



Travel that Matters

Our Conservation • Our Community • Our Commitment

— POSITIVE IMPACT 2023 —



Our Story

NATURAL SELECTION IS ALL ABOUT CONSERVING LAND AND WILDLIFE BY OFFERING REMARKABLE EXPERIENCES IN WILD, UNTOUCHED PLACES. FROM INTIMATE ENCOUNTERS WITH THE CONTINENT'S ICONIC WILDLIFE TO MEANINGFUL INTERACTIONS WITH THE PEOPLE WHO LIVE HERE. OUR SAFARIS ARE CHARACTERFUL, CAPTIVATING AND ADVENTUROUS.

Our founders, Dave, Colin, Jen and James all began their careers as guides in the bush and for the last 30 years, they have been pioneering unique safari experiences across Southern Africa's least explored places and spaces, carrying out wildlife research or changing the wildlife conservation landscape.

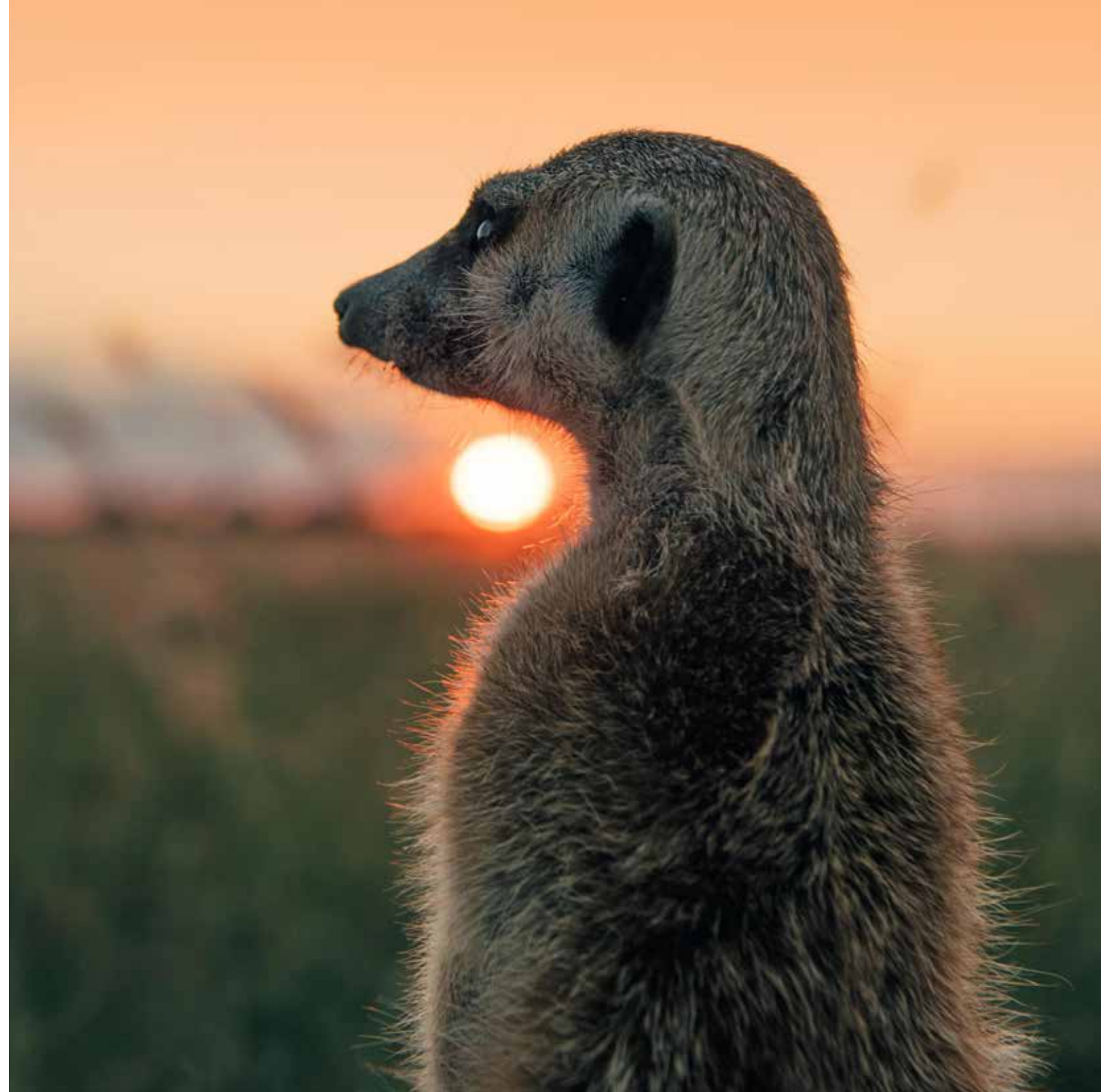
In 2016, united by the desire to help reshape the role that nature-based tourism plays in conserving and protecting Africa's last great wild places, they started Natural Selection. Since its inception they have built-up partnerships with others who are also wholly committed to conservation.

Today we are a conservation and nature-based tourism company offering a collection of 21 owner-operated safari camps and lodges across Southern Africa and we believe that together with our partners and guests, we are making a positive impact on the remote wild places in which we operate.

Our Purpose

OUR PURPOSE IS SIMPLE.

As a business we aim to be a force for good in the protection of natural habitats and to provide characterful experiences in nature that rekindle a deep love and care for wild places.





Our approach to making a Positive Impact

AT NATURAL SELECTION WE TAKE AN ECOSYSTEM WIDE VIEW ON THE PROTECTION AND EXPANSION OF WILD PLACES.

