

**PELORUS FOUNDATION
STRATEGY**

2024 - 2027



**THE PELORUS
FOUNDATION**



FOUNDING THOUGHTS:
EXPLORATION AND IMPACT

Founded by a group of people who had travelled the world extensively, witnessing widespread environmental damage and the destruction of wild places and animals, Pelorus Foundation was born out of an unignorable sense of urgency to act, now. With the shock of what we saw; endangered wildlife killed in snares and decimated ancient forests with native roots, our travels also brought hope, or more specifically, the communities and people we met brought hope. The people working tirelessly to stem these issues singlehandedly. From fascinating individuals committing their lives to protecting the last wildernesses, to the movers and shakers disrupting traditional outlooks to find innovative environmental and conservation solutions. We saw it time and time again, whether in herding families in Northern Mongolia or Field Rangers fighting a terrifying poaching war in Africa - we saw defiance. A will to fight the current trajectory of our planet. Whether outraged, sad, or quietly determined - Pelorus Foundation was founded upon this undercurrent of change. Our mission being to harness it, to serve those driving it, to empower our network to become a catalyst for change and, in doing so, to maximise the impact we all have.

Geordie Mackay-Lewis
Founder and Chair of Trustees



A photograph showing four men in a field, crouching around a spotted dog. One man on the left is wearing a blue shirt and blue gloves, and is touching the dog. Another man in a white cap and sunglasses is also looking at the dog. The dog is lying on the ground, and the men appear to be conducting a field examination or medical check-up. The background shows dry grass and some greenery.

**INTRODUCTION TO OUR
STRATEGIC PLAN**

We face a crucial time for our planet, with accelerating extinctions, rapid coral reef and tropical forest declines, and escalating climate threats. Urgent action is vital as nature is key to climate regulation and economic stability, making our mission more critical than ever. At the heart of Pelorus Foundation is a passionate commitment to protecting wildlife and wild places. With the support of dedicated individuals and organisations, we strive to make a meaningful impact by collaborating with grassroots conservation partners. To truly protect wildlife and their habitats, we must clearly define our role in this effort. Our new Strategic Plan is a roadmap for growth and adaptation. It clarifies our mission, strengthens partnerships, and maximises our impact. By focusing on conservation through science, technology, collaboration, and community engagement, we aim to amplify our work. Still a young charity, we have already gained recognition for building strong partnerships. We understand the critical role of technology in conservation and actively support local partners who work with communities to craft solutions benefiting both the environment and local people. I am confident our plans will not only meet these challenges but also inspire you as they inspire me.

Justine Williams
Head of Pelorus Foundation



WHO WE ARE



OUR VISION

A world where wildlife and wild places are protected and preserved for generations to come.

OUR MISSION

To champion innovation and act as a catalyst, empowering individuals and local communities to preserve and protect the world's wildlife and wild places for future generations.

OUR 2030 GOAL

By 2030, we plan to deliver catalyst funding to source and scale 30 solutions that bring innovation to community-led conservation.

WHAT DO WE MEAN BY SOLUTIONS?

