

BEYOND EVEREST

BE THE HUMMINGBIRD

In May 2022, Kenyan hiker **Gitonga Wandai** will attempt to become the **first person in the world** to make a **net-zero carbon** summit of Mount Everest.

His mission is to inspire a generation of children around the world to **explore the outdoors, discover their dreams** and **protect the environment**.

This is the **Beyond Everest Project**.



"We cannot afford to wait for others to stand up for our environment - **nobody stands to lose more than we do**. It is **our duty** to protect Africa's natural environment."

NELSON MANDELA



GLOBAL  rescue

 gofundme

THE CHALLENGE

11%

Kenya's target tree cover %

6%

Kenya's actual tree cover %

30/30

Kenya has committed to reducing greenhouse gases by 30% by 2030.

50%

Kenyan adolescents with depressive symptoms in 2020

\$12.1 BILLION

Cost of loss & damage in Kenya's 2008-2011 drought.

1) Climate change and deforestation are badly damaging Kenya's ecosystem & economy.

- Droughts & floods are increasingly common, seasons are less reliable, and future water availability & food security are under threat.
- **Trees are one of the best ways of reversing the impacts of climate change.** They store carbon, increase oxygen levels, and help prevent flooding and drought...
- ...But **Kenya's tree cover is just 6%**. Forest cover has **reduced by 10%** in the past 20 years. Uganda, by comparison, has 25% tree cover.

2) Fewer opportunities are available for young people to enjoy nature or discover new passions.

- The pandemic has had a major impact on young people's education & mental health.
- Term lengths have increased. **Outdoor education & extra-curricular activities have been de-prioritised** in favour of 'catching up' on 'core' subjects.
- Mental health has suffered. Drop outs & suicide rates have increased.
- Now more than ever, **it's critical to help children explore and fall in love with nature** - not just to create the environmentalists of the future, but also to give them something new to experience, new passions to discover, a form of escapism, and a sense of well-being.

3) Limited number of sustainable success stories & role models.

- More role models and inspirations are needed at a grassroots level to encourage young people to explore the outdoors, protect the environment, and follow their dreams.

1. Global Forest Watch - <https://gfw.global/3rw1RRt>
2. National Environment Management Authority (2015). Kenya- Second National Communication to the United National Framework Convention on Climate Change. <https://unfccc.int/sites/default/files/resource/Kennc2.pdf>
3. Population Council - www.popcouncil.org/uploads/pdfs/2021PGY_ImpactCovidAdolKenya.pdf

HOW CAN WE ADDRESS THIS?

We believe that a **mix of grassroots action, education, and inspiration** are the keys to addressing these challenges. Our mission is to **continue Wangari Maathai's environmental legacy** and 'do the best we can' to **lead change** at a grassroots level.

That's why the Beyond Everest project is working with schools, communities, charitable foundations and social enterprises to achieve the following...

"I will be a hummingbird. I will do the best I can."

WANGARI MAATHAI
KENYAN NOBEL PEACE PRIZE WINNER
2004

1. INCREASE & SUSTAIN KENYA'S TREE COVER

- A 'Plant & Educate' schools programme in partnership with *Miti Alliance Foundation*.
 - Emphasis on planting trees of value to the local ecosystems and communities.
 - Education focussed on how to nurture & protect them + benefits of trees & nature.
 - Regular re-visits to continue education & survival of tree seedlings.
- A 'Hike & Plant' programme in partnership with *Hikemaniak Green Programme*.

2. PROVIDE OUTDOOR MENTORSHIP FOR YOUNG PEOPLE

- Outdoor mentorship programme in schools.
- Emphasis on helping children discover their dreams & learning about nature.
- Mentors from different backgrounds & rural areas (e.g. guides, porters).
- Inclusive of all children - i.e. partnership with sign language school *Lugha Ishara*.
- Hiking & Rock climbing initiatives for young people in partnership

3. A CLIMB TO INSPIRE

- **Net-zero carbon** Everest expedition to raise awareness about the work Beyond Everest project & other grassroots initiatives making positive change.
- Feature to tell the story of *Gitonga* & his unsung heroes, to be aired on national TV in Kenya. **All profits from the film will be invested into our charitable initiatives.**

OUR TARGETS by 2025



Plant 20,000 indigenous trees



Provide outdoor education for 5,000 young people in 100+ schools



Take 2,000 young people for their first hike or climb



Achieve a world's first net-zero carbon Everest summit



Diversify the outdoors

"Everest 2022 is not a Gitonga project. It's about bringing everyone on board and telling them whatever makes your heart dance, that is Everest 2022 for you."