Equally important is the **socio-economic impact** and upliftment our operations have on local communities who are part of the unique landscapes in which we work. This dual conservation and **community focus** helps create economic value in protecting wilderness areas and minimising human-wildlife conflict.

At the heart of all of our supported projects is the importance of **sustainable partnerships** between tourism businesses, communities, government and NGO's.

We are also committed to **minimising our operation's footprint** on the environment. Our newly built camps use local materials, recycled materials and renewable energy. As much as possible, each camp supports **local environmentally-friendly** enterprise and carefully manages and minimises waste.

Natural Selection's positive impact projects are guided by our mission to aid in the lasting protection of wildlife while uplifting communities living sustainably alongside wildlife areas.

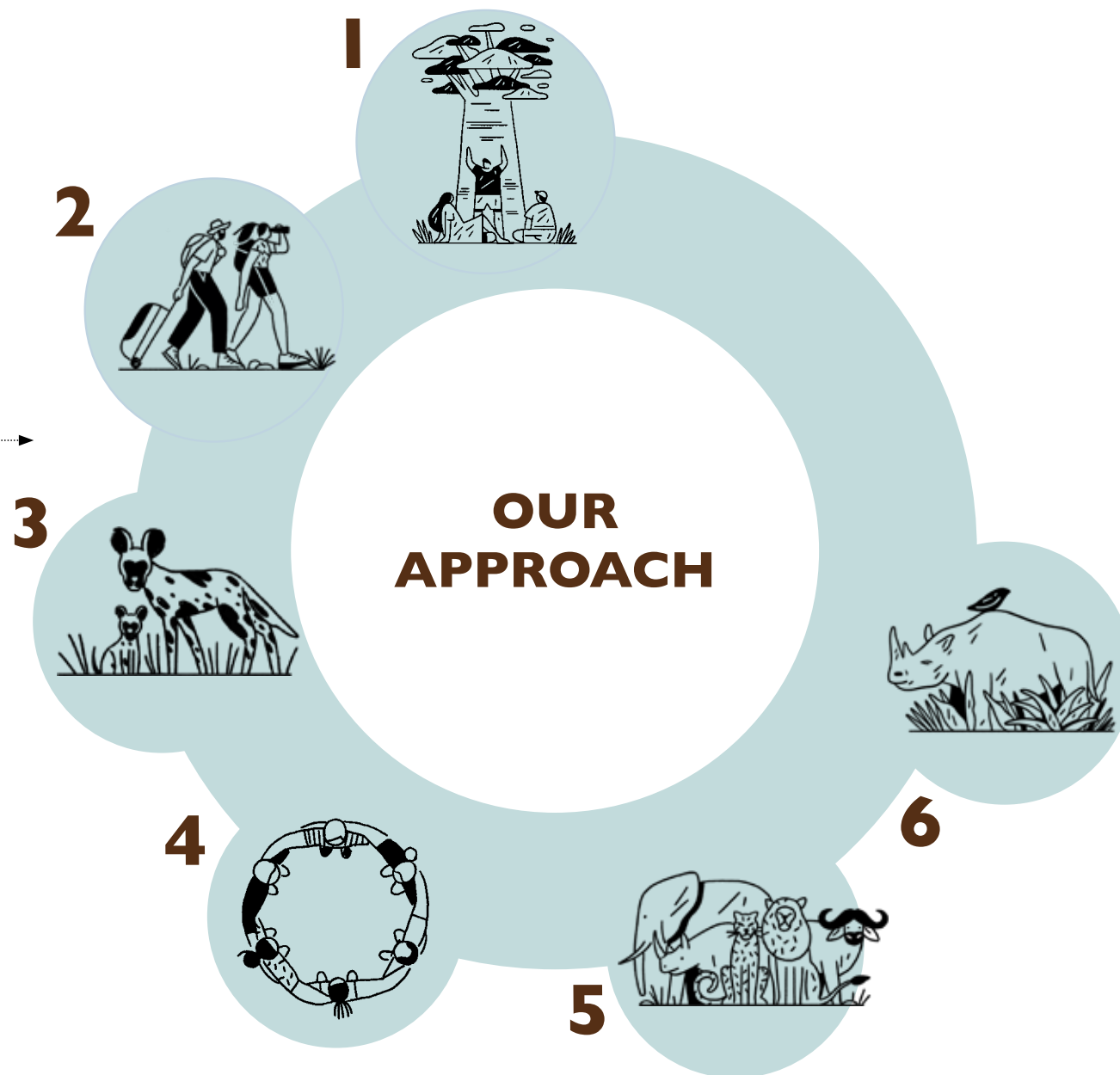
MAKING A *difference*...



Here's HOW WE MAKE A *Difference*

WE MAKE A DIFFERENCE BY...

1. Supporting conservation and community outreach initiatives.
2. Bringing tourism value to important conservation areas, often overlooked.
3. Putting a spotlight on conservation issues and being a part of the solution.
4. Working together to create important conservation and community partnerships.
5. Helping to expand wildlife areas.
6. Being custodians of over 1,350,000 hectares of land.



PROJECT *and* *Initiative* SUPPORT

WE MAKE A DIFFERENCE BY WORKING CLOSELY WITH STAKEHOLDERS AND OUR AMAZING NGO PARTNERS TO DEVELOP NEEDED CONSERVATION AND COMMUNITY PROGRAMS OR TO ENSURE THE CONTINUATION OF EXISTING SUCCESS STORIES.

