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DONATIONS* can be
made by visiting
www.cafonline.org
and entering "African
Lion" under the charity
keyword search.

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CAF

ALERT SUPPORTERS PACK

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If you would like to support the program and do not find the information you need in this pack please email us at alert@africanencounter.org to discuss how we can help you to support us.

Our **monthly newsletter** is available to offer you the latest updates on the lion, conservation, research and community development programs that we are involved with. The newsletter will also offer new ways you can support the program. To receive your copy, simply email us at the same address given above.

In proud association with





1. Message from the Chief Operating Officer

Our program relies on the support of individuals and organizations in order to achieve our goals.

To those that have helped us in the past we give our grateful thanks. To those who are wishing to begin their support of our programs this pack will provide you with a number of means for you to do so. We will bring you more ideas to support our work soon

We currently have a host of new initiatives under way that need funding including;

- new release sites for stages two and three;
- new community programs such as a community sports and support complex;
- our conservation education plans are getting under way in Victoria Falls;
- we will soon launch our wild lion research programs and;
- we also launching our research study program allowing independent researchers the chance to join the program to conduct studies on our release protocols, which will greatly assist our regular reviews of how we do things.

For the latest news on existing and future programs, please request our latest newsletter at alert@africanencounter.org.

As a supporter you can either offer funds for the general use of the program, or if you prefer you can advise us that you wish to support a specific type of work, such as the ACT Community Development Programs, or even a specific project.

Kindest regards

David Youldon

ALERT Chief Operating Officer



2. What is ALERT?



The African Lion & Environmental Research Trust (ALERT) is a non-profit organization working with governments, wildlife authorities and private organizations to identify suitable release sites for African lions. ALERT will also provide infrastructure to those sites to facilitate the release and to protect local communities. It was founded in 2005 to support the work of the four stage African Encounter Lion Rehabilitation and Release into the Wild Program, founded in 1999 at Antelope Park in Gweru, Zimbabwe.

ALERT also carries out scientific research through the **Conservation Centre for Wild Africa (CCWA)**, either in its own right or in conjunction with external conservation organizations and educational institutions. CCWA engages in a diversity of research and conservation related programs, not just for lions but on a wide range of African wildlife to ensure that we can pass on balanced ecosystems to future generations. CCWA is already undertaking a number of research activities throughout Zimbabwe's National Park system.

In addition, the **ALERT Communities Trust (ACT)** is a means to give back to communities bordering conservation areas such that they receive tangible benefits for supporting those conservation programs. A primary element of this is our community education and awareness program to further understanding of the importance and relevance of sound conservation practices. Local communities are involved in eco-tourism ventures related to the conservation programs, and money generated by those programs goes back into development schemes, agreed as priorities with the local community, such as building schools or providing medical supplies.

3. How to make a Donation

The simplest form of making a donation is by **Direct Bank Transfer** to ALERT using the following banking details:

African Lion and Environmental Research Trust
Lloyds TSB Bank
32 Oxford Street,
London W1D 1AX

Account Number: 03482258
Sort Code: 30-98-71
BIC No: LOYDGB21006
IBAN No: GB10LOYD30987103482258



Credit & Debit card donations can be made by visiting **www.cafonline.org** and entering "African Lion" under the charity keyword search.

Alternatively, simply click on the CAF image below.



Why not open a CAF Charity Account? If you wish to donate regularly, the account is designed to make giving easy and tax efficient, and can be funded in three ways:

- ☐ Gift Aid
- ☐ Give As You Earn
- ☐ Stocks and Shares

Every time you use your Charity Account, CAF will reclaim the tax and add it to your account balance so every pound that you give is tax efficient.

In addition to your contribution **CAF donates £25 to us** whenever an ALERT supporter opens a charity account. Please visit their website at www.cafonline.org for details.



If you have a **PayPal** account log in, and under the 'Send Money' tab enter 'alert@africanencounter.org' in the 'To' field. When prompted to review your payment, please put 'Donation from...' and your name in the message field.





4. Sponsor a Lion

Have you ever thought about **sponsoring one of our lions or need the perfect and original gift for a friend or relative**? Maybe a cub that you walked with, or helped raise! Well, we are happy to now offer you that opportunity.

