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We need to act now, tomorrow is too late.

According to the latest researches, globally, **52% of wildlife has been lost in the past 40 years**. In Africa as well, the variety and abundance of wildlife is shrinking fast as human population grows and encroaches on the once wild and pristine landscapes. While illegal hunting (known as “poaching”) still runs rampant despite government crackdowns, the spread of logging and agriculture contributes even more to the decline of many species of large mammals. In addition, many wildlife mammals are left orphaned with bleak chances of rehabilitation.

Earth is most likely experiencing its sixth mass extinction. It has been through five such catastrophes before, but this is the first one in human history — and the first one with human fingerprints.

Extinction of Species

- Every 20 minutes, the world adds another 3,500 human lives but loses one or more entire species of animal or plant life - at least 27,000 species per year. (Source: PBS)
- At the present rates of extinction, as many as 20% of the world's 7-15 million species could be gone in the next 30 years. This rate of extinction has been unprecedented since the disappearance of dinosaurs 65 million years ago (Source: WWF).

Habitat Destruction

- Human population reached 1 billion by 1800 and over 6 billion by 2000. Conservative estimates predict that our population will reach 9 billion people by 2050.
- The hourly destruction of an estimated 240 acres of natural habitat is directly attributable to the growth in human populations.
- 80% of the decline in biological diversity is caused by habitat destruction.

Plight of Rhinos

- Of the dozens of species of rhino that once roamed the earth, only 5 now exist.
- Where there were once over 100,000 black rhinos on the plains of Africa, there are now only 2,707 on the entire continent.
- The staggering decimation of the rhino population is due to poaching, to satisfy the demand for the horn for use in Eastern traditional medicines and as dagger handles.

- Prices up to US\$40,000 a kilo have been recorded for the much prized rhino horn - more than 5 times the price of gold.

The African Elephant (Source: CITES)

- 5 -10 million African elephants existed in 1930. Less than 1% of that number (approximately 600,000) remained when they were added to the international list of the most endangered species in 1989.
- Demand for ivory combined with loss of habitat from human settlement led to these huge declines in population.

African Wild Dog

- Listed as one of the worlds most endangered canids, and the most endangered predator in Africa, there are now only between 4,000-5,000 African wild dogs in the wild.
- A century ago, African wild dog packs numbering a hundred or more animals could be seen roaming the Serengeti Plains. Today, pack size averages about 10, and the total population on the Serengeti is probably less than 60 dogs.
- Due to their large home ranges, African wild dogs are particularly vulnerable to habitat destruction.
- They are widely regarded as pests, and poisoned, shot, trapped and snared in many areas.
- Their most serious threat, though, is introduced diseases. Burgeoning human populations have brought the African wild dogs into frequent contact with domestic dogs, many of which carry canine distemper and rabies.

The African Lion

- The African lions' numbers are diminishing rapidly due to habitat destruction, persecution by livestock farmers outside of protected areas, and human greed. 10,000-15,000 free-roaming African lions remain, down from 50,000 a decade ago.
- The willingness of Asians and Westerners to pay handsomely for lion head trophies combined with the urgent need for revenue among African locals means that these great predators are increasingly hunted for sport.
- Trophy hunting not only depletes the population of the African lion, but threatens its gene pool as well. Killing the dominant male of a pride (normally the target of a trophy hunt) sets off a chain of instinctive behavior in which the subsequent dominant male kills all the young of the previous male (6-8 estimated deaths result from each male shot).

Cheetahs

- In 1900 there were about 100,000 cheetah worldwide - present estimates place their number at 10,000 -15,000 with about one tenth of those living in captivity.
- Throughout recorded history a cheetah pelt was a badge of wealth for its human owner. The animal was killed for its skin by some and captured for its hunting skills by others. More recently, increasing human populations have squeezed cheetahs and their prey from their natural habitats.

