



WILD SHOTS
OUTREACH

CASE FOR SUPPORT **2024**



Wild Shots Outreach

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MISSION “CONNECTING, INSPIRING AND UPLIFTING YOUNG AFRICANS THROUGH WILDLIFE PHOTOGRAPHY”

Wild Shots Outreach uses photography to support young Africans from disadvantaged communities in accessing their wildlife heritage and in developing employment skills in conservation & tourism. Founded in 2015, this award-winning South African NGO has taken more than 1400 young people living adjacent to Africa’s Protected Areas on their first ever game drive. The WSO Bursary Fund provides access to further studies, training and employment.



“Will my children see wild rhino?”
– Celebrate (now a lodge chef)

The Issues

- Youth unemployment stands at over 65% in the rural communities within the Greater Kruger Area in South Africa. Young people from these local communities face many obstacles preventing their upliftment and elevation out of poverty.
- This region is also at the heart of numerous environmental challenges, especially the loss of biodiversity through poaching, snaring and poisoning.
- Despite living within a few kilometres of Protected Areas, the vast majority of these young people have never visited a wilderness area before or seen wildlife first-hand.
- Reconnecting local communities with their natural heritage, provides us with an opportunity to educate and uplift young people at the same time as paving the way for a new mindset that will help to save Africa’s wildlife and wild places.

Aims

- To use the universal appeal of photography to engage and educate young Africans from disadvantaged communities in conservation and wildlife.
- To offer bespoke support for young people, removing barriers to accessing further education, training, and employment.
- To build self-esteem, confidence and transferable skills, as well as inspire and raise the aspirations of the conservationists of tomorrow.
- To ensure the cross-cutting themes of female empowerment, diversity and inclusion, secure livelihoods and wildlife conservation are at the heart of Wild Shots Outreach and its programmes.
- To create respect, care and reverence for nature.

“It is a privilege to have Wild Shots in my life – it’s made me passionate about conservation”
– Melody (now a qualified safari guide)



Delivery & Training

Wild Shots Outreach (WSO) prioritises under-served government high school students and unemployed youngsters living adjacent to Africa's National Parks. It teaches new skills, providing a "focus" and an introduction to the natural world.

Each course comprises five photographic workshops as well as conservation, story-telling and wildlife tourism themes. The workshops are followed by a game drive and culminate with an awards ceremony with certificates and printed photos. Camera equipment is donated by sponsors and the game drives are provided by partner safari lodges and game reserves.

Bursaries

Wild Shots Outreach also provides support, mentoring and employment opportunities to some of its most talented and committed students through its Bursary Programme. The bespoke support on offer ranges from funding for driving lessons, to training to qualify as FGASA safari guides, through to full three-year support at University. Thanks to WSO support, former students, all previously unemployed, are now working as antipoaching rangers, safari lodge staff, wildlife guides, and running film making and photography studios.

90% of bursary students that WSO has invested in are now in employment or running self-sustaining businesses.

***"Seeing elephants for my first time was life-changing – it brought a sense of ownership, pride and belonging."
- Anthony (now working as a TV cameraman)***





Outcomes

- More than 1400 young people from local communities have participated in WSO workshops (to end of 2023) and benefitted from transferable digital skills, enhanced self-esteem and a sense of connection to their natural heritage.
- Over 50% of these individuals have been females who have been uplifted and empowered.
- 90% of bursary recipients have secured employment or developed their own business.
- Improved understanding of nature, wildlife tourism and the need for conservation.

Evidence of Impact

The University of Johannesburg undertook a 3 year PhD research project, evaluating the impact of Wild Shots Outreach in local communities. **"Conservation, Education and Capacity Building through Photography"**, was published in 2023 by Dr Stephanie Klarman.