By sponsoring a lion you will help pay for its food, housing, veterinary bills, micro-chipping, radio collaring, permits, research and its release. You can sponsor an individual lion, or make a big saving for sponsoring multiple lions in a group or a litter, and can pay in either monthly or annual installments.

For your generous donation you will receive:

- A copy of the ALERT DVD
- A photo & biography of your lion by email
- The monthly ALERT newsletter by email
- Quarterly updates & photos by email for your lion
- A 5% discount off of any stage one Lion Walk
- A 5% discount off any African Impact program
- Priority booking to see the release of your lion.



For your chance to make a difference to these lions simply email alert@africanencounter.org with the following details, stating "Lion Sponsorship" in the subject line:

- Full name
- Confirm the email address you would prefer that we use to send you your invoice and updates
- Your mailing address so that we can send you your copy of the ALERT DVD
- Whether you would prefer to make monthly or annual payments
- Whether the sponsorship is for yourself or as a gift. If it is a gift we will also need the recipients mailing and email addresses.

Lion/s	Example	Cost Per Month
Single Lion	Acacia	£10.00
Two Lions	Echo & Etosha	£15.00
Three Lions	Acacia, Amghela & Chengeta	£17.50
Four Lions	Langa, Ltalo, Landela & Lokothula	£20.00
Five Lions	Lungile, Lina, Lisha, Lozi & Luangwa	£22.50

We would ask you to read and agree to the terms and conditions below before sponsoring a lion:

- There will be more than one person sponsoring each lion
- If you sponsor a litter or group, please note that lion groupings change and the litter or group may be split up and placed with other lions
- Sponsorship does not entitle the donor to any rights of ownership or decision making over the future of the sponsored lion
- ALERT reserves the right to use sponsorship money to go to the general use of ALERT to further the program, and not necessarily towards the specific lion being sponsored
- The sponsored lion may not be released if we select that lion to be kept back for breeding
- If your sponsored lion dies or has to be put down for some reason, then you will be offered the option to cancel your sponsorship or to select another lion. No refunds due on sponsorship paid.



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5. Join the Program as a Volountourist

Explore...Inspire...Impact

You can join our lion, research, conservation and community programs as a self-funded voluntourist for anything from one to three months. As a voluntourist your input is invaluable, not only in terms of the funding provided but also the time you spend working on the project furthers our work greatly, whilst giving you experiences that will stay with you forever.

The voluntourism projects are operated for ALERT by our sister organization, African Impact. To find out more about the full list of opportunities available, please visit www.africanimpact.com. Below are just a few of the programs that are currently available.



ALERT Lion Rehabilitation and Release into the Wild Program

Work with lions at Antelope Park or Victoria Falls in Zimbabwe. You will take the lions for their daily walks, care for the younger cubs and get involved in our research programs. And for those who chose Antelope Park, you will visit Dollar Block to assist in the research on our first ever stage two release pride.

Your project managers will provide you with all the training in lion handling skills you will need, as well as a general induction program that will introduce you to the rich fauna, flora and culture of Zimbabwe.

CCWA Research & Conservation Projects

If you want to get up close and personal with the wild animals of Africa, then one of our conservation projects is for you.

Voluntourists take part in various research programs such as elephant monitoring, game counts or small carnivore censuses, with all the assistance you will need from our experienced guides. You will also be involved in maintaining the National Parks, taking part in activities such as alien plant removal, road repair, snare sweeps and creating tourist maps for the conservation areas.



ACT Community Development Projects

In advance of the development of the ALERT lion program, we have begun a broad range of community development programs in Livingstone, Zambia. Voluntourists take part in schemes including teaching in local schools, leading literacy clubs, HIV-education classes and provide medical assistance in clinics or with the Home Based Care Group. You can also assist in school and clinic improvement programs or sports coaching.

In addition, our programs in Victoria Falls, Antelope Park and Hwange all contain community development programs that voluntourists can take part in, with further projects under development in these and other areas.

6. Merchandising



Do you want the world to know that you have walked with lions, or that you are proud to support a pioneering conservation program? Well now you can by shopping for **ALERT merchandise**. Or why not help spread the word by purchasing a gift for someone else?

