

**WILD ANIMAL LOVERS  
UGANDA**



**Inspiring the future generations**



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# INTRODUCTION

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The idea to start this nonprofit organization, was born out of the necessity to groom, encourage, inspire, engage, and grow the passion for the young generation in Uganda and around the globe into conservation through providing them with different opportunities that connects them with nature.

### **Background.**

WALU, is a wildlife conservation initiative founded in Nov 2019 by a professional and passionate Ugandan conservationist, Richard Kaahwa who has worked different conservation organizations in Uganda and Disney's Animal Kingdom Lodge in United States. It's a nonprofit organization looking forward to collaborating with other conservation organizations to create People's behavioral changes that will have a positive impact on wildlife and wild places.

He recognized the necessity of forming this nonprofit organization, to create linkage with other people and organizations of the same interest to enhance the conservation of wildlife through formal and informal conservation education.

This formal and informal conservation education involves on nature-based programs/activities for children.

# 1. ORGANIZATION OVERVIEW.

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- **Company summary:** Wild Animal Lovers – Uganda (WALU) is a [nonprofit](#), based in Uganda, targeted to close the gap between the young generation and conservation in Uganda and globally, through formal and informal conservation education activities, and by collaborating with other conservation organization.
- **Mission statement:** Influence the young generation’s attitudes, emotions, knowledge, and behaviors, to positively impact wildlife and environmental conservation in Uganda and around the globe.
- **Vision statement:** WALU is dedicated to;  
  
Connecting people with nature to see a world where conservation and citizenship are viewed as inseparable, and where a global responsibility to nature is recognized to ensure the sustainable use of natural resources is safeguarded through knowledge.
- **Values:** WALU is governed by both moral obligation and ethical purpose to achieve its goals.

### Professionalism

WALU, strive to ensure that all activities are consistent, engaging focusing on [professional ethics or standards](#).

### Integrity and Honesty

WALU, undertakes honest, thoughtful, recognizes integrity as a cornerstone for all its work, including [accountability](#) for its actions and the funds it employs.

### Partnership

WALU, will strive to ensure that all activities are consistent and conducted with consultation/ involvement of all [stakeholders and other conservation Organizations](#).

## 2. ORGANIZATION DESCRIPTION

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### Opportunity:

One of the biggest issues facing youth regarding conservation, is the lack of exposure to nature, This has put the continuity of conservation at stake by preventing young generations having the knowledge and experience of nature.

Most parents want their children to go out and have fun but because they are busy, it leaves them with no option other than leaving them indoors. By starting this nonprofit, WALU provides families an organization that parents can entrust their children to have fun, learn and connect with nature.

- **Offered programs.**

**Day Camps** Quality educational activities like learning to create habitats for wildlife in their backyards, hometowns or villages.

**Field Trip** Unforgettable day filled activities designed to encourage hands on educational experiences like wildlife species identification and counting.

**Outreach Programs** Visit schools to teach and educate students about animals, conservation efforts, and stories relating to nature.

**Wildlife art Camp** Allow students to develop their talents relating to nature.

**Youth workshops, volunteer opportunities, internship opportunities and research** through collaboration with other conservation organizations.

- **Key participants:** WALU intends to involve students and teachers from both local and international schools, children ages from 6years, families, donors and sponsors, and all the stakeholders (conservation organization).
- **Pricing:** All activities are free and on a voluntary basis, however some activities may require a small fee for supplies.

### 3. MARKET ANALYSIS

The non-profit uses all possible media channels like websites, YouTube, Facebook, Instagram, LinkedIn, and Twitter to reach out to the public. WALU also uses fellow partners in conservation.

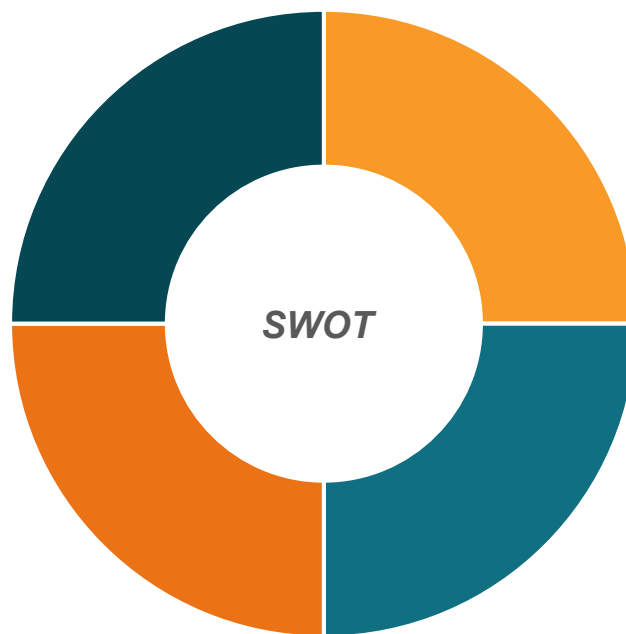
- **SWOT analysis:**

**STRENGTHS**

- One of a kind non-profit
- Founder has many conservation connections and partnerships.
- Founder's experience in conservation
- Capability to register the non - profit

**OPPORTUNITIES**

- Availability of conservation organization to partner with.
- Schools and families to involve.
- Training staff using interpretive techniques and educational programming.



**WEAKNESSES**

- Lacking Professional and experienced conservation and educators to run programs on voluntary basis
- Lack of enough necessary equipment to being with

**THREATS**

- Lack of enough money to s tart and sustain the organization.
- Complicated requirements by the government to start the organization.
- Difficulties in convincing school to participate at first.

# 4. OPERATING PLAN

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- **Service fulfilment.** Using the most current mediums of communication, WALU, reach out to the target community to ensure their participation. After every activity, WALU intends to use different assessment and evaluation methods to keep track of service quality and improve where possible.
- **Key Participants** WALU intends to identify any participants that are vital to the success of the organization in terms of partnership, inspiration, and collaboration.
- **Key employees and organization:** WALU look forward to partnering with professional individuals who are experienced and passionate about conservation education. As the organization grows, WALU will establish its own training process to set expectations for workers and for the quality services the organization will offer. Partnership with different organizations is paramount for sponsorship and provision of opportunities to its participants.

## START-UP COSTS

Operational based requirements Per year

COST ITEMS	MONTHS	COST/ MONTH	ONE-TIME COST	TOTAL COST
Advertising/Marketing	12		\$4000	\$4000
Employee Salaries	12	\$833.3	\$10000	\$10000
Employee Payroll Taxes and Benefits	12	\$250	\$3000	\$3000
Rent/Lease Payments/Utilities	12	\$183.3	\$2200	\$2200
Postage/Shipping			\$500	\$500
Communication/Telephone	12		\$150	\$150
Computer Equipment	12		\$3500	\$3500
Computer Software	12		\$200	\$200
Insurance	12		\$3000	\$3000
Bank Service Charges			\$50	\$50
Supplies	12		\$700	\$700
Travel & Entertainment			\$1200	\$1200
Equipment	12		\$1000	\$1000
Furniture & Fixtures	12		\$400	\$400
Business Licenses/Permits/Fees			\$300	\$300
Consultant(s)			\$1000	\$1000
Cash-On-Hand (Working Capital)				\$2000
Miscellaneous				\$1000
<b>ESTIMATED START-UP BUDGET</b>				<b>\$34200</b>