



Join a growing coalition of leading ecotourism operators teaming up to recover lions and restore their landscapes in partnership with the **Lion Recovery Fund**.

### **Lion Conservation is Good Business**

The tourism industry in Africa is intrinsically linked to the health of its iconic wildlife populations and their captivating landscapes. Lions often rank as the number one animal tourists most want to see on safari. Yet, lion populations across the continent are facing dramatic declines – a loss that jeopardizes the tourism industry itself, as well as many national economies. The future of African tourism is profoundly linked to the future of the African Lion.

***The question is: Will we ensure the future of both is secured?***

Africa's lion population has been halved in the past 25 years. The number of wild lions is now as low as 20,000 individuals – meaning there are fewer lions than rhinos on the continent. As a keystone species, the loss of lions directly impacts the vibrancy of savannah landscapes and all its inhabitants.

**Yet, there is hope for lion and landscape recovery.** Recent studies show protected areas in lion range can support 3-4 times the number of lions they have today. Additionally, protected areas where photographic tourism is dominant are more effective for conserving lions and/or their prey. And lions, like most cats, are prolific. If we give them the space, the food, and the safety to survive, they will thrive, and so will tourism and its benefits to businesses, economies, and communities.

Recovering lion populations across the continent cannot be achieved by conservationists alone. The opportunity for the tourism industry to both contribute to and benefit from lion conservation is clear. The **Lion Recovery Fund** has designed a new initiative to ignite and grow this partnership.

The **Lion Recovery Fund (LRF)** was created by the Wildlife Conservation Network in partnership with the Leonardo DiCaprio Foundation to double the number of lions in Africa, regaining those lions lost over the past 25 years. In recovering lions, the LRF also aims to restore the health of their landscapes and all that they provide for local people, for wildlife, and for the tourism industry.

The LRF was designed to catalyze conservation across Africa's savannahs by supporting the best ideas by any institution that can protect and grow lion populations and restore their vital landscapes – effectively creating ***lionscapes*** where lions can recover and people can thrive

alongside. The LRF sends 100% of every donation directly to conservation action on the ground, with no overhead or administrative fees.

The **Lionscape Coalition** is a new initiative of the LRF that allows Africa's top tourism operators to take a leadership position in the recovery of lions and their landscapes, while deriving direct benefits themselves. It represents an opportunity for operators to more effectively allocate conservation funding and set themselves apart within the industry by virtue of their innovative, deep corporate social responsibility. At the same time, it helps preserve their own business prospects by protecting the wildlife and landscapes on which they depend.

The Lionscape Coalition asks leaders in the tourism sector to innovate within the three pillars of lion and landscape recovery:

1. **Expand the Footprint** of conservation on the ground across lion range;
2. **Build the Will**, both public and political, for lion recovery;
3. **Scale the Funding** needed for restoration of lion landscapes.

### Why Become A Member

- **Best Mechanism for Lion Conservation.** The LRF is the best mechanism for lion and lion landscape conservation investment because of its efficacy and efficiency. The LRF sends 100% of donations directly to projects that conserve lions range-wide, with no administrative fees taken. It supports any organization based on the merit of their initiative to protect lions. The Wildlife Conservation Network, the administrator of the LRF, is the top-ranked wildlife charity in the United States by Charity Navigator because of this efficiency.
- **Your Investment is Multiplied.** Your dollars are leveraged to protect lions locally and range-wide. Membership unlocks deeper investment through additional funds raised by the LRF in landscapes where you operate while also contributing to lion conservation range-wide.
- **Unique Marketing and Publicity.** As a Member, you receive marketing and promotion of your leadership and commitment across web, social, influencer, and long-lead channels by the Wildlife Conservation Network and its partners. Our teams work in partnership with your marketing teams to maintain brand integrity.
- **High Industry Profile.** We work together to promote the Lionscape Coalition at key industry events, e.g. We Are Africa, the Adventure Travel World Summit, and Pure.
- **Strong Governance.** Members can be assured your conservation funding is in good hands. The LRF has a strong governance system of the world's top lion and African conservationists and philanthropists that handles project identification, vetting, granting, reporting, and storytelling.
- **Access to Lionscape Conservation Leaders.** The LRF's staff and technical expert network, whenever possible, are made available to Members for consultation on lion conservation and threat mitigation efforts across their operational landscapes.

### How It Works

- Members make an annual membership contribution to the Lion Recovery Fund, with 50% of that funding directed to projects in the Member's landscapes, thus giving visibility to clients and providing tangible and direct impact. The remaining 50% of funds are made available for investment in projects across lion range, without restriction, enabling Members to contribute to lion recovery beyond its direct influence.

- Members can join at the Pride level for an annual contribution of \$50,000, or at the Standard level for \$20,000. Pride Members receive extra benefits (see next page).
- Member contributions can unlock additional funding in their tourism areas. As LRF conservation grants average USD\$100,000, the Member investment is multiplied by a factor of 3 to 4.
- Members and their local conservation partners are invited to bring project proposals to the LRF for consideration. All projects funded through the Lionscape Coalition undergo rigorous review by a Granting Committee made of conservation experts. Members will receive funding reports and storytelling content for their own marketing.
- Members meet periodically to strategize, report on their conservation impact and communications initiatives, receive feedback and uptake from their peers, and to plan for the following year.
- The LRF team works with Members to advise on mechanisms to message to their clients about the lion issue. This includes in-lodge collateral, messaging around lion conservation and other creative tactics.
- Safari clients are encouraged to join the company in supporting lion and landscape conservation through the LRF. Each safari operator Member gets its own branded web donation page on [lionrecoveryfund.org](http://lionrecoveryfund.org), to speak to your conservation efforts and to track donations made back to the Lionscape Coalition member.
- The LRF works with your team to identify creative means by which your company can engage clientele to build greater awareness (public will) and encourage their investment, thereby scaling up the funding to turn these landscapes into **Lionscapes**.

### **Be an industry leader. Join the Lionscape Coalition.**

We are seeking the top conservation-minded tour operators in Africa to join the Lionscape Coalition. Please contact us to discuss the Lionscape Coalition, the Lion Recovery Fund, and how you can join the coalition.

#### **Contact Us**

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## Investment and Benefits for Lionscape Coalition Members

	<b>Tier 1 Pride Members (\$50,000/yr)</b>	<b>Tier 2 Standard Members (\$20,000/yr)</b>
<b>Benefits</b>		
Access to reach WCN's high net worth donor community at its Wildlife Conservation Expos and other special events.	X	
Opportunity to design WCN-branded trips for its high net worth donors.	X	
Access to LRF Experts for in-person client cultivation events in outbound markets, as well as on exclusive lion journeys.	X	
Direct assistance from LRF experts with lodge staff training on lion conservation messaging.	X	
Opportunity to sit on the Lion Recovery Fund Granting Committee	X	
Opportunity to develop unique lion conservation travel packages for clients in conjunction with other Coalition members.	X	X
Unique Member-branded web skin on LRF donation page to accept and track donations, as well as promote the company's investments in conservation.	X	X
Invitation to annual Lionscape Coalition Members meeting to share innovations and achievements.	X	X
Access to the Lionscape Coalition branding	X	X
Marketing and collateral around the company's participation in the Lionscape Coalition.	X	X
Invitation to submit proposals for LRF funding.	X	X