

A close-up photograph of a tiger's face, showing its eyes, nose, and whiskers. The image is used as a background for a text overlay.

**WILDCATS**  
CONSERVATION  
ALLIANCE

# | YOUR GUIDE TO FUNDRAISING SUCCESS



# WHY FUNDRAISE FOR WILDCATS CONSERVATION ALLIANCE?

***Our Mission**  
To save wild  
tigers & Amur  
leopards  
for future  
generations  
by raising  
awareness of  
their status  
and funding  
carefully  
chosen  
conservation  
projects.*

Wild tigers and Amur leopards are under threat of extinction across their whole range, from habitat degradation and fragmentation, depletion of prey animals and poaching to supply a USD\$ 8-10 billion per year (GFI, 2011) global, illegal wildlife trade.

WildCats Conservation Alliance is a unique conservation initiative, supporting carefully chosen tiger and Amur leopard projects with money raised by zoos, the public and socially aware businesses.

100% of all donations received go directly to our conservation projects, as all operational costs are funded separately by Zoological Society of London and Dreamworld Wildlife Foundation.

Your donations are channelled into carefully reviewed and scientifically sound projects that focus on key conservation priorities:

- Anti-Poaching
- Conflict Mitigation
- Population Monitoring
- Wildlife Health Monitoring
- Education & Outreach

*Your donations are crucial to the long-term health of wild Amur leopard and tiger populations. By working together we can keep these charismatic predators safe for future generations.*

WildCats Conservation Alliance, (formerly ALTA & 21st Century Tiger) is a wild tiger and Amur leopard conservation initiative between Dreamworld Wildlife Foundation and Zoological Society of London, (UK charity # 208728).







# THE WORK YOU WILL BE SUPPORTING

*Working together to save tigers and Amur leopards in the wild for future generations.*

## Anti-Poaching

The main goal of anti-poaching activities is to reduce the poaching of tigers, leopards and their prey in protected areas & buffer zones. Anti-poaching teams combat all forms of poaching and other threats to biodiversity including illegal land clearance. We aim to address threat to wild tigers and leopards by supporting anti-poaching initiatives that make use of the most effective technology such as SMART\* monitoring techniques.

## Human-Wildlife Conflict

As human populations grow, and habitats continue to be decimated, wildlife lacks the space to thrive. If the forest does not provide an abundance of prey, carnivores are known to stray into human

areas to 'steal' livestock. WildCats work with local communities and veterinary experts to identify causes and mitigate risks associated with conflict animals, providing emergency medical care and in some cases compensation to those affected by conflict.

- 1 Tiger Conservation and Protection Units (TPCUs) in Sumatra, work tirelessly to remove snares like this from the protected Kerinci Seblat National Park.
- 2 In 2019 investigations by TPCUs in collaboration with the local authorities led to the arrest and prosecution of 5 tiger poachers and illegal wildlife traders.
- 3 WildCats Conservation Alliance supported PRNCO Tiger Centre, to purchase and convert this military grade KAMAZ truck into an emergency response 'Wildlife Ambulance'.
- 4 In 2018 the Ambulance undertook its first human-wildlife conflict rescue, picking up a young male Amur tiger that had been preying on domestic animals

\*Spatial Monitoring and Reporting Tool



1



© FFI

3



© Kamaz Truck - PRNCO

2



© FFI

4



© Kamaz Truck - PRNCO



# ADDITIONAL INFORMATION DURING THE COVID-19 PANDEMIC

*Key Dates:  
Global Tiger Day  
is the 29th July,  
and Russian Big  
Cat Day is the  
last weekend  
in September.  
Activities  
planned around  
these dates will  
ensure plenty  
of exposure for  
your activities.*

## Conservation story

**Biodiversity loss** – the destruction of forests and land clearance for agriculture and infrastructure – is inextricably linked to emerging and continuing threats to human health. The unsustainable exploitation of wild spaces and wild species are drivers of both the appearance of zoonotic\* diseases such as coronavirus and biodiversity loss.

In the last 100 years tigers have lost 93% of the habitat – decimated by habitat loss, encroachment and unsustainable exploitation – leaving fewer than 4,000 tigers left in the wild, existing in fragmented and increasingly isolated pockets of diminishing forest.

As an apex predator, the tiger has a crucial place in Asian landscapes and its biodiversity. Protecting the tiger protects the balanced ecosystem across its range.

