



ANNUAL REPORT

2024

Where local people lead, conservation thrives.
We help them make it happen.

Why we exist

Tanzania has some of the most diverse, spectacular, and wild places on earth. These places remain intact, healthy and thriving thanks to the care and commitment of Tanzanian communities. Honeyguide solely focuses all of its activities and investments in community-owned and managed Wildlife Management Areas (WMAs) in Tanzania.

We help communities start, grow, and lead their own conservation efforts, so they can shape a future that supports both people and wildlife.

We do this by building the governance, management, and business capacity of community-owned protected areas, enabling them to operate as self-reliant social enterprises that generate meaningful returns for local communities in exchange for their land and natural resource stewardship.

Goal 1

To support at least 10 Wildlife Management Areas (WMAs) across Tanzania, covering at least 2,000,000 hectares, working with them to deliver positive ecological, financial, and social impacts.

Goal 2

Change the Narrative: Ensure that Tanzanian policymakers, media, conservation leaders, and the private sector increasingly support community-based approaches to conservation, including WMAs.

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2024 In Numbers

GEOGRAPHIC SCOPE

13 WMAs

We support 13 community owned Wildlife Management Areas (WMAs) across Northern, Southern, and Central landscape Tanzania.

3,719 km²

Largest partner WMA: Makame

283 km²

Smallest WMA that we support: Burunge

113

Villages Engaged and supported by our work in WMAs

OUR TEAM & PARTNERS

54

Number of Honeyguide staff

20+

Number of partner organizations working with us

COMMUNITIES

Over 1 Million

lives impacted by our work, including

480,689

Women impacted by WMAs

498,656

Men impacted by WMAs.

CONSERVATION & SUSTAINABILITY

2.3 Million

Working with 2.3 million hectares of protected land for wildlife and natural habitat

Over \$500,000

Amount generated on revenue for national development

377

Village Game Scouts on patrol are supported by Honeyguide

Abbreviations

Abbreviations: Speaking Our Shared Language

In our work, abbreviations are everywhere—shortcuts that help us navigate complex ideas, programs, and partnerships efficiently. Here’s a guide to some of the key terms you’ll encounter in Honeyguide’s

How We Work

AA	Authorised Association (WMA governing body)
AP	Anti-Poaching
SAGE	Site Level Assessment of Governance and Equity
MAT	Management Aptitude Test
GCBF	Governance Capacity Building Framework
GIA	Governance in Action
BEST	Business Enterprise Sustainability Tool
HWC	Human-Wildlife Conflict
HEC	Human-Elephant Conflict
HG	Honeyguide
TOC	Theory of Change
MOU	Memorandum of Understanding
M&E	Monitoring and Evaluation
ITV	Independent Television
PACAP	Protected Area Community Attitude and Perspectives
GIS	GIS – Geographical Information System
SOP	SOP – Standard Operating Procedure
SMART	Spatial Monitoring and Reporting Tool

Our Leadership

CEO	Chief Executive Officer
CFO	Chief Finance Officer
COO	Chief of Operations

On the Ground

VGS	Village Game Scouts
DGO	District Game Officer
DSA	Daily Subsistence Allowance
VEO	Village Executive Officer
DC	District Commissioner
TPDF	Tanzania People’s Defence Force

Funding & Projects

EU - KUWA	European Union
	Swahili - Kujenga Usimamizi Wa Asili
	English - To Build Natural Resource Management

Partners in Conservation

WMA	Wildlife Management Area
CWMAC	Community Wildlife Management Area Consortium
WWF	World Wide Fund for Nature
STEP	Southern Tanzania Elephant Program
AWF	African Wildlife Foundation
FCF	Friedkin Conservation Fund
IUCN	International Union for Conservation of Nature
BIOPAMA	Biodiversity and Protected Area Management
UNDP	United Nations Development Program
OECD	Organization for Economic Co-operation and Development
TANAPA	Tanzania National Parks
IIED	International Institute for Environment and Development
TAWA	Tanzania Wildlife Management Authority
TFS	Tanzania Forest Services



Forewords



Letter from the Chair

It is with great pride and deep reflection that I share Honeyguide's 2024 Annual Report—a milestone year in our journey toward building conservation models that truly work for both people and nature.

This year, we witnessed the powerful convergence of leadership, strategy, and community impact. The appointment of our new CEO, Sam Shaba, marks a bold step forward. Having served Honeyguide for over a decade, Sam brings not only continuity but also renewed energy to execute our Strategic Plan 2022-2026 (SP26). Under his leadership, we have begun to scale our proven models of local-led conservation beyond northern Tanzania. With the opening of our new Southern Tanzania office, we are extending the reach and impact of Wildlife Management Areas (WMAs) into new landscapes.

Our work this year has been rooted in a clear belief: real conservation impact happens when solutions are driven by local people, informed by their lived experience and designed for long-term resilience.

That is why Honeyguide has remained committed to investing in community-led, people-first conservation systems with solutions that are locally owned, financially independent, socially inclusive, and ecologically effective.

As Chair, now in my second year in this role, I continue to be inspired by Honeyguide's bold vision and strategic clarity. We are the only organization in Tanzania that solely focuses all of its activities and investments on community-owned and managed Wildlife Management Areas (WMAs), driving conservation with the right blend of impact at scale, innovation, and strong community partnerships. Our mission is not just to conserve, it is to redefine conservation as a force

for empowering people, strengthening systems, and driving innovation where it matters most. From my 30+ years working in conservation across Tanzania and beyond, I have seen that the most effective conservation models are those that uplift local livelihoods while protecting natural ecosystems. Communities are not just stakeholders; they are custodians of ecosystems, knowledge holders, and the real innovators in conservation. Landscape, livelihood, and community are deeply interlinked, and we must keep that integration at the heart of everything we do.

What gives me the most hope is the people behind the progress. I see it in Honeyguide's leadership, in the WMA management teams, and in the communities that have co-created these conservation solutions with us. They are not beneficiaries; they are the driving force. They are the face of local-led conservation in Africa.

While the work we do far exceeds the capacity of this report to tell our story, I hope it offers you a glimpse into the breadth of our impact, the scalability of our approach, and our enduring commitment to sustainability and innovation. Honeyguide may be deeply embedded in the landscapes and communities of Tanzania, but our mission speaks to a global audience. We invite all who care about the future of our planet—wherever you are—to join us.

To our Board, our dedicated Honeyguide team, and our valued donors and partners, thank you. Your support fuels our collective effort to scale locally-led conservation and shape a more sustainable future.

With Gratitude,
Gerald Bigurube

Chair, Honeyguide Board



Letter from the CEO

“What is holding us back is not a lack of ideas or impact—it is the systems that still fail to trust and invest in local solutions.”

I wrote those words after returning from yet another global forum in 2024, one of several where African conservation leaders made the same case we have been making for years: trust us, invest in us, and give us a seat at the table. Not just to implement conservation strategies but to co-create and lead them.

This was the year we stopped asking politely. 2024 was a year of advocacy. A year of pushing back against outdated funding paradigms, of challenging the assumption that communities should be passive beneficiaries rather than active architects of conservation. At Climate Week NYC and beyond, we spoke up: not just for Honeyguide, but for every grassroots organization that has proven local leadership is not just viable but essential.

But this was also a year of action with real, tangible results on the ground. Because at Honeyguide, advocacy does not come at the expense of impact. While we pushed for systems change, we continued investing deeply in the people, landscapes, and tools that make community-led conservation work.

Our progress in 2024 is rooted in our long-term vision, guided by the Strategic Plan 2022-2026 (SP26) — our roadmap for scaling a proven model of locally-led, financially sustainable conservation. At its core is a bold but tested idea: Wildlife Management Areas (WMAs) can succeed as community-owned enterprises, generating revenue, strengthening local governance, and conserving biodiversity at scale. And we are proving it.

In 2024, we invested in our five interconnected programs: Governance, Management, Enterprise

Development, Protection, and Livelihoods. Each WMA is at a different stage of development, requiring tailored investments to build capacity and ensure long-term sustainability. We also expanded our focus on innovation and efficiency, ensuring that every dollar invested delivers maximum impact per square kilometer.

The results of our integrated approach are clear: improved WMA revenues, increased investor confidence, stronger policy engagement, and community institutions that are ready to lead. In this Annual Report, you will see how our work, grounded in research and development (R&D), real-time governance coaching, and enterprise development, translates into measurable progress.

And we are just getting started. The global conservation sector is at a crossroads. The world is waking up to what we have long known: Conservation must be community-led, financially sustainable, and built for the long haul. But recognition is not enough, it must translate into action. Honeyguide will continue pushing for funding shifts, long-term partnerships, and trust-based models that allow local organizations to thrive, not just survive. None of this would be possible without our partners and communities. Your belief in our mission allows us to go further, think bigger, and act bolder.

There is still work ahead. But the path forward is clear. If we want scalable, sustainable conservation, we must start at the grassroots. We must trust and invest in those who live closest to the land. That is how we make this vision real.

Warm regards,
Sam Shaba,

Chief Executive Officer



Executive Summary

Executive Summary

In 2024, like in the centuries that preceded it, communities in Tanzania took charge of conservation, not as passive beneficiaries but as the driving force behind protection, governance, and sustainability in their own areas. Across key landscapes, local institutions made critical decisions, managed natural resources, and responded to challenges with growing confidence and capacity.