Since 2016, we have funded the development, implementation or continuation of 98 conservation and community initiatives:

BY COUNTRY

61 in Botswana
33 in Namibia
3 in South Africa
1 in Madagascar

PROJECTS SPLIT

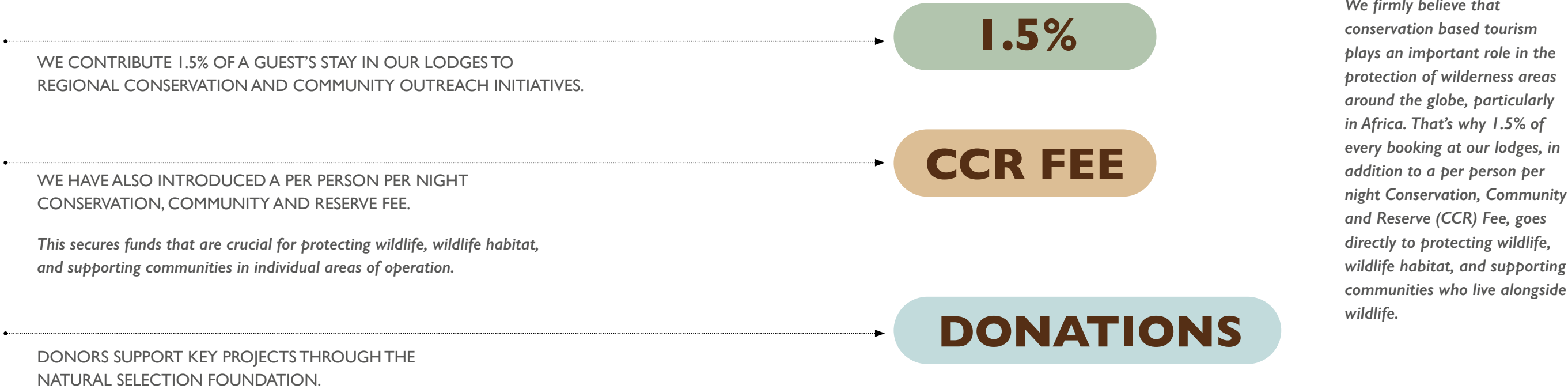
64 Community Outreach
34 Wildlife Conservation



THIS COMMITMENT EXTENDS TO SUPPORTING COMMUNITIES IN TIMES OF CRISIS LIKE DURING THE PANDEMIC WHEN WE PROVIDED APPROXIMATELY 785,000 MEALS TO VULNERABLE RURAL COMMUNITIES.



How we fund POSITIVE IMPACT Projects



WE MAKE SURE THAT EVERY
VISITOR'S TRIP COUNTS...

Some of our
CONSERVATION PROJECTS
& *Community Work...*



SCAN CODE TO SUPPORT PROJECT



AREA: Namibia's Etosha Heights Private Reserve / Sesfontein Conservancy / Botswana's Khwai Private Reserve
PARTNERS: Etosha Heights Special Rangers / KPR Rhino Rangers / Sesfontein Rhino Rangers
CAMPS: Safarihoek, Safari House, Etosha Mountain Lodge / Hoanib Valley Camp / Tuludi, Sable Alley, Little Sable, Hyena Pan, Skybeds

ANTI-POACHING

Protecting our wildlife through dedicated anti-poaching units, 24/7.

\$300 USD pays one anti-poaching ranger for one month.

\$500 USD buys one camera trap for monitoring wildlife.

\$2225 USD buys one high tech outdoor surveillance camera.

OUR NAMIBIA ANTI-POACHING UNITS

While media attention to the rhino poaching crisis has tapered off, it is still very real in Africa and our anti-poaching team at Etosha Heights Private Reserve are on the ground 24 hours a day, dedicated to protecting the rhinos and preventing any illegal hunting in the reserve. It is a relentless, never ending effort to protect the dwindling populations of these beautiful creatures.

Rangers are supported with more and more advanced technology for detecting threats and monitoring rhinos, which requires continual upgrading and training on the reserve. Donations have made some of this possible and we are forever grateful to those who have rhino welfare in their hearts. In the Sesfontein Conservancy, close to our Hoanib Valley Camp, we also assist the community Rhino Rangers on an ongoing basis with equipment and food rations. This helps the team to continuously protect these iconic animals, for future generations to enjoy.

OUR BOTSWANA ANTI-POACHING UNITS

Concerned about the wildlife in Khwai Private Reserve, we have been equipping rangers with the tools they need to be more effective on the ground.

This includes binoculars, rain suits, cameras, two-way handheld radios and tablets for recording sightings. Some of our rangers have also taken to two wheels, using motorbikes to help patrol inaccessible areas more effectively.

Ranger training has been key in successfully looking after this very large reserve. Not only are our rangers trained to patrol, but they know how to collect population data, manage invasive species and even protect endangered trees.



SCAN CODE TO SUPPORT PROJECT



AREA: Botswana's Boteti River, Makgadikgadi NP / Khwai Private Reserve / Northwest Namibia.
PARTNERS: Coaching Conservation / Elephants for Africa / Giraffe Conservation Foundation
CAMPS: Meno a Kwena / Tuludi, Sable Alley, Little Sable, Hyena Pan, Skybeds / All NS Namibia Camps

CONSERVATION EDUCATION FOR CHILDREN

Inspiring children to become environmentally responsible members of communities.

\$80 USD pays for one child to participate in a 2 day Coaching Conservation educational program.

\$750 USD buys supplies for one year of the Moreomaoto Village Kids Environmental Club.

\$7200 USD funds the transportation for one year of KEEP field excursions for 3000 kids.

