



Differentiation can mean a lot of things. At the African Conservancy, it means knowing what we believe in and acting in accordance to our beliefs, even if they run contrary to current practices. It means looking at the world with a fresh eye, and finding new ways to solve old problems. And it means leveraging resources typically not applied in our arena to obtain atypically superior results.

<i>Philosophy and Strategy</i>	<i>Tactics</i>	<i>Operations</i>
<ul style="list-style-type: none"> • We believe that the donor community (individuals, foundations, and governments) will be more likely to donate to organizations that secure revenue streams other than donations and grants. To address that issue, we have established three separate earned-income ventures under the not-for-profit umbrella: a safari operation; an online art gallery; and a hand-painted textile import. These ventures allow us to further our mission by promoting economic development in Africa. They also address the larger issues of not-for-profit organizations having symbiotic relationships with the people they serve and creating self-sustenance for both. • We believe that to be effective, we must be an empowering agency rather than an aid agency. Therefore, education figures very prominently in our program portfolio, and the implementers of our programs are also the people served by those programs. • We have a holistic approach to problem solving. We believe in implementing several complimentary small projects in a well-defined, manageable area rather than several large projects spread out over the continent. 	<ul style="list-style-type: none"> • We have established a headquarters in Zambia to facilitate relationship-building with the local political, business, and rural communities. • We partner with local agencies, tribes, and individuals for all our projects. This ensures that we have full grass root support before we engage in projects, and that projects are undertaken bottom-up rather than top-down. • We have a mix of projects under development; some, like the rhino reintroduction program, are very high profile. Others, like our organic farming co-operative, are very utilitarian; and others still, like our sub-Saharan drumming practices book/CD combo, are not only artistic but also cross-cultural. • Our projects are staffed by locals. Because of the significantly lower labor costs in Africa, this allows us to maximize our resources. It also reinforces our policy of securing grass root support and conduct bottom up operations. 	<ul style="list-style-type: none"> • We are very concerned with the next generation of donor/conservationist. We aim to reach them through our Web presence. Uncommonly in the nonprofit world, we think of ourselves as a dot.org entity. • We leverage technology to increase productivity and mitigate some of the challenges of small to medium-size not-for-profit, e.g., management of a geographically dispersed team and inclusion on our board of national and international constituents. • We leverage technology to lower our operational cost, thereby putting more dollars towards projects than towards overhead. • Beyond all the operational capabilities expected of a small nonprofit, we have developed the following in-house capacities: -IT administration, including Web -Marketing & public relations • We have a solid administrative infrastructure in place to allow us to grow with minimum pain.