

courage fortitude majesty power
royalty dignity wisdom authority
dominion strength valour wisdom
ferocity honour leadership loyalty

courage **Where is your** fortitude

majesty leadership royalty dignity

wisdom authority **PRIDE?** valour

dominion strength wisdom ferocity

honour leadership loyalty courage

fortitude majesty power royalty

dignity wisdom authority dominion

strength valour wisdom leadership

courage fortitude majesty power

royalty dignity wisdom authority

dominion strength valour wisdom

ferocity honour leadership loyalty

courage fortitude majesty power
royalty dignity wisdom authority



For millennia the lion has been a potent symbol for thousands of cultures throughout the world; a symbol of courage, of authority and of wisdom.

But this, the most iconic creature that has ever lived on our planet is in danger of losing its place as the King of Beasts.

As recently as 1975, over 200,000 lions may have roamed the African continent. In 2002 estimates put the population between 23,000 and 39,000, representing an 80 – 90% decline in less than 30 years.

More recent reports from across the African continent suggest that not only are lion populations continuing to decline but they are doing so at an even faster rate.

*With our collective pride there is still time to save the lion, to ensure the future of “the fiercest and most magnanimous of the four footed beasts” (Samuel Johnson’s Dictionary of the English Language, 1755). **And so we ask...Where is YOUR Pride?***

Introducing...

The **African Lion & Environmental Research Trust** is working to stem the decline in lion populations; to restore lion habitat and return the African lion to its rightful place.

Working with all sectors of society throughout Africa we aim to promote the development of sustainable lion conservation management plans; to foster partnerships with stakeholders to collaboratively develop and implement African solutions to African challenges, and to promote community action by raising awareness, motivating and empowering people to protect and restore their environment.

Holistic Approach

The environment is shaped not just by geography and bio-physical factors, but also by socio-economic, legal and political ones. ALERT takes a holistic approach to lion conservation recognizing that its actions must address all these factors if its programs are to succeed.

Building Partnerships

To achieve its goals ALERT seeks to develop cooperative partnerships to: reflect the strength of unions; to provide a forum to generate innovative conservation solutions in tandem with responsible development programs, to leverage funding and develop a culture of sharing of expertise between partners to meet the most pressing conservation and development needs across the continent.

Ambassador for Africa

The African lion is an iconic symbol; a powerful image that can draw attention not just to this keystone species, but can also raise awareness of the challenges facing lesser appreciated species, its environment and the surrounding communities.

The African lion - an ambassador for all of Africa's wildlife and its people.

“There is probably no other species whose distribution range has shrunk over historical times to the extent shown by the lion.”

Smithers 1983





Our approach...

In most cases the challenges facing the continent's wildlife and its people are too great, too complex, and require too many resources, for any one organization to address.

We believe that the challenges facing Africa can best be met by uniting community and conservation leaders with policy makers, researchers and business leaders in order to make the best decisions for Africa's people, its environment and its wildlife. Such a union will ensure that both present and future generations are able to enjoy the benefits of Africa's environment integrating its protection with economic and social development; responsible development.

By acting collectively the stakeholders of Africa can combine expertise, knowledge and funding to generate real, long-lasting, cost efficient and responsible solutions that are reflected in national policy all the way through the structure of society to the actions of the individual.

Local solutions...

Too often conservation efforts have been implemented using a broad brush approach. That approach may have been relevant locally, but challenges that appear similar elsewhere can be fundamentally different and require an adapted response. ALERT promotes the implementation of locally conceived solutions that benefit from African best practice.

Relevant solutions...

Unless conservation solutions are relevant to the needs and aspirations of local communities they will have little reason to support them and they will ultimately falter. Programs are normally donor driven and research often only meets the requirements of a PhD thesis. ALERT promotes community involvement in all aspects of conservation from design and implementation to evaluation – an element often given little heed.

Long term solutions...

ALERT seeks to promote the appreciation of the need for long term solutions in a short-term world.

Epitomising the bravery, leadership and fortitude as exemplified in the symbolism of the lion, ALERT is proud to present our patron...**Sir Ranulph Fiennes.**

"I am extremely proud to represent ALERT, not just because of its forward thinking work to help save the African lion, but because they are looking at the wider issues in conservation on the African continent; looking at the whole eco-system within which the lion lives; trying to find ways to develop management plans that will work in the long term and involving and empowering local communities every step of the way.

