

**YOUR GUIDE
TO FUNDRAISING
FOR TIGERS & AMUR LEOPARDS**



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 from habitat destruction, 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 work with governments and local communities and focus on these 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.



An Amur leopard in Land of the Leopard National Park in the Russian Far East. High ridges are a popular route for both leopards and tigers. Camera trap image © WCS Russia

THE YEAR OF THE TIGER 2022

Year of the Tiger celebrates the survival of this charismatic species in the face of ongoing pressures from human activities such as agriculture and poaching.

Thanks to effective conservation the tiger remains a crucial component of Asia's surviving forests. Without conservation actions tigers would have already disappeared.

But worldwide, there are still **fewer than 5,000 wild tigers** and more needs to be done so that they can continue to wear their stripes with pride.

The lunar Year of the Tiger comes around every twelve years. During the last Year of the Tiger in 2010, the heads of state of the 13 tiger range countries came together in St. Petersburg for the Global Tiger

Summit. It resulted in the Global Tiger Recovery Program, a plan to strengthen protection, build cooperation and collaboration, increase investment and reduce demand for tiger products. A commitment was made to double wild tiger numbers by the next Year of the Tiger in 2022.

The next Global Tiger Summit occurs in September 2022, and will report on the progress the tiger range countries have made and outline future actions.

What about **Amur leopards**?

Amur leopards share an overlapping range with Amur tigers. Numbering less than 100 individuals, they are the world's most endangered big cat. By supporting the conservation of one of these charismatic species you are directly helping the other.



Photo of an Amur tiger in Lazovsky Nature Reserve in the Russian Far East taken by a remote camera as part of a long term population study. © ZSL

THE WORK YOU WILL BE SUPPORTING

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

Anti-Poaching

Anti-poaching teams aims 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 threats to wild tigers and Amur leopards by supporting initiatives that make use of the most effective technology such as SMART* patrol monitoring.

Human-Wildlife Conflict

As human populations grow, and habitats continue to shrink, wildlife lacks the space to thrive. If the forest does not provide an abundance of prey, carnivores can stray into human landscapes and predate on livestock.

*Spatial Monitoring and Reporting Tool

WildCats fund projects that work with local communities and veterinary experts to identify causes and mitigate risks associated with conflict. Together with communities they improve coexistence strategies, provide emergency medical care for big cats and in some cases, compensation to those affected by conflict.

Conservation work in Pictures

1. Tiger Protection and Conservation Units (TPCUs) in Sumatra, work tirelessly to remove snares like this from the protected Kerinci Seblat National Park.
2. In 2021 an intelligence-led law enforcement operation in Sumatra resulted in the arrest of two poachers from Bengkulu province and seizure of a young adult male Sumatran tiger.
3. The Center for Rehabilitation and Reintroduction of Tigers and Other Rare Animals (PRNCO) has been helped to purchase and convert this military grade truck into an emergency response 'Wildlife Ambulance'.
4. Vulnerable villagers in Parsa National Park, Nepal, are helped to build predator proof corrals to protect their livestock overnight from predation by big cats as part of a wide-scale coexistence programme.



© FFI



© Kamaz Truck - PRNCO



© FFI



© ZSL

THE WORK YOU WILL BE SUPPORTING.....continued

Apex predators
are the
guardians of
the forest and
all that's in it.

Protect them -
Protect it all!

Population Monitoring

The study of population dynamics is crucial to understanding what is happening to tigers and Amur leopards in the wild.

Surveying by camera trap and line transects, gives an indication of the numbers, and density of the animals using a landscape. It is an indication of whether other conservation activities are successful.

Identification of individual animals through stripe and spot patterns adds to the understanding of movement patterns and breeding.

Education & Outreach

WildCats funds projects that are educating the younger generations which sparks an interest in nature,

ecology, biology and conservation related issues. This influences positive attitude change and encourages in-situ support for tigers and Amur leopards.

WildCats also fund outreach activities that use cultural and religious values to influence behaviour change.

Conservation work in Pictures

1. In Indonesia, Linkgar Inisiatif uses religious values to educate rural village communities that killing endangered animals is against Islam and authority of the Muslim Council of Indonesia.
2. Phoenix Fund carry out education & outreach activities in Russia, including training teachers in environmental outreach. Here, young people take part in an art competition.
3. A Bengal tiger seen on remote camera trap in Parsa National Park, Nepal, in 2021 is one of 18 using this landscape. Conservation in this area includes habitat restoration to increase prey numbers.
4. WCS Russia install cameras in Land of the Leopard National Park, Russia, home to Amur leopards and tigers to assess the population status.

1



©Lingkar Inisiatif. Talk: endangered species and religious values.

2



© Phoenix Fund - Amur leopards by Anastasia Linnik aged 13

3



© ZSL. Bengal tiger 2021, Parsa National Park, Nepal.

4



© WCS Russia. Installing a camera trap for Amur leopard & tiger monitoring.

The tiger has
earned its
stripes.
Can you earn
yours?

Help raise
essential funds
for protection
of big cats in
their natural
habitats.

FUNDRAISING DURING THE COVID-19 PANDEMIC

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 encroachment of people into wild spaces and unsustainable exploitation. Fewer than 5,000 tigers and 100 Amur leopards are now left in the wild, existing in fragmented and increasingly isolated pockets of diminishing forest.

As apex predators, big cats have a crucial place in Asian landscapes and its biodiversity. Protecting the tiger and Amur leopard protects the balanced ecosystem across its range.

Coronavirus has changed lives around the world and rural economies in Asia are suffering. As governments redirect funds from protecting the environment, National Parks will suffer from under funding and over exploitation.

Together we need to stop the unsustainable exploitation of wildlife and wild places and invest in green infrastructure to protect the planet.

* Zoonotic, any disease or infection that is naturally transmissible from vertebrate animals to humans and back again.

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 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 safety or others', you can cancel and reschedule to another time.

Inspiration

Examples of events are all around to see. They include inspirational 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 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.



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.

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 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

The internet, especially social media 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. Tag WildCats social media, we'd love to hear about your event.

#yearofthetiger22 #tigerguardians

Say thank you

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



100% of your
donation
supports
conservation
projects!

HOW TO SEND YOUR DONATIONS

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. Email: wildcats@zsl.org

JustGiving

justgiving.com/fundraising/wildcats-conservation-alliance

WildCats Conservation Alliance; a wild tiger and Amur leopard conservation initiative between Dreamworld Wildlife Foundation (ACNC # 61150274463) and Zoological Society of London, (UK charity # 208728).



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

conservewildcats.org/donate

THANK YOU