Mountain Gorillas

There are examples of rare wildlife thriving near dense human populations, however. Fewer than **1,000** mountain gorillas are left on Earth, squeezed into islands of forest that are "surrounded by a rising tide of humanity," as the WWF puts it. Yet thanks to conservation efforts that engage local residents and promote eco-tourism, mountain gorilla populations have increased by nearly **30%** in recent years. Gorilla tourism fuels a **\$200 million** industry in Rwanda, for example, where communities near national parks share **5%** of the money generated by park permits.

Orangutans and other species lose habitat to palm oil plantations

Palm oil plantations in the tropical regions of Africa, Latin America, and Asia have led the large scale destruction of important habitat for many species. The largest growth of palm oil plantations has been in Malaysia and Indonesia where large tracts of rainforest are cleared to grow palm oil crops. Orangutans, tigers, elephants, rhinos, and many other species are increasingly isolated and their sources of food and shelter are in decline. Human-wildlife conflict also increases because without sufficient natural habitat these species come into contact with humans and are often killed or captured. 100 years ago there were thought to be 315,000 **orangutans** in the wild. There are now less than 14,600 left in Sumatra, and less than 54,000 in Borneo.



wild@life Foundation: Supporting sustainable growth and development in Africa through wildlife rescue and rehabilitation and community health



The value of nature-oriented tourism is increasing on all continents, and especially in sub-Saharan Africa. Wildlife tourism not only translates as economic benefits but also has a wide-range of diverse ecological and cultural benefits. Wildlife tourism in sub-Saharan Africa is largely supported by Protected Areas (PAs), in which natural habitats. Wildlife tourism also occurs in locations such as game ranches, which are community-based conservancies, which are community based.

According to the World Travel Council, travel and tourism are expected to contribute over 9% to the African region's GDP. Wildlife tourism offers a wide range of products including nature-based tourism with a wildlife component, visits to artificial attractions based on wildlife, habitat-specific tours, animal watching, hunting tours and ecotourism.

However in Africa today, most PAs are under threat from humans, caused by growing populations and their increasing need for land and natural resources. Added to that, the rate of species extinctions, and the increasing numbers in orphaned wildlife (in particular Africa's Big Five), is developing at an alarming rate also largely due to human activities, primarily those driving habitat loss.

Given the economic, ecological and cultural significance of wildlife tourism in Africa, there is a need to create a harmonious environment for both wildlife and human beings to coexist and flourish.

The wild@life Foundation will be a unique concept that brings together wildlife preservation and community health under one umbrella. The Foundation's principle mission is to support wildlife conservation in sub-Saharan Africa through wildlife rehabilitation and release as well as public/community awareness. Its strategy is to create a harmonious environment for both local communities and wildlife species to co-exist and flourish in a sustainable manner.



Goals & Objectives

Nature-based tourism generated USD3.2 billion in 10 out of 14 Southern African Development Community (SADC) countries in 2000/2001. In Kenya, the direct contribution of the global tourism sector (more than three quarters of tourists to Kenya visit parks and reserves) to the GDP was USD1.4billion in 2007. In South Africa, between 2009 and 2012, the total number of tourist visiting parks surpassed 4.5million, an increase of 3.8% from the previous year.

Nature tourism is also a major contributor to poverty reduction as it creates employment opportunities for local communities. When local people realize the economic benefits that wildlife and nature tourism bring, they will fight for conservation, even in the face of corruption and wildlife crime. In Uganda for example, wildlife-based tourism directly employed over 70,000 people, and by 2008, that number was projected to rise to 80,000. In South Africa, tourism, which is largely driven by wildlife tourism, supports one in every 12 jobs.

By focusing on these aims, the Foundation will inadvertently also be contributing to:

Growth of wildlife tourism – through its core programs, the Foundation will help turn orphaned and rescued wildlife into national assets that can generate ‘tourist dollars’, therefore driving economic growth on the continent

Local employment and inclusion – the Foundation will create jobs for local communities through direct employment and provision of goods and services. It will also enable them to become key participants in international efforts for wildlife preservation

Protection of endangered wildlife: species diversity is necessary to ensure the planet’s ecosystem resilience. The Foundation will help to support biological diversity upon which families, communities, nations and future generations can depend on

Protection of traditional cultures: The Foundation will be helping local communities to maintain their traditional way of life, and minimize the pressures of modernization



While the key aim of the Foundation is to support Africa's wildlife conservation efforts through rehabilitating orphaned wildlife, it is equally important to ensure that surrounding human communities and those engaged in direct employment through the Foundation have access to basic healthcare needs. The Foundation will therefore focus on two key areas for community health – access to clean water and malaria prevention.