"The workshops were overwhelmingly described in positive terms – life-changing, amazing, feeling of pride, motivation to improve skills, sense of responsibility and wanting to inspire a desire to protect nature. WSO is seen as a bridge between exclusion and inclusion, representation and access – the impact of which cannot be understated". (excerpt from conclusion of PhD)

Wild Shots Outreach work has been recognised with national and international awards, including Gold in the Global Good Awards, for Community Partnerships in 2022:

"Wild Shots Outreach demonstrates real innovation and creativity. Tackling a number of problems with one project this is delivering great outcomes from a relatively small-scale operation that clearly strikes a chord with its target audience. This programme has identified individual rising stars. It is not just creating livelihoods for disadvantaged youth; it is turning them into leaders and role models."

Building on the success of the programme in the Greater Kruger Area, South Africa, Wild Shots Outreach has delivered workshops elsewhere in Africa with communities bordering Protected Areas, including **Kenya, Namibia** and **Botswana** (annually since 2021).

"Wild Shots has really inspired me – it's shown me what I am capable of. I feel like there's nothing in the world that I can't go do!"
– David (trainee teacher)



Success Stories

The WSO Bursary Fund has supported more than 30 previously unemployed young people in further training and/or education, including:

Rifumo Mathebula

Rifumo started volunteering for WSO on leaving high school, and in 2020 was promoted to WSO's Programme Director. His work has been recognised with a number of awards and accolades.

- Awarded **Young Environmentalist of the Year 2022** by London-based international NGO, CIWEM.
- Selected as one of **"30 Under 30 Global Environmental Education Leaders"** in 2023 by the North American Association for Environmental Education.
- Named **Greening the Future Champion 2022** by South Africa's national newspaper, The Mail & Guardian.



Mukateki Ubisi

Mukateki is one of WSO's young female safari guides who studied and qualified with support from the WSO Bursary Fund.

"I needed to see another black woman doing it in order for me to see it's possible. To any black woman out there I want you to know there's room enough for you - I'm inviting you to join me in conservation".

Karabo Magakane

Karabo became a qualified pilot after her training with WSO. Karabo and Rifumo were invited to speak at the Xposure international photography conference, 2024, UAE.

"My dream is to fly for conservation. I want to inspire young black women from disadvantaged backgrounds to follow their dreams".



Neville Ngomane

Neville is the winner of the International Young Environmental Photographer of the Year Award 2019.

He was invited to speak at the Rhino & Elephant Conservation Conference in Hong Kong and give talks to Chinese schools. In 2024, Neville graduated with a BA in film-making and is now working as a successful freelance videographer.



Financial

Wild Shots Outreach's expenditure in the last financial year was ZAR 3.4 million (\$180,000) split 60:40 between the Bursary Programme and Core Workshop Programme.

A WSO course for eight young people costs \$3,000, a Level 1 FGASA nature guide training course costs \$3,500 and a three year university place costs \$36,000. Our work is dependent on the generous support of funders, donors and in-kind sponsorship of equipment.

An 18A tax deduction certificate can be issued for South African donors.

