

LEMALA'S

# Untold Story



“ *What counts in life is not the mere fact that we have lived. It is what difference we have made to the lives of others.*

*~ Nelson Mandela*

# Introduction

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Our commitment to the environment and our communities has been our driving force and the foundation for the development of our luxurious properties over the last decade.

We have invested heavily in cutting-edge, state-of-the-art solar power systems and reverse-osmosis water treatment plants. We use new-to-the-market, light-gauge recycled-steel constructions, and recycled composite decking is a non-negotiable component of the design element of our Lodges.

Our CSR initiatives are born out of the belief and commitment by every single one of our staff that we are the custodians of these beautiful properties, and we have a responsibility to protect the environment, wildlife and communities that exist in the remote areas that we are fortunate enough to build Camps and Lodges.

We are honour-bound to make the lives of those around us better and ensure that they benefit directly from having us, and our guests, in their communities.

I am immensely proud of our entire Lemala family for their dedication to our CSR initiatives and for putting sustainability at the forefront of every decision we make.

## **Leanne Haigh**

Chief Executive Officer, Lemala Camps & Lodges | Wildwaters Lodge | Adrift Uganda





# Environmental & Social Ethos

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Visible throughout your stay with us in our Camps and Lodges, you can rest assured that you are supporting one of the top companies in Tanzania and Uganda that practise and adhere to the strictest of guidelines in;

**Conservation, Education, Empowerment and Protecting the Environment**





# CSR Initiative

Our on-site curio shops play a very important role in our CSR initiatives through supporting and giving exposure to local artisans. Our shops are stocked almost exclusively with items sourced locally in East Africa. We practice fair and ethical procurement procedures with local artisans and we are committed to purchasing locally at market prices. We are against buying or selling of items made from endangered flora and fauna such as ivory, rhino horn, porcupine quills, sea shells or indigenous hardwoods which are often illegally sourced. We also offer artisan-assistance in getting their business compliant and geared up for wider product distribution. We buy handblown glass jewellery made by disabled artists through Sanaa, support Masai women's project Kiretono that make beaded ornaments, and knitted soft animals made from handspun natural fibres by Kenana Knitters, a women's project in rural Kenya, to mention a few. In Uganda we source pottery, notebooks, Kitenge bathrobes and table mats handmade by artists from the local community.

**Our CSR Initiatives are also part-funded by the USD \$1 per bed levy that is generated from every Lemala bed sold.**





## Off The Grid

Lemala started its off grid journey 13 years ago when Kuria Hills became the first camp in the Serengeti to install a 240v solar solution for our power needs, breaking away from the traditional 12v solar systems that were heavily reliant on generator back up. From those beginnings we have continued this trend across our major luxury camps, installing the latest update solar technology to help reduce our carbon footprint and keeping a power solution suitable for new technology.

This has continued into 2025 where all our mobile camps have also been converted from the old systems to a 240v solar solution creating a better and more efficient solution for our guests in the technological worlds we live in. This has allowed us to improve the guest experience overall, no longer needing the bucket shower system which used wood to fuel the fires heating the water, and allowing our guests access to hot water 24 hours a day rather than on request.

And in 2025 we will complete our new camp in the Ngorogoro crater, which presented with a different set of power challenges due to the higher altitude and the accompanying colder climate. We will have a state-of-the-art new high voltage solar system which will allow us all the power we need to make our guests comfortable in the new luxury lodge.

Each of our luxury camps saves approximately 150 tons of Co2 going into the atmosphere. The new solar systems in our mobile camps helps towards protecting the natural environment by drastically reducing firewood consumption and positively contributing to sustainable utilization in an ever growing tourism market that places demands on nature.



Our buildings  
double up as  
platforms for solar  
panels and solar  
hot water tubes.

## *Safe to Drink*

Lemala tented camps are provided with 100% safe drinking water from our RO plants.

Lemala has installed state of the art reverse osmosis plants in each lodge ensuring we eliminate 100% the usage of plastic water bottles and provide clean drinking water throughout our portfolio. Included is state-of-art pumps that communicate wirelessly to ensure that the water pressure remains constant. Every drop of water that comes out the taps has been filtered and treated with UV light.

In this system we also constantly circulate the water in the holding tanks to ensure it does not stagnate and in this circulation we pass the water through a UV light.



## *Solar Water Heaters*

Lemala Lodges have installed water heater pumps instead of geysers.



