



# The Conservation Pledge | [theconservationpledge.org](http://theconservationpledge.org)



## Asking For Your Support

Dear Fellow Human Being,

In many areas, poachers have as much difficulty walking up to and killing endangered animals as we have walking up to a squirrel at the park. They are funded by black market organizations that know they will face almost no opposition, and they will continue to exploit these animals until there are none left.

That day is charging toward us. How often do rhino attacks occur? Every. Single. Day.

It is up to those of us with a vested interest in wildlife through our businesses and products to protect endangered species and ensure their survival. Together we can tip the scales to keep these animals safe, and the recognition for our efforts can boost business.

Poaching is one of the most preventable tragedies occurring in the world today. Donations and tourism provide less than 5% of what is needed to provide adequate security. It is up to us to provide the difference.

Please join us by making regular contributions with a percentage of your profits from products with animal likenesses or representations. Learn more about our partner conservation organizations and let's work together to identify the most effective use for your donations.

Thank you for caring.

Sincerely,

Jason Letts  
[info@theconservationpledge.org](mailto:info@theconservationpledge.org)







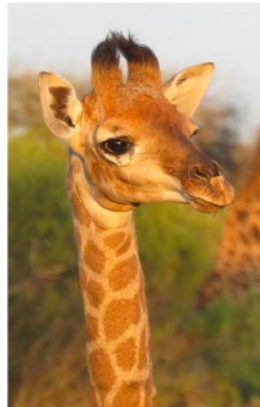
# Beneficiary Partner Organizations



## **Rhino Conservation Botswana**

Botswana

- \*Manages Conservation Efforts for over 500 Rhinos
- \*Suffering Devastating Fundraising Shortfalls Because of Coronavirus
- \*Facing Daily Attacks from Global Poaching Syndicates



## **Mankwe Wildlife Reserve**

South Africa

- \*Oversees Conservation for Hundreds of Rare Species
- \*Operating on Near-Zero Income
- \*Three Poaching Groups Operating Openly on Grounds



## **Big Life Foundation**

East Africa

- \*Manages 2,000 Elephants and 8 Eastern Black Rhinos
- \*Needs Funding for Community Ranger Program
- \*300 Maasai Rangers Fight Poaching and Empower Their Community







# How We Fight Poaching

## **Security Measures**

Having a physical presence to protect animals in far-flung areas is important. This involves access to transportation: helicopters and jeeps. In conjunction with local government wildlife services, this also involves weapons. Where we come in is to not just monitor these animals at all times but to begin monitoring entire areas for unauthorized trespassers so that they can be intercepted before harm is done.

## **Technological Advances**

Fitting transmitter devices to animals is the best way to keep track of them, but only a small percentage of these creatures have them. Beyond that, other monitors, cameras, and operations room infrastructure are necessary to give conservationists the information they need, but the expense is often prohibitive.

## **Community Outreach**

Creating economic opportunities for struggling local communities is one of the most effective methods of keeping endangered animals safe. With a sense of investment in the maintenance of their ecological diversity, native populations are a force multiplier when it comes to identifying and disrupting threats. From ranger jobs to children's educational opportunities to something as simple as sewing machines, the integrated relationship between communities and conservation organizations drives home the point that when these animals are threatened, everyone is threatened.







# How You Can Help

Joining The Conservation Pledge has great benefits—we'll help spur your sales by featuring your product to our established e-newsletter audience of over 100,000 subscribers.

That's right! Whether you've got animals in a book, game, show, or toy, doing the right thing and making regular donations will not just look good to your customers, it'll help introduce you to more customers. Plus you'll be featured on The Conservation Pledge website and be able to use a special logo on yours to signal you're part of a great cause.

Getting involved is easy. Visit our website, then download and sign our pledge or create your own. Let's identify which products in your catalog you'd like to include, what percentage of their profits you'd like to donate, and where we can put those funds to the best use.

Visit [www.TheConservationPledge.org](http://www.TheConservationPledge.org) to start making an incredible difference!

