

Naturefriend Safaris is a tour operator based in Windhoek, Namibia and has been catering for international tourists since 1996. About 15 years ago we started collecting funds from each guest (currently N\$ 250 / euro 12) that is travelling with us.

This money we have always put into a separate account – the SunStove account. We called our efforts the SunStove project as we supported and financed a lady called Nailoke to build SunStoves. These SunStoves we sold to lodges and some we donated to kindergartens. Since then we have supported small startup businesses; the building of SunStoves, save the rhino, salaries of anti-poachers, a day care centre in Katutura and some individual ‘acts of kindness’.



We soon realized that none of the above made a lasting impact or difference, be it because we just gave money or be it because it was not properly managed or maybe because we had no real connection or involvement of the various projects.

So we decided it best to start our own foundation, register a section 21 (non profit) company and plow all our resources in something that we control ourselves. It is now called the Naturefriend Foundation.

About eight years ago Naturefriend Safaris got involved in building a guesthouse in Sesfontein – the farthest northwestern corner of Namibia. The last village before the Kaokoveld starts. We also manage a community campsite close by at Warmquelle – called Ongongo Waterfall Campsite.



To make a long story short we got involved in starting a soccer academy in Warmquelle and also one in Sesfontein. These two are about 20km apart. The idea was and is to create a safe space for the young children. Most of the community up there is unemployed and alcohol abuse very much “normal”. This leaves many children with no extra mural activities after school. We want to create a place that teaches discipline, hygiene, gender equality, conservation, environmental awareness and more. And what better or most cost effective way than to use soccer as the vehicle/attraction. We now have 164 boys and 142 girls, playing either netball and/or soccer on a daily basis between the ages of 08 and 16.







We employ 5 staff full time and are in the process of getting land at Warmquelle next to the soccer field to build a clubhouse for the children. That will allow us to have a “classroom” when we need it to teach the children about conservation and other life skills – it will allow us to not only focus on soccer/sports.

The soccer/netball is just the vehicle to attract the children. Our aim is not to create soccer stars – our aim is to hopefully make a difference in some of the children lives so that they can become better adults, better parents, students, ambassadors and role models for others.

For all of these ideas we need funds. Naturefriend Safaris is currently generating about N\$ 400 000 a year which is enough to pay for salaries and sport equipment.

We also have Bokomo (Namibian corporate) on board for three years. They have given us N\$ 100 000 in cash and have also contributed towards soccer balls/equipment and financed the revamping of the Sesfontein kindergarten, which we partially use as a “clubhouse” for the Sesfontein children.



We would need to employ a manager for the project/foundation to take charge of fundraising, administration and marketing. We want to build a clubhouse in Warmquelle. we would like to be able to send our staff on courses to Windhoek to better equip them to teach and coach the children.



We need a vehicle in order to transport children to various events and tournaments or on field trips. We would like to introduce a soup kitchen, do field trips to teach about conservation and environmental awareness.

There are a lot of ideas and good intentions. We have achieved a lot in a short period with very little money. With the right partners and financial support we are confident that our little project in the north west will produce a lot of little miracles.

