



HERITAGE
INDIGENOUS KNOWLEDGE SYSTEMS
LAND & MINERAL RIGHTS

DONOR PARTNERSHIP PROPOSAL

Restoring Botswana's indigenous rights & wealth

Prepared for prospective partners of the **Phofu Heritage Institute**, Botswana's first Public Interest Company limited by guarantee, organised to capitalise on overlooked market gaps and open participation to all Batswana.

PHYSICAL ADDRESS

Office 15, The Office Building
Fairgrounds, Gaborone, Botswana

REGISTRATION

BW00009884549
Republic of Botswana

CONTACT

info@phofuheritage.org.bw
phofuheritage.org.bw



INTRODUCING BOTSWANA'S FIRST PUBLIC INTEREST COMPANY LIMITED BY GUARANTEE

We restore Botswana's dignity by identifying market gaps for capitalisation, opening participation to all.

WHAT WE DO

Phofu Heritage Institute researches, organises and trades across Botswana's heritage economy. We identify where communities have been left out of markets built on their own land, knowledge and culture, and we build the legal, commercial and cultural vehicles that let them participate on equal terms.

Our work sits at the intersection of policy and practice: informing equitable land and mineral rights frameworks while building real, income-generating heritage enterprises on the ground.

WHO WE ARE

Founded in Gaborone, the Institute is governed as a company limited by guarantee rather than by shareholding, meaning there are no owners for whom profit is the object. Surpluses are secured back into the objectives we hold in trust for the community.

This document sets out our current strategy, the three initiatives open for donor and investor participation, and the governance that protects your contribution.

OUR GUIDING PRINCIPLE

"Moseka phofu ya gaabo ga a fela lentswe."

It is our responsibility to organise and work collectively to ensure an outcome desired by the community, the one who claims their own heritage is never left without a voice. This proverb anchors every initiative in this proposal: nothing is done for the community without the community.



HOW WE WORK

Three pillars, one mandate

Each pillar reinforces the others: policy work opens the door, documentation builds the asset, and trade turns heritage into sustainable income for the people who hold it.

01 Legal & policy engagement

We advocate for equitable land and mineral rights, working constructively with policymakers and traditional leadership to inform changes that widen participation rather than narrow it.

02 Indigenous knowledge documentation

We research and formally document indigenous knowledge systems, translating them into protected, market-ready product development and routes to market for the communities who originate them.

03 Heritage industry & trade

We develop and trade directly in heritage industries such as farming, tourism, jewellery making and basketry, building income-generating enterprises owned by the communities they serve.

Why it matters to a donor: a contribution to Phofu Heritage Institute does not fund advocacy in isolation. It funds a pipeline, from policy, to documented knowledge, to a trading enterprise that can sustain itself and reinvest. The three projects on the following page are that pipeline in motion.



WHERE YOUR SUPPORT GOES

Three initiatives, open for funding

Each initiative below is costed, staged and ready for partnership at the level described. Figures are quoted in Botswana Pula (P).

Chanoga Heritage Lodge

8 HECTARES · 6-8 MONTHS TO LAUNCH

OVERHEADS

P500,000

YEAR 1 OPERATIONAL INCOME

P100,000

CURRENT STAGE

1. Business development
2. Funding

Hatsalatladi Heritage Farm

100 HECTARES · 2-3 MONTHS TO LAUNCH

OVERHEADS

P1.2m

YEAR 1 OPERATIONAL INCOME

P100,000

CURRENT STAGE

1. Land acquisition proposal
2. Funding

Independence Documentary

2 YEAR PRODUCTION

OVERHEADS

P60,000

YEAR 1 OPERATIONAL INCOME

P350,000

CURRENT STAGE

1. Funding

A detailed presentation, including full budgets, timelines and site information, can be organised for any of the three initiatives above. This proposal has reached you as a member of the community believed to hold the collective interest of changing the narrative.



STRUCTURE & ACCOUNTABILITY

Built for donor confidence

As a company limited by guarantee, Phofu Heritage Institute carries no shareholding obligations that would make profit-making a pursuit for its owners. Our success and any profits are secured to ensure continuity of the objectives set out on the previous pages. We subject ourselves to industry-standard regulation so that donor confidence is retained at every stage of a partnership.

REGISTRATION & BANKING DETAILS

COMPANY NAME	Phofu Heritage Institute
REGISTRATION NUMBER	BW00009884549
BANK	First National Bank
BRANCH	First Place, Gaborone
ACCOUNT NUMBER	6322 4709 121
SWIFT CODE	FIRNBWGX

FOR QUERIES, CONTACT

Ms. Abaleng Seabe

Finance · accounts@phofuheritage.org.bw

Kindly consider joining us on this endeavour. **Rea leboga**, thank you.



CLOSING REMARKS

"Let us rise to this momentous occasion and show the world our untapped resilience, ingenuity and collective strength."

CONTACTS

FOUNDER	L. Phepheng	phepheng@phofuheritage.org.bw · Cell 72 924 721
---------	-------------	---

CO-FOUNDER	O. Kelobang	opatile@phofuheritage.org.bw · Cell 75 012 508
------------	-------------	--

FINANCE	A. Seabe	seabe@phofuheritage.org.bw · Cell 77 505 051
---------	----------	--

LEGAL	M. Moloi	moagi@phofuheritage.org.bw · Cell 71 623 092
-------	----------	--

L. PHEPHENG

Chairperson & Founder, Phofu Heritage Institute

O. KELOBANG

Managing Director & Co-Founder, Phofu Heritage Institute

We welcome the opportunity to present this proposal in full and discuss how your partnership fits alongside it.

REACH US

Office 15, The Office Building
Fairgrounds, Gaborone, Botswana

info@phofuheritage.org.bw
www.phofuheritage.org.bw