



LAUNCH PHASE FUNDING APPEAL

2024



PHOTO CREDIT: PANTHERA PHOTO SAFARIS

NOW Conservation is a Registered Non-Profit Organization based in South Africa.

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MESSAGE FROM OUR FOUNDERS

“We get to do what we are both most passionate about it, and call it work.”

NOW Conservation is dedicated to wildlife and community-driven conservation, aiming to protect endangered species and empower local communities for a sustainable future. They focus on innovative solutions to combat poaching and environmental degradation. Their holistic approach involves educating and providing sustainable livelihoods to communities living alongside wildlife. Support is crucial for their mission's success, enabling sustainable tourism and training programs. Together, they strive to ensure the survival of endangered species and community well-being.

*Sincerely,
Lauren and Marinus
Founders of NOW Conservation*



EXECUTIVE SUMMARY

NOW Conservation is a unique multi-faceted, full circle, non-profit organization dedicated to wildlife conservation, anti-poaching efforts, community engagement, and sustainable tourism.

Our mission is to protect endangered species, rehabilitate wildlife, and support local communities through training programs and employment opportunities. We operate primarily in the Greater Kruger area of Limpopo, South Africa, where we also offer unique safari experiences and pilot training programs to further support our conservation initiatives.



COMPANY OVERVIEW

The goal is to close the gap between planning and taking action against poaching. We aim to use crime intelligence to proactively prevent poaching before it occurs.

Founded by a dedicated team passionate about wildlife conservation, NOW Conservation integrates efforts across various sectors to create a holistic approach to preserving nature.

Our work spans from direct anti-poaching operations and wildlife rehabilitation to community engagement and sustainable tourism, with the goal of making a tangible impact on both wildlife populations and local livelihoods.



MISSION AND VISION

Mission

To safeguard endangered wildlife by integrating cutting edge conservation strategies with advanced crime intelligence. We aim to combat poaching through collaboration, innovation and empowering of local communities, ensuring the protection of ecosystems and the biodiversity they sustain for future generations.

Vision

A world where poaching is not a threat to wildlife, where humans and nature can exist in harmony, and ethical tourism flourishes with effective conservation strategies.



ORGANIZATIONAL STRUCTURE

The leadership team consists of founders and key stakeholders who oversee the following pillars, supported by specialized teams of conservationists, veterinarians, educators, tourism professionals and law enforcement.



Anti-Poaching Operations: Direct action to prevent illegal wildlife trade and poaching activities through state of the art crime intelligence.



Community Engagement: Educating and employing local communities to reduce human-wildlife conflict and promote conservation awareness.



Human Intervention Conservation & Wildlife rehabilitation: Rescuing, rehabilitating, and releasing native South African species, particularly the Temminck's Ground Pangolin.



Safari Tourism: Offering unique flying safaris alongside commercial eco-friendly safari experiences to fund conservation efforts.



Pilot Training: Providing international students with the opportunity to earn their pilot's license while contributing to conservation.



CONSERVATION AND ANTI-POACHING PILLARS



Anti-Poaching Operations

NOW Conservation's anti-poaching efforts focus on safeguarding endangered species through direct intervention and collaboration with local law enforcement. We utilize advanced technology, such as drone surveillance and GPS tracking, to monitor vulnerable areas and prevent illegal activities.

Human Intervention Conservation & Wildlife Rehabilitation

At the heart of our conservation efforts is the rehabilitation of animals like the Temminck's Ground Pangolin. These animals are often victims of illegal trade or human-wildlife conflict. With the help of dedicated staff and specialized care, we aim to release these animals back into the wild, contributing to the repopulation of endangered species.

Community Engagement

Training and empowering local neighborhood watch services is essential for sustainable conservation. These groups play a vital role in ensuring community safety and fostering collaboration. By providing local residents with proper training, they gain valuable skills in observation, communication, and conflict resolution, enabling them to effectively report suspicious activity and support law enforcement. Empowerment also fosters a sense of ownership and responsibility, encouraging community members to be proactive in protecting their environment and livelihoods.

