



ELEPHANT CHARGE UK

A New Conservation Mindset

Governing Strategy Document

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03 The Challenge

*Funding Conservation
In Zambia Through*

Education, Leadership & Human-Wildlife Existence

THE CHALLENGE

Zambia is blessed with beautiful landscapes, vast waterways and areas of forest, and some of the most valuable and biodiverse ecosystems on the African continent.

However, those ecosystems are facing a crisis, and without support it is very possible that the world will lose these wild areas, lose their unique flora and fauna, and see the disintegration of the communities that depend on them.

Many Zambians live in extreme poverty, and wealth building must and will remain a strategic priority for the country and wider region.

Yet it must also be recognised that increased pressure on natural resources from economic development threatens the very ecosystems on which rural communities depend. Such threats will accumulate and accelerate without swift action.

Both home-grown and international conservation organisations, supported mostly by international funding, have grown up to help protect the natural assets of the country.

However, existing conservation efforts are unequal to the sheer scale of the task ahead, and the funds that are currently available are themselves likely to come under pressure as more areas of the globe face similar threats.



ELEPHANT CHARGE 'S MISSION

Conservation Through Education & Community Empowerment



05 Vision & Purpose



Developing eco scientists through supporting tertiary education, internships and further degrees.



*A new generation of knowledgeable and ambitious
Zambian environmental leaders*

ECUK's vision is of a new generation of knowledgeable and ambitious Zambian environmental leaders who pursue strong economic prosperity in tandem with a holistic approach to natural resource management.

This is not only the surest path to truly sustainable development, but also the surest route for the health of ecosystems, wildlife populations, and water resources.

For nearly two decades, Elephant Charge Zambia (ECZ) has raised money through the annual Elephant Charge off-roading event for conservation causes across Zambia. Elephant Charge UK (ECUK) is a new UK-based charity established to support and further these charitable aims, and to generate new income streams independent of the Elephant Charge event.

ECUK builds on ECZ's longstanding work championing positive environmental stewardship through EDUCATION & COMMUNITY EMPOWERMENT - including cultivation of a pro-conservation mindset that seeks positive solutions to the very real problems of living alongside wildlife.

We envisage a new generation of knowledgeable and ambitious Zambian conservation leaders, backed by a population that understands that Zambian economic development must be promoted alongside sound ecological stewardship. That development – and Zambia's sense of self – will suffer if its iconic ecosystems were lost, and the clean soil, water, and air those ecosystems provide were all depleted.

This shift in conservation mindset and conservation leadership will encourage a more holistic approach to natural resource management within the country. It will contribute positively to the green economy and help maximise the efficiency of existing conservation programmes, and of funds contributed from abroad.

06 Our Values

It is universally accepted now within the charitable world that benefactors support organisations with which they first and foremost identify at an emotional level, and whose values align with their own.

01

Outcome-focused

We believe in results, and that efficient funding relies on local knowledge and getting help directly to experienced end-users.

02

Community-Driven

We reject fortress conservation approaches that rely on top-down solutions. Local stakeholders always come first, and their empowerment and leadership are prerequisites to achieving sympathetic and sustainable economic and conservation outcomes.

03

Leveraging Positive Mindsets

We believe that such empowerment and leadership depends on growth of local expertise and a country-wide 'conservation mindset'.

04

Honesty & Accountability

We believe in cultivating a sense of openness as to who we are, what we do (and including the limits of what can be achieved), and how we operate. We work to maintain international standards of transparency.

These values should shine through in all presentations to donors, and in all promotional material!

07 Education

It is ECUK's function to attract tax-efficient donations from UK and other sources, to contribute to ECZ's fundraising efforts.

From a UK donor perspective, ECUK is a trusted, knowledgeable partner at the front line of African conservation - one that can illuminate the Zambian conservation space, identifying worthy home-grown initiatives that are often invisible to the outside world, and directs funds to where they are most needed, and where they are most impactful at a local level.

A CONSERVATION MINDSET

EDUCATION

ECUK aims to support education and promote a nationwide 'nature-nurturing' conservation mindset - a culture of environmental awareness, an 'eco-active' community.