This progress was made possible through co-financing from multiple grants, which enabled Honeyguide to invest strategically in its five interconnected programs: Governance, Management, Enterprise Development, Protection, and Livelihoods. Working through selected implementing partners, we tailored these investments to the unique needs and development stages of each area, recognizing that sustainability does not follow a one-size-fits-all path.

Some landscapes focused on strengthening their foundations by improving governance structures, leadership, and financial systems. Others expanded income streams through enterprise development or boosted ranger capacity to better protect wildlife. Tools like the Management Assessment and Tools (Ma&T) system, Governance Impact Assessment (GIA), and the Governance Capacity Building Fund (GCBF) helped translate these goals into action, enabling partners to plan, monitor, and improve their performance in real time.

This was not about piloting ideas. It was about building the practical systems and support that community-led conservation needs to work today and for the future. Through these efforts, Honeyguide remained committed to a single vision: locally owned conservation areas that are sustainable, resilient, and moving steadily toward full independence.

Summary-Big wins 2024

01. Governance



Biggest Achievements:

5 WMAs achieved 50% progress towards good governance best practices using Governance in Action (GIA) assessment tool; a new tool designed by Honeyguide based on internally recognized principles of good governance.

This tool helped WMAs identify gaps in leadership, accountability, and inclusivity, and inspired targeted improvements for action.

02. Management



Biggest Achievements:

6 WMAs adopted a new approach towards financial management, the Planning, Budgeting & Reporting (PBR) System, transforming day-to-day operations.

WMAs moved from static annual budgets to dynamic, quarterly-reviewed plans with performance tracking. This strengthened coordination and significantly improved accountability and transparency in financial planning.

03. Enterprise Development



Biggest Achievements:

Creation and field-testing of the Business Enterprise Sustainability Tool (BEST).

This innovative tool supported strategic planning and governance reforms, helping position community conservation areas as competitive and sustainable enterprises. In Makao WMA, it played a key role in attracting a major tourism investor and securing significantly higher revenues for the community.

04. Protection



Biggest Achievements:

Construction of 5 new ranger posts and recruitment of 50 new community rangers in the southern landscapes.

Honeyguide expanded its community-led protection model in southern Tanzania, strengthening security across WMAs through intelligence-driven operations, professional ranger units, and targeted training.

05. Livelihoods



Biggest Achievements:

Major investments in education and health:

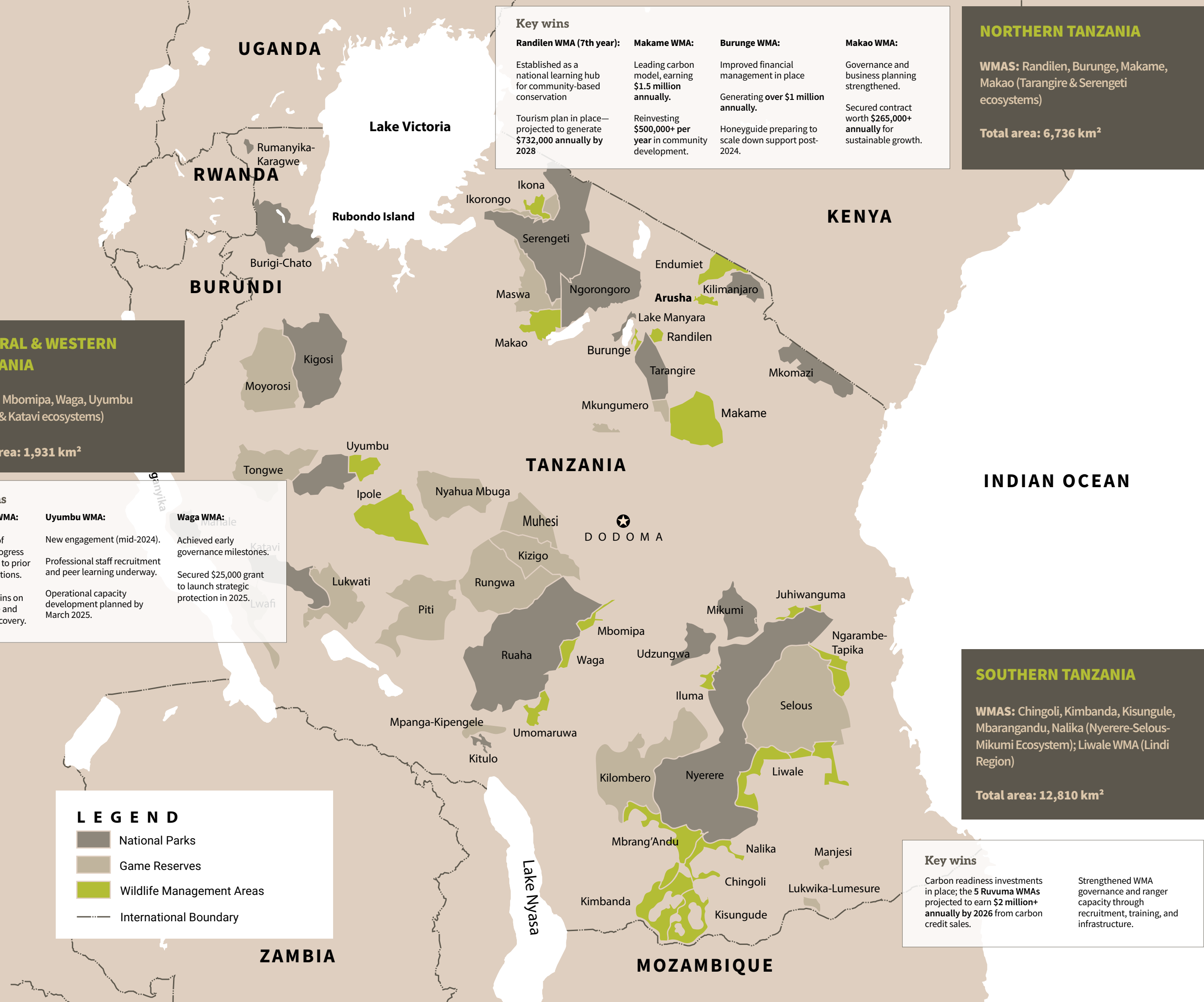
A comprehensive health needs assessment involving over 100 community members was carried out across the five villages of Makame WMA. This baseline will inform a new health initiative set to launch in 2025. At the same time, efforts are underway to improve education by enhancing school infrastructure and providing better learning resources across the WMAs, with 3,617 students reached in 2024.



Areas and Landscapes

Honeyguide's impact across Tanzania's Wildlife Management Areas (WMAs)

While some achievements are highlighted on the map, many more wins can be found in the case studies below, organized by the key investment areas where we work.



Key wins

Randilen WMA (7th year):	Makame WMA:	Burunge WMA:	Makao WMA:
Established as a national learning hub for community-based conservation	Leading carbon model, earning \$1.5 million annually.	Improved financial management in place	Governance and business planning strengthened.
Tourism plan in place—projected to generate \$732,000 annually by 2028	Reinvesting \$500,000+ per year in community development.	Generating over \$1 million annually.	Secured contract worth \$265,000+ annually for sustainable growth.
		Honeyguide preparing to scale down support post-2024.	

NORTHERN TANZANIA

WMAS: Randilen, Burunge, Makame, Makao (Tarangire & Serengeti ecosystems)

Total area: 6,736 km²

CENTRAL & WESTERN TANZANIA

WMAS: Mbomipa, Waga, Uyumbu (Ruaha & Katavi ecosystems)

Total area: 1,931 km²

Key wins

Mbomipa WMA:	Uyumbu WMA:	Waga WMA:
Third year of support; progress slowed due to prior legal disruptions.	New engagement (mid-2024).	Achieved early governance milestones.
Focus remains on governance and business recovery.	Professional staff recruitment and peer learning underway.	Secured \$25,000 grant to launch strategic protection in 2025.
	Operational capacity development planned by March 2025.	

SOUTHERN TANZANIA

WMAS: Chingoli, Kimbanda, Kisungule, Mbarangandu, Nalika (Nyerere-Selous-Mikumi Ecosystem); Liwale WMA (Lindi Region)

Total area: 12,810 km²

LEGEND

- National Parks
- Game Reserves
- Wildlife Management Areas
- International Boundary

Key wins

Carbon readiness investments in place; the 5 Ruvuma WMAs projected to earn \$2 million+ annually by 2026 from carbon credit sales.	Strengthened WMA governance and ranger capacity through recruitment, training, and infrastructure.
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Key Investment Areas

Governance and Management

Honeyguide strengthens governance and management in Wildlife Management Areas (WMAs) by equipping leaders with practical skills, structured assessments, and ongoing coaching. The goal is to ensure WMAs operate as self-sustaining conservation enterprises that deliver real economic, social, and environmental benefits to their communities.

Rather than simply establishing governance systems, Honeyguide focuses on building leadership and management capacity. We train both governing bodies and operational teams to ensure governance is not only about policies but also about behavior change. Strong leadership and professional management are essential to attract investor confidence, secure long-term financing, and gain the policy and political support needed for WMAs to thrive.

Our training model emphasizes mindset shifts and effective decision-making. Governance training focuses on leadership, financial oversight, and stakeholder engagement. Management training ensures day-to-day operations—from conservation planning to revenue generation—are carried out efficiently. Together, they create the foundation for strong, accountable institutions that can deliver long-term impact.