» Innovative carbon
finance options

» Conservation-
enhancing
technologies

» Tried, tested and
scalable community
conservation projects

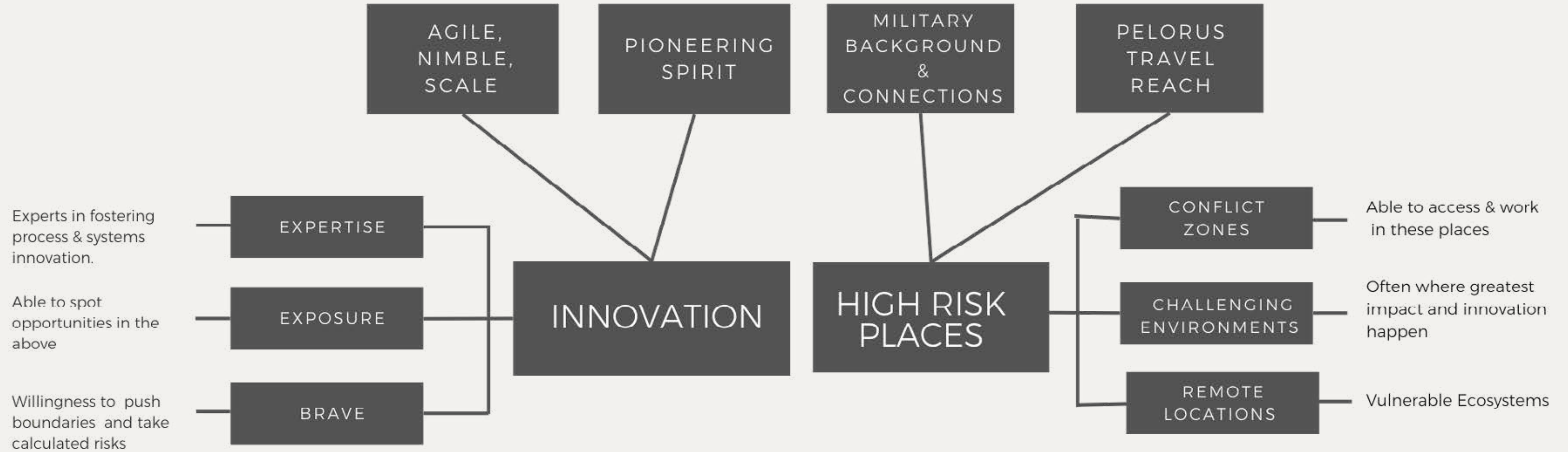
WHAT WE STAND FOR

» We **preserve** wildlife and wild places for future generations.

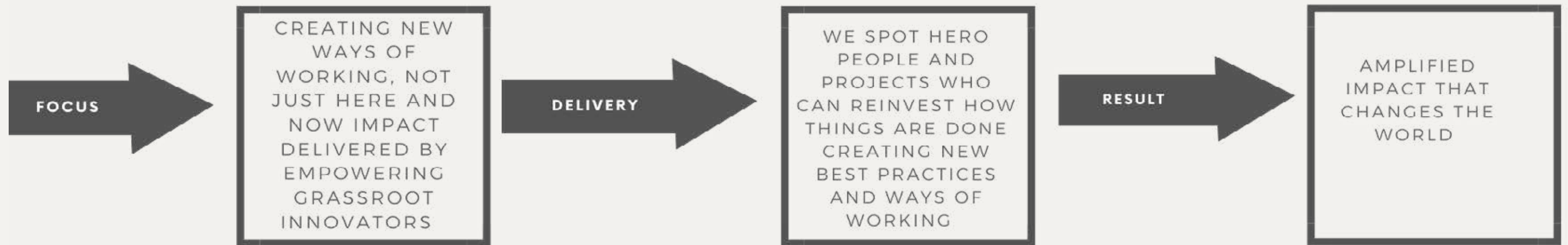
» We **protect** wildlife and wild places using innovative solutions.

» We **promote** voices which need it and promote important issues.

» We **provoke** the status quo and bring about positive change.



OUR POSITIONING



OUR VALUES

COURAGE

Changing the status quo requires bravery and an intrepid sense of adventure.

Our courage enables us to:

- Support projects in high risk areas.
 - Take a cutting edge approach and embrace innovation.
- Be honest and transparent, and always do the right thing
 - Trust in the knowledge and expertise of the people we support.

COLLABORATION

When we work together, we have more impact than when we act alone. This inspires us to:

- Partner with people to plug gaps in their existing funding, taking a bespoke and holistic view.
- Share our passion for wildlife, wild places and the solutions we support with others.
 - Act with integrity to build trusted relationships with everyone we work with.
 - Always be diligent, understanding and thoughtful
 - Connect communities and create networks of support to amplify voices and share expertise.

