecting wildlife.

► **Grazing Management and Conflict Prevention**

The grazing committee engaged 384 pastoralists in Kom, Sere Elparua, Lekilash, and Seketani to ease pressures during the dry season.

► **Joint Security Operations**

The conservancy strengthened joint security operations with Samburu East Sub-county leadership and the Kenya Wildlife Service. This has borne fruit for partnership, as a KWS ranger unit has since been stationed within the rhino sanctuary.

► **Community Engagement in Security**

Morans demonstrated strong commitment by participating in patrols and supporting anti-poaching during Twiga Walinzi outreach meetings.



LIVELIHOODS AND ENTERPRISE

Livelihoods and enterprise development continued to play an important role at Sera Wildlife Conservancy, with sustained investments in education, water access, infrastructure, and community well-being. Bursary support, school and health facility improvements, and water projects helped ease the daily challenges faced by community members. At the same time, tourism is making good progress, strengthening local income streams and creating new opportunities.

► **Education Bursaries**

Education bursaries worth Kshs 3.6 million, funded by carbon credits, were disbursed to support 337 community students in secondary and tertiary schools and to cushion parents against the fee burden.

Community Water Access

Water projects supported 5 hand pump repairs in Sere-Olipi and Rapunye pipeline extension, which has reduced the pressure on women trekking long distances and offered opportunities for kitchen gardening.

Sanctuary Water Infrastructure

Sera Sanctuary Long Term Water Project started in September, with phase 1 of the project completed. The ambitious phased project, funded by the Saruni Basecamp Foundation and the Great Plains Foundation, envisions extracting fresh water from the Ntumot Lagga, about 10km off the sanctuary, for supply to the entire sanctuary and proposed tourism sites.

Rhino Sanctuary Protection

Fence repair and maintenance, and gabion rehabilitation were implemented with the funding support from the San Diego Zoo Wildlife Alliance. The activity has contributed to the security of the growing rhino populations.



Roads and Access

About 49 kilometers of road network and an airstrip were graded with support from Northern Rangelands Trust and Saruni Basecamp. This has improved accessibility and reduced wear and tear on the conservancy vehicles.

Education Infrastructure

An additional classroom was constructed at Imani Primary School with funding from carbon credits, enhancing student uptake and enrolment.

Health Infrastructure

Through carbon funding, the construction of the Sere-Olipi Health Centre fence was completed, restoring the much-needed security against wildlife intrusion and improving patient safety.

Recognition and Awards

Sera was named the 1st Runners Up for Best Impact Conservancy at the Kenya Tourism Excellence Awards 2025. This is a clear indication that reintroduction of rhinos in Sera is bolstering tourism and community benefits from their conservation efforts.

Tourism Development and Lease Agreement

With support from Saruni Basecamp and Great Plains Conservation, the signing of the lease agreement has progressed to its advanced stage. The community's Free Prior Informed Consent was adequately covered, and the sites were georeferenced.

Tourism Revenue

A total of Kes 5.9 million was generated in the annual tourism income, building the conservancy's internal funding streams.



RANGELANDS AND CARBON PROJECT

Rangeland restoration efforts continued to gain momentum at Sera Wildlife Conservancy, driven by strong community involvement and a focus on sustainable land use. Women played a leading role in restoration activities, contributing to improved grass cover, reduced pressure on the sanctuary, and new livelihood opportunities. Ongoing collaboration with grazing committees and learning exchanges further strengthened local capacity for land management and climate resilience.

► Women-Led Restoration

240 women-led restoration through the TWENDE- Justdiggit and carbon-credit-funded project, which saw 8 grass plots thrive, be harvested, and be packaged, in turn generating income and restoring degraded land.

► Improved Rangeland Health

Zero livestock incursions into the sanctuary this year, resulting in healthier grass cover.

► Grazing Management and Community Collaboration

Ongoing collaboration between the grazing committee and communities strengthened sustainable land use practices.

► Capacity Building and Learning Exchanges

An exposure tour was conducted for 10 women rangeland champions to African Agency for Arid Resources Limited (AGAR)'s seedling nursery in Nanyuki to learn more about value addition on non-timber tree products in northern Kenya as part of livelihood diversification and climate resilience.



Building semi-circular bunds for rangeland rehabilitation.

PARTNERSHIPS AND COLLABORATIONS

Sera Wildlife Conservancy strengthened its partnerships and collaborations in 2025, working closely with county and national government agencies to support joint patrols and broader conservation efforts across the greater Sera landscape.

KEY COLLABORATIONS

Sera continued close partnerships with the county and national government on joint patrols and conservation in the greater Sera landscape. The conservancy participated in the National Police Reservist (NPR) head count and new registration.

NEW MOUS SIGNED IN 2025

San Diego Zoo Wildlife Alliance and Sera signed a memorandum of association, strengthening the joint research and conservation work.

WildLandscapes East Africa formalized a memorandum of association that encompasses Organizational Sustainability, Conservation and Capacity Building.

Collaboration MoU between **Northern Rangelands Trust** and Sera for operational support for antipoaching teams to enhance landscape wildlife protection.



