

KIDS

LOVE

WILDLIFE



INSPIRE THE NEXT GENERATION TO
PROTECT OUR PLANET



THE NEXT GENERATION...

...IS GOING TO BE SEVERELY AFFECTED BY THE LOSS OF WILD ANIMALS AND HABITAT.

KIDS LOVE WILDLIFE IS AN EDUCATIONAL PROGRAMME THAT TEACHES CHILDREN ABOUT THE IMPORTANCE OF WILD ECOSYSTEMS.

BIODIVERSITY IS THE KEY TO HEALTHY ECOSYSTEMS. WE HAVE LEARNED THIS THE HARD WAY - JUST AT THE VERY BRINK OF EXTINCTION FOR WOLVES, AN ABSOLUTELY VITAL PART OF THE NATURAL FOOD CHAIN.

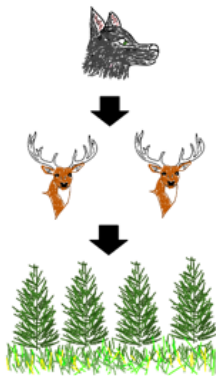
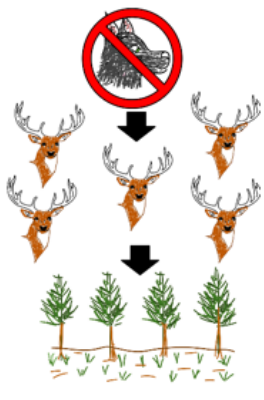
OUR LONG TERM GOAL IS TO ADDRESS THE MAIN ROOT CAUSE OF DISAPPEARING WILDLIFE AND HABITATS: HUMANS ACTIONS.

WHY SHOULD KIDS LOVE WILDLIFE?



IMPACT OF WOLVES ON ECOSYSTEMS (YELLOWSTONE NATIONAL PARK)

The reintroduction of wolves in the Yellowstone National Park also brought back a vast variety of other species



The **Deer** population is regulated by the **wolves**. Leftovers are eaten by **ravens, eagles and bears**.



Coyotes are regulated by **wolves** too. **Foxes & badgers** now find more prey.



Rivers and streams change their course once **beavers** return after many years of absence.



Trees and plants recover and **stabilise** soil along the river.



Smaller plants and animals like **songbirds** appear. Water is cleaner: pools and shelters for **fish** arise.



THE KIDS LOVE WILDLIFE PROJECT

Crowdfunding

NOVEMBER 28 - DECEMBER 31 2017

RAISE \$5,000 (£4,000)

Program creation and trials

JANUARY - MARCH 2018

1 STORY TELLING AND 1 WORKSHOP CONCEPT

TRAINING SESSIONS FOR 6 STAFF MEMBERS

3 TRIAL EVENTS WITH 20+ CHILDREN

Launch

MAY 2018

LAUNCH PROGRAMME IN ANDORRA AND CATALUNYA

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 - THE
MAIN HEROES IN
OUR PROGRAMME

3

1 PLANET IN NEED
OF CARE BY
FUTURE
GENERATIONS

KIDS LOVE WILDLIFE WORLD RENOWNED BACKING

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.

Meet Tilou, Layla's creation and the hero of our stories...

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 DISTRIBUTION

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 RUNNING 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



Patri



Diana



Layla



Sandra



Richard



Brad



Iñaki



Yulán



Georgina



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 "Global Giving Partner", able to raise future funding more easily from their global community of patrons.



Thank you for your support!



ASOCIACIÓ WILDNESS OF LIFE