GITONGA WANDAI



WHO IS GITONGA WANDAI?

This is the extraordinary profile of the man on a mission to inspire a nation....

Gitonga Wandai is a proud father, environmentalist and hiker from Kenya. He was born and raised in rural Nyeri County by his mother and eight siblings.

As a child, he worked on the family teafields and had to walk 16km to school each day. Yet it was at university where he fell in love with hiking, and it was there that his dream of climbing Everest was born.

Since leaving a job in the charity sector to pursue hiking as a career in 2016, Wandai has become a leading and unifying mountaineering figure in the east Africa region - bringing together people from all walks of life and inspiring them to hike, climb, and protect the environment. He is the proud father of a son, Wandai (10), and daughter, Koko (4).

ACHIEVEMENTS

- **Planted 5,000+ trees** and taken 25,000+ people hiking
- Scaled Mt Kilimanjaro 15+ times, Mt Kenya 30+ times. Rwenzori Mountains 3 times, EBC 2 times. Also climbed Mt Himlung in Nepal (7,000m)
- Made hiking a popular activity and diversified the outdoors - previously seen as a Western activity.
- Leading member of Mountain Club Kenya, a community that encourages young Kenyans to get into rock climbing.
- Overcome incredible adversity in his pursuit of Everest - sold his car in 2017 to get to Everest Base Camp & lost the ends of two fingers to frostbite training in Nepal in 2020.
- A proud father, son, and Kenyan.



GITONGA

A DEBUT JOE BUNYAN FILM

"A LIFE ENHANCING DOCUMENTARY."
NEIL NORMAN, INDEPENDENT

"EVERY SECOND OOZES INSPIRATION"
KENYA FILM COMMISSION

"THIS FILM NEEDS TO BE SEEN."
BAZ BAMIGBOYE, DAILY MAIL UK



A STORY THAT INSPIRED A NATION

Wandai starred in the award-winning documentary *Gitonga* (2020).

The not-for-profit film premiered in Kenya to **1.4 million people** at the height of lockdown in May 2020.

It won **Best Documentary at the Kisima Pan-African Film awards** & gained international recognition, making official selection at the prestigious **Banff Mountain Film Festival**.

"A life-enhancing documentary - a story of warmth, generosity and an undaunted human spirit" - Independent (UK)

"Every second oozes inspiration and pride - of a father to a son and a whole generation of courageous Kenyans" - Kenya Film Commission

"If I can get to the top of the world, maybe the young boy or girl at school will be inspired to dream. Maybe a chief executive in power might be inspired to change. This is something that affects everyone."

GITONGA WANDAI



WHY EVEREST? A CLIMB TO INSPIRE



WHY IS GITONGA'S ATTEMPT SO SIGNIFICANT?

1) Gitonga would be the **first person in the world** to make a **net-zero carbon** summit of Mount Everest. His achievement would draw the world's attention to the work of Beyond Everest project and encourage more people to take positive climate action.



2) **No black Kenyan has ever summited Everest.** Gitonga would be putting Kenya on the mountaineering map and showing Kenyans back home that anything is possible. Most people who have summited Everest have been able to afford it - or had easy access to those who could. Gitonga has not had this luxury.



3) **It would be an incredible human story and achievement.** Gitonga grew up in rural poverty and used to walk 16km to school. He lost two fingers in 2021 and sold his car to fund his first trip to Everest Base Camp in 2017. Summiting Everest would be an incredible human achievement and show people that anything is possible.



4) Gitonga is driven not by personal glory, but by **a humble and heartfelt desire to make a small but positive difference;** to make his children proud and inspire a nation to dream.



5) At 8,849m tall, Everest is the world's highest peak and remains one of the most dangerous and inhospitable environments a human can experience.