COACHING CONSERVATION OUTREACH PROGRAMME

Coaching Conservation (CC) is a conservation outreach programme for children, which fosters self-respect, respect for each other and respect for wildlife and the environment.

Using the characteristics of different species, the programme inspires learning in fun, active games from soccer to tag to ring toss. Natural Selection has partnered with CC, not only to support its work in rural areas, but to create visitor "classrooms" in some of our Botswana camps where young visitors from abroad can partake in this integrated children's conservation program. By linking conservation to core values through games, the children are able to personally connect with the environment around them. The young international visitors can then begin a long-term relationship with Botswana and its wildlife.

OUR ENVIRONMENTAL CLUB

The villages near Meno a Kwena fall within one of the highest human-wildlife conflict zones in Botswana. In order to help both humans and wildlife, we work alongside local NGO, Elephants for Africa (EFA), to help improve the livelihoods of the Moreomaoto Village residents and children, who live next to the Makgadikgadi National Park.

Meno a Kwena, in continuation of their long standing support of the village, together with EFA deliver a monthly Environmental Club with lessons and excursions into the park. It's hard to believe that many of the children living in the village were not even aware that they lived next to a National Park.

Understanding this sheds light on the relevance of the wildlife that pass through the village and you never know, it might just inspire some future conservationists!

THE KHOMAS ENVIRONMENTAL EDUCATION PROGRAMME (KEEP)

Few projects are more exciting than those that open up the world of conservation to eager young minds, and this one does exactly that.

The KEEP programme (designed and implemented by the Giraffe Conservation Foundation (GCF) in Namibia), focusses on urban primary schools within impoverished areas, and addresses the need to connect these children to nature and to develop an interest in the environment and in becoming responsible members of local and global communities. Integrated with the national school curriculum, the programme includes hands on experience in the bush, allowing the beauty of Namibia to captivate these young minds.

The impact and excitement from the young participants is almost tangible. It also includes a healthy snack and sandwich for children whilst in the field.





AREA: Northern, Okavango Delta

PARTNER: EcoExist

CAMPS: Duke's Camp, Uncharted Expeditions Camp

ELEPHANT EXPRESS

Elephant Express buses in the Okavango Delta panhandle in Botswana.

\$350 USD pays one bus driver for one month.

\$1 000 USD funds one month of operational expenses for one bus.

\$44,000 USD buys one new bus.

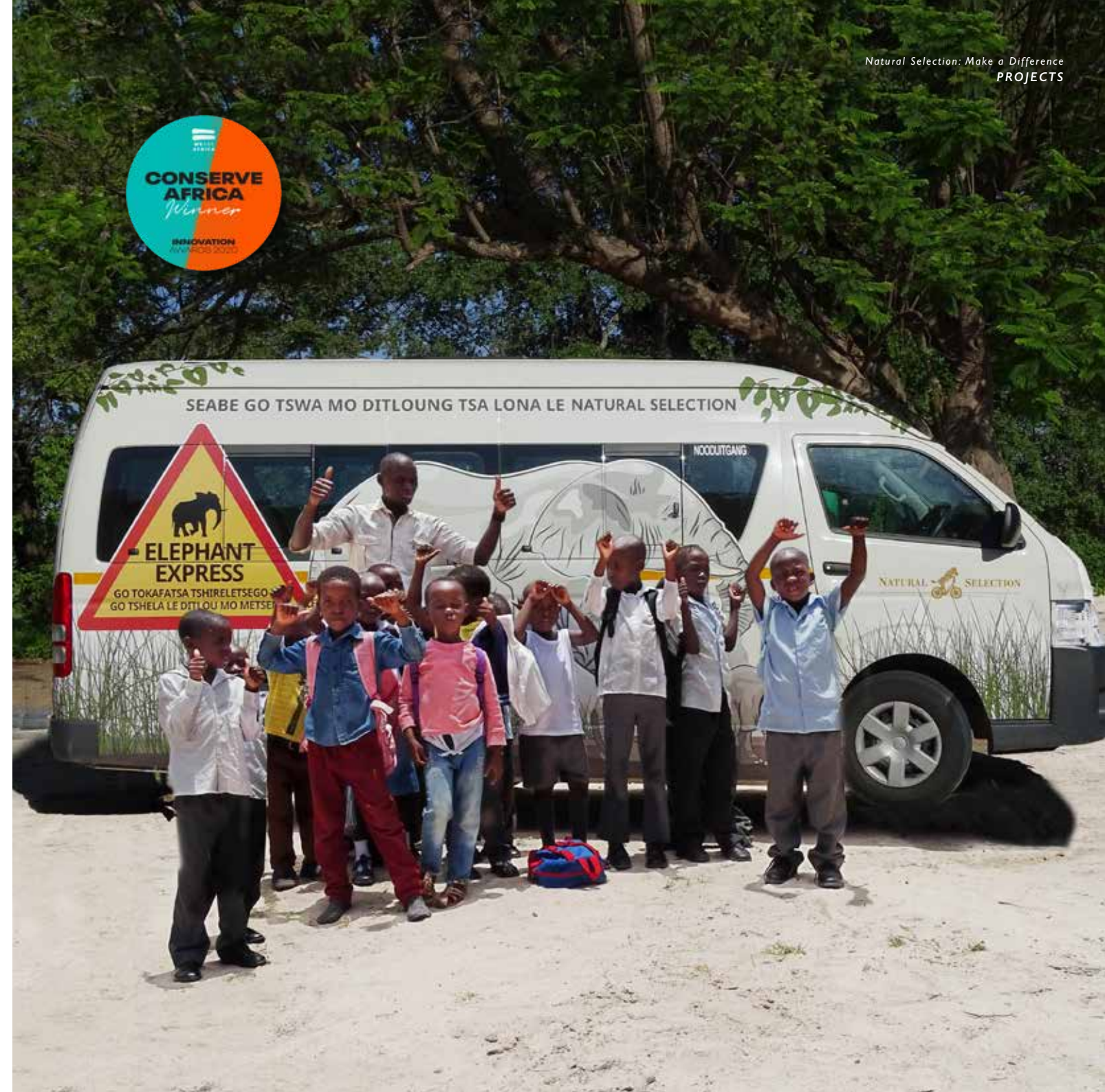
Against all odds, certain areas of the Okavango Delta have experienced a localised increase in elephant numbers over the past 15 years. This is largely attributed to elephant movement from less hospitable areas.