DETERMINATION

We are determined to make a difference and change the planet's trajectory. Our determination helps us to:

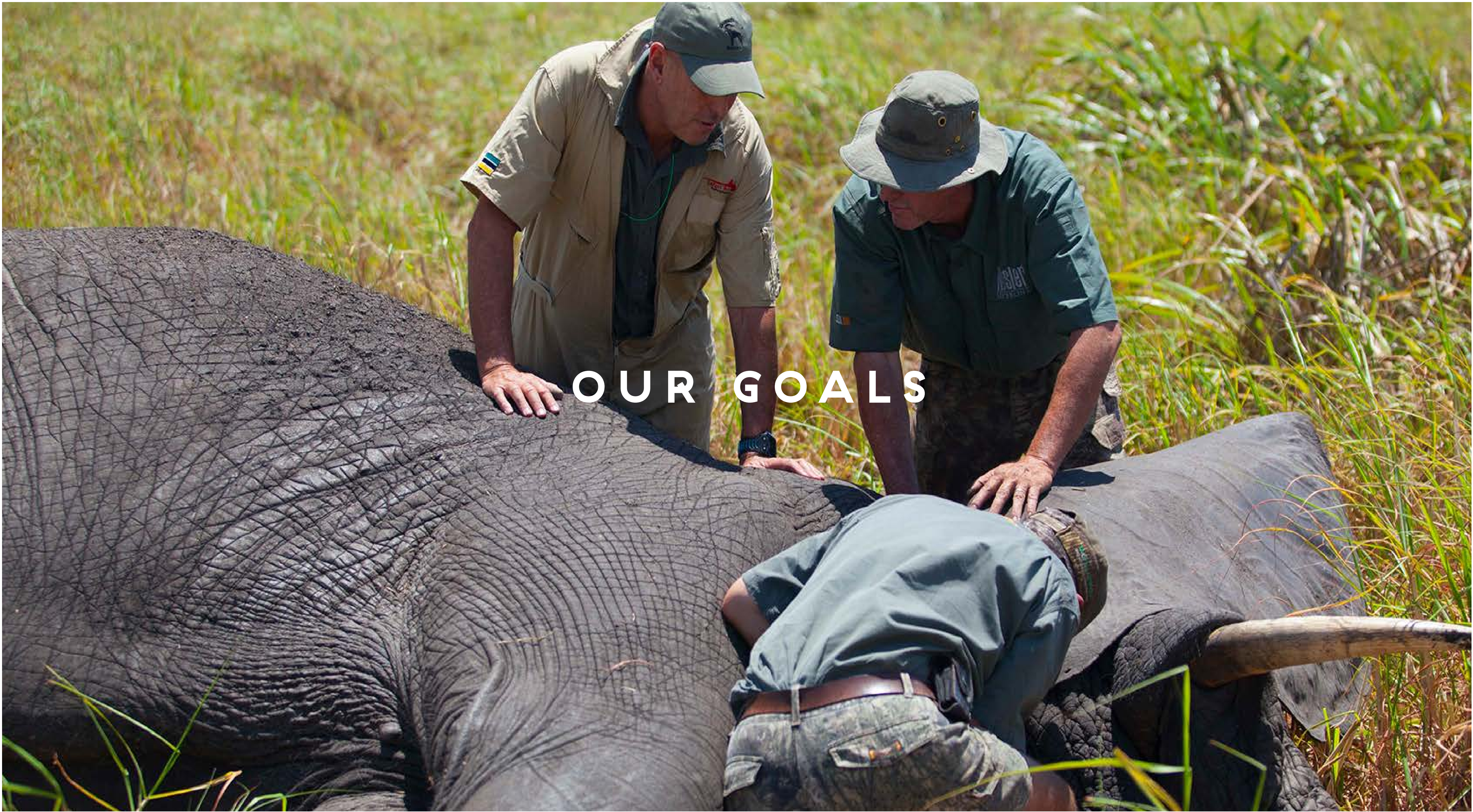
- Work tirelessly as a catalyst for change.
- Tenaciously pursue solutions to critical challenges.
- Keep moving forward when the going gets tough.

DEFIANT OPTIMISM

We don't believe that our planet's future is set in stone.

