

KIDS

LOVE

WILDLIFE



A CLASSROOM & ONLINE EDUCATIONAL
PROGRAMME FOR CHILDREN AGED 3 - 12
IN CATALUNYA & ANDORRA

First, meet our hero...

TILOU



-Layla-

more about him later!

THE KIDS LOVE WILDLIFE PROJECT

Crowdfunding

SEPTEMBER 11 - 29 2017

RAISE \$5,000 (£4,000)

Programme creation and trials

OCTOBER - NOVEMBER 2017

1 STORY TELLING AND 1 WORKSHOP CONCEPT

TRAINING SESSIONS FOR 6 STAFF MEMBERS

3 TRIAL EVENTS WITH 20+ CHILDREN

Launch

JANUARY 2018

LAUNCH PROGRAMME IN BARCELONA AND GIRONA PROVINCES

WHO BENEFITS FROM KIDS LOVE WILDLIFE?

1

1,500 CHILDREN
AGED BETWEEN
3 - 12 YEARS OLD IN
YEAR 1 (2018)

2

2,000 IBERIAN
WOLVES WHO ARE
THE MAIN
CHARACTERS IN
OUR PROGRAMME

3

1 PLANET IN DIRE
NEED OF LOVE
FROM FUTURE
GENERATIONS

KIDS LOVE WILDLIFE MATERIALS

Beautifully illustrated books and goodies



WE ARE DELIGHTED TO BE JOINED BY LAYLA BENABID. AN AWARD WINNING CHILDREN'S AUTHOR AND ILLUSTRATOR, BASED IN FRANCE.

LAYLA'S WORK FOCUSSES ON ANIMALS AND CONSERVATION. WE COULD NOT IMAGINE A BETTER PARTNER!

NOW WE NEED YOUR HELP TO RAISE THE FUNDS TO BRING THE "KIDS LOVE WILDLIFE" PROGRAMME TO LIFE.

Here comes our hero again.

This time to explain what our activities for children will look like.

TILOU



KIDS LOVE WILDLIFE ACTIVITIES

Tilou, the wolf who wants to be vegetarian

FORMAT: STORY TELLING AND WORKSHOP FOR CHILDREN AGED 3 - 8

TILOU IS A YOUNG WOLF WHO LIVES IN THE MOUNTAINS. HE WANTS TO MAKE FRIENDS WITH PEOPLE OF THE VILLAGES BETWEEN WHICH HE LIVES, AND, WHAT BETTER WAY THAN TO BECOME VEGETARIAN!

BUT, TILOU DOES NOT YET KNOW THAT ALL ANIMALS HAVE THEIR OWN PLACE IN THE ECOSYSTEM AND IF WOLVES BECAME COMPLETELY VEGETARIAN, EVERYTHING AROUND THEM WOULD DISAPPEAR!

THANKS TO LESSONS FROM HIS FRIENDS, TILOU LEARNS ABOUT THE IMPORTANCE OF HIS ROLE IN THE MOUNTAINS HE LOVES SO MUCH.

KIDS LOVE WILDLIFE ACTIVITIES

Tilou, the wolf who wants to be vegetarian

THROUGH THE CHARACTER OF TILOU WE ENGAGE THE CHILDREN'S INTEREST IN THE NATURAL ENVIRONMENT. THE ACTIVITY HELPS CHILDREN UNDERSTAND THE LIFE AND CUSTOMS OF THIS MISUNDERSTOOD PREDATOR, HIS COEXISTENCE WITH OTHER WILD ANIMALS AND, IN TURN, THEIR RELIANCE ON PLANTS AROUND THEM.

THE ACTIVITY ALLOWS CHILDREN TO REFLECT ON THE IMPORTANCE OF WILD ANIMALS AND THE HUMAN RELATIONSHIP WITH THEM.

THE RESULT IS A PROMOTION OF VALUES FOR WILDLIFE AND THE ENVIRONMENT, LEAVING CHILDREN WITH THE KNOWLEDGE THAT ANIMALS ARE OUR ALLIES, NOT OUR ENEMIES.

KIDS LOVE WILDLIFE ENGAGEMENT

WOLF HAS PARTNERED WITH 'UN SIMPLE PAS' (A SIMPLE STEP), A CATALAN ASSOCIATION SPECIALISING IN CONNECTING SCHOOLS AND COMMUNITY CENTRES WITH CAUSES JUST LIKE OURS.

UN SIMPLE PAS HELPS US CREATE ACTIVITIES AND MATERIALS THAT MATCH THE NEEDS OF SCHOOLS AND HELPS US REACH LITERALLY THOUSANDS OF CHILDREN AROUND CATALUNYA.

OUR PARTNERSHIP WITH UN SIMPLE PAS MEANS WE ALREADY HAVE INTEREST FROM SEVERAL SCHOOLS IN OUR PROGRAMME.



UN SIMPLE PAS
Experiències solidàries
i activitats amb retorn social

USE OF BUDGET

60%

DESIGN AND
DEVELOPMENT OF
MATERIALS FOR
CLASSROOMS AND
ONLINE

30%

TRAINING SESSIONS
AND WORKSHOPS
COSTS FOR OUR
TEAM - TRAVEL,
SUBSISTENCE

10%

PRINTING AND
DISTRIBUTION
COSTS OF
MATERIALS FOR
CHILDREN

KIDS LOVE WILDLIFE TEAM



Georgina



Layla



Sandra



Richard



Iñaki



Yulán



Patri



Olga



Our goal is to raise \$5,000 (£4,000) via the Global Giving platform to launch the Kids Love Wildlife project.

Reaching this target also means we become a full Global Giving Partner, able to raise future funding from their global community of patrons.

Thank you for your support!



ASOCIACIÓ WILDNESS OF LIFE

