

JOIN THE HERD

Take action
for elephants!



“ A single elephant killed for its ivory is one too many. Please join me in signing IFAW's petition to stop the ivory trade and protect these magnificent animals. ”

Leonardo DiCaprio,
Actor & activist



Take action for elephants!

“The elephant is one of the mightiest species on our planet. But its future is remarkably fragile. As more and more forest and grasslands in Africa and Asia are cleared and developed to meet human needs, elephants have lost huge swathes of their wild range. And despite an international ban on ivory trade, poachers are still killing elephants – just for their tusks, which are carved into ivory trinkets. The fact of the matter is that every piece of ivory comes from a dead elephant.

At IFAW, we believe that all elephants deserve protection from the ivory trade. And we are committed to securing them more room to roam. We safeguard habitat; train and equip anti-poaching rangers; promote peaceful solutions to human-elephant conflict; and rescue orphaned or injured young elephants, giving them a second chance at life in the wild.

Thank you for joining us in celebrating elephants and educating young people about these magnificent animals. The saying goes that elephants never forget. Together, we can help ensure that elephants themselves don't become just a memory.

”


Fred O'Regan
IFAW President and Chief Executive Officer



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You can make a difference for elephants in many ways...

About IFAW

Founded in 1969, IFAW (the International Fund for Animal Welfare) saves animals in crisis around the world. With projects in more than 40 countries, IFAW rescues individual animals, works to prevent cruelty to animals, and advocates for the