I am also refreshed by ALERT's willingness to work alongside other organizations in partnership, to share ideas and draw different people together to try and find the best solutions to face Africa's challenges"





Dr Pieter Kat...

...has been involved in diverse scientific fields for the past 25 years. With degrees in marine biology, ecology, and evolution from three highly regarded universities in the USA, he spent 10 years in Kenya establishing biological research programs at the National Museums. His work there included documentation of biodiversity in the African Great Lakes, genetic diversity among bovid populations in Uganda, Kenya and Tanzania, research on predators in the Masai Mara and research on a variety of diseases likely to affect predators.

He then spent two years at the University of California, Davis School of Veterinary Medicine and at the Center of Disease Control, Atlanta, Georgia, working on rabies virus genetics, African horse sickness and bluetongue virus among carnivores.

He was invited by the Government of Botswana to independently study lion populations for 10 years and make recommendations on their conservation and viability. He is an author of over 60 scientific papers on such diverse subjects as taxonomy, ecology, genetics, reproduction and paleontology.

“There is no doubt that a very significant decline in lion populations has occurred over the past 20 years, and that the decline is continuing today.

It is up to us to come up with positive solutions to reverse the loss of lions. I believe we can do this by promoting directed research on disease threats and wild lion reproduction. Contrary to popular belief, some of the most basic aspects of lion biology are not even partially understood. In addition, we can begin programs of lion reintroduction in a wide variety of depopulated areas. Such programs will not only be immediately positive, but will also place lions squarely in the category of animals like rhinos whose plight seems to be better appreciated by the international conservation community.

This is why I am appreciative and excited to be involved by the initiatives taken by ALERT. Through years of self-funded and determined effort, they have developed a program of re-introduction that has a very good chance of success. Predators of any description are notoriously difficult to reintroduce, but now we have at least a workable plan.

As I said, the future of African lions is in African hands. Let us salute those who have been steadfast to ensure this future, and recognize that any action is better than the currently looming extinction of an African icon if we do nothing.”

Take a walk with us in **LION COUNTRY...**



Now a Major TV Series...

*During the latter months of 2009 ALERT and the African Lion Rehabilitation & Release into the Wild Program was filmed by the UK's Anglia TV for a six part series highlighting our work. The first episode, in the primetime 7.30pm slot, was aired on the UK's ITV1 channel on Wednesday 6th January 2010, receiving **4.8 million viewers**.*

*We expect the series to receive a **worldwide broadcast** later in 2010, as well as a longer **second series** to be filmed during the year for broadcast in 2011.*

Media attention grows

ALERT has already featured in a vast array of media and received requests from many others drawing much needed awareness to the challenges facing the African lion and to our work in ensuring the survival of this iconic species.

*Anglia TV for the ITV Network
Animal's Voice Magazine
BBC News Magazine
British Airways Highlife Magazine
British Broadcasting Corporation (BBC)
Bump TV
Daily Mail (UK)
EBS (S. Korea)
Epoch Times
Godunnit Promotions for National Geographic
Image Magazines
The Independent Newspaper (UK)
readersvoice.com
Real Travel Magazine
Selamta (Ethiopian Airlines)
Sky Host (Air Zimbabwe)
Skyways (Airlink)
Travel Africa Magazine
Travel Digest
wildlifeextra.com*



Join our pride...

Increasingly organizations, businesses and individuals are coming to understand that the world's most iconic animal is under threat; that it's future is far from guaranteed. ALERT invites you to **join our pride** of partners and supporters who have helped us in trying to save the **King of the Beasts...**

Activity International
Africa Centre for Holistic Management
African Impact
African Encounter
Air Post Production
Amanzi Travel
Animals on the Edge
Antelope Park
AWARE
Between the Eyes
Breathe Post Producton
BSkyB Executive Fund
Bubble & Squeak
Colleen Chisolm
Don Percival
Ellyn Busten
Environment Africa
European Captioning Institute
Fivefootsix
Guy Hammond
Gweru Centre for Abused Children
Happy Africa Foundation
IDEXX Laboratories Inc
Imire Black Rhino Breeding Centre
Ingonyama Dance Troupe
Jana Bakurnina
Dr. Jean Dubach
Kobold Watch Company
Lincoln Lions of Lincoln Elem. School, Redondo Beach, CA
Lion Aid
Lion Encounter (Zambia)