Coronavirus has changed lives and as we **rebuild our society, we have the chance to rethink and rebuild** a better world for all.

We can stop the unsustainable exploitation of wildlife and wild places, invest in green infrastructure, tackle climate change and value equality.

#buildbackbetter #rethinknature  
#rightthingfortigers

\* Zoonotic, any disease or infection that is naturally transmissible from vertebrate animals to humans



## **Fundraise safely**

WildCats Conservation Alliance impresses upon fundraisers to keep up to date with local guidelines, laws and official safety advice.

The most important thing is people's health and well-being.

Use online platforms to collect donations to avoid handling cash and to reach your friends and family further afield. It's a great way to collect gift aid too!

Please ensure that any fundraising you carry out is legal, respectful, open and honest.

In any doubt of your or other's safety, you can cancel and reschedule to another time.

## **Inspiration during the pandemic**

Examples of possible events are all around to see. They include inspirational solo walking and running challenges and virtual marathons in novel places.

- Personal challenges are wonderfully suited to socially distant activities, whether they are sporty or not.
- Donate your commute. How much that you are saving could you spare?
- Host a virtual quiz or games night.
- Give up something for 30 days. Home dye your hair a crazy colour or even shave it all off!
- Encourage your children to hold an online art competition.
- Challenge your work colleagues to a fun virtual competition.
- How about a virtual tea party or themed dinner party?
- Love baking? Hold a home bake off!
- Design and sell a tiger or Amur leopard themed card for your friends and family to buy.
- Forgo your birthday presents in favour of donations.

Please get in touch to let us know about your fundraising. We'd love to hear from you!





*100% of your  
donation  
supports  
conservation  
projects!*

# ORGANISING YOUR EVENT

## **Do your research**

Don't forget, WildCats Conservation Alliance reminds fundraisers to keep up to date with local guidelines, laws and official safety advice on what you can, and cannot do in your area.

## **Choose your event**

Now you have had a chance to look over all our ideas, its time to pick what best suits you and your fundraising goal. The simplest ideas are often the best. Think about your target audience. What will your friends, family and colleagues be excited to be a part of?

## **Decide on a location or online platform**

Please note if you are fundraising via street collection you may need to apply for a street collection license.

## **Set a fundraising goal**

Work out all costs, estimate how

much money you are going to bring in and see if you can reach your set goal. Look at how you can reduce costs wherever possible.

## **Shout about your event - publicity and marketing**

The internet, especially Facebook and Twitter can generate interest and sponsorship and so can local radio. The more people you inspire and who like your idea, the more donations you can raise.

## **Say thank you**

Don't forget to thank all those who took part and any companies who donated services, send emails and letters, you can never say thank you too many times.

**Don't forget - we are here to help you succeed however big or small your idea, get in touch via email or social media if you need advice!**







# HOW TO COLLECT AND SEND YOUR DONATIONS

*100% of your donation supports conservation projects!*

The “Donate” page on our website is the easiest and most secure way to transfer your funds. However, there are a number of other ways to make your donation if you prefer.

You can only declare UK gift aid on your own donation. If you would like to increase your impact, please encourage your donors to make their own donations directly through our donate page, or by setting up your own sponsorship page through one of the many online platforms.

This enables us to claim tax back from the Government and increases the overall benefit to WildCats Conservation Alliance.

## Cash

Please **don't** send cash in the post, we recommend that you bank your collections and send your donation using one of the other methods.

## Cheques

We currently do NOT accept paper cheques/checks.

## Bank Transfer

Contact us directly for bank account details in GBP, Euro and USD.

## JustGiving

[justgiving.com/fundraising/wildcats-conservation-alliance](https://justgiving.com/fundraising/wildcats-conservation-alliance)

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# WILDCATS

## CONSERVATION ALLIANCE

We hope this guide will give you the advice you need to maximise sponsorship and the inspiration to try out some great fundraising ideas.

As a special thank you, we send out certificates to our supporters. These certificates will be issued to all those donating over £300. These are a lovely keep sake and proud reminder of your achievement.

If you have a story to tell, why not write a post or blog and take some pictures of your event, so we can feature you on our official website, Facebook, Twitter and Instagram.

Any questions?

We're here to help.

Please contact our team at

Email: [wildcats@zsl.org](mailto:wildcats@zsl.org)

[conservewildcats.org/donate](http://conservewildcats.org/donate)

# THANK YOU

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