

YOUR GUIDE TO FUNDRAISING FOR TIGERS & AMUR LEOPARDS

-conservewildcats.org-

WILDCATS
CONSERVATION
ALLIANCE



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

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 aim 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. Villagers in Nepal restore grasslands with the help of the National Park to support the tiger population and its prey base, reducing pressure on tigers having to leave the park as tiger numbers in the region increase. Thus reducing the opportunities for conflict.
3. Rangers in Khao Laem National Park, Thailand, on the border with Myanmar are developing skills in SMART patrol monitoring, collecting data to better inform the management of this protected area..
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.



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

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 Thailand, the local children learn about tiger conservation and the way to stay safe in the forest where they live.
2. Lingkar Inisiatif engage local children and their teachers on Global Tiger Day 2023 using story telling and learning through play.
3. A rare Sumatran tiger caught on camera trap in Kerinci Seblat National Park on the island of Sumatra.
4. Cameras in Hunchun Nature Reserve, China, home to Amur leopards and tigers are used to assess the population status.



© Freeland Children learn the importance of conservation in Thailand



© FFI Sumatran tiger 2022, Kerinci Seblat National Park, Indonesia



© Lingkar Inisiatif Children learn about tigers in Indonesia



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

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

Protect them -
Protect it all!

INSPIRATION

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

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

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.

Evidence has shown that where there is effective, science-based conservation, government support and adequate investment, wildlife and ecosystems can thrive. Together we can help fund these first rate conservation activities.

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.

Fundraising is a very personal way to support our vital conservation projects, whether you're taking part in your first marathon, hosting a bake sale or even something as straightforward as forgoing birthday presents in favour of donations – we are so grateful for your support.

Examples of events are all around to see. They include inspirational walking and running challenges, cycling on static bicycles, themed parties or art activities.

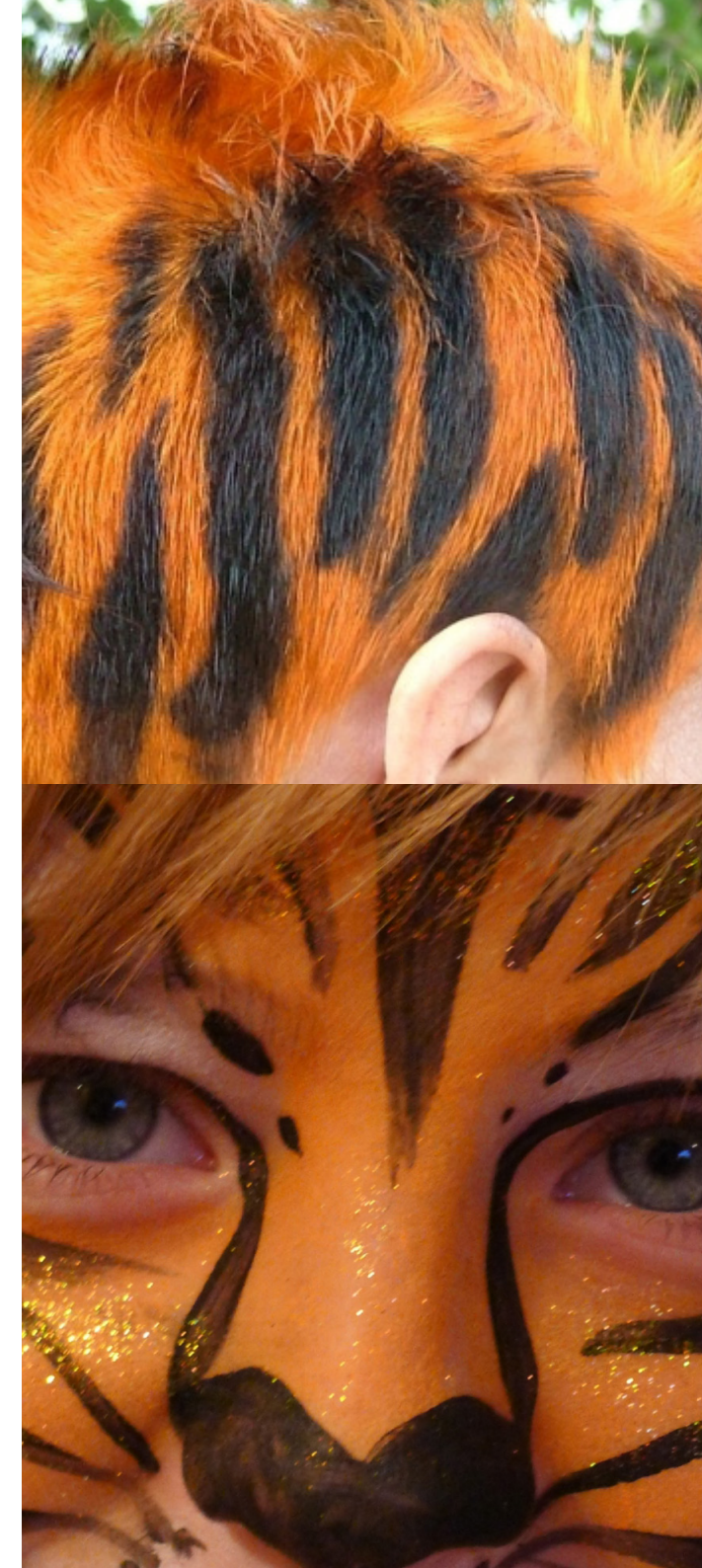
Some of our favourite ideas are:

- Host a quiz or games night.
- Give up something for 30 days.
- Dye your hair a crazy colour or even shave it all off!
- Encourage your children to hold an art competition.
- Challenge your work colleagues to a fun competition face-to-face or virtually.

- Hold a tea party or themed dinner party for your friends.
- Organise a bake-off competition with your friends and family.
- 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.
- Get your school or workplace to organise a tiger themed day with fun activities and everyone wearing tiggery colours.
- Set yourself a physical challenge - a parachute jump, a mountain to climb, an ocean to sail.

The options are endless!

Take a look at the organised challenges on the WildCats website: <https://conservewildcats.org/get-involved/challenge-events-tigers/>



ORGANISING YOUR EVENT

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.

Do your research

Don't forget, WildCats Conservation Alliance reminds fundraisers to keep up-to-date with local guidelines, laws and official advice on what you can, and cannot do in your area. You might need a license to hold an event in a public space.

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.

[#conservewildcats](#)

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.



Tiger Day Celebrations

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

Please make out paper cheques/ checks to ZSL/WildCats.

Bank Transfer

Contact us directly for bank account details in GBP, EURO and USD. Email: wildcats@zsl.org.

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