Clear roles and responsibilities, supported by the right tools and resources, allow for transparent governance and effective management oversight. This builds trust among communities and stakeholders, fostering collaboration and accountability. When this system is in place, WMAs can implement conservation and development strategies that are both sustainable and inclusive.

To drive this transformation, Honeyguide offers three core tools:

GOVERNANCE CAPACITY-BUILDING FRAMEWORK (GCBF)

This structured training program strengthens governance by equipping WMA leaders with the knowledge and skills to oversee conservation and manage revenue effectively. Developed in collaboration with community leaders, it includes hands-on training in environmental governance and community-based natural resource management. Built on 12 principles of good governance and aligned with a sustainability model (economic, social, and ecological pillars), GCBF helps establish transparent, accountable, and community-driven governance systems.



GOVERNANCE IN ACTION (GIA)

GIA is a tailored Monitoring, Evaluation, Accountability, and Learning (MEAL) system that translates governance principles into measurable indicators. It provides data-driven insights and clear recommendations to strengthen governance structures based on real-world performance.

MANAGEMENT ASSESSMENT & TOOLS (MA&T)

Ma&T recognizes WMAs as social enterprises and offers a framework to assess and improve their management capacity. It includes two key components: a comprehensive assessment tool that evaluates management strengths and weaknesses and a set of practical tools for strategic planning, financial management, and operational efficiency. This enables WMA teams to run conservation areas effectively while also generating sustainable revenue.

Additionally, Honeyguide uses the Site-level Assessment of Governance and Equity (SAGE) tool as an entry point for capacity-building. Introduced in 2019 by the International Institute for Environment and Development (IIED), SAGE allows stakeholders to self-assess governance and equity using a framework of ten principles. This participatory process helps identify early gaps and strengths, thus guiding targeted improvements.

Through these tools and ongoing coaching, Honeyguide ensures governance is not static but a dynamic system that evolves with time. This approach creates strong leadership, operational efficiency, and accountability—laying the groundwork for WMAs to succeed as both conservation areas and drivers of community well-being.



Big Wins- Governance and Management



Completed 85% of the GCBF training modules for WMAs, with full rollout planned for 2025.



Tested the new GIA governance tool in 5 WMAs in Southern Tanzania.



Upgraded the Management Assessment Tool (MAT 2.0) and tested in 1 WMA.

STRENGTHENING GOVERNANCE & LEADERSHIP

9 WMAs

Upgraded with integrated financial/accounting systems.

New

Constitution fully reviewed and revised in Randilen and Makao WMAs

New

Governance in Action (GIA) system launched.

176

WMA leaders attended Leadership & Governance Training

STRENGTHENING WMA MANAGEMENT

85 %

Highest Management Audit (Ma&T) Randilen WMA



74%

Ma&t Score Makame Wildlife Management Area (WMA)

3

New management hires in Uyumbu WMA.

New

Essential management equipment provided: Laptops, printers, internet, and office furniture (Uyumbu, Ruvuma, Liwale WMAs).

18

Individuals from 8 Management Teams, assessed and trained using Ma&T.

8 WMAs

Had evaluations conducted by Honeyguide's Ma&T department.

KNOWLEDGE SHARING & PEER LEARNING

8 WMAs

From across Tanzania hosted for knowledge exchange in Makame WMA.

15 Members

Of Makao WMA visited Randilen WMA for Governance Learning

STRATEGIC PLANNING & BUSINESS DEVELOPMENT

5-Year

Business Plan Developed (BEST Initiative) for Burunge WMA

Published

Randilen Tourism & Business Master Plan was completed

KEY SURVEYS

1,193 Members

Participated in a Perception Survey on Community attitudes toward WMAs. Conducted in collaboration with the EU-KUWA project across 12 WMAs, the survey provided baseline insights into how communities perceive WMAs.



Case Study: Waga WMA

Governance as a Catalyst for Renewal



The area was initially a human settlement area when the local communities decided to establish a WMA due to the high concentration of wildlife. After years of stagnation, Waga Wildlife Management Area (WMA) began a meaningful turnaround in 2024. Located in the Ruaha-Katavi Ecosystem corridor and serving as a critical buffer zone to Ruaha National Park, Waga had long struggled with weak governance, stalled decision-making, and low community engagement.

This changed with the introduction of two key Honeyguide interventions: the Governance Capacity-Building Framework (GCBF) and Management Assessment & Tools (Ma&T). These programs brought much-needed structure and clarity to Waga’s leadership, which had previously lacked the training and tools for effective oversight and sustainable management.

Through the GCBF, leaders gained a stronger grasp of their roles, improved transparency, and reconnected with communities. The rollout of the Governance in Action (GIA) system enabled performance tracking and real-time improvement. In parallel, the Ma&T framework professionalized Waga’s operations, offering tools for strategic planning, financial management, and day-to-day efficiency.

These interventions sparked real progress. Improvements were seen across several dimensions:

- ✓ Effective decision-making and policy implementation.
- ✓ Improved resource management.
- ✓ Better compliance with legal and regulatory standards.
- ✓ Stronger collaboration, including real-time engagement via a new community WhatsApp group.
- ✓ Capacity building for staff.
- ✓ Greater transparency and community trust.

Today, Waga has a stronger internal team, clearer processes, and more active communication with member villages. The WMA is also exploring new livelihood opportunities, such as carbon credits, that were previously beyond reach.

“Before, we could not even get basic plans approved. Now, we have structure, communication, and real progress.”
— Frank, Waga WMA Manager

Waga’s revival shows what is possible when governance and management are prioritized. With the right support, leadership has laid the groundwork for lasting, community-led conservation, where biodiversity is protected and new opportunities are within reach.

Waga WMA Financial Summary – 2024 (in TZS)

Waga WMA had no financial activity in 2023 due to a pause in operations and continued recovery from the COVID-19 pandemic. In 2024, financial activity resumed as follows:

- ✓ **Total Revenue (including donor funds):** 155,489,476.66
- ✓ **Total Revenue (excluding donor funds):** 109,181,118
 - Main source: Hunting – 101,369,007
 - Other income (e.g., fines, beekeeping): 7,812,111

Protection

Securing Wildlife and Habitats through Community-Led Protection

In 2024, Honeyguide expanded its community-led protection model, strengthening security across WMAs through intelligence-driven operations, professional ranger units, and targeted training. This approach leverages “the community eye”—a low-cost layer of protection that enhances conservation impact. Given that protection expenses often exceed 60% of a WMA’s budget, engaging communities as active partners not only improves outcomes but also advances financial sustainability.

Honeyguide’s protection strategy is grounded in community ownership, local development, and service delivery. This fosters trust and participation in intelligence gathering and response, making operations more effective and sustainable. Community support enables intelligence-led, locally managed patrols that address threats like poaching and encroachment with precision and efficiency.

A cornerstone of this model is actionable intelligence from residents. Community members act as the “eyes and ears” on the ground, with 99% of poaching-related arrests in Honeyguide-supported areas originating from local tip-offs. This collaboration has helped dramatically reduce elephant poaching within just three years.

Village Game Scouts (VGS) are at the heart of these efforts. Though few in number, they are highly trained, well-equipped, and embedded within the communities they serve. Their responsibilities span patrols, incident response, and assisting villages with wildlife concerns. Their reach and impact are amplified by community intelligence and data.



The specialized K9 Unit, active since 2011, continues to support anti-poaching efforts. These “dog detectives” have led to frequent arrests and seizures, building a strong reputation nationwide. Their success has drawn collaboration requests from national agencies such as TANAPA and the District Game Officer (DGO) office.

To ensure efforts remain evidence-based, Honeyguide equips ranger teams with the SMART (Spatial Monitoring and Reporting Tool) software. This allows real-time data collection on patrols, threats, and wildlife sightings, enabling informed decisions and ongoing strategy refinement.

Honeyguide also addresses human-wildlife conflict (HWC) through targeted mitigation strategies that reduce daily risks such as crop damage, livestock loss, and threats to human safety. By easing these pressures on communities living near conservation areas, this approach strengthens livelihoods and security while also fostering greater tolerance for wildlife, laying the foundation for a more sustainable and mutually beneficial relationship between people and nature.

In 2024, Honeyguide reinforced its protection efforts by expanding ranger training in patrol strategy, operational planning, and data collection. These programs emphasized gender inclusivity and were implemented in WMAs such as Waga, Mbomipa, and Ruvuma, where security performance has since improved. Rangers also received vital gear, navigation tools, protective equipment, and monitoring devices, boosting mobility, safety, and detection capacity.

All protection activities remain community-managed and extremely cost-efficient; where conventional models can cost \$800/km², some of the areas where we work have reduced this down to \$23/km² and still reduced poaching by 93%. This integrated, adaptive approach ensures conservation efforts remain effective, locally led, and resilient, empowering communities to protect wildlife and habitats for generations to come.

Big Wins- Protection

20 RANGERS CERTIFIED WITH NATIONAL GOVERNMENT IDs

Supported 20 rangers in obtaining official IDs from Tanzania’s Wildlife Division, granting them the authority to arrest poachers and the full legal mandate to undertake their duties, marking a major milestone in professionalizing WMA ranger forces.