We know that the spirit of defiance embodied by communities all over the world can be harnessed and turned into a catalyst for real change. That's why we:

- Relentlessly pursue a better future for wildlife and wild places.
 - Encourage ourselves and our partners to 'think outside of the box' and try out new concepts.
 - Strive for productive activity and constant positive change.
- Are propelled by enthusiasm and energy.



OUR GOALS

1. WE WILL PROVIDE CATALYST SUPPORT TO GRASSROOTS, COMMUNITY-BASED PROJECTS WORKING IN CHALLENGING ENVIRONMENTS

Taking time to understand the needs and challenges faced by grassroots organisations, specifically those working in challenging environments, we will develop a partnership strategy that ensures long-term sustainable support. This will go beyond funding, leveraging our network to provide access to a range of expertise needed to generate seismic change.



- » Evolve our project evaluation criteria to focus support on grassroots community-based projects in remote and challenging locations.
- » Conduct research to identify projects that align with our project evaluation criteria and have the potential to create system change.
- » Develop long-term relationships with project leaders to build trust and symbiotic benefit from Pelorus Foundation.
- » Create an operational support offering to enable our partners to access our broader expertise.

2. WE WILL FOCUS ON SUPPORTING INITIATIVES WHICH ARE CAPITALISING ON EMERGING TECHNOLOGIES TO DEVELOP INNOVATIVE SOLUTIONS

By researching and understanding the intersection between nature and technology, we will support and tell the stories of projects working to harness the power of technology to enhance conservation efforts. To support this, we will capitalise on our advisor network to increase the level of technology and expertise.



- » Identify and articulate how existing projects foster innovation and cutting-edge technology within their work.
- » Update project evaluation criteria to focus on projects that are highly innovative and agile that encompass leading-edge technology.
- » Make greater use of, and extend, our advisory network to help identify and make decisions around the level of innovation and technology advancement offered by potential projects.
- » Build upon hybrid-tech projects within our Climate Investment Fund.

3. WE ARE COMMITTED TO FUNDRAISING BEYOND £1M PER YEAR, SPARKING A MOVEMENT WHERE MORE PEOPLE AND ORGANISATIONS ARE INSPIRED TO DONATE TO SUPPORT THE SCALE OF 30 SOLUTIONS BY 2030

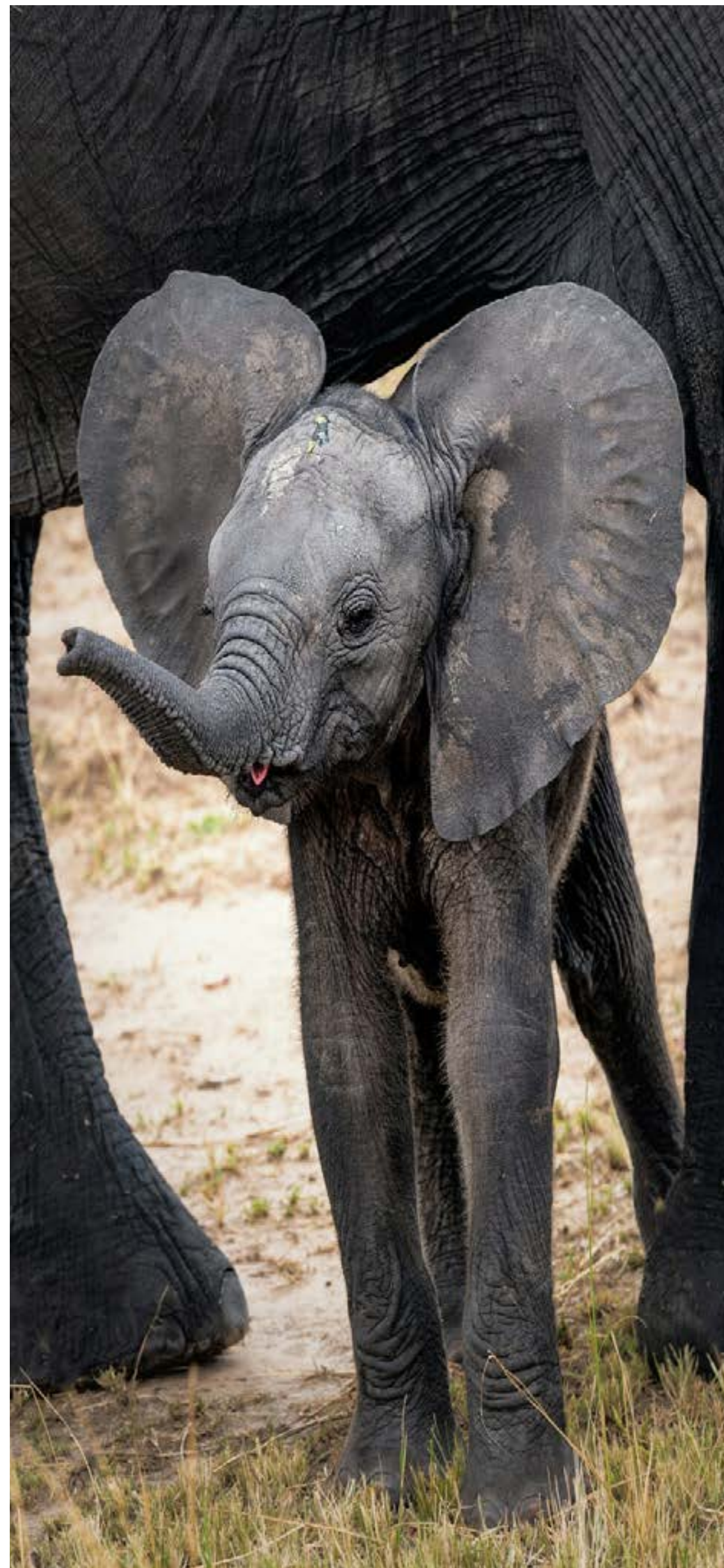
To achieve this, we will increase funding through diverse revenue streams, expand internationally, enhance engagement and target key supporters. By implementing these strategies, we will build a robust foundation to scale our impact and drive meaningful change for a sustainable future.