- Support conservation education clubs in schools
- Finance for radio and TV conservation/nature programmes at national & local levels
- Media campaigns for behaviour change

08 Education

	Theme	Target	Date
Education	Promotion of Conservation Clubs	Support the targeted increase of clubs across the country. Fund the updating of the club curriculum. Currently 11% of primary and 5% (est.) of secondary schools have Conservation Clubs. It has been with EC funding that the clubs over doubled in a period 8 years. Goal to have clubs in all schools around eco sensitive areas by 2028, and 50% across the country by 2030.	Ongoing 2028-2030
Education	Promote conservation education within national curriculum	Support Wildlife and Environmental Conservation Society of Zambia in their discussions with the Ministry of Education, and provide funding for expertise.	Ongoing
Media	Produce annual communications plan	Support the building of a national annual communication plan working with the national focused beneficiaries.	Annual
Media	Encourage beneficiary-run media appearances	Fund local messaging via radio, TV, podcasts, SM - in English and local languages. This will include campaigns for behaviour change.	Ongoing

09 Conservation Leadership

ECUK aims to support education and promote a nationwide 'nature-nurturing' conservation mindset - a culture of environmental awareness, an 'eco-active' community.

- Support for school leaver conservation foundation programmes and internships
- Creation of bursaries for natural sciences tertiary education in Zambia
- Creation of bursaries for students to attend international natural sciences courses
- Support for local wildlife programme managers to attend leadership courses
- Campaigns to promote local decision-making



10 Conservation Leadership

	Theme	Target	Date
Leadership	Sponsor national eco-awards	Work with a national beneficiary and/or the Ministry of Green Economy and Environment to develop national eco-awards. This will bring more awareness to the work being done and raise the concept of conservation.	2026
Leadership	Funding support for leadership training	Beneficiaries can apply for funding for key emerging managers to attend leadership training courses. Conservation sector needs strong leadership.	2026
Education/Careers	Sponsor school leaver foundation/intern programmes	Fund existing and support the establishment of new 'conservation based' foundation programs for children between school and tertiary education in natural sciences. Connect tertiary students with conservation beneficiaries.	Ongoing
Education/Careers	Bursaries for tertiary education in Zambia/overseas	Conservation Club school leavers wanting to join the industry become interns in the sector. Those with aptitude can be supported through tertiary education.	Ongoing

11 Community Empowerment

COMMUNITY EMPOWERMENT

- Support for network of conservation community education officers
- Support for programmes that promote sympathetic human-wildlife co-existence in key eco-sensitive regions, including field conservation and conflict-mitigation work
- Support for financially rewarding behaviour change

“ Promoting sympathetic **human-wildlife co-existence** in key eco-sensitive regions



12 Community Empowerment

	Theme	Target	Date
Behavioural change	Fund education officers in beneficiary organisations	Education officers mostly work within communities living in eco-sensitive areas and their role is to support conservation education in the schools, sensitize and educated the local community on conservation issues. Their costs include training, salary, transport, materials.	Ongoing
Behavioural change	Support conservation & nature-based farming techniques	Funding Human Wildlife Coexistence (HWCx) work in eco-sensitive areas, communicate conservation farming principles through direct intervention support (eg electric fencing), co-operative support for alternative commercial crops, community sensitization events, media.	Ongoing

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Financial Accountability

FINANCE

ECUK is a charitable company for tax purposes in the UK, with HMRC 'Charities reference number' ZD32489.

ECUK's financial year runs 1st January to 31st December, and it is required that ECUK submit its annual report and return to Charity Commission by 31st October of the following year.

ECUK maintains a bank account with Metro Bank (company number) 06419578 at One, Southampton Row, London, England, WC1B 5HA.!

ZD32489

Charities
Reference
Number



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ECUK Leadership

GOVERNANCE

ECUK is registered (as of 31 May 2023) as a charity in England & Wales, with charity number 1203341 and registered address 9 Arden Court, Fentham Road, Hampton-in-Arden, Solihull B920BH.

ECUK is constituted as a 'charitable incorporated organisation' (CIO) and is regulated by the Charity Commission for England & Wales. ECUK's trustees are **Peter Castle, Rosie Churcher, Martin Clemensson, Jo Pope, John Shields, and Edward Thorpe.**

The membership of the CIO comprises those trustees that are re-elected at each AGM, such other persons who are accepted as members, and (ex officio) the Chair of the Elephant Charge Committee (Zambia).