Solar Hot Water  
draws 50% less  
power than an  
average hair dryer





## *From Plastic Bottles to School Desk*

Our school desk project was born with the opening of Lemala Mpingo Ridge and Lemala Nanyukie when, as a company, we banned the use of plastic bottles in all our properties and replaced them with aluminium water bottles issued to each guest on arrival. The plan was sound, however we failed to factor in the plastic waste that was brought into our camps by companies still providing plastic bottles in their vehicles and lunch boxes. We needed a plan to deal with the plastic bottles that were coming our way for disposal.

We worked with Dunia Design to manufacture a recycled plastic bin for each property, one full bin would be enough plastic for Dunia and other local manufacturers to make a fully recycled school desk. To date we have removed over 100 tons of plastic from Tanzanian parks and produced 195 recycled school desks that have been donated to Chief Lebolo's School and the Nainokanoka Primary School at Ngorongoro.





## Green Lunch Boxes

Lemala Camps and Lodges on the 14th of May 2018 were the first company in Africa to give our guests a 100% biodegradable and plastic free lunch box.



## Recycling

Lemala Camps and Lodges employ a strict recycling systems, ensuring that all recyclable waste is recycled. What we take in to the bush (if not biodegradable) is brought out, including all our glass bottles to be recycled into water decanters, jewellery, glassware and much more: [www.shanga.org](http://www.shanga.org)





## *Ecodecking and Furniture*

All lodge floorings in main areas and bedrooms of our lodges are made from composite decking.

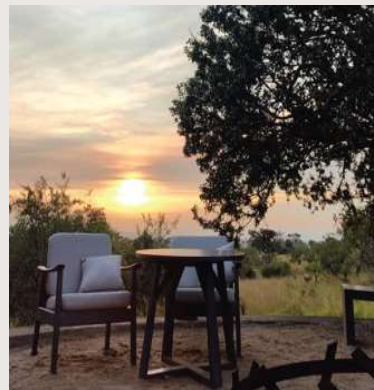
Additionally the 7.6 ton floor of the main area at Lemala Ngorongoro is 100% made of recycled plastic bottles, collected in Lemala Camps and Lodges.

The outdoor furniture in Kuria Hills is manufactured from recycled plastics, offering a durable, stylish and environmentally friendly solution to our lodge furnishings.

Damaged pool loungers in our guest units in Nanyukie have been replaced by new loungers made by East Africa Recycling, a recycling project based in Arusha. Each bench is made from 78kgs of recycled plastic, equivalent to 4105 water bottles.

## *From Scrap to Steel*

30% of the steel used to build Lemala Lodges is recycled steel from scrap metal.







## *Reusable Sanitary Pad Project*

Sanitary pad poverty is a global problem and especially prevalent in rural communities where sanitary products are simply not available, this in turn leads to poor attendance in school and other female sexual health issues. Our reusable sanitary pad project was born in response to a request from one of our male staff members who thought it brutally unfair that his sisters, and the girls in his community, could not attend school whilst they were menstruating. The project is in its fifth year and we have to date distributed 1,890 reusable sanitary pads to young girls in three rural secondary schools across multiple districts in Northern Tanzania and we are continuing to expand our support to more schools with the ongoing popularity and success of this project.

We are also extending this project in Uganda where we currently have 200 kits under production. Once the kits are completed they will be distributed between two secondary schools in Kangulumira.

The project is funded entirely from the sale of reusable sanitary pad packs in our Lemala curio shops. The packs are produced for us locally in Arusha by an NGO Women's Group - Umoja foundation and in Uganda they are produced by local tailors in Kangulumira community. Guests can purchase the packs for \$10 each and once we have gathered enough funds to purchase several hundred packs, they are then distributed to girls in the schools with the help of our team and community nurse.

The project is hugely successful, more importantly it provides a platform for our friends at - The Pioneer For Women And Youth Transformation (PIWYOT) to provide equally critical education on female sexual health, contraception and other taboo subjects that could not be tackled without the practical exercise of sanitary pad distribution in schools in rural Communities



## *Exposing Local Talent*

Tanzania and Uganda have so many incredibly talented artists that struggle to get recognition for their work, and therefore fail to generate any income from their art. We select an artist for each of our shops and showcase their work, the artists determine their own prices and 100% of the proceeds from the sales go directly to the artist.

## *Leadership Academy*

We hosted a young people's leadership academy (aged between 14 and 18) at one of our properties. Here we invited speakers to talk about the different backgrounds they have come from, and their journeys to where they are now. This gave our young people hope, inspiration and insight to possible career opportunities.

We have also previously supported a woman's shelter with a reverse advent calendar. Each day we donated something and on the 22nd of the month, the teams delivered in person to Pippi House Foundation which provided an empowering supportive environment for women to seek refuge from the streets.