Good news for photographic tourists, but for local villagers the increase is potentially devastating. Agricultural land is increasingly vulnerable to elephant raiding and humans are ever more at risk of fatal encounters.

To combat this human-wildlife conflict, we have funded two "Elephant Express" buses to safely transport school children through areas prone to elephant encounters.

In partnership with EcoExist who identified 'elephant highways' (routes where humans and elephants encounters are most likely to occur) and who also identified the need for safe transport, we have been successfully running these buses for two years with the help of the Okavango Community Trust.

A recent stakeholder meeting revealed that school attendance has significantly improved due to the buses and therefore academic performance has gone up. We are now looking to add two more buses to the fleet to ensure all kids in need can get to school on time.



SCAN CODE TO SUPPORT PROJECT



AREA: Maun, Botswana

PARTNER: Giraffe Conservation Foundation (GCF)

CAMP: Thamo Telele

GIRAFFE CONSERVATION AT THAMO TELELE

Two giraffe conservation initiatives, led by two giraffe specialists.

\$80 USD pays for one DNA sample analysis.

\$700 USD buys 100 sampling darts.

\$6000 USD funds interactive conservation educational materials in the centre.

\$28,000 USD funds the building of a giraffe and environmental conservation education facility.

We love giraffes so much that we thought we'd put together a team of dedicated giraffe lovers, in the hope to educate and gain a better understanding of these iconic African animals and what their current Botswana status is, as well as any future threats they may face.

This is happening at Thamo Telele, our safari-style camp set on a 250-hectare private game reserve located on the outskirts of the iconic safari town of Maun, where we have 20 resident giraffe that we work with on a daily basis. Thamo Telele actually means 'long neck' in Setswana.

Here we are facilitating two giraffe conservation initiatives. The first being a Giraffe Education Programme for visitors and local people, and the second a Giraffe Genetics Programme.

OUR GIRAFFE EDUCATION PROGRAMME

This programme has established an up close giraffe educational experience for visitors and is planning to establish a conservation education centre to provide meaningful and impactful conservation education experiences for local children. Both focus on increasing awareness around nature conservation as well as the plight of giraffe.

OUR GENETIC TESTING PROGRAMME

This programme aims to assess the numbers, distribution, and taxonomic status of giraffe in Botswana, through genetic testing. It will seek to evaluate the viability of giraffe conservation translocations inside or outside the country and provide input into the currently drafted Kavango Zambezi Transfrontier Conservation Area (KAZA TFCA) Giraffe Conservation Strategy.

We support much needed research into the taxonomy and distribution of giraffe in Botswana working with the **Giraffe Conservation Foundation** (GCF).

For the last 15 years GCF has collected genetic samples from giraffe throughout Africa for a taxonomic assessment.

This work has helped to better understand how many types of giraffe there are and where they live, but most importantly it guides conservation management decisions for giraffe in all of Africa and where we should focus urgent conservation actions.

Two of GCF's Namibia team joined us in Botswana to spearhead the program and things are looking up!



SCAN CODE TO SUPPORT PROJECT



AREA: Northern Botswana and Northwest Namibia

PARTNERS: CLAWS, The Desert Lion Conservation Project (via Tosco), IRDNC

CAMPS: Duke's Camp, Uncharted Expeditions Camp, Shipwreck Lodge, Hoanib Valley Camp

HUMAN-LION CONFLICT MITIGATION

Creating a conservation landscape in which both livestock and wildlife can thrive.

\$100 USD buys one month of fuel to track lions.

\$3000 USD funds one lion satellite collaring and one year of satellite service fees.

OKAVANGO LIONS

Over 50 lions in 13 prides have been identified moving through the northern panhandle of the Delta. Many of these live on the fringes of the Delta where they are persecuted, usually due to their predatory response to livestock.

