



@gitongafilm

The Everest 2022 Project

www.gitonga.org

ABOUT US

The Everest 2022 Project is a not-for-profit initiative seeking to get Kenyan hiker Gitonga Wandai to the top of Mount Everest and inspire a generation in Kenya to follow their dreams, explore the outdoors, and protect the environment.

Our mission is to build a lasting legacy: one that follows in the footsteps of Wangari Maathai and inspires positive change in Kenya and around the world.

Over the next 5 years, the Everest 2022 Project will fund and organise multiple initiatives - all of them in partnership with Kenyan or African-related enterprises doing incredible work that promote sustainability, the outdoors, or educational causes. These initiatives include:

- ❖ **Funding the plantation of over 20,000 trees** in areas impacted by deforestation in Kenya with the *Miti Alliance*.
- ❖ **Funding a mentorship programme for deaf children** in partnership with sign language school *Lugha Ishara*.
- ❖ **Building a young hikers/climbing community** with the Mountain Club of Kenya.
- ❖ **Forming lasting partnerships with international organisations** including Colour the Trails, and Royal African Society to promote Kenya, Africa, Everest 2022 project and its partners.

In addition to this, we will capture Gitonga's journey to Everest 2022 in a **not-for-profit feature film** to be broadcast in Kenya and around the world. Gitonga's inspirational story-to-date was captured in the award-winning documentary [Gitonga \(2020\)](#), which premiered to 1.4m people in Kenya on national television, made official selection at the prestigious **Banff Mountain Film and Book Festival (2020)**, and won **Best Documentary at the Pan-African Kisima Film Awards (2020)**.

Our 2022 film will promote brilliant initiatives making a positive difference in Kenya, highlight the impact of climate change in Africa, and capture Gitonga's story from the teafields of Othaya to the top of Mount Everest. Any profits from the film will go directly to our initiatives.

Gitonga Wandai is a leading adventurer and passionate sustainability ambassador in Kenya. His hiking groups have planted over 5,000 trees in Kenyan regions affected by deforestation, and he has been praised by the Kenyan Ministry of Sport for his role in inspiring thousands of Kenyans to experience and protect the outdoors. Outside of his adventures, Gitonga teaches students at Kenyatta University in the Department of Sport & Recreation and is a regular speaker at the School for Field Studies Kenya. He is a proud father of two young children.

Everest 2022 is for people of all races, all tribes, all genders and all nationalities. It's for anyone who dares to dream. In the words of Gitonga, "It's about bringing everyone on board and telling them: whatever makes your heart dance, that is 2022 for you."

FUNDRAISING RESEARCHER ROLE

(Part time, Volunteer)

About the Role

In order to make the Everest 2022 project happen, we need the help of a brilliant researcher. As a core member of our team, you would help us identify partners who can support our collective vision and organise the project funding pipeline. In short, your work would underpin the work of the Everest 2022 project.

Main Responsibilities

Your main responsibilities as the team's dedicated researcher would be to:

- Research, contact and secure sponsors for the Everest 2022 project and its initiatives.
- Create and maintain a comprehensive research portfolio that captures key sponsor info.
- Create and manage a tracking system that ensures communication with sponsors is planned, recorded, timely and effective.
- Support our Head of Fundraising to shape sponsorship strategy.
- Identify grants for the Everest 2022 expedition and film.
- Keep track of all sponsorship agreements, deliverables and tasks required to meet sponsorship obligations.

About You:

You don't need to have worked on a major fundraising campaign to apply for this role - most of the skills and experience we're looking for are highly transferable and we're open to people from all walks of life.

What you must have is the following:

- An authentic interest in the Everest 2022 project, its initiatives, and goals - we're looking for someone who is enthusiastic, passionate, and keen to make a difference as part of a small but brilliant team.

- A creative and methodical approach to problem solving - you're someone who can take the initiative, solve problems without the need for regular supervision and find creative ways of finding and contacting sponsors and partners.
- Exceptional organisational skills.
- A keen eye for detail and quality outputs.
- Outstanding written and verbal communication skills - confident in speaking to partners from large companies in different corners of the world; able to communicate with people from all walks of life.
- A collaborative spirit - someone who loves being part of a team, shares knowledge, and lifts others up around them.
- Expertise in collaboration tools such as Microsoft Excel & Google Drive.

Ideal candidates would also have:

- Experience of handling and tracking a funding campaign, or similar.
- A professional background in a relevant sector - e.g. in environmental, educational, outdoors or not-for-profit sectors.

About us

In joining the Everest 2022 project, you would become an integral member of an international team of volunteers working towards a common and exciting goal. Led by Gitonga Wandai himself, the team contains a vast amount of diversity and experience: from the head of a Kenyan television network to a member of the Banff Film & Book Festival. Collectively, we're driven to help Gitonga succeed in his mission and Everest 2022 succeed as a whole. We hope you can join us and make a big difference!

Location

This role can be done from home, anywhere in the world. You must have a strong internet connection, a personal computer, the capacity to make online video / voice calls, and access to social media.

Contract

This is a **voluntary** role. No payment will be given for time or general expenses, except where a specific item is being ordered on behalf of the project team with prior approval of the budget holder.

We are ideally seeking an individual who can support the project until Gitonga's Everest attempt in October 2022. However, we're aware that such a commitment may not be feasible and are open to shorter term contracts.

Start date

Immediate.

Hours

- 5-10 hours per week, on average.
- The role can be done around your full-time job or other commitments.
- Online team meetings typically take place between 11am-8pm EAT (9am - 6pm GMT).

TO APPLY

Please contact us at contact@gitonga.org with:

- **A brief cover letter outlining:**
 - (a) why you are interested in joining the Everest 2022 Project
 - (b) details of any relevant projects you have worked on.
- Please also attach a copy of your latest CV, if available.

Other Opportunities on the Everest 2022 Project

If you are interested in supporting the Everest 2022 Project in a different capacity, please do feel free to reach out to us at contact@gitonga.org. We are looking to expand our team over the coming months and are always open to new volunteers.

Asante sana!

The Everest 2022 Team