ECUK TRUSTEE ROLES

As at the date of this document, trustees occupy the following roles:



Martin Clemensson

Chair of Trustees

Martin first came to Africa in 1987 and spent time in Kenya and Zimbabwe before coming to Zambia, which he has called home since 2010. Working for the UN/ILO in Senior Management has exposed him to the best and worst of what the continent can offer. Employment is his speciality, especially enabling youth to rise above the poverty line. Developing strategies for innovative public-private development partnerships, he brings a wealth of experience and extensive fund raising capability.



Edward Thorpe

Treasurer

Originally from a performance and stage background, Edward then moved into financial project management followed by a career as a UK pension trustee. He has over twenty years' experience as a trustee for personal pensions as well as small corporate pension schemes and overseas QRPS schemes based in Malta. He has been a trustee of the UK based charity linked to Project Luangwa in Mfuwe, Zambia for the last seven years. He is responsible for the oversight of all UK donations and then onward transmission of funds to Zambia.



Jo Pope

Fund Coordinator

Passionate about nature, Jo spent 20 plus years living in Zambia's famous South Luangwa, running a tourism safari company with her husband Robin Pope. She is now a Life Coach but remains involved in tourism, aviation and supports projects that empowers young Zambians. Jo also founded and chairs Project Luangwa, which focuses on education and gender support.



Peter Castle

Ex officio trustee
(as Chair of ECZ Committee)

Peter is a passionate conservationist and adventurer with a deep love for Africa's wildlife and landscapes. In 2009, Peter co-founded the Elephant Charge, a unique and thrilling off-road motorsport event that raises vital funds for conservation efforts in Africa. He has been instrumental in shaping the event into what it is today, bringing together like-minded individuals and teams to tackle challenging terrain and support a great cause. Peter has helped the Elephant Charge grow into a successful and respected organisation, making a real difference in the lives of Zambian wildlife and communities.



John Shields

Secretary

John Shields practised as a lawyer in London specialising in tax and trusts, before joining his family quarrying, energy, and rural property business Longcliffe Group as Energy Director in 2010. He is vice-chairman of UK conservation and research charity the Game & Wildlife Conservation Trust, and chairman of the Royal Caledonian Charities Trust. (John is on the right of the photo)