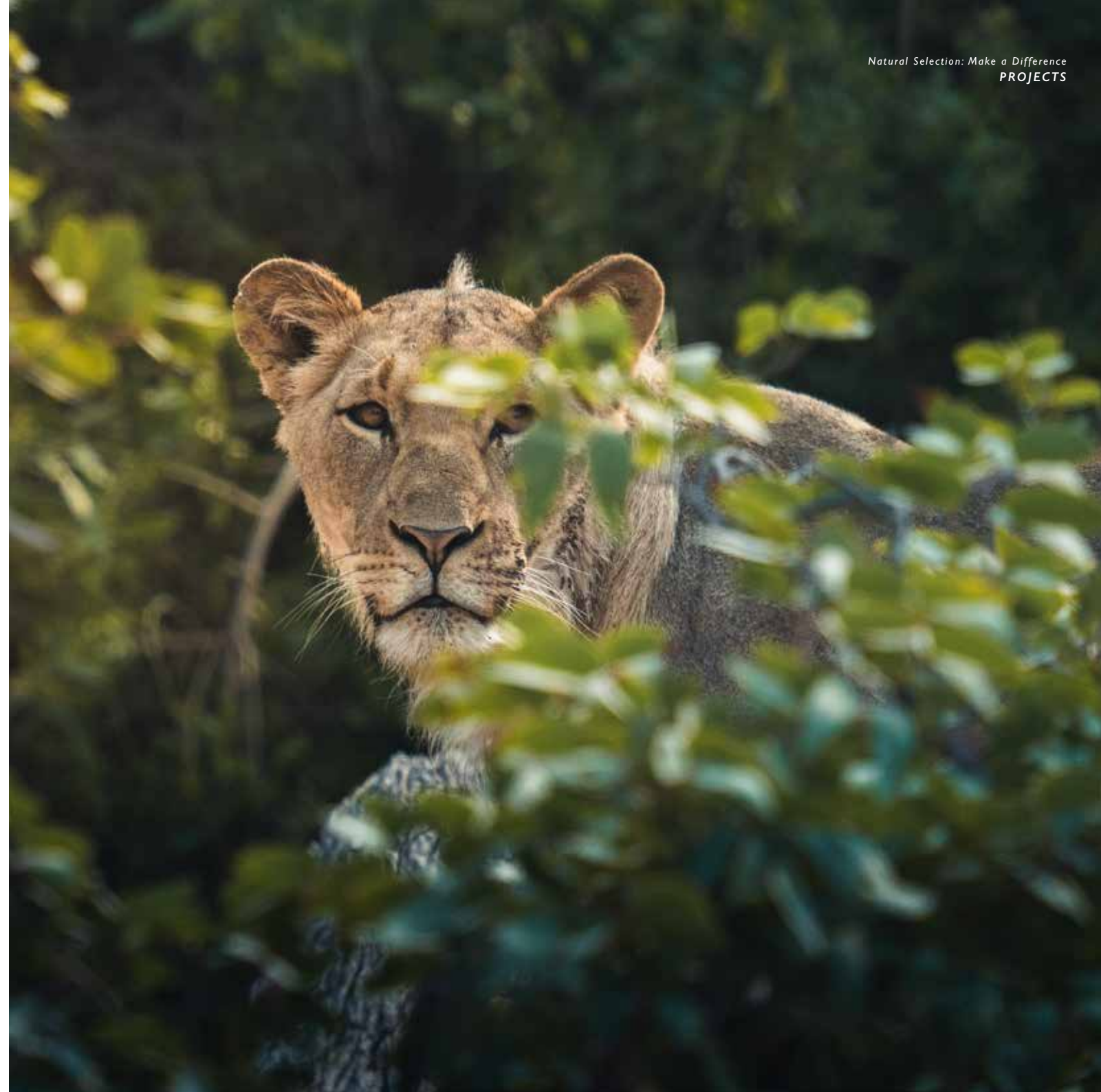
For 4 consecutive years, we have been supporting CLAWS (Communities Living Among Wildlife Sustainability) and the communal herding programme to safeguard cattle, create employment, reduce retaliatory killing of lions, and restore overgrazed landscapes. Approximately 80% of cattle in Eretshe village are now in communal herds.

CLAWS plays an integral part in protecting both lions and livestock. By collaring and tracking lions and facilitating a return to traditional herding practices, whereby a herder accompanies livestock, lion-livestock interaction is reduced and the perceived conflict between lions and farmers can be alleviated.

This initiative combines herds to reduce the costs of herding per household and achieves two goals: reducing retaliatory killing of lions, and improving grazing land for livestock herders through rotational grazing.

THE DESERT LION EARLY WARNING CONFLICT MITIGATION SYSTEM

The lions in northwest Namibia are a uniquely desert adapted population facing numerous challenges. The project is implementing an automatic monitoring and early warning system, which reduces conflict with livestock herders. Using satellite collars and communications software, the system warns farmers of nearby lions so herders can corral livestock and prevent predation. Natural Selection supports the Desert Lion Early Warning Mitigation project and Lion Ranger programme in the hope that human-wildlife-conflict is mitigated. Tosco, the Desert Lion Project and the Integrated Rural Development and Nature Conservation (IRDNC) are integral to the success of these initiatives.



SCAN CODE TO SUPPORT PROJECT



AREA: Makgadikgadi, Kalahari Desert

PARTNERS: Round River Conservation

CAMPS: Jack's Camp, San Camp, Camp Kalahari, Planet Baobab, Meno a Kwenia

MAKGADIKGADI LARGE MAMMAL MIGRATION CONSERVATION INITIATIVE

Supporting Africa's longest large mammal migration.

\$12,500 USD funds 3 years tuition for a local research student registered with the Okavango Research Institute.

\$500 USD buys one camera trap for waterhole monitoring.

Before the 1960s, the area of north-eastern Botswana around the Makgadikgadi National Park and the Kalahari Desert held the longest and possibly the largest migration of zebra and wildebeest in Africa. It was, however, abruptly cut short by land use changes requiring extensive fencing. Amazingly, the migration has re-emerged over the last decade, pushing through old fences and small-hold farms.

Today, all our Makgadikgadi properties are well known for the annual migration they host, with visitors eager to witness the charge.

What visitors don't see is the work being carried out on wildlife and cattle movements, waterhole usage, human-wildlife conflict zoning and conflict mitigation efforts.

Through this multifaceted conservation program, we aim to un-restrict migratory movement by working alongside local communities and all stakeholders to develop land use plans that benefit all and allow this epic migration to flourish.

