



Impact Report

2024

A MESSAGE FROM OUR FOUNDER

The UltraMARathon was created in response to the urgent challenges the Mara faced when tourism came to a standstill during the COVID-19 pandemic, highlighting the need for sustainable support for conservation and community resilience.

What began as a way to bridge that gap has grown into something much greater—a driving force for conservation, community empowerment, and lasting impact.

Looking back at the 2024 UltraMARathon, I am immensely proud of what we have achieved together. Thanks to the dedication of our runners, sponsors, and partners, we were able to support six key beneficiaries, directly improving ranger welfare, conservation efforts, and healthcare access across the Mara. From strengthening maternal health services at Africa Mission Services to upgrading ranger facilities and equipment across multiple conservancies, every step taken on race day translated into real, lasting change. This event is more than a race—it's a commitment to the future of the Mara. It ensures rangers have the tools to protect wildlife, communities receive vital healthcare, and conservancies gain the resources to safeguard this extraordinary ecosystem.

Now, as we prepare for the next UltraMARathon, we invite you to continue this journey with us. Whether you run, sponsor, or advocate, your support drives meaningful change. Thank you for being part of this mission—your involvement makes all the difference.

With gratitude,
Madeleine Goss
Co-Founder, UltraMARathon

IMPACT SNAPSHOT

6

Beneficiaries

Ksh 4.3

Donated

328

Runners



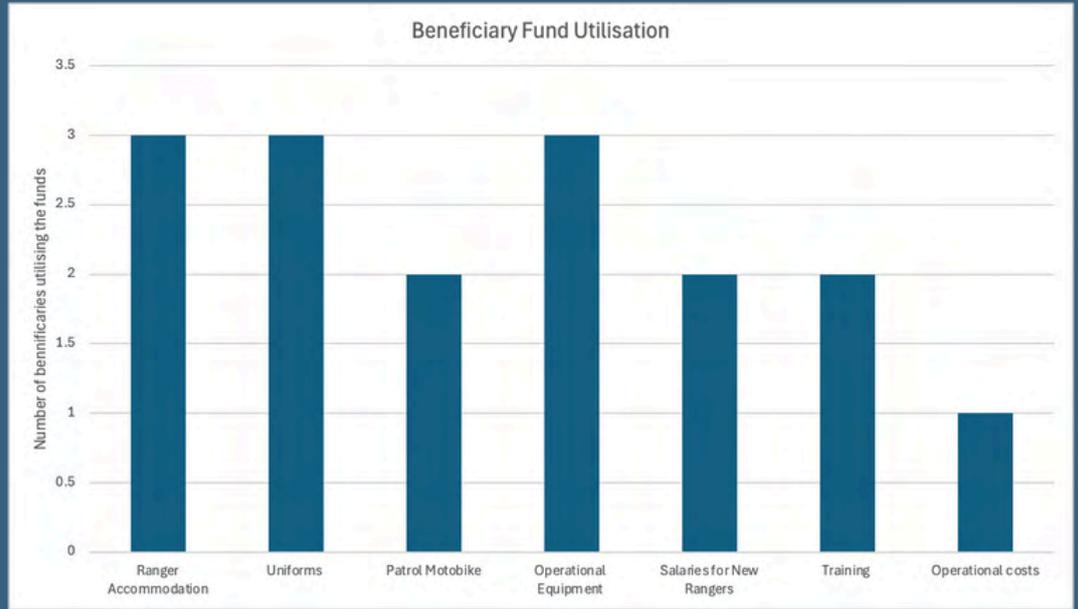


UltraMARAthon

FUNDS RAISED

Ksh 4,314,163

Your donations directly impacts the well-being of Rangers by supporting their salaries, providing essential equipment, uniforms and covering operational costs for running the AMS healthcare centre. This all ensures they have the resources needed to protect our natural landscapes in their vital roles.



BENEFICIARIES

DETAILS

OUTCOME

Africa Mission Services Health Centre

Operational expenses for AMS Community Health Clinic and Women's Health Center

- Increased childbirth support and immunisations
- Increased access to medical services
- Eye and dental health care
- Improved maternal healthcare

Mara Elephant Project

Supports Ranger's welfare - paying their salaries and getting them equipment.

- Greater community engagement in conservation.
- Improved operational capacity for patrolling and conservation activities

Lemek, Mara North, Ol Choro and Enonkishu Conservancies

Ranger housing, ranger outposts,, operational efficiency, ranger training

- Increased ranger security and operational efficiency
- Better living conditions and morale for rangers.
- Enhanced training and preparedness



We couldn't have done it without your generous support.

The UltraMARAthon continues to make a tangible difference in conservation and community welfare. The funds raised have improved ranger effectiveness, strengthened conservancy operations, and contributed to vital community health services. With continued support, we can expand these efforts to ensure long-term sustainability and impact in the Mara ecosystem.

We sincerely thank all runners, sponsors, and partners who made this initiative a success. Together, we are protecting wildlife, supporting rangers, and empowering communities for a sustainable future.

Thank you

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Maasai Mara