The Future

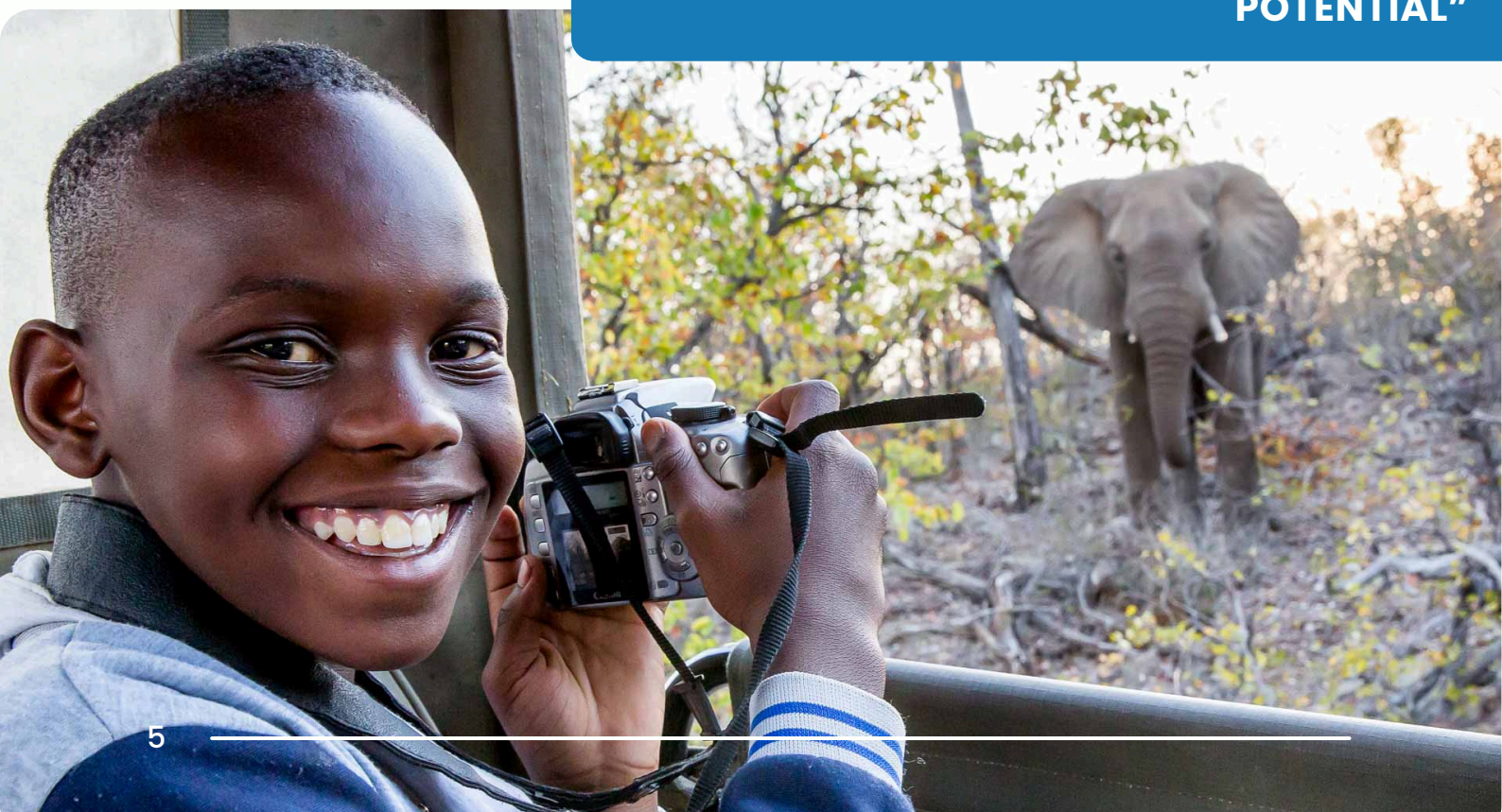
With a proven and successful track record WSO has a waiting list of schools and youth foundations requesting the programme. Help WSO change the lives of previously disadvantaged young Africans living on the borders of Protected Areas - helping to connect and engage them with their natural history heritage, as well as developing their potential for employment.

Picture this! Join Wild Shots Outreach as a partner and change the future of young people and wildlife through photography and environmental education.

"Wild Shots gave me a sense of belonging and an understanding why we as Africans need to protect our wildlife." - Godfrey (now an anti-poaching ranger)

VISION

"EVERY YOUNG AFRICAN IS CONNECTED TO THEIR WILDLIFE HERITAGE AND FULFILS THEIR POTENTIAL"





Wild Shots Outreach

To date: >1,400 young Africans have been on their first ever game drive and used a camera to tell their story.

To date: 168 wildlife photography and conservation courses delivered.

Operations in South Africa, Botswana, Namibia and Kenya.

35 young Africans in employment, further studies or training through WSO's Bursary Fund

Endorsed by leading global photography corporates such as Canon, Lowepro, Manfrotto and Gitzo.

Winner of numerous national and international awards.



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