WHY NET-ZERO?

WHAT DOES NET-ZERO SUMMIT MEAN?

- **Net-zero summit** is our commitment to remove as much CO2 from the atmosphere as Gitonga's expedition and associated travel will produce.

WHY IS IMPORTANT WE DO THIS?

- To lead by example with sustainable actions.
- To raise awareness of what net-zero means and why it's important

HOW WILL WE DO THIS?

- We will plant an extra 100 trees to ensure the expedition is sustainable and net-zero.
- We will also recycle & limit activities that would increase greenhouse gases.

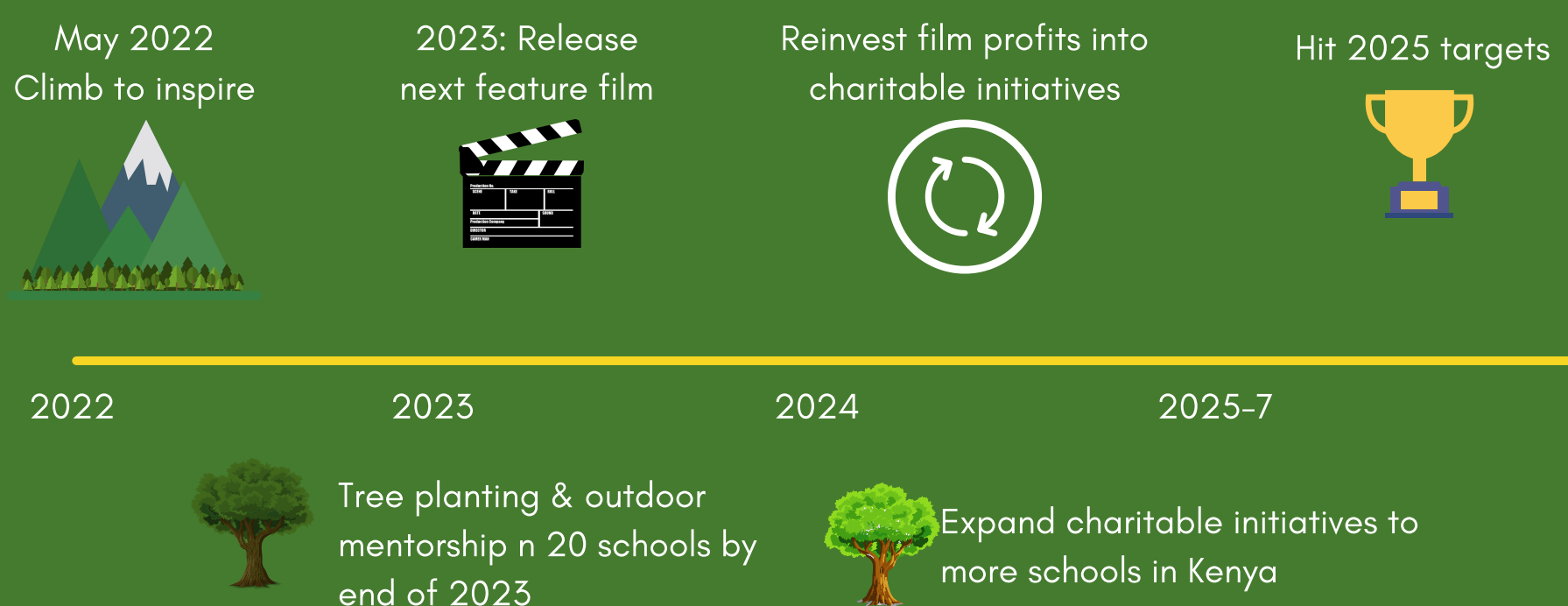




OUR PLAN

We are seeking **\$200,000** to fund our incredible Beyond Everest initiatives. Here's our high level plan...