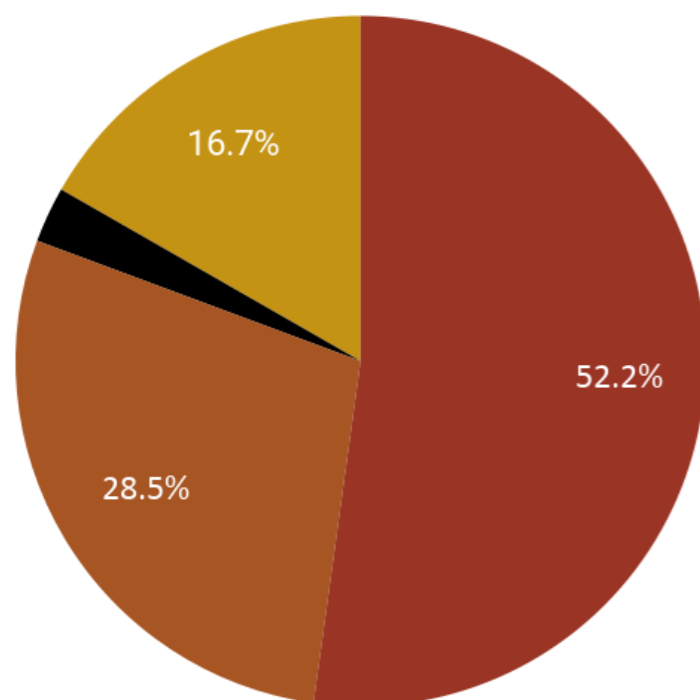
The African Rangers Congress team visit to Sera.

FINANCIAL OVERVIEW

2025 FINANCIAL SUMMARY	
Balance b/f	3,847,720.03
Income	224,398,098.74
Operations	87,568,370.50
Programs	47,811,686.76
Governance	4,383,095.00
Community Projects	28,064,668.98
Expenditure	167,827,821.24
FUND BALANCE	60,417,997.53

2025 Expenditure

● Operations ● Programs ● Governance ● Community Projects



DONORS

- Great Plains Foundation** - operational support and long-term water project.
- Saruni Basecamp Foundation** - operational support and long-term water project.
- Tusk Trust** - operational support.
- WildLandcapes International & East Africa** - technical, fundraising and operational support.
- Rhino Recovery Fund** - capacity strengthening funding.
- Kenya Rhino Range Expansion** - operational support.
- Northern Rangelands Trust** - technical, logistics and funding support.
- San Diego Zoo Wildlife Alliance** - strengthened rhino and giraffe conservation.
- WWF-Kenya** - solar lighting and technical field support.

FINANCIAL SUSTAINABILITY STRATEGIES

Efforts to strengthen financial sustainability have focused on broadening income sources and reinforcing the long-term viability of the conservancy. This includes expanding eco-tourism partnerships and promoting low-impact camping, supported by increased visibility of the sanctuary to attract visitors and partners. Alongside this, the conservancy continues to advance community-owned rangeland management plans that underpin carbon credit funding, ensuring that conservation and livelihoods remain closely linked. There is also a strategic push to secure recognition as a Key Biodiversity Area (KBA) and to pursue UNESCO World Heritage Site status, both of which would support stronger positioning for branding and fundraising.

CHALLENGES

The conservancy faced significant constraints during the year following an unprecedented freeze in US funding, which halted key conservation grants from sources including USAID, Fauna & Flora International (FFI), and the US Fish and Wildlife Service (USFWS). This disruption placed immediate pressure on operational capacity and financial stability.

At the same time, climate change continues to intensify pressures across the landscape. Prolonged dry periods have increased competition for browse within the sanctuary and for water and grazing between wildlife and livestock, at times leading to human-wildlife conflict incidents that require additional patrol effort and community engagement.

Resource-based intercommunal clashes in parts of the Kom triangle have also posed serious challenges, resulting in the loss of both human life and livestock. Despite maintaining core conservation operations under these conditions, the conservancy continues to face funding gaps, particularly in meeting essential staff needs such as uniforms, monitoring equipment, outpost maintenance, and the acquisition of an additional vehicle to strengthen rhino monitoring and protection.

FUTURE OUTLOOK

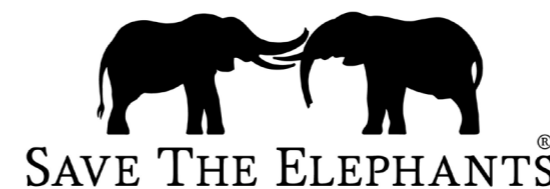
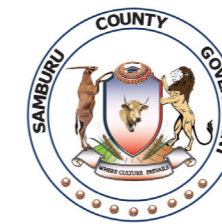
The coming period will focus on strengthening the conservancy’s capacity and systems, alongside formalising key governance structures, including the signing of the lease agreement. Priority will also be given to completing the Sera Long-Term Water Project, which is critical for both wildlife and community resilience.

Targeted board training, including on the Leadership and Management Program (LAMP), will support stronger governance, while upgrades to technology—such as the JOCC and monitoring systems—will improve coordination and effectiveness. A review of the conservancy’s development and management plan will ensure it remains aligned with current needs and priorities.



Women Rangelands Champions exposure tour to the African Agency for Arid Resources Ltd. demo site for indigenous tree seedlings.

ACKNOWLEDGEMENTS





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