Rosie Churcher

Trustee

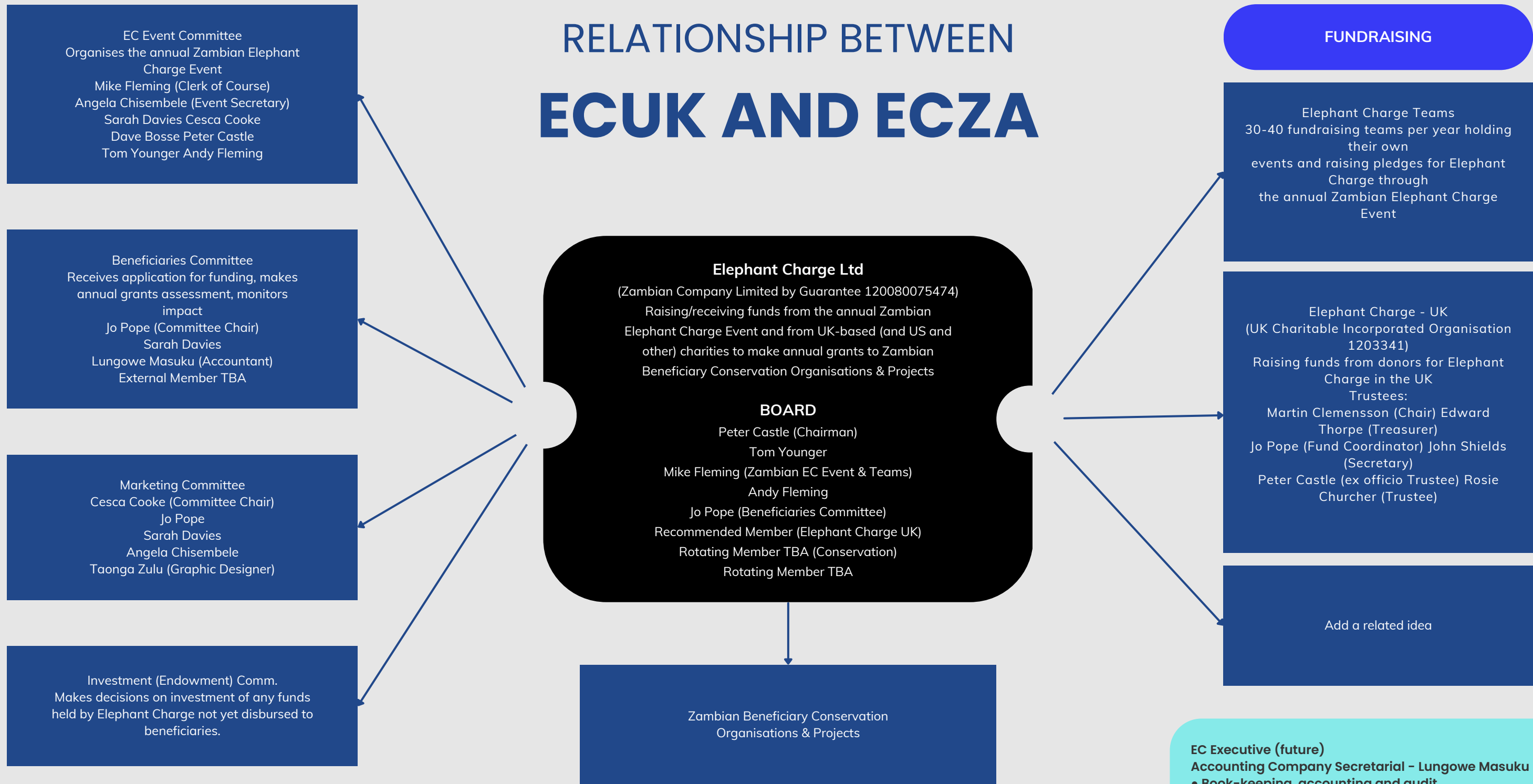
Rosie is a senior qualified teacher with over a decade of teaching and leadership experience in the UK and overseas. She has a Masters in Educational Practice and is a trained teacher coach. In 2020, Rosie moved to Zambia to work in conservation education management and consulted for a number of organisations. She was an integral part of the team that planned, designed and created the Wildlife Discovery Centre in Lusaka National Park, Zambia's conservation education hub.



Conservation is not just about protecting nature; it's about empowering people to live in harmony with it.

Together, we can secure a future where Zambia's wildlife and communities thrive side by side.

RELATIONSHIP BETWEEN ECUK AND ECZA



EC Executive (future)
Accounting Company Secretarial - Lungowe Masuku

- Book-keeping, accounting and audit
- Company secretarial, meetings and minutes
- Support to Beneficiaries Committee - Accounting and disbursements

Administration and management functions:

- Support for event organisation
- Support for Marketing Committee
- Fundraising and sponsorship
- Support to Beneficiaries Committee - Grant applications administration, M&E

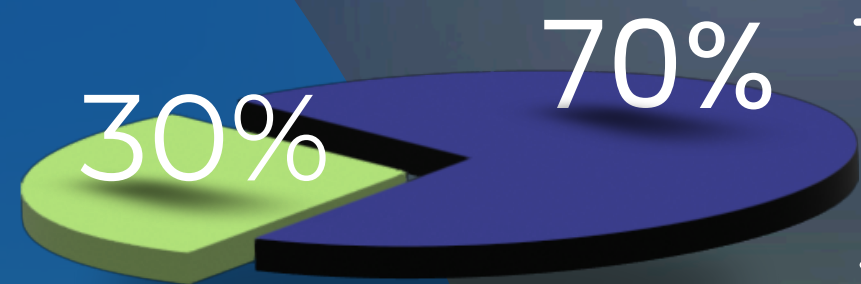
18 Funding

FUNDING

Since 2008, the funding from the ECZA event has increased and the Board, Beneficiary Committee, Accounting process has developed into a robust structure.