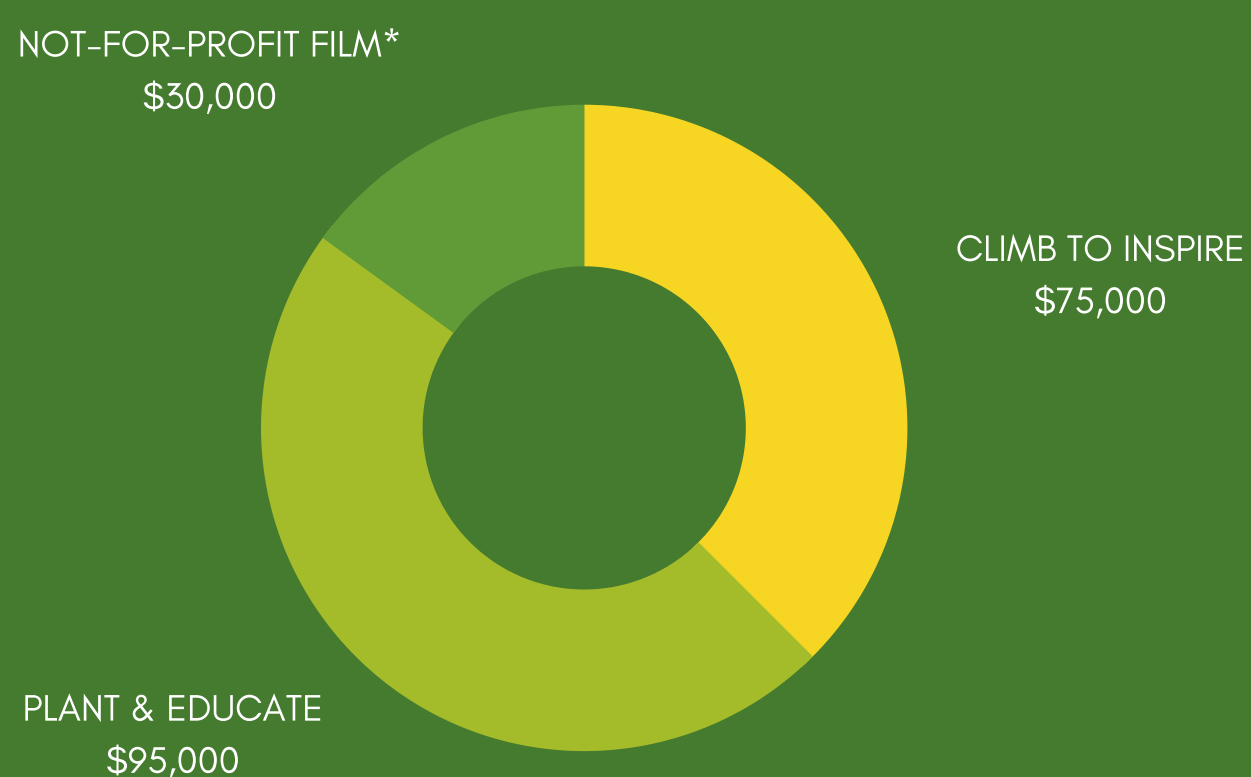
TIMELINE - Key Milestones



OUR TARGETS by 2025



ALLOCATION OF INITIAL FUNDING



FUNDING THE FUTURE

- We plan to pitch our film to National Geographic, Netflix and Kenyan broadcasters. All profits from the film will be invested into our charitable initiatives.
- Additional fundraising rounds
- Formalising as charity/foundation

WHAT HAVE WE ACHIEVED SO FAR?

- Raised \$9,000 through crowdfunding.
- Established formalised partnerships with social enterprises supporting our charitable initiatives - Miti Alliance, Mountain Club Kenya, Lugha Ishara, Hikemaniak.
- Established sponsorship from international company Global Rescue.
- Ran our 1st first schools tree planting initiative with Miti Alliance & planted 50 trees.
- Gitonga has planted 5,000 trees in past 5 years
- Recruited experienced team of volunteers.
- Engaged the nation in the Beyond Everest project through Gitonga's story, our first film, and a strong social media presence.
- Established strong relationships with television networks (NTV, KBC, K24)



SUPPORT US

We want you to believe with us. To believe in the greater possibilities that come alive when ordinary people take one step towards living their dreams and do something for the greater good.

This is journey that brings us all together to say
'I want to live more - I want to inspire.'

ASANTE SANA.

[gofundme
.com/gitonga](https://gofundme.com/gitonga)

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