## *Go Ladies!!!*

Empowering and giving equal opportunities to women is at the heart of our Lemala company culture. We are proud to have women in leadership positions throughout the company: from CEO, our top Management committee, Heads of Departments, Lodge Managers and Guides.

Since 2019 we have been actively including female students in our guide training program in order to break down the barriers to females becoming Guides in Tanzania.

We are extremely proud of all our Lemala Ladies. They inspire young women across our wider community, challenging gender norms, proving that through education, dedication and commitment dreams can be achieved.





*Lemala & Adrift*

# Social Economic Development Project

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**Our Community Excursions into the villages are designed with two purposes**

1. To give guests an authentic insight into how our staff and their communities live when they are at home & to encourage guests to embrace and learn about their culture.
2. To generate a sustainable revenue stream for the communities that invite guests into their homes.
3. Every single cent that we charge for a village or school visit goes back to the school or village that guests visit. For example, if we take 20 guests to Migandini Primary School in one month, the community will earn, 20 x \$15 equivalent in local currency. We try to encourage effective budgeting and accountability of these funds and we always pay the funds into the bonafide bank account of the school or village. In some cases, we ask for project proposals. In such cases the community will present a budget for a specific project (i.e. new classroom or borehole) and we advance the funds to complete the project and then deduct from revenue generated by the excursions.

Each of our projects are at different stages of maturity and we are committed to ensuring that the money paid for these excursions is managed effectively, and is used for the purpose it is intended.





## *Chief Lebolo Cultural Visit*

Chief Lebolo is a very much loved and respected member of our extended Lemala Family, he is one of the youngest Maasai Chiefs in the area and gained our total respect when, in 2019, he mandated that all Maasai girls had to attend school, a decision that was hugely contentious and caused a great deal of conflict in his Maasai Community. Four years later, he has an exceptionally high attendance record for the boys and girls in his community and has managed to build a school and make a huge difference to the education in his community. Chief trains and places askaris from his village in all our Lemala Camps & Lodges and provides an authentic Maasai Boma Experience for our Lemala guests. When our guests visit Chief in his village they learn about Maasai culture and about how he is trying to modernize his community to ensure that there is equality for the girls and that there is sustainable water and food sources for this generation and the next. Chief Lebolo is happy to answer any questions and educate visitors on all aspects of Maasai culture. He is genuine, funny and passionate, lives are certainly enriched by spending some time in his Manyatta.







## *African Amini Secondary School of Sustainable Tourism Visit*

We work closely with the African Amini School by offering internships in Lemala properties for their student graduates, this provides invaluable experience for them and gives them solid foundations for a career of sustainable practices within the tourism sector. We also offer our guests the opportunity to visit the school and enjoy lunch specially prepared by the students under the Amini Tree. It is a wonderful experience that provides great interaction and practice for the students before they head to placements in our Lemala Camps & Lodges.

## *Eluwai Primary School and Nkaiti Secondary School*

Through our collaboration with Chief Lobulu we have been pleased to help provide support to both of these schools just outside of Tarangire National Park. Eluwai Primary school has received donations of school stationary, our recycled plastic school desks, teachers desks and two laptops. Over 400 girls in Nkaiti have been recipients of our Reusable Sanitary Pad kits donations, helping them to focus on their studies and not have to miss school each month due to menstruation. We also supported Nkaiti Secondary school in their request for installing electricity in the boys dormitories allowing them better opportunities to study after dark.



## *Serengeti De-Snaring Project*

At Lemala we are proud to be supporters of The Serengeti De-snaring Program, a Program that plays a crucial role in safeguarding the Serengeti and its wildlife.

The Problem: Poaching for bushmeat is a huge challenge for conservationists in Africa, and the Serengeti National Park is not spared. Wire snares are set by poachers, which ensnare an animal for easy collection later.

This type of illegal utilization of wildlife is indiscriminate - so although snaring mainly targets abundant species such as wildebeest, which are killed for the meat, the snares are also deadly traps for many other animals that are not targeted such as predators, giraffe or elephants.

How the program works: The programme started in 2017 in an effort to get Serengeti National Park stakeholders to help Tanzania National Parks (TANAPA) by supporting field teams whose primary role is to remove snares from the Park. The Frankfurt Zoological Society's (FZS) role is to provide a conduit for funding and to provide the logistics for managing these teams. The program provides jobs for previously unemployed ex- poachers using their skills to find and safely remove the wire snares. There are usually two teams active in the field, with an auxiliary team supporting them when needed. Each team has a ranger in charge and at least four ex-poachers that move through the park, removing snares and freeing trapped animals.