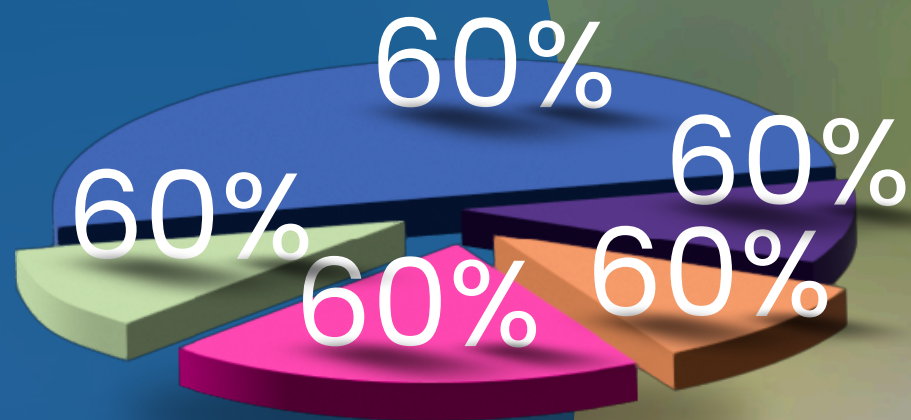
To date the funds have been split between Conservation Education and Conservation Human Wildlife Conflict/Coexistence (including some field work). As the funds grow, there will be more concise splits in the reporting.

- Conservation Education (costs of education officers, clubs, activities, intern support)
- Human Wildlife Coexistence (educators, practical interventions, conservation farming, alternative income development, community game drives, snaring patrols, desnaring animals)



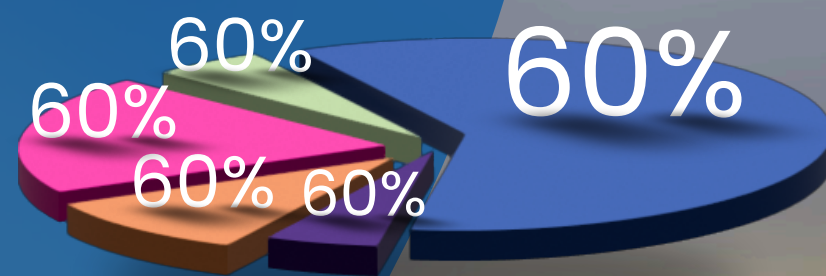
Current funding
split of \$175,000-\$220,000

- Conservation Education (expanding clubs)
- Media (nationwide & local radio/TV)
- Human Wildlife Coexistence
- Tertiary education bursary
- Leadership (internships, training, eco- awards)



Future Funding potential
when funds up to \$220,000 - \$500,000
per annum

- Conservation Education (expanding clubs)
- Media (nationwide & local radio/TV)
- Human Wildlife Coexistence
- Tertiary education bursary
- Leadership (internships, training, eco- awards)