50 RANGERS RECRUITED AND TRAINED IN RUVUMA REGION

Recruited and sent 50 rangers from 5 WMAs to the Likuyu Wildlife Training Institute for formal training in patrol, law enforcement, HWC mitigation, and courtroom procedures. All were employed and fully equipped post-training.



FIVE FULL-TIME PROTECTION UNITS ESTABLISHED

Established 5 dedicated full-time protection units across Southern Tanzania, significantly expanding ranger presence and coverage in high-priority conservation areas.



INFRASTRUCTURE BOOST: 5 NEW RANGER POSTS BUILT

Constructed five new ranger posts in southern WMAs, equipped with solar power, bathrooms, and essential living facilities to support long-term deployment.

DEPLOYMENT VEHICLES SUPPLIED

Two fully refurbished 4x4 vehicles were provided—modified for off-road patrol and ranger transport.

MAKAME’S LOW-COST PROTECTION MODEL SCALED

Makame WMA effectively implemented intelligence and surveillance strategies introduced by Honeyguide, reducing costs while increasing operational efficiency.

MAKAO PROTECTION SURVEY & MAPPING

Honeyguide carried out a comprehensive protection survey in Makao WMA, resulting in a detailed map that outlines boundaries, key wildlife hotspots,

infrastructure, and natural and cultural landmarks, providing essential data to guide planning and decision-making.

STRATEGIC RANGER TRAINING DECISION IN MAKAO

Following Honeyguide survey findings, Makao WMA committed to training 11 underqualified rangers at wildlife colleges to strengthen protection capacity.

K9 UNIT DEVELOPMENT

Sponsored two dog handlers for training at Pasiansi Wildlife College to enhance anti-poaching capabilities.



NATIONAL-LEVEL ANTI-POACHING WORKSHOP

Honeyguide co-organized a national workshop in Morogoro with CWMAC, uniting over 80 stakeholders—including TAWA, TANAPA, Police, and TPDF—to build a joint anti-poaching strategy and foster collaboration among WMA rangers.

WILDLIFE RANGER CHALLENGE LAUNCHED IN CENTRAL TZ

Introduced the Wildlife Ranger Challenge with Tusk Trust in Waga WMA—the first time this initiative reached central Tanzania. Waga WMA was able to secure \$25,000 from this challenge!



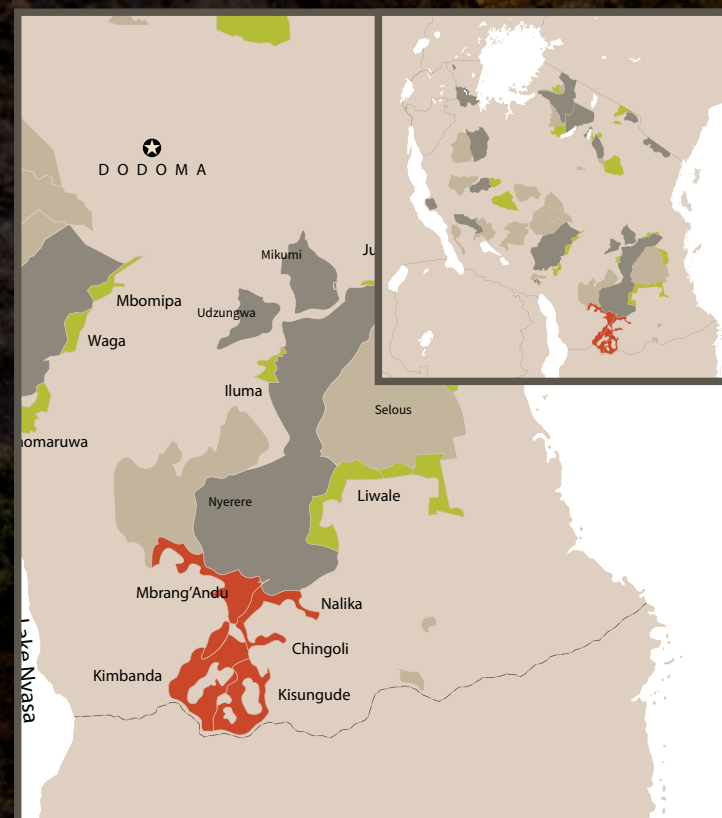
PROCUREMENT OF ESSENTIAL EQUIPMENT

Supplied rangers with critical tools—GPS devices, radios, and first aid kits—enhancing field safety, communication, and operational efficiency across multiple WMAs.



Case Study: Transforming Protection in Ruvuma 5

Strengthening community-led
ranger teams through structured
training and support.



The Niassa–Selous (now Niassa–Nyerere) Corridor is critically important as one of Africa’s largest and most ecologically significant transboundary landscapes, providing a vital link for wildlife movement and genetic diversity between two of the continent’s major protected areas.

BEFORE HONEYGUIDE’S INTERVENTION

The five Wildlife Management Areas (WMAs) in this corridor faced serious protection challenges. Ranger teams were overstaffed but underqualified. Some villages had up to 150 Village Game Scouts (VGS), many lacking formal training or too elderly to manage field duties. Others were trained through non-accredited programs, leading to inconsistent skills and poor accountability.

Without clear leadership or patrol plans, rangers stayed home unless called upon, and protection efforts lacked direction. Some who couldn’t find work after training turned to poaching, using their limited knowledge for illegal activities. Recruitment by external groups further eroded local trust without improving results.

AFTER HONEYGUIDE’S INTERVENTION

There was a complete overhaul, recruiting and selecting qualified candidates from each village for formal training at a government-certified Wildlife Training Institute. Fifty rangers were trained and deployed across the five WMAs. Each team was equipped, salaried, and stationed at new ranger posts, forming five fully operational, full-time protection units.

Patrols are now intelligence-driven and strategically planned, with rangers covering more ground and submitting regular SMART reports. Their visibility and professionalism have restored trust and improved collaboration between the WMA and with national bodies such as TPDF, the police and others.

The transformation of Ruvuma 5 shows the impact of structured, community-led protection built on trust, training, and sustainable investment.

Human-Wildlife Conflict

Reducing Conflict, Strengthening Coexistence

As communities and wildlife share the same landscapes, conflicts are inevitable—but they don’t have to be unmanageable. Successful conservation often leads to growing wildlife populations, which, in turn, increase human-wildlife conflict (HWC), especially in the form of elephants raiding crops. In many areas where Honeyguide works, these crop losses represent the highest economic impact on communities.

To address this, Honeyguide has developed a cost-effective, practical, and locally owned crop protection method and toolkit that is scalable and community-led. Local teams are trained to protect their farms using proven deterrents: flashlights, sirens, airhorns, chili crackers, and Roman candles, effectively reducing economic losses caused by elephants.

In 2024, Honeyguide expanded HWC mitigation by scaling deterrents, integrating conflict response into governance, and improving strategic planning for long-term impact. By refining tools and training, communities remain at the forefront of conservation, protecting their livelihoods and the wildlife they share space with.

Honeyguide works closely with communities to implement site-specific solutions that combine early-warning systems, deterrent devices, and strong community engagement. These efforts protect livelihoods and reduce retaliatory threats to wildlife. Conflict mitigation is not just about short-term fixes but about building long-term resilience and coexistence.

An affordable, successful HWC approach strengthens the relationship between communities and WMAs. When WMAs engage local farmers and help mitigate crop losses, communities see the value of conservation. This fosters ownership, encourages farmers to invest in the process, and builds trust between rangers and residents. When rangers respond quickly, offer backup, and communicate openly, they build strong relationships and increase intelligence-sharing, which helps deter poaching.



In 2024, Honeyguide launched an HWC research and development (R&D) lab to advance conflict mitigation strategies. One key breakthrough was the Noise Ball—tested with over 90% effectiveness. Mass production is planned for 2025, further strengthening community-led protection and reinforcing WMAs as vital conservation and economic resources. Through continuous learning and adaptation, Honeyguide is driving a community-powered model for long-term coexistence.

Honeyguide also refined and expanded HWC interventions to increase reach and effectiveness. Innovations like the Siren Ball system and early-warning networks have significantly reduced crop-raiding and livestock predation.

A community-led farm protection model is central to this. Honeyguide trained volunteer crop protection teams, equipping them with comprehensive toolkits of flashlights, sirens, airhorns, chili crackers, and Roman candles. A Swahili-language HWC handbook was developed and distributed to ensure best practices are accessible.

Honeyguide continues to innovate and upgrade the crop protection toolkits and methods to improve impact and scale. By enabling WMAs to actively protect crops, economic losses are reduced, and community engagement in conservation deepens. Stronger relationships between farmers and rangers foster trust, turning WMAs into truly community-protected areas that balance conservation and livelihoods for long-term sustainability.



Big Wins- Human Wildlife Conflict

450 community members trained in HWC mitigation techniques, strengthening local capacity to manage conflicts independently.

80% effectiveness rate recorded with Siren Ball deterrent systems, demonstrating their impact in reducing wildlife intrusions.

Training expanded across Northern and Central WMAs, ensuring more communities have access to proven HWC solutions.

HWC embedded into WMA governance plans, making conflict mitigation a local, community-led priority.

Communities now lead on risk ID, solutions, and incident reporting—shifting ownership to the ground level.

Strategic HWC planning scaled across landscapes through ongoing R&D and toolkit refinement.

Goal: Every WMA equipped with tools, knowledge, and structures to manage HWC sustainably.