Revenue Generation

Leasing of wildlife – the Foundation will lease its core assets, orphaned and rescued wildlife to national parks and game reserves

Volunteer programs – the Foundation will also run on-going volunteers programs, which will generates revenue to registration fee

Partnership with Financial Institutions and Banks – the Foundation will leverage the Founder extensive network as a Banker and her experience in investments and funds, to secure strategic partnerships

Financial Models to be integrated to the Foundation and Partnering with Funds in environment related matters - Venturing in, per say, Carbon Credits also known as Verified Emission Reductions (VERs) from projects in the REDD+ (Reducing Emissions from Deforestation and forest Degradation+) sector. The Paris Climate Agreement in December was a game-changer as REDD+ is now on par with any other emission reductions for compliance obligations from 2020 and beyond. The Foundation will seek to generate business that is environment oriented with a relation to the financial markets, like Carbon Trades. Revenues from these deals will be used to expand the Foundation's work for wilderness.

Property development - acquisition of lands to build Big 5 safari lodges, game reserves and eco hotels, which in turn will generate profit to be used in wildlife management

Legacy and land donations – The Foundation will also actively seek to secure funding from wealthy donors and the public at large

Strategic partnerships – The Foundation will partner with people, sites, brands and groups. The Foundation has already been offered to partner with high-end jewellery brand (Tohum Design) to create a line of African background while giving 50% of the profit to wild@life.



Local partners – The Foundation will research, assess and evaluate lands and forests where wildlife is in danger and will seek to establish presence via reputable local partners such as Shadowview <http://www.shadowview.org/> and Alert <http://www.lionalert.org/>, Wildlife Action Group, Orangutan Outreach or directly with its own resources in order to save, rescue and rehabilitate wildlife in need. This will include cultivating water holes to attract wildlife populations. Communications and strong partnerships with local authorities and government bodies as well as local operators and communities, will play a key role in the Foundation’s work.

Marketing & Communications

The Foundation will aim to raise awareness for the purpose of raising funds to support its core programs through on-going marketing communications.

Fundraising events – The Foundation will host or participate in an annual event to create awareness and help raise funds from interested parties. An example is the ICAP Charity Day, one of the biggest international fundraising events, with a 20 year history. Last year it raised an incredible £12.75million for good causes. Also the Foundation will hold events, auctions during the year while collaborating with auction houses and art galleries.