Today, there are an estimated 20,000 zebra migrating in and out of the Makgadikgadi National Park every year, with two main migration routes. One is 500km long, making it the longest large mammal migration in Africa.





AREA: Khwai Private Reserve, Botswana

PARTNER: Naletsana Charity

CAMPS: Tuludi, Sable Alley, Little Sable, Hyena Pan, Skybeds

MARIA RAMSDEN LEARNING CENTRE

Bettering the lives of vulnerable members of the Khwai village community.

\$25 USD will feed one child for one month.

\$330 USD pays for one teacher's salary for on month.

Originally called the Khwai Village Day Care Centre, the Maria Ramsden Learning Centre was created by Maria Naledi Ramsden and Sandra Rubins to better the lives of preschool children in Khwai Village, in Botswana.

Maria and Sandra worked closely with the Khwai community for many years, devoting their energy to bettering the lives of vulnerable members of the community, especially children of single mother led households.

Maria and Sandra co-founded their own charity, Naletsana, which joined forces with Natural Selection to run the Centre before Maria sadly passed.

Renamed in her memory, the centre not only continues to provide a safe learning and playing environment, but also daily meals for young children, including a high nutrient porridge each morning.

A new kitchen has been added and a garden is being built to assist with additional food provision.

We cover the running costs of the learning centre and we are looking to donors to help fund the daily meals and eventually open the doors to weekend learning opportunities for adults.





AREA: Okavango Delta / Khwai Private Reserve, Makgadikgadi, Etosha Heights, Hoanib Valley, Kwessi Dunes
PARTNER: Wild Shots Outreach
CAMPS: Sable Alley, Planet Baobab, Jack's Camp, Meno a Kwena

WILD SHOTS OUTREACH

Conservation education through a lens.

WILD SHOTS OUTREACH is an award winning NPO, with its most recent accolade being the International Gold Award from The Global Good Awards (2020). It is an immersive experience through which young adults from disadvantaged communities get to appreciate wildlife and wild places through the lens of a camera.

This experience goes some way to facilitating conversations around conservation, and hopefully shaping mindsets of the next generation of environmental stewards.

We are working closely with the Wild Shots Outreach initiative. Every year they run workshops at some of our camps. This initiative engages with unemployed youth, teaching them about conservation and nature through photography.

Apart from a better understanding and appreciation of wildlife and conservation, the objective of this initiative is to develop self-confidence, self-esteem, life skills and, of course, photographic skills.

In 2022, Wild Shots Outreach's Programme Director, Rifumo Mathebula, won the international CIWEM "Youth Environmentalist of the Year" and Mail & Guardian Greener Futures" Award. These prestigious awards recognise 'passionate, proactive individuals actively working towards positive environmental change with lasting impact.'

Wild Shots Outreach recently ran three workshops at our camps – Sable Alley, Planet Baobab, Jacks Camp and Meno A Kwena. For all the participants this was the first time they had ever been on a game drive, let alone photographed a wild animal! More recently we have expanded this partnership into Namibia. Guests who wish to help this initiative can donate cameras on their next safari.



*Where WE ARE
MAKING a difference...*



The Areas where WE are MAKING A DIFFERENCE....

BOTSWANA

- Northern Okavango - *NGI 2 concession*
- Khwai Private Reserve - *NGI 8 concession*
- Makgadikgadi Pans - *CTI I concession*
- Meno a Kwena - *Adjacent to Makgadikgadi National Park*
- Thamo Telele Private Reserve - *Maun*

NAMIBIA

- NamibRand Nature Reserve
- Etosha Heights Private Reserve
- Hoanib Valley Koakaland
- Skeleton Coast National Park

SOUTH AFRICA

- De Hoop Nature Reserve



The Okavango Delta

NORTHERN OKAVANGO: NGI2

Dukes Camp

- Coaching Conservation (CC)
- CLAWS - Communal Herding for Livestock and Wildlife Protection
- Elephant Express
- Mmogo / Coexistence Programme
- WildVision Eye Testing

KHWAI PRIVATE RESERVE: NGI8

Tuludi, Sable Alley, Little Sable, Hyena Pan, Skybeds

- Coaching Conservation (CC)
- Covid-19 Village Support - Food Parcels 2020-2021
- De-Snaring Sweep
- Khwai Village Sustainable Grass Harvesting
- KPR Anti-poaching
- Leopard Population Dynamics and Conservation
- Maria Ramsden Learning Centre
- Wild Dog Disease Prevention
- Wild Shots Outreach
- WildVision Eye Testing



Makgadikgadi & Maun

MAUN / PRIVATE RESERVE

Thamo Telele

- GCF Giraffe DNA Sampling Botswana
- Giraffe Conservation and Education

MAKGADIKGADI

Jack's Camp, San Camp, Camp Kalahari, Planet Baobab, Meno a Kwena

- Botswana Community and Conservation Initiative
- Coaching Conservation (CC)
- Covid-19 Village Support - 2020-2021
- Kids Environmental Club
- EFA Elephant Collaring
- EFA Moreomaoto Village Living with Wildlife Strategy Workshops & Elephant Proof Fencing
- Makgadikgadi Large Mammal Migration Conservation Initiative
- Wild Shots Outreach
- WildVision Eye Testing



Skeleton Coast, Kaokoland, Etosha & NamibRand

SKELETON COAST

Shipwreck Lodge

- The Desert Lion Early Warning Conflict Mitigation System

HOANIB VALLEY, KAOKOLAND

Hoanib Valley Camp

- Covid-19 Village Support (2020-2021)
- Elias Amzab School Support
- GCF Desert-Dwelling Giraffe Conservation
- Wildshots Outreach
- North West Namibia Ranger Support / Sesfontein Game Guards
- Purros Community Herding Support
- The Desert Lion Early Warning, Conflict Mitigation System