- » Strengthen our programme of events to generate income and awareness.
- » Expand internationally: register as a 501(C)3 organisation in the USA and create a plan to grow income and operational capability.
- » Build out our climate solutions offering to generate awareness and leads.
- » Identify and engage high and ultra-high net worth individuals and personal charitable trusts who are focused on environmental causes.
- » Map out the luxury sector to identify and engage corporate partners.
- » Maximise and extend crowdfunding activity.

4. WE WILL DEVELOP OUR ABILITY TO AMPLIFY SUCCESS STORIES FROM OUR WORK, ALLOWING US TO DEMONSTRATE OUR IMPACT AND ADVOCATE FOR CHANGE

By exploring avenues for enhanced PR backing, expanding our social media and inspiring the wider team, we are aiming to foster engagement, showcase impact and advocate for change. To empower local projects within our support network, we will craft a media toolkit to help them to magnify their successes.



- » Investigate options for more PR and media support.
- » Continue to increase our social media following and engagement to increase understanding of our work and its impact.
- » Develop a toolkit that allows local projects to amplify their own success stories as part of our wider support offering.
- » Engage and inspire the broader Pelorus team, through regular sharing of our impact and success stories.
- » Identify other organisations with similar goals to our own and collaborate on amplification.

5. WE WILL IMPROVE THE KEY SYSTEMS AND PROCESSES THAT SUPPORT PELORUS FOUNDATION TO DO ITS WORK AS EFFICIENTLY AND EFFECTIVELY AS POSSIBLE

By ensuring that our policies and procedures remain current, integrating environmental, social, and governance (ESG) practices into our operations and prioritising the development of our team, we will ensure the smooth running of Pelorus Foundation.



- » Ensure our policies and procedures remain up-to-date.
- » Set out how we will build ESG practices into our operations
- » Develop our CRM system
- » Investigate the potential for AI and digital technology to improve our ways of working.
- » Develop our people and embrace the inclusivity of our organisation.
- » Set clear expectations of our team and identify how we can further develop people's skillsets and ways of working.
- » Invest in training across the team.
- » Review our working practices so we can attract and retain leading talent.



GET INVOLVED

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