*Pictured: Honeyguide’s HEC Team trains communities to use the noise ball, a device with a loud siren and flashing lights that disrupts elephants’ senses and keeps them away from crops. See the full case study under **Research and Development***





Mamire's self-led crop protection shows how community collaboration can drive real solutions to human-elephant conflict—even outside WMAs.

In northern Tanzania's Babati District, the village of Mamire lies just two kilometers from Tarangire National Park—and directly in the path of roaming elephants. For years, farmers growing maize, simsim, beans, and pigeon peas have suffered devastating crop losses.

Though this village is not part of a Wildlife Management Area (WMA), the community reached out to Honeyguide for help. In response, and recognizing that our human-wildlife conflict (HWC) tools can have an impact beyond our primary WMA zones, we stepped in to offer support.

In 2024, Honeyguide introduced a new deterrent tool, the noise ball and trained villagers in its use. During the peak conflict months of May, June, and July, crop damage dropped significantly. The community also received a toolkit of essential deterrents, including torches, air horns, chili crackers, and Roman candles. Of all the tools, the noise ball proved most effective in driving elephants away.

What sets Mamire apart is its strong local ownership. Farmers expanded their crop protection teams from six to ten, each led by villagers themselves. This commitment has made their efforts more sustainable and effective.

In 2025, Honeyguide will support Mamire with new tools like slings, launchers, and the lifesaver device that are currently in production. The community's proactive involvement and commitment to protecting their crops have made Mamire a unique and inspiring example of how collaboration can create lasting solutions to human-elephant conflict, even outside WMAs.

Case Study:

Strengthening Community-Led Crop Protection in Babati, Northern Tanzania

Social Impact

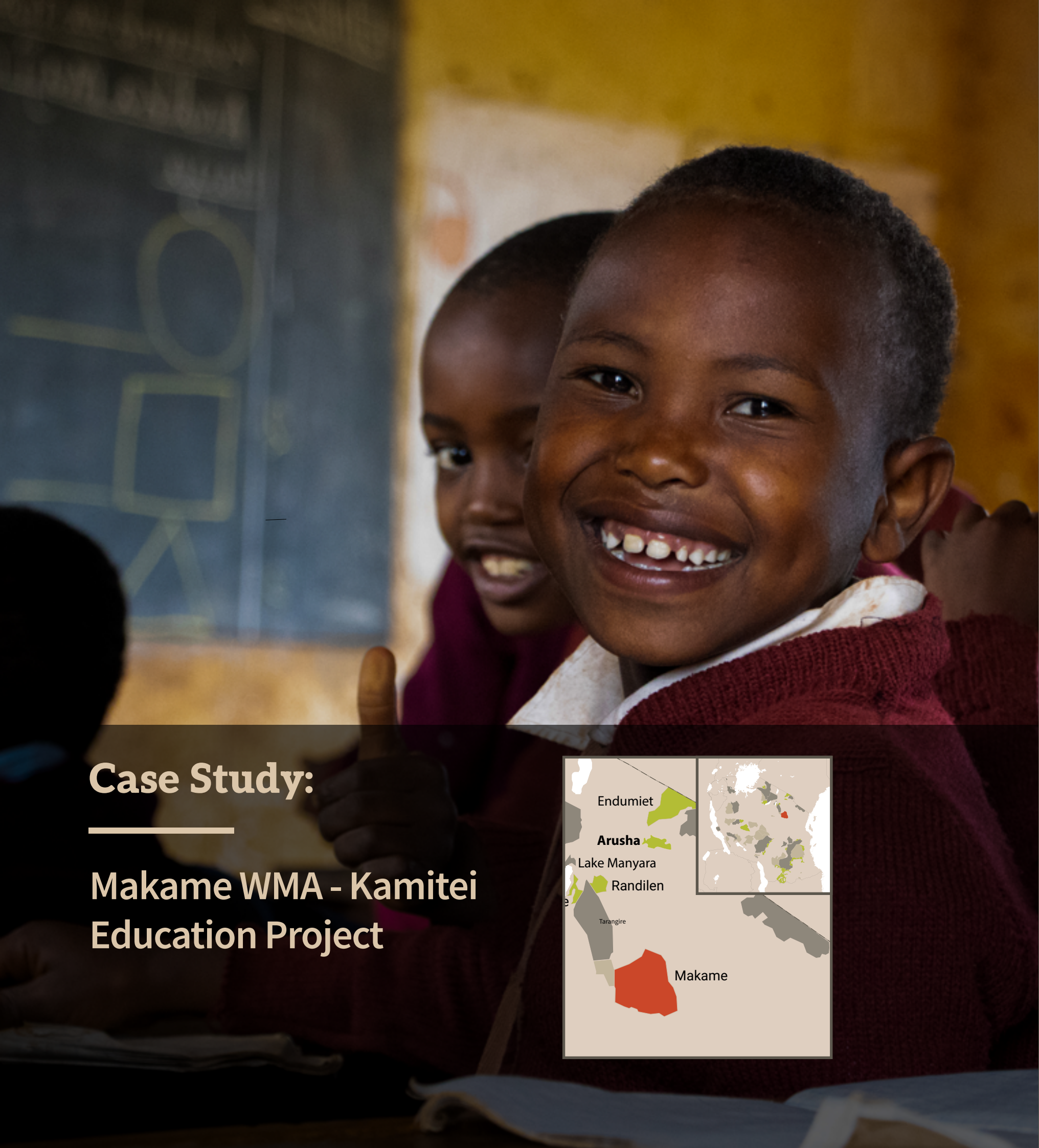
Conservation is most effective when it directly benefits the people who protect it. In 2024, Honeyguide established its Social Programs Department to ensure that Wildlife Management Areas (WMAs) are not only ecologically valuable but also socially beneficial. Through essential social services, community engagement, and transparent communication, Honeyguide is strengthening the link between conservation and community well-being. A key focus has been on health and education, two pillars critical to community resilience and long-term conservation engagement. By helping WMAs channel conservation gains into these sectors, Honeyguide is reinforcing WMAs as community-driven institutions and laying the foundation for sustainable, locally led conservation.



Big Wins- Social Impact

- ✔ **Health:** In 2024, Honeyguide supported access to essential medical services across WMA communities, ensuring people received critical care. In preparation for deeper impact, a comprehensive health needs assessment was conducted across the five villages that form Makame WMA, engaging over 100 community members. This baseline will guide a new health initiative launching in 2025.
- ✔ **Education:** Honeyguide strengthened learning opportunities by investing in education infrastructure and providing access to critical learning resources, helping communities build a stronger future through conservation.





Case Study:

Makame WMA - Kamitei Education Project




How conservation brought real improvements to rural education in Tanzania.


In 2024, Honeyguide partnered with Kamitei Foundation and Makame WMA to strengthen education in five rural primary schools within the Makame Wildlife Management Area. The goal: show that protecting natural resources can deliver tangible benefits, starting with better education for local children.

Kamitei’s proven model, developed since 2002, combines teacher training, classroom resources, and volunteer teacher support. Proven to double school performance and boost graduation rates, it’s now showing results in Makame.


Project Achievements:




3,617 students reached across Irkiushibor, Makame, Katikati, Ngabolo, and Ndedo.




Books and resources supplied—Irkiushibor reached a 1:1 book-to-pupil ratio.



10 teacher housing units built, ensuring teachers stay and teach.



20 volunteer teachers added, cutting the student-teacher ratio to 1:45.



68 teachers trained, with school performance increasing by up to 40%.

This project shows that when conservation delivers real benefits like quality education, communities see the value in protecting their natural resources for the long-term.

Enterprise Development

Building Sustainable Businesses for Conservation

Honeyguide’s enterprise program is helping communities turn conservation into an engine for economic resilience, equipping Wildlife Management Areas (WMAs) with the tools, knowledge, and partnerships needed to build sustainable, conservation-aligned businesses. The aim is to support WMAs in becoming financially independent while continuing to protect natural resources and deliver benefits to local communities.

The Business Enterprise Sustainability Tool (BEST) plays a central role in this strategy, guiding WMA leadership in crafting long-term financial plans that balance revenue growth, cost management, community investment, and stakeholder satisfaction. The goal is to attract new investors, reinforce existing partnerships, and explore emerging revenue opportunities—such as carbon credits- without disrupting current business models.

This approach focuses on five key areas:



While WMAs often have strategic frameworks like the Resource Zonal Management Plan (RZMP) and the General Management Plan (GMP), they often lack a financial roadmap to implement these plans effectively. Without a guiding tool for financial sustainability, WMAs struggle to translate long-term conservation strategies into actionable, revenue-generating enterprises. Honeyguide’s approach ensures that conservation and business development go hand in hand, creating WMAs that are both ecologically and economically viable.

Big Wins- Enterprise Development

DEVELOPED BUSINESS ENTERPRISE SUSTAINABILITY TOOLS

Randilen WMA: Developed a comprehensive tourism master plan and business plan (BEST).

Burunge WMA: Developed a 5-year business plan under the BEST initiative.

Makame WMA: Hosted 8 WMAs from across Tanzania for peer-learning on carbon business strategies.

Makao WMA: Conducted a constitutional review to strengthen governance structures and developed a feasibility study with protection mapping.

Mbomipa WMA: Partnering with Kamitei to explore new social impact solutions.

TOURISM OCCUPANCY RATE

Randilen WMA: Tourism bed capacity of 332 beds, with a projected occupancy rate of 28%.