ETOSHA HEIGHTS PRIVATE RESERVE

Etosha Mountain Lodge, Safarihoek, Safari House

- Etosha Heights Anti-Poaching
- Etosha Heights Ranger Training
- Wildshots Outreach

NORTHWEST NAMIBIA

Other

- The Khomas Environmental Education Programme (KEEP)

NAMIBRAND

Kwessi Dunes

- Wildshots Outreach



De Hoop Nature Reserve

DE HOOP NATURE RESERVE •

Lekkerwater Beach Lodge

- Alien Clearing
- Leopard monitoring with camera traps

SOUTH AFRICA

Cape Town

Swellendam

Cape Infanta

De Hoop
Nature Reserve

Lekkerwater
Beach Lodge

Our POSITIVE Impact Timeline



*A call for SUPPORT of
a NEW programme...*



MMOGO CENTRES FOR WOMEN

“MMOGO” IN SETSWANA MEANS “TOGETHER”

In this new programme we aim to bring women together, through education and opportunity, in dedicated safe spaces in three different rural areas of northern Botswana.

These points of contact will bring awareness of rights, information on sexual health and a connection to opportunities for training and employment.

This is a first call for support...

SCAN CODE TO DONATE



HOW YOU CAN HELP THIS PROGRAMME

- 45,000 USD will pay for the building of one 8m x 6m centre
- 750 USD will pay for 20 chairs
- 200 USD will pay for the printing of educational material for one centre for one year



Our FOUNDATION
& *how to* SUPPORT
OUR EFFORTS...



NATURAL
SELECTION
FOUNDATION

The Natural Selection FOUNDATION

NATURAL SELECTION STARTED WITH A VISION TO RESHAPE THE IMPACT OF NATURE-BASED TOURISM ON CONSERVING WILDLIFE AND WILD LANDS IN SOUTHERN AFRICA AND WE'VE SEEN THIS GOAL COME TO FRUITION.

Since 2016, Natural Selection and its operational partners have committed funds to approximately 100 wildlife conservation and community outreach projects in wildlife areas of Botswana, Namibia, South Africa and Madagascar. Twenty of these are programs to which we have long term commitments.

All funds are managed by a separate non-profit entity, the Natural Selection Conservation Trust, with a board of experienced independent conservation scientists. With this guidance, we have and will continue to be an important vehicle through which local conservation needs receive attention and funding.

We are also fortunate to receive donations from inspired guests and lovers of African wildlife. Donations are received by the Botswana based Natural Selection Conservation Trust (NSCT) or via our sister entity in the US - a 501c3 registered charity called the Natural Selection Foundation. Established as independent non-profit organizations, both are audited annually.

How to Donate...



If you would like to make a donation towards Natural Selection's mission to make a difference in wildlife conservation and in the lives of people in rural communities, please scan the QR code here, or go to our website and select specific projects to support:
www.naturalselectionfoundation.org

Donations through this platform have a 3% service fee and are tax deductible in the USA.

***IF YOU WOULD LIKE TO MAKE A DONATION THROUGH A
WIRE TRANSFER, CONTACT donations@naturalselection.travel***



Seeing our PROJECTS in ACTION

WE BELIEVE THAT TRAVEL HAS THE POWER TO TRANSFORM.

Aside from the donations we make to conservation on behalf of every guest, we also offer enriching conservation immersion trips and add-ons. Like all our trips, we focus on providing one-of-a-kind, characterful experiences, but these optional immersive experiences leave guests feeling more connected with the conservation landscape and its people.

Our trips will take you deep into the heart of our sustainable safari operations and are an incredible opportunity for you to not only stay in our camps, but also see the significant difference and impact your stay can have on the conservation of wildlife and the lives of the people in nearby villages.

TO FIND OUR MORE ABOUT OUR CONSERVATION ITINERARIES PLEASE GO TO www.naturalselection.travel

Here's HOW YOU MAKE A *Difference*

WE ARE ALL ABOUT MEANINGFUL EXPERIENCES. SO IMAGINE
IF THE SAFARI OF A LIFE TIME COULD ACTUALLY CHANGE THE
FUTURE OF WILDLIFE AND THE PEOPLE LIVING ALONGSIDE IT.
NOW THAT'S PRETTY AMAZING RIGHT?

That's why it is important to us that each guest understands, even before packing their suitcase, that their trip has a direct impact on the environment, and plays an important part in its protection.

Simply by choosing to be at one of our Natural Selection camps or lodges, guests automatically contribute to the conservation and protection of the very wildlife they will see on safari. And speaking of packing, you can pack for a purpose by going to **www.packforapurpose.org** to see what our neighbouring villages might need.

This partnership and those we hold through our many projects on the ground, allows our visitors the opportunity to have remarkable experiences while making a difference to the natural world. And it allows us to wholeheartedly embrace our commitment to Africa's wildlife.



TRAVEL *like you* MEAN IT...

It's as simple as that. Travel to make a meaningful difference. Choose to travel with a company like Natural Selection, because we make sure that every visitor's trip counts! Simply by making the choice to go on one of our safaris, you are already leaving a positive impact on conservation and together we can make a significant difference to this beautiful, yet fragile planet of ours.

FOR MORE INFORMATION ON THE PROJECTS WE SUPPORT, OR IF YOU WOULD LIKE TO ASSIST FURTHER IN OUR CONSERVATION OR COMMUNITY WORK, PLEASE VISIT:
www.naturalselectionfoundation.org