Crime Intelligence

Crime Intelligence plays a crucial role in combating wildlife crime. By gathering and analyzing data on crime syndicate operations, poaching activities, and illegal trade routes, we can develop targeted strategies to prevent and disrupt poaching networks. This proactive approach not only enhances the efficiency of patrols and resource allocation but also increases the chances of apprehending those involved.



TOURISM AND PILOT TRAINING

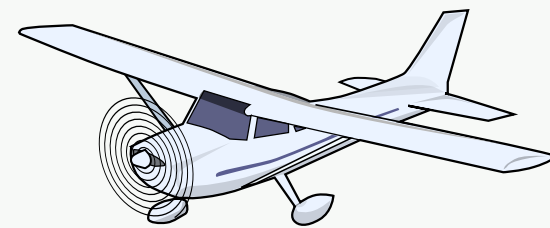
NOW Conservation has a vision to become self-sufficient through **tourism awareness programs, pilot training courses, flying safaris, and volunteer student initiatives** – allowing everyone to get involved. However, to reach this self-sufficient position, we need initial funding. We are appealing to funders to join us in our mission. With your support, we can help to protect vulnerable wildlife, preserve their habitats, and build a future where poaching is a thing of the past.

Safari Tourism

Our safari tourism initiative provides guests with immersive wildlife experiences while supporting conservation efforts. Proceeds from these eco-friendly safaris directly fund our conservation projects and create jobs for local communities.

Private Aircraft and Pilot Training

We offer international students the chance to obtain their pilot's license through a unique program that combines flight training with volunteer conservation work. This year-long program not only provides practical experience but also instills a deep understanding of environmental stewardship.



A WARNING FOR SENSITIVE VIEWERS

The following screens contains images of animals that have been injured as a result of poaching snares. These are the lucky ones, who survived and avoided being killed and butchered.

Rescued wildlife require urgent and expensive veterinary care and often specialised feeding formulas or intra-veinous drips formulated for species' specific needs.

THIS IS THE REASON WE NEED YOU.



SURVIVORS OF POACHING



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PARTNERSHIPS AND COLLABORATIONS

NOW Conservation collaborates with various local organizations, including wildlife veterinary services, wildlife rehabilitation centers, intelligence gathering centers, anti-poaching units and K9 tracking dog units. These partnerships allow us to pool resources and expertise to address the complex challenges facing wildlife conservation.



THE SOLUTION – HOW YOU CAN HELP

The primary focus is establishing long-term sustainability through the development of a pilot school and safari tourism operations.



These ventures are designed not only to provide a steady income stream to support our conservation projects but also to create job opportunities for individuals who are passionate about conservation work and seeking involvement with an organization that can deploy them. The success of these initiatives is crucial for enabling the long-term viability of our broader conservation efforts.

FUNDING PRIORITIES

- 1. Aircraft Acquisition:** Essential for launching the pilot school and offering self-fly safari experiences. These activities will serve as key income generators.
- 2. Vehicles and Equipment:** Necessary for transporting guests and students to lessons and safari activities, ensuring smooth and efficient operations.
- 3. Cash Flow:** Required for covering operational costs such as salaries, rental space, student accommodation, fuel, and other running expenses.

Once these core components are in place, the income generated will be reinvested into supporting our collaborative projects with other local NGOs, including their specific wishlists. This phased approach ensures that NOW Conservation remains self-sustaining and can continue to make a meaningful impact in the long term. By securing funding for these foundational elements, we can build a sustainable model that not only achieves immediate conservation goals but also supports ongoing efforts to protect wildlife, empower communities, and promote ethical tourism.



CONCLUSION AND CALL TO ACTION

Join us in making a difference. Together, we can ensure a safe future where wildlife and communities thrive in harmony.

NOW Conservation is committed to making a lasting impact on wildlife conservation and community development in South Africa.

However, we cannot do this alone. We need the support of donors, funders, and partners to continue our vital work.

Your contributions will directly support the protection and rehabilitation of all species, the empowerment of local communities, and the promotion of sustainable tourism.





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