

FACT SHEET

NATURE FRIENDLY FOR DEVELOPMENT (NAFRIDE)

Identity

- **Name:** NATURE FRIENDLY FOR DEVELOPMENT (NAFRIDE)
- **Legal Status:** Registered NGO under NGO Act No. 24 of 2002 (as amended).
- **Head Office:** Vilima Vitatu Village, Babati District, Manyara Region, Tanzania.
- **Area of Operation:** Tanzania Mainland.
- **Nature:** Non-political, non-religious, field-based organization.

Vision

Communities that are happy, healthy, safe and freer from poverty within fully-functioning ecosystems.

Mission

To maximize incentives from conservation initiatives by introducing alternative strategies to natural resource use, fighting poverty at household level, and ensuring ecological systems remain safe, reliable, and sustainable.

Core Values

- Professionalism & Accountability
- Transparency & Inclusivity
- Value for Money & Impact-driven Results
- Respect for Traditional Norms & Culture
- Commitment to Sustainable Ecological Systems

Strategic Objectives

1. **Community Empowerment:** Education, legal support, skills, and economic development.
2. **Conservation & Resource Management:** Securing wildlife habitats, sustainable land use, Blue & Green Economy.
3. **Social Inclusion:** Programs for youth, women, elderly, orphans, and widows.
4. **Conflict Resolution:** Addressing human-wildlife and pastoralist-farmer conflicts.
5. **Partnerships:** Linking communities with local and international partners.

Key Activities

- Self-help initiatives for rural prosperity.
- Anti-poaching fund and environmental protection.
- Awareness campaigns on child rights, gender equality, and FGM eradication.
- Water & sanitation projects (dams, boreholes).
- Eco-tourism development integrated with cultural heritage.
- COVID-19 resilience programs.
- Capacity building for women, youth, and marginalized groups.

Why Partner with NAFRIDE?

- **Community-rooted:** Direct engagement with rural communities.
- **Integrated Approach:** Traditional knowledge + modern conservation science.
- **Impact-driven:** Measurable improvements in livelihoods and ecosystems.
- **Partnership-ready:** Open to collaborations with governments, NGOs, and donors.
- **Sustainability-focused:** Long-term solutions to poverty, conservation, and inclusion.

□ **Tagline for Donors:** *“Investing in People, Protecting Nature, Sustaining Livelihoods.”*