Lion Encounter (Zimbabwe)
Living Rainforest
Lucy Bickerton
Midland Children's Home
Nninukot
The Pavement
Pepper Post
Psycho Monkey
Paul Bussell
Ralph Fiennes
Real Gap
Royal Geographical Society
Sabine Diederichs
Safari par Excellence
Sarah Brown
Savannah Cheetah Foundation
Strong Room Studios
Suzanne Bell
Tashinga Initiative
Travellers Worldwide
Travelworks
Victoria Falls Anti-Poaching Unit
Victoria Falls Home Based Care Group
Volunteer Adventures
Xplore
Zambia Wildlife Authority (ZAWA)
Zambian Department of Forestry
Zimbabwe Ministry of Tourism and the Environment
Zimbabwe Parks & Wildlife Management Authority
Zambezi Memories

Introducing the ALERT

Corporate Pride Program...

As a registered charity in the United Kingdom and in Zambia, ALERT relies on the generosity of individuals and organizations to carry out its work. ALERT welcomes support from the corporate sector - via membership, staff volunteering and secondments, sponsorship, licensed and affinity products, and gifts in kind, to name but a few ways.

What corporate pride membership can do for you! *Becoming a corporate pride member of ALERT is a clear demonstration of your commitment to environmental sustainability. You will be supporting conservation projects that benefit wildlife and improve people's lives.*

Being a member can help improve donors' corporate image among all stakeholders and improve staff morale.

*Opportunities to reach your target markets are greatly enhanced by the **worldwide media attention** created by our programs.*

*As a corporate pride member not only can you **strengthen your corporate responsibility program** but both your organization, customers and staff have access to **a range of unique benefits** to engage in wildlife conservation and community development.*



Benefits...

As a Corporate Pride Member we offer a range of unique benefits dependent on your chosen level of annual support. Customized benefits packages can be agreed upon between ALERT and any Corporate Pride Member with additional incentives for higher sponsorship levels than listed below.

Corporate Member	Corporate Patron	Corporate Benefactor	
£1,000	£10,000	£100,000	Minimum annual sponsorship level (exclusive of VAT)
Yes	Yes	Yes	Joint press release to announce our partnership *
Yes	Yes	Yes	Recognition in the ALERT project information packs as an official partner organization
Yes	Yes	Yes	The facility to 'advertise' your Corporate Pride *
Yes	Yes	Yes	A hotlink from the ALERT website to drive visitors to your site *
	Yes	Yes	An opportunity to provide a testimonial on our website to tell our visitors you support us *
		Yes	Recognition in the ALERT Annual Review that details ALERT's achievements
		Yes	An opportunity to add your logo to ALERT uniforms, vehicles & project signage */**
Yes	Yes	Yes	A welcome pack introducing your Corporate Pride benefits in detail
Yes	Yes	Yes	An information pack giving you details of the program; our aims & progress to date
Yes	Yes	Yes	A copy of the ALERT Annual Review that details ALERT's achievements
Yes	Yes	Yes	A copy of <i>Panthera leo: a species account</i>
Yes	Yes	Yes	A free monthly e-newsletter to share with your team that will keep you up to speed with our priority project work
Yes	Yes	Yes	A copy of our Join Our Pride brochure to encourage your team to join us as members on an individual basis with a special 10% discount
Yes	Yes	Yes	Opportunity to sponsor a lion or litter through the program, and get the chance to name a lion **
Yes	Yes	Yes	Opportunity to host an event or corporate incentive at an ALERT project **
Yes	Yes	Yes	Discounted location shoots at ALERT projects **
	Yes	Yes	Discounted Invitations to attend and entertain customers and colleagues at ALERT events and projects **
	Yes	Yes	Discounted voluntourist placements at any of our project sites in Africa. These placements could be offered as staff reward / incentives **
		Yes	A copy of the stunning ALERT calendar
		Yes	An opportunity to have a talk by an ALERT representative at a company gathering. These are uplifting, inspirational and can align your purpose of membership **
		Yes	An exclusive 'behind the scenes' trip for senior staff. This will give an opportunity for a small group to see some of our ground-breaking conservation work **

* Conditions apply

** At additional cost to the membership fees



Affinity and Cause Related Marketing...

ALERT is seeking to work with a small number of corporate partners on initiatives which benefit both parties.

The ideal partnership contains the following elements:

- A combination of two synergistic brands
- A product or service that offers excellent value to our members and supporters
- A product or service that enhances ALERT's charitable objects
- A product or service which is easy to promote
- Generation of significant funds towards ALERT's conservation work
- Shared 'values' and objectives between the partners
- We prefer to concentrate on a small number of long-term, sustainable partnerships.