Future Funding potential
when funds \$500,000 - \$1+
million per annum



20 FUNDING CYCLE, IMPACT AND EVALUATION



01 November
Fund allocation decision

10 October
Deadline for funding applications



15 November
Grants Distribution

31 May
Deadline for mid-term reports by beneficiaries

10 September
Deadline for final reports with impact indicators

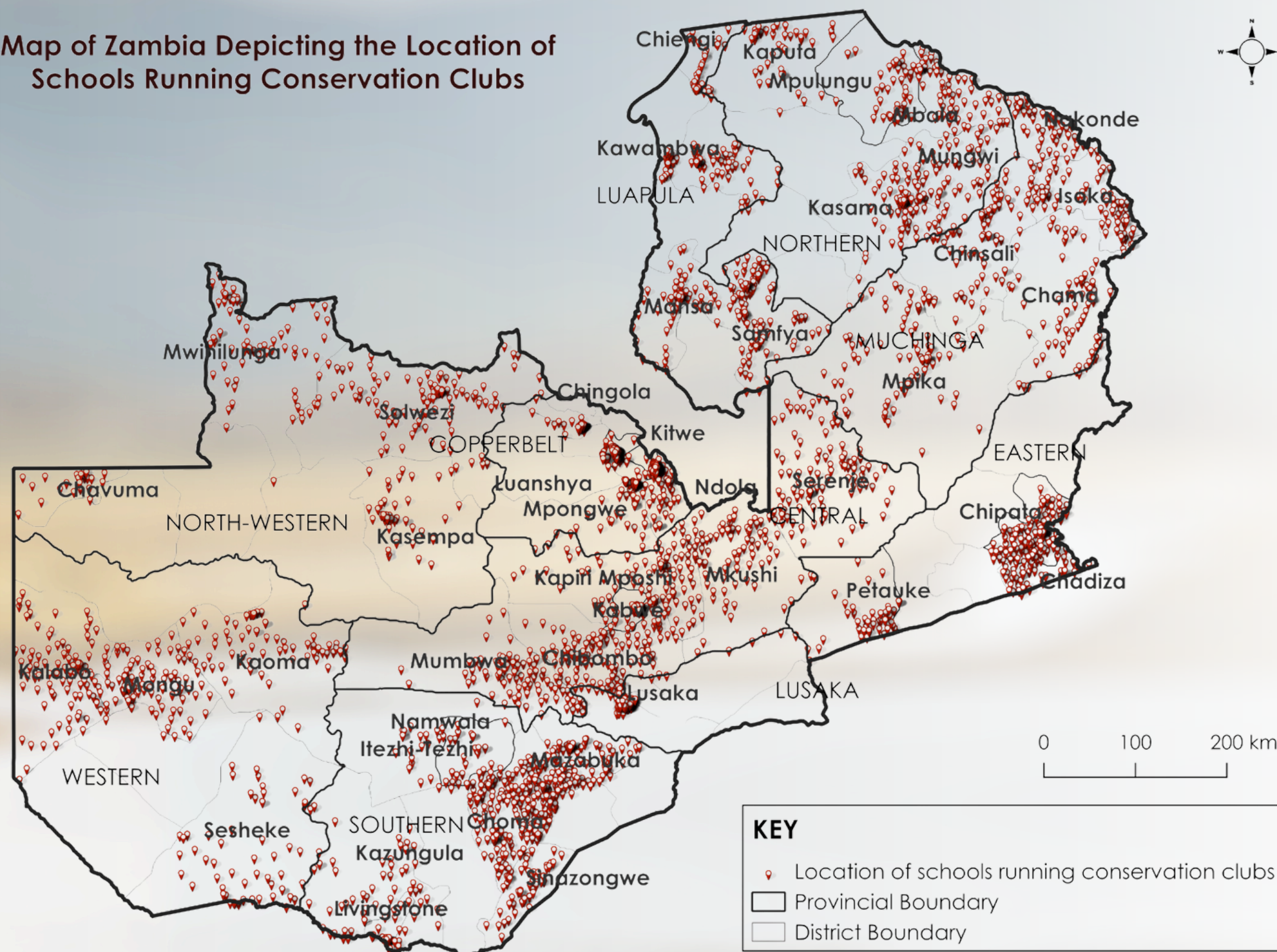


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FUNDING CYCLE, IMPACT AND EVALUATION



Map of Zambia Depicting the Location of Schools Running Conservation Clubs





CONSERVATION BENEFICIARIES



 **20**
National Parks

 **39**
Game Management Areas

 **59**
Botanical Reserves

 **432**
Forest Reserves

ZAMBIA

 **752,610**
sq km

 **20.02**
million people




23

FUNDING CYCLE, IMPACT AND EVALUATION

 **60K**

 **147+**

 **53K**

 **3M+**

EDUCATION

Beneficiary Conservation Clubs:

60,000 kids in **1800** clubs across the nation, in **1430** schools
(14% of total govt schools)

LEADERSHIP

EC Beneficiaries supporting further education in the natural sciences:

17 students & **24** graduate interns, **9** master degree holders, **76** developing leaders & **21** managers

HWCX

53,000 community members in HWCx areas attended sensitization programs.

The livelihood of **6,300** adults in HWCx areas are positively impacted by EC funding.

MEDIA IMPACT

Combined beneficiary social media reach **570,000**.

TV programs - 13 reaching **1,500,000**

Radio programs - 70 reaching 1,840,000 via **17** radio stations out of 111 (15%)



Contact Us



+447746662373



info@elephantchargeuk.org



www.elephantchargeuk.org