There are a wide variety of products available, such as T-shirts, caps, calendars and mugs – even baby-grows for your own little cubs.

We can also provide tailor-made items, so if you have a photograph of yourself with your favourite lion during your time at Antelope Park or Victoria Falls then we can stick your mug on a mug!

Please go to www.cafepress.com/lionalert to view the complete range.





7. Support us on the Web

Can't wait for the next newsletter? Then don't forget that you can join us on **Facebook** at www.facebook.com and join the group "African Lion & Environmental Research Trust".



Updates being posted all the time as they happen!

ALERT is also available on the conservation community forum www.safaritalk.net; an internet initiative promoting wildlife conservation, environmental issues, and community and social initiatives in Africa. It is a unique project offering quality exclusive content, not driven by commercial concerns or interests. It is about volunteers getting together from around the world trying to achieve something positive, making the internet work.

www.safaritalk.net is a not-for-gain volunteer administered website, with the primary aim to build a concerned community of ethical travellers and community focused or conservation based organizations and encourage responsible tourism in which all interested parties can interact - including travellers, conservationists, community workers, volunteers, donors, tour operators, safari guides, lodge owners and local people. It is Safaritalk's hope that balanced, informed discussion can take place in which everyone's views are respected and listened to.



8. Contribute to the program through eBay

ALERT has linked up with **MissionFish**, the charity arm of the web market-place phenomenon **eBay**. **When posting an item for sale on eBay, you have the option of donating a percentage of the sale to a charity.** Simply search for African Lion & Environmental Research Trust in the field and the rest is automatic with **MissionFish** making all the necessary transactions for you to ensure the Trust receives the percentage you choose.





9. SPECIAL APPEAL: Shumba Famba

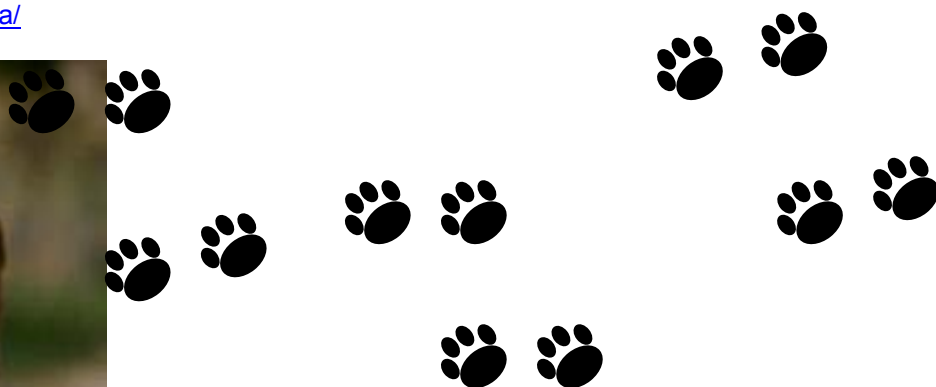
We are hoping that with enough interest we can convince a major ice cream manufacturer to support our program by distributing **Shumba Famba ice cream**.

The name Shumba Famba means "lion walk" in the Shona language, local to our program's base in Zimbabwe.

We propose that the ice cream could be toffee flavoured to match a lion's fur colour and contain chocolate lion paws. Any funds generated from this promotion will go directly to creating suitable release sites for lions as well as funding important research and community development schemes.

If you would like to help us make this dream a reality, then please click on the following link and sign our petition:

<http://www.ipetitions.com/petition/shumbafamba/>



* Note: All donations given to ALERT may be used for any of the projects of ALERT, CCWA and ACT at the discretion of the trustees based on their assessment of the various priorities of those projects at the time the donation is received. Any donor wishing for their donation to be used by a specific division of ALERT, CCWA or ACT, or for a specific project undertaken by any of those divisions should write to alert@africanencounter.org specifying the intended division or project for that donation. Should restricted donations be for projects that are fully funded at the time of the donation, ALERT will contact the donor, where practicable to do so, offering alternative projects for the donation to go towards or offer a refund of that donation.