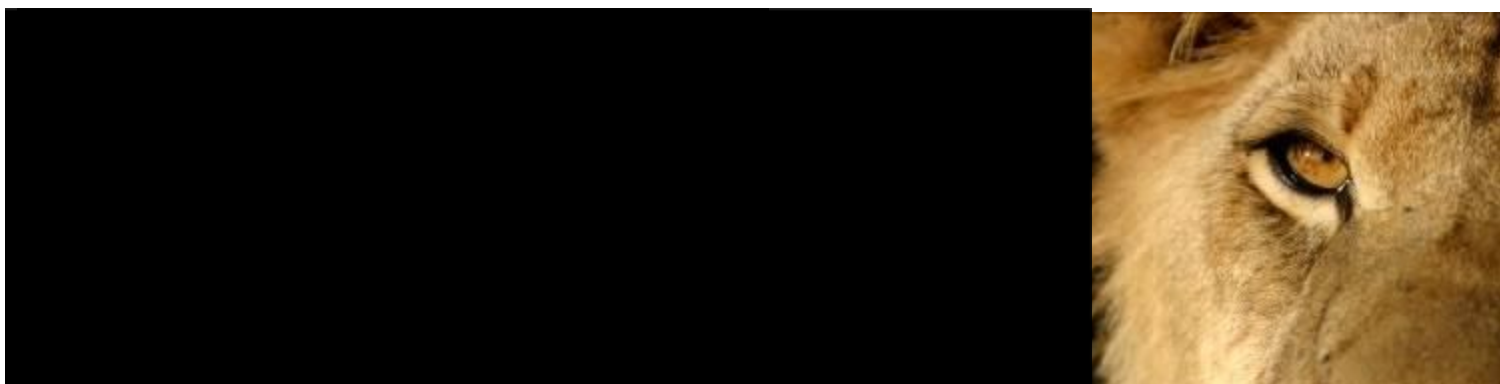
Fair trade merchandise sales – The Foundation will create unique opportunities to support local arts and crafts that are in line with sustainable, green, and fair trade policies. This provides opportunities for local communities to become even more integrated with the Foundation’s efforts. These products can be purchase as corporate gifts or for special occasions with proceeds going directly to the Foundation as the beneficiary. Another possible collaboration is to manufacture an outfit line that is thorn by lions (like ripped jeans) with a reputable brand partner.



Public relations campaign – An on-going public relations program, supported via traditional and digital channels (website, social media) shall supplement the Foundation’s activities by showcasing key achievements and milestones, profiling of key spokespersons and announcements of events and activities.

Brand endorsements – The Foundation will seek to partner with environmentally conscious African and global luxury brands e.g. Ray Ban (Luxottica), North Face etc., as well as famous personalities to promote the Foundation’s cause.

Documentary – An exclusive documentary will be filmed to capture Gedik’s powerful drive and passion for wildlife conservation and remarkable relationship with Africa’s wild lions. It will be screened across various channels including Turkish Airlines to raise international awareness





In order to fully appreciate and understand the Foundation's objectives, it is necessary to first understand the woman behind the foundation. Aslihan Gedik is by profession an Investment Banker in Frankfurt. Her second life – the one that matters for the future of Africa's wildlife species and the continent's natural eco system – is what forms the basis of this proposal. An avid animal activist, Gedik has made it her life's mission to protect the rights of abused, orphaned and endangered animal species. From working with ALERT (African Lion & Environmental Research Trust) on preservation work to rehabilitate the king of beasts to supporting the efforts of the Orangutan Outreach program in Indonesia, as well as protecting elephants and a broad range of primates in Africa, Gedik's goal is to reinstate the importance of animal wildlife preservation. She has also demonstrated an exceptionally rare and unique ability to interact with wildlife, which has been captured and widely promoted by Turkish Airlines, the national carrier of Gedik's homeland.

Principally, the Foundation will leverage Gedik's unique relationship with wild animals. As such, the Foundation aims to own its own wildlife population, which will largely stem from rescued orphaned wildlife. Under the care of the Foundation's rehabilitation platform, rescued animals will be leased to national parks and game reserves once they are ready to be integrated into the wild. The animals will remain as the Foundation's core assets and the Foundation will be responsible for ensuring that these animals are well cared for during their natural lifespan.

Aslihan Gedik's contribution to Animal Kingdom can be outlined as follow:

- wild@life – Founder & CEO
- African Lion environmental Research Trust – Ambassador
- Wildlife Action Group – Partner
- Primate Freedom Project – Board Member
- Gatewaytohell – Founder
- Orangutan Outreach – European Representative

Aslihan Gedik's Professional Life can be outlined as follow:

- Oyak Anker Bank GmbH – Deputy General Manager
- Official Monetary and Financial Institution Forum – Senior Adviser
- British Chamber Of Commerce Germany Rhein Main Region – Board Member
- The Convergence of Nations Book – Chapter Writer (African Foundations)
- Speaker at professional Events

"Preservation of the ecosystem and learning to coexist with other non-human species is of utmost importance for humanity and our legacy, because if we do not, we might end up seeing these beautiful creatures in fairy tales only."

Aslihan Gedik