TOURISM REVENUE GROWTH

Randilen WMA: Projected to generate \$732,000 in annual revenue by 2028.

INCREASE IN INVESTORS

Makao WMA attracted and secured a new investor

Achievements such as the business plans and carbon revenue increases indicate improved investment potential for Randilen, Makame, and Burunge.

CARBON BUSINESS GROWTH

Makame WMA: Achieved a 130% increase in carbon credit revenue from 2023 to 2024.

Ruvuma 5 WMAs: Trained 56 leaders on carbon trading strategies, with support infrastructure like laptops, internet, and financial software provided.

INNOVATION IN ENTERPRISE DEVELOPMENT

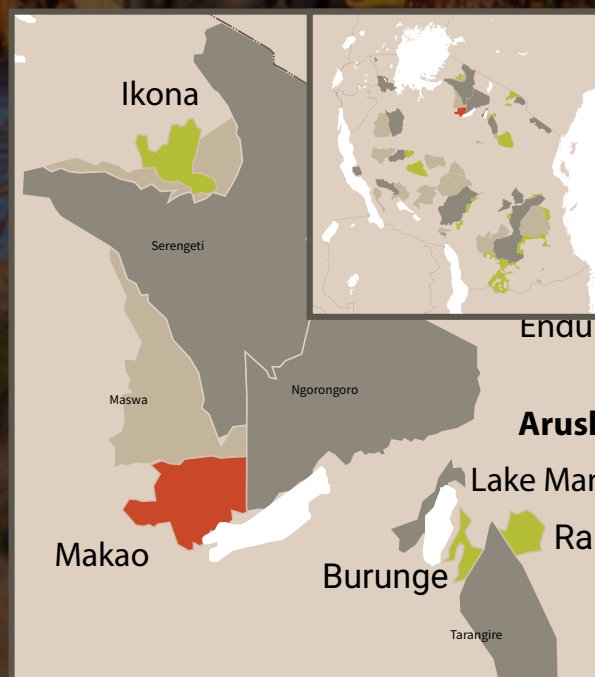
Randilen WMA: Piloted new governance training modules tailored for emerging leaders.

Mbomipa WMA: Testing new tools to protect crops from elephant raids and collaborating with Kamitei to explore new social impact solutions.

Makame WMA: Demonstrated effective education investment of \$50,000 annually from carbon income, funding 20 volunteer teachers, 10 houses, and 5,000+ educational supplies—linking conservation enterprise to social benefit.

Case Study: Makao WMA

New Investor signals
governance gains



In 2024, Makao Wildlife Management Area (WMA) attracted a new investor from the hunting sector through a highly competitive bidding process. This marked a major milestone in the WMA's enterprise growth and directly resulted in a significantly improved financial deal for the community. Compared to previous agreements, the new partnership secured notably higher revenues, enabling Makao to strengthen its core operations, invest in community benefits, and enhance the protection of its wildlife resources.

This investment followed targeted improvements in governance and strategic planning, including a constitutional review, development of a protection map, and completion of a feasibility study. These interventions enhanced Makao's operational credibility and positioned it as a viable, community-led conservation enterprise.

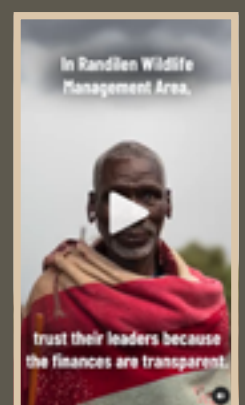
The new partnership represents more than just conservation progress, it highlights how structured governance and clear business planning can unlock economic opportunities for communities while ensuring long-term wildlife protection.

Strong financial management is one of the most important foundations for a WMA to progress. When finances are well-managed, communities can plan, invest, and respond to challenges with confidence, ultimately securing both conservation and community benefits.

WATCH



NOW..!



Watch what this looks like in action.



Special Programs

Special Programs

Honeyguide’s special programs are not part of our core activities, but they play a crucial role in supporting our work. Through Special Programs, we build strong relationships with government agencies like TANAPA, TAWA, TAWIRI, district authorities, business enterprises, and other non-governmental organizations. These relationships help drive greater impact in the WMAs. They also support fundraising and have expanded our community-led conservation model beyond our primary areas of focus.

Chimpanzee Habituation Programme – Rubondo National Park

In 2024, Honeyguide supported the habituation of wild Chimpanzees in Rubondo National Park using a “no food provisioning/neutral visit” approach. Field visits focused on the Northern subgroup, while efforts also began in the Southern sector to reduce pressure on the Northern group and assess the potential for expansion. Operations were strengthened through tracker support, SMART training, and key infrastructure maintenance. Trackers also began collecting data on Chimpanzee diet, behavior, and ecology to inform future planning.

2024 Highlights

- ✔ 76 field visits to the Northern subgroup
- ✔ 97% tourist sighting success rate
- ✔ 2 hours average time tourists spent observing Chimpanzees
- ✔ 12 visits to the Southern group
- ✔ 24+ individual Chimpanzees identified in the South
- ✔ 17 trackers equipped
- ✔ SMART training conducted for field teams
- ✔ New data collection on diet, behavior & ecology launched

K9 Unit: A Game-Changer in Wildlife Protection

Honeyguide’s K9 Unit continued to play a key role in anti-poaching efforts across Serengeti National Park, Mkomazi National Park, and Manyara Ranch. Teams of trained tracker dogs and handlers conducted regular patrols, responded to illegal activities, and worked closely with rangers, tour guides, and local communities to strengthen wildlife protection.

Although operations at Manyara Ranch were paused in July 2024 due to a contract lapse, steps were taken to resume activities in 2025 through new agreements.

Big Wins- K9 Unit 2024

ACTIVE OPERATIONS IN KEY PROTECTED AREAS

K9 teams remained fully operational in Serengeti and Mkomazi National Parks, each with 7 trained dogs and 5 handlers on call 24/7.



TARGETED ANTI-POACHING PATROLS

Regular patrols in high-risk zones led to:

4 bushmeat poacher arrests

Confiscation of 22 traps, 4 knives, and 4 arrows

Zero elephant or rhino deaths in Serengeti and Mkomazi during operations



CAPACITY BUILDING & TRAINING

3 dog handlers trained

40 rangers (Serengeti), 14 (Mkomazi), and 13 (Manyara) trained in advanced tactics

200 tour guides trained in crime scene preservation

2,500+ community members reached through conservation awareness sessions



OPERATIONAL EXPANSION & LOGISTICS

Finalized an MoU with Manyara Ranch Board of Trustees to reinstate K9 patrols after two elephant poaching incidents

Procured a refurbished Suzuki Carry vehicle to improve K9 mobility and response in Manyara

LANDSCAPE-LEVEL IMPACT

640 snares removed (350 in Mkomazi, 290 in Serengeti)

6 poacher camps and 8 charcoal kilns destroyed

390 patrols conducted across 1,045,300 hectares

- 212 in Serengeti
- 130 in Mkomazi
- 48 in Manyara Ranch



Research and Development (R&D)



Case Study:

✔ Human - Wildlife Conflict Toolkit- Noise Ball

✔ Kirikuu Vehicle Modification Project

Human - Wildlife Conflict Toolkit- Noise Ball

The Noise Ball is changing how farmers in Tanzania and Namibia keep elephants out of their fields—safely, affordably, and effectively.

In 2024, Honeyguide introduced the Noise Ball (also known as “Jumbosonic”), a reusable device that emits a high-pitched siren and flashing LED lights to interfere with elephants’ senses and deter them from approaching crop fields. In August 2024, Honeyguide expanded its impact by launching the Noise Ball in Namibia, extending its reach beyond Tanzania. The device is made from locally sourced materials, operates on a rechargeable battery, is affordable (costing under \$45 per unit), and is designed for repeated use.

More than 200 units were produced and distributed in high-conflict areas, achieving a 95.6% success rate in deterring elephants. Farmers using the device reported far fewer crop raids compared to traditional tools like chili crackers and Roman candles. With just two units needed per farm, the Noise Ball is a practical, scalable addition to Honeyguide’s Human-Elephant Conflict toolkit.

Kirikuu Vehicle Modification Project

The areas where we operate present unique logistical and environmental challenges that standard vehicles are not designed to handle. As a result, we have taken a hands-on approach, refurbishing and remodeling vehicles in-house to meet specific field requirements. Modifications such as expanded seating for additional rangers and increased storage reflect operational needs that off-the-shelf models cannot fulfill.

In 2024, the Kirikuu Vehicle Modification Project- named after the local slang for Suzuki Carry vehicles in Tanzania- expanded and upgraded a fleet of five vehicles to better withstand the demanding conditions faced by WMA protection teams. Each vehicle underwent key modifications, including suspension enhancements using spacers to increase ground clearance and the replacement of original 145/80/12R tires with larger 175/70/14R tires and rims for greater durability and off-road performance.

As part of the upgrade plan, the vehicles were also outfitted with additional seating to accommodate more rangers, along with storage compartments for essential field equipment such as tools and spare tires. These improvements were designed to boost mobility, operational readiness, and team capacity in challenging conservation landscapes.