Funds donated are used to procure and maintains all vehicles and field equipment, and to keep the teams in the field supplied with fuel, food rations and water.

Success: Over 600 animals have been released alive from snares as a result of this work and over 100,000 wire snares have been removed from the park by the de-snaring teams since it commenced in 2017, saving thousands of animals from a slow and painful death.

Support from Serengeti stakeholders is essential for the Program to continue their efforts and ensure the Serengeti thrives for generations to come.







## *Boma Solar Installation*

In 2024 we partnered with Dancing Zebra Safari Co. to put in a complete solar set up into Chief Lebolu's boma.

The boma now has power for charging, a television and thanks to our friends at Zola Energy they also have an Azam TV dish that allows them to watch wildlife documentaries - and the soccer of course!

Having the solar lights in the Boma adds extra security to the Boma and helps reduce wildlife-human conflict as the bright solar lights help keep predators away from their livestock and their houses at night. This allows the older boys in the boma to get more sleep rather than having to keep guard over the livestock all night which in turn means that they can be more focused on their education during the day. Most importantly the kids can now get home from school, complete their household chores before the sun sets and still be able to complete their school homework without straining their eyes to work in a darkened room.

The benefits of light in remote communities should never be underestimated.

## Catch of The Day

At Lemala Wildwaters Lodge we support the local community by driving sustainable fishing practices. Fishermen are incentivised to catch bigger fish as they get a significantly higher price. The fish are purchased directly from the fishermen each morning at the market prices in Kampala, ensuring the fishermen get a fair price for their catch and that the proceeds of his efforts go directly to their families that all live locally to Wildwaters. The fishermen bring their catch to the Wildwaters kitchen every morning and the Chefs serve the days catch.



## ATTA Earth Friendly Cuisine 2024

Lemala Camps and Lodges was awarded the Earth Friendly Cuisine award. This award celebrates organisations that prioritise seasonal, local and indigenous produce, working with ethical suppliers, minimising food waste, and educating guests and other stakeholders.



## Bike for School

Ugandan students often live more than 10 kilometres away from school. They walk this stretch twice a day, six days in a week. A long, time consuming hike that results in late coming and low concentration. With a bicycle students are faster and able to cover longer distances easily. The bicycles enable students to go to school, return home in time and to complete their household chores and still finish their homework, giving them a fair chance to complete their education and create opportunities for the future.

Our donation enables Coop-Uganda to equip students with bicycles. Your support helps students perform better in school.





## *Kasambya Jogging Project*

Earlier this year we were able to fulfill our promise to our neighbours in Kasambya village in Uganda in extending the electricity lines and bringing mains electricity to the village. The community now has access to the National Electricity Grid, powered by Hydro-electric turbines upstream from the village.

The community were very excited for this development and stated that it will forever change their lives having access to electricity in their homes



## *Kalagala Village Walk*

The Kalagala Village walk was created in 2021 to generate revenue for the Kalagala Community to allow them to achieve a degree of financial independence as Uganda emerged from Covid-19. We first identified some guides in the community and helped them to develop an interesting and safe village walk that would appeal to the mix of guests that stay at Wildwaters Lodge, Adrift Overland Camp and River Club in Uganda.

The village is a vibrant, happy and fascinating place to visit and it is guaranteed that you will end your walk having made new friends and learned a lot about life on the River Nile. We source most of our fresh produce for Wildwaters and River Club from the village and the guides will proudly show you what they produce for us and also for export to Kenya – be sure to ask to see the vanilla and sesame seed plantations and to meet Joseph the incredibly talented weaver that makes our placemats.



## Skills Development

At Lemala we have a core belief in hiring from our local communities and providing our staff training and development of skills taught through inhouse training programs. These projects have proven time and again to be hugely successful in nurturing individual talents, providing them with the skills they need to achieve their personal career dreams.

**F&B training:** Our skilled managers, John Gregory and Robert Ngaira,, shares their extensive knowledge and professional experience with our waiter and bar staff. Throughout the training the staff attain in-depth product knowledge, service etiquette and hospitality training.

**Chef training:** Our kitchen teams strive to provide our clients with delicious meals that delight the senses and nourish the body through the use of high quality locally sourced ingredients. Lemala Executive Chef Arnold Gitata rotates around our properties ensuring that our menus stay current with global trends and that our chefs are trained to have the technical skills and know-how to consistently provide meals that thrill our guests.

**Manager training:** We provide selected candidates from our teams the opportunity to partake in a 3 month training program that develops their understanding of each department of our lodges. Through spending time every department from Laundry to Stores our candidates learn the importance and challenges faced in all departments, learning skills which will greatly benefit them in the complexities of managing a safari camp or lodge.