An example of a possible partnership is the production and distribution of **Shumba Famba Ice Cream**



We are hoping that 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.





Give as you Earn...

The money you and your staff earn in just a few minutes at work or during your lunch break can really help our conservation and community development efforts. This program is available to all UK employees being paid through the PAYE system.

What is Payroll Giving?

It's an easy way for your employees to support ALERT's vital work. When they are paid, your payroll department deducts their donation and it is passed automatically to ALERT. Your employees just need to decide how much you want to give. The donation is tax-free so if they pledge £5 a month they only pay £3.90 – the tax man pays the rest.

What are the benefits for your company?

Payroll Giving is quick and easy to set-up and administer. It is an ideal way for you to show commitment to the causes that your employees care about. It provides a further staff benefit and creates a common sense of purpose in them. By encouraging your employees to give, you create sustainable income for ALERT and other worthwhile charities. Your organisation can also qualify for a Payroll Giving Quality Mark to demonstrate your commitment to charitable support.

What will this mean for my payroll staff?

All modern payroll systems can facilitate Payroll Giving, usually as a simple tick box option. Your payroll staff will deduct the amount, as any other pre-tax deduction and forward it on to your Payroll Giving Agency who will distribute the monies to the chosen charities.

There are no tax forms for them to complete and record keeping is straightforward. Your selected Payroll Giving Agency will guide you through the process to ensure that your scheme runs smoothly from the start.

How do I sign up?

If you are not already offering Payroll Giving we suggest you take a look at the following link; <http://www.hmrc.gov.uk/payrollgiving/employers/questions.htm> for details of how to set up a Give as You Earn program at your workplace.

Your staff can either go to www.cafonline.org/Default.aspx?page=7026 and print off the "Give as You Earn Direct Donation Form" or email us at info@lionalert.org and we will send one out.

Your employees will hand the completed form to your Payroll Department and then they can relax, knowing that while they are at work, their money is working hard too – making possible the full range of ALERT projects.

ALERT recommends www.cafonline.org as a Payroll Giving Agency



Gifts in Kind...

You may prefer to offer gifts in kind such as vehicles, research equipment or other such donations. ALERT welcomes gifts of this nature and would be happy to provide interested Corporate Pride members with a list of materials that are currently needed to advance our projects aims.

The benefits to sponsors who provide gifts in kind will be agreed with the Corporate Pride member based on the value of the gift.

Conserving a wild Africa through **responsible development** by **uniting**; corporate leaders, academics, policy makers, NGO's and the communities of Africa.

Responsible [ri-spon-suh-buhl] *adj: answerable or accountable, as for something within one's power, control, or management*

Development [di-vel-uhp-muhnt] *noun: the act or process of developing; growth; progress*



Decision making is not a trade off between economic development and environmental planning. This is a false choice. Decisions have to take into account both – conservation must be at the centre of our economies and our countries.

Social and economic development has got to be delivered in a way that is compatible with life support systems, ecosystems and natural services.

We must empower local communities to be involved in both the design and management of conservation policies; to allow the people themselves to be the protectors and benefactors of wildlife.



*The needs and desires of the varied African cultures are often different from those perceived by the Western world and only through **working with the people of Africa**, speaking to their aspirations and understanding their priorities, can true community involvement in conservation be achieved.*

Implementing African solutions to African challenges; making conservation relevant to the lives of the African people.

For more information...

For details of current programs that need your support please click on the appropriate logo:



For our latest newsletter with the latest project updates visit <http://lionalert.org/pages/news.html>

Contact us at:

African Lion & Environmental Research Trust (Head Office)
Melrose Farm
1134 Nakatindi Road
PO Box 60701
Livingstone
Zambia

E: pride@lionalert.org

W: www.lionalert.org

Registered Offices

African Lion & Environmental Research Trust (UK)
39 St. James's Place
London
SW1A 1NS
United Kingdom

UK Charity Commission Number 1120572

African Lion & Environmental Research Trust (Zimbabwe)
11 Phillip's Avenue
Belgravia
Harare
Zimbabwe

African Lion & Environmental Research Trust (Zambia)
7th Floor, Godfrey House
Kabelenga / Longolongo Roads
P.O. Box 33066
Lusaka
Zambia

Zambia Charity Registration Number ORS/102/35/3583