Partnerships

Partnerships

At Honeyguide, partnerships are central to everything we do. Our approach to conservation is grounded in collaboration with communities, government agencies, local organizations, and international supporters because lasting impact requires shared goals and collective action. These partnerships also drive research, knowledge sharing, and the scaling of successful models across landscapes. The impact we create is made possible by the trust and strength of these connections, which make our work both effective and sustainable.



Case Study: Honeyguide and CWMAC

Honeyguide is strengthening Tanzania's WMA network through its partnership with CWMAC, focusing on leadership, governance, and long-term sustainability.

The Community Wildlife Management Areas Consortium (CWMAC) is the national voice for all WMAs in Tanzania, advocating for policy reform, better governance, and financial sustainability. Honeyguide's partnership with CWMAC is a cornerstone of our 2022–2026 Strategic Plan, which is focused on scaling up community-led conservation.

In 2024, Honeyguide helped CWMAC build its leadership and organizational capacity by supporting strategic planning, funding key personnel, and providing leadership coaching. We introduced proven tools like the Governance in Action (GIA) model and contributed to the design of a national Monitoring & Evaluation system for WMAs. Additionally, we collaborated on advocacy briefs aimed at promoting policy reforms for greater financial independence in WMAs.

This partnership is laying the groundwork for a resilient, community-led conservation movement that can thrive across Tanzania for generations to come.





**Goal 2: Change
the narrative**

Goal 2: Change the narrative

Honeyguide recognizes that community-led conservation can only succeed when backed by strong policies, public awareness, and advocacy grounded in the lived experiences of Wildlife Management Areas (WMAs). Goal 2—Changing the Narrative—is focused on reshaping perceptions, building institutional support, and driving policy reforms that reinforce the sustainability and resilience of WMAs.

Key Activities in 2024

✓

Policy Advocacy:
Developed targeted policy briefs on revenue sharing, governance structures, and legal frameworks to inform and influence national conservation dialogue.

✓

Capacity Building:
Conducted workshops and provided direct support to WMA leaders, strengthening their ability to navigate and influence policy processes.

✓

Strategic Partnerships:
Collaborated with WildAid to elevate WMA success stories and economic impact through media, storytelling, and outreach campaigns.

✓

We helped the Community Wildlife Management Areas Consortium (CWMAC) develop a four-year organizational strategy (2024–2028) through an inclusive process with members, government, and partners.

✓

We also supported CWMAC in creating its first website to improve visibility and communication.

Impact

Facilitated a gathering of 28 Members of Parliament (MPs) representing WMAs for a meeting in Dodoma, Tanzania. The purpose of bringing the MPs together was to strengthen a unified caucus that could advocate for policies supporting Wildlife Management Areas (WMAs), ensure timely government payments owed to WMAs, and push for reforms that empower communities to manage their natural resources effectively. By involving MPs from various committees and political leadership, the meeting aimed to create a coordinated voice to address policy gaps, resolve conflicts with government authorities, and promote WMAs as key drivers of local development and conservation.

In collaboration with partners from Kenya and Uganda, we published an article in The East African newspaper to demonstrate how community-led natural resource management strengthens climate resilience. We showcased successful examples — such as grazing banks in Makame and Randilen WMAs and Kenya’s conservancy network — that help reduce poaching, cut costs, secure land rights, and support climate adaptation. The article aimed to raise awareness and promote community conservation as a crucial solution for the region’s future.

Below are the highlights from the East African Newspaper article.

Building climate resilient futures for EA communities in wildlife management areas

READ NOW..!



[You can click here to read the full piece](#)

What you need to know

Local communities in Makame WMA establish grazing banks as insurance for livestock during dry periods, they have also reduced protection costs to \$23 per square metre and led to 93 percent reduction in poaching.

KWCA actively addresses a 68 percent decline in Kenya’s wildlife population over four decades, they actively influence national policies and contributions to climate resilience and community development.

18 member conservancies under Umoja’s network contribute to climate-resilient conservation.



Organizational Development

Organizational Development

In 2024, Honeyguide strengthened its institutional capacity to support the growing scale of community conservation across Tanzania. A major milestone was the successful leadership transition, with long-time team member **Sam Shaba** stepping into the **CEO role** and **Damian Bell** transitioning into the **Chief Communications and Development Officer (CCDO)** position.

Key achievements included strengthening board governance, expanding the finance and administration team, introducing digital systems for finance and HR, and securing 100% of the 2024 budget, which covered 70% of the five-year strategic plan.



Operationally, Honeyguide established a new Social Programs Department, expanded staff in M&E, communications, and program support, and improved planning and learning processes throughout the organization. These investments ensure Honeyguide stays agile, effective, and ready to scale community-led conservation.





10

Events



YOUTH FOR NATURE

In 2024, Honeyguide hosted the second Youth for Nature (Y4N) Conference in Arusha, Tanzania, uniting emerging conservation leaders across the region. This biennial event offered a platform for young professionals to gain knowledge, build networks, and explore real-world conservation challenges.

Focused on leadership and innovation, the conference encouraged collaboration, career development, and engagement with experts. Months of planning culminated in an interactive and impactful event that highlighted youth as present-day leaders in conservation. Y4N continues to equip and inspire the next generation of community conservation champions.

Participants: 234 from Tanzania, Kenya, and South Africa

Women: 85 | **Men:** 149

Expert Speakers: 73 from the conservation field

Planning Duration: 6 months

Focus: Youth as catalysts for conservation change



CLIMATE WEEK NEW YORK



In 2024, Honeyguide's CEO took part in **Climate Week NYC**, standing alongside Maliasili partners to advocate for a fundamental shift in conservation, one that centers communities as the true leaders of protecting nature. The conference offered a platform to push for greater recognition of the role local organizations play and the need to trust and invest directly in their efforts.

These conversations consistently pointed to a major gap: while communities deliver results, the funding rarely follows. Less than 10% of philanthropic support in Africa reaches African NGOs, with much of it tied up in complex systems that exclude those doing the real work on the ground.

Honeyguide used this moment to call for funding models built on trust, flexibility, and long-term collaboration. The message was clear: when communities are given the tools and freedom to lead, conservation is not only more effective but more sustainable.





Financials

Honeyguide

2024 Performance Report

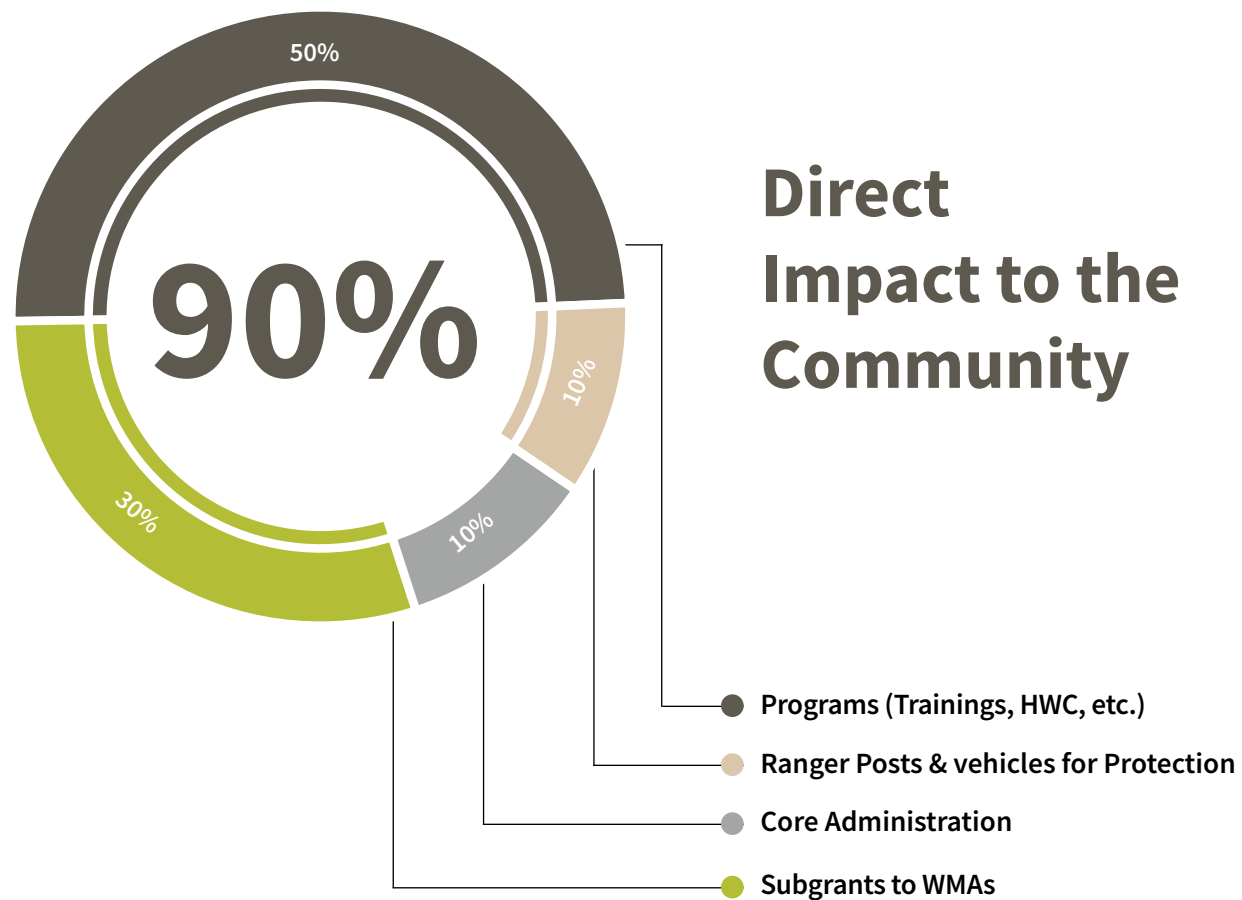
Income vs. Expenditure: Every Dollar at Work

We achieved a zero-deficit year, with income perfectly matched to expenditure — **\$2,633,522**.