**Guide training:** Lemala Guide trainer Andrea Pompele has developed a 3 stage guide training program that is designed to take passionate individuals from novices to highly knowledgeable professional guides that raise the industry standards and become ambassadors of professional guiding in Northern Tanzania. The training program not only develops new talent with essential theoretical knowledge and practical skills necessary for enhancing the guests' safari experience but also provides refresher training for our qualified guides.

**Leadership training:** Development of leadership skills of our current and future leaders is essential for the longevity and success of our Lemala brand and company culture. This is being achieved by investing in High Performance Management Training seminars taught by our longterm Lemala friend and partner Doreen Linnerman from Prepare to Roar and The Riverbend Group





## Rewarding Loyalty & Commitment

We honor and value loyalty at Lemala and Adrift and some of our team have this past year reached the impressive milestone of 15 years of continuous dedicated service.

To thank and reward our long serving loyal staff we offered a staff exchange in November 2024. Eight members of our Tanzania team who have loyally served us since 2009 got to travel to Uganda on an all expenses paid visit to Lemala Wildwaters Lodge, Adrift River Club and Adrift Overland Camp. Highlights from the trip included White water rafting, Bungee jumping and Source of the Nile boat trip.

Seven of our Ugandan dedicated and loyal team travelled to Arusha on an all expenses paid visit and got to spend some time at Lemala Mpingo Ridge in Tarangire National Park. Highlights included flying in an airplane (a first time for all), seeing wild animals on safari and going on a hot air balloon ride.

## Rewarding Exemplary Performance

We reward exemplary performance by each year offering the selected Lemala or Adrift staff the opportunity to travel on an all expenses paid trip hosted by our CEO Leanne Haigh. Previous reward travel trips have included taken members of our teams to visit Victoria falls in Zimbabwe, Gorilla trekking in Uganda and going on safari in South Africa. This year's award winners are very excited to be visiting Cape Town in March 2025.





# How Can You Make A Difference

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1. Book your guests to stay with Lemala and ensure that, if you're using third party properties, that you check their CSR credentials and choose reputable Camps and Lodges
2. Book our School and Community excursions
3. Spend money in the Lemala curio shops

**You can also make a donation to our CSR projects by emailing [csr@lemalacamps.com](mailto:csr@lemalacamps.com) with the amount you would like to donate and your physical address, you will then receive a secure 3D payment link to make your donation via credit card.**

All of our Lemala CSR projects are administered by Lemala Staff, every single cent of the money we receive goes towards our grass roots CSR Initiatives getting right into the heart of the communities and villages where support is needed most.



# How To Make Your Donation

Thank you for expressing an interest in supporting the worthy causes across East Africa that Lemala Camps and Lodges & Adrift are proud to operate and support.

The Lemala CSR Fund supports various community projects detailed in the Lemala Untold Story document including, but not limited to, the Reusable Sanitary Pad Project, Plastics to School Desk Project or the Bike for Schools Project. You'd be most welcome to donate to this overarching program for us to distribute your funds where they are most needed at any one time.

Alternatively, please let us know if you would prefer to support any one of the following individual projects:

- The Reusable Sanitary Pad Project – **USD\$10** per Reusable Sanitary Pad Pack
- Plastics to School Desk Project – **USD\$300** per Recycled School Desk
- Bike for School Uganda – **USD\$150** per bike
- Solar Installation in a Masai Boma - **\$1530**
- Supporting Serengeti de-snaring project - starting from **\$50**

You can make your donation either via a secure payment link or a direct bank transfer.

## Via a secure payment link:

(Please note this attract a mandatory 3% government surcharge)

Please supply the following to allow us to draw up the link correctly.

- Name of Project
- Full Name
- Physical Address
- Amount to be donated in USD

## Via a direct bank transfer to our bank account:

### Grumeti Expeditions TZ Limited (USD)

Acc No: :30003783003

I & M Bank Tanzania Ltd

SWIFT: IMBLTZTZ

### I & M Bank Arusha Branch

Sunda Plaza

Plot No 18 Goliondo Street

PO Box 16821

Arusha | Tanzania

Direct Line: +255 (27) 254 6159

Please email us [csr@lemalacamps.com](mailto:csr@lemalacamps.com) to receive your secure payment link or to share your proof of payment for bank transfers.

Every single cent makes a difference, thank you for your kindness.





**LEMALA**  
AUTHENTIC CAMPS & LODGES



**ADRIFT**  
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