Expense Distribution

Category	USD	% of Total
Programs (Trainings, HWC, etc.)	1,304,729	50%
Subgrants to WMAs	783,908	30%
Ranger Posts & vehicles for Protection	276,551	10%
Core Administration	268,334	10%

Expense Distribution Pie



Operations: Beyond the Numbers

- **WMA Empowerment:** Over \$783k directly supported local wildlife management areas — a tangible commitment to local ownership.
- **Program Execution:** Over \$1.3M invested in training, human-wildlife conflict mitigation, and conservation education — touching every corner of our landscape.
- **Protection Initiatives:** Over \$276K invested in building 5 ranger posts, purchase and modifications of Kirikoo vehicles for rangers

Finance and Administration: A Leap Forward

- **Finance Team Rebooted:** Hired two junior accountants, promoted internal talent, and onboarded a new finance manager.
- **Auditor Upgrade:** Welcomed a new auditing firm (RSM) to boost trust and compliance.
- **QuickBooks Online:** Introduced cloud-based accounting to improve transparency and efficiency.
- **Monthly Reporting:** Departments received monthly budget-tracking reports, improving accountability.
- **HR Manual Overhaul:** Fully revised to safeguard fairness, clarity, and global alignment.

Balance Sheet Snapshot

Despite spending our full income, we maintained a healthy asset base:

- **Assets:** \$611k — including \$193k in cash and \$267k in receivables
- **Liabilities:** Fully covered, with no long-term debt
- **Operating Surplus:** Zero — because every dollar worked!

Looking Ahead

2024 set a new standard — not just in financial fidelity, but in strategic delivery. As we move into 2025, we carry forward this momentum, driven by strong systems, empowered staff, and grounded community partnerships.

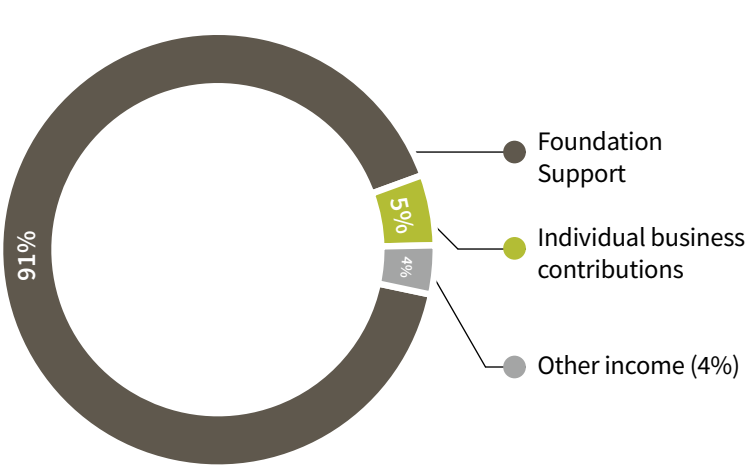
Financial Statements 2024

Statement of Income and Expenditure

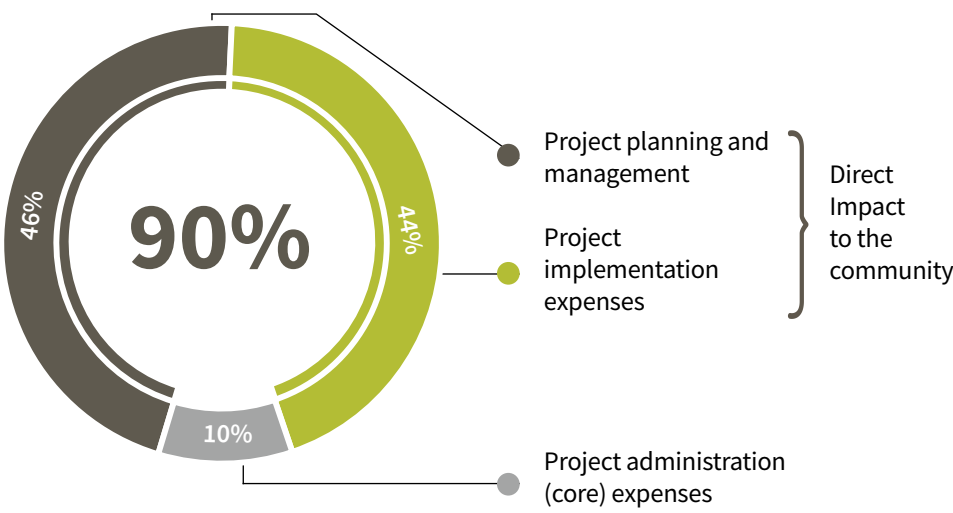
INCOME	USD
Foundation Support	2,399,749
Individual business contributions	138,200
Other income	95,573
Total income for the year	2,633,522
EXPENSES	USD
Project planning and management	1,213,944
Project implementation expenses	1,159,983
Project administration (core) expenses	259,595
Total expenses for the year	2,633,522

Statement of Financial position as at 31st December 2024

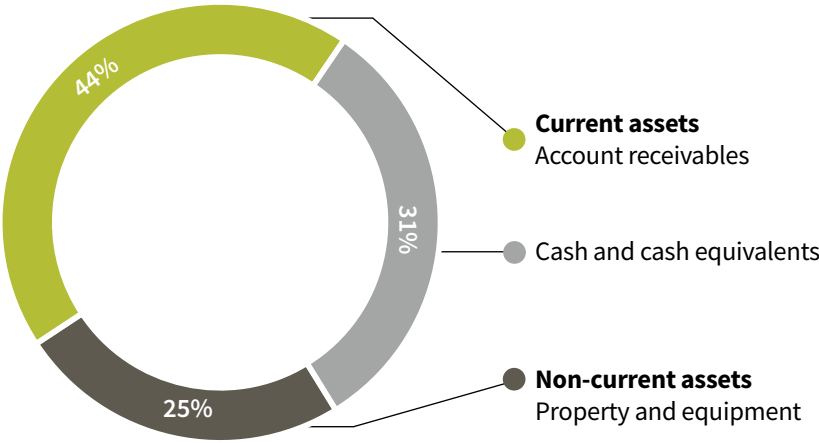
ASSETS	
Non-current assets	USD
Property and equipment	149,887
Current assets	
Account receivables	267,588
Cash and cash equivalents	193,686
Total current assets	461,274
Total assets	611,161
LIABILITIES	
Current liabilities	
Account payables	27,618
Deferred income	433,656
Total current liabilities	461,274
Non-current liabilities	
Deferred capital grants	149,887
Total liabilities	611,161
FUNDS BALANCE	
Accumulated Fund Balance (Unrestricted)	
Total liabilities and Fund balance	611,161



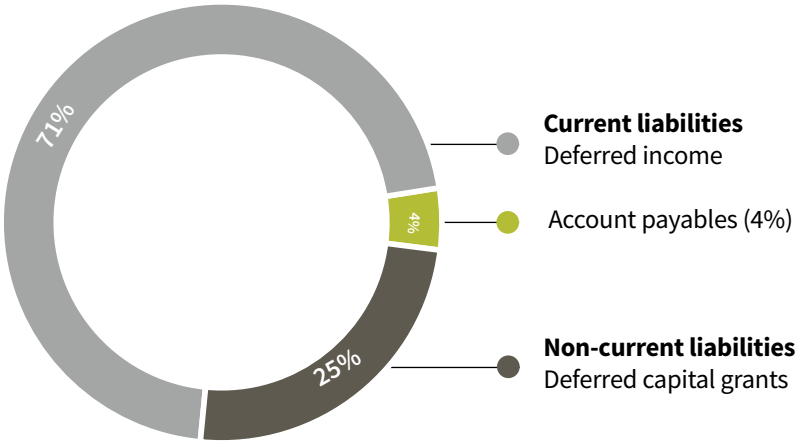
Income Breakdown
Income sources as a percentage of total income.



Expenses Breakdown
Expenses by category as a percentage of total expenses.



Assets Composition
Assets distribution by category.



Liabilities Composition
Liabilities distribution by category.

Thank You to Our Supporters

Honeyguide is proud to work with a diverse group of donors and partners who believe in the power of community-led conservation. Their support fuels our programs, strengthens our institutions, and amplifies the impact of local leadership.

- European Union (EU)
- Maliasili
- **BIOPAMA** – Biodiversity and Protected Areas Management
- Tusk Trust
- African Wildlife Foundation (AWF)
- Nawiri Group
- Drollinger Dial Family Foundation (KDDE)
- Dashlight Foundation
- Lion Recovery Fund (LRF)
- Asilia Camps and Lodges
- Cartier Philanthropy
- Darwin Initiative
- Liz Claiborne and Art Ortenberg Foundation (LCAOF)
- Mulago Foundation
- International Institute for Environment and Development IIED
- The Nature Conservancy (TNC)
- Carbon Tanzania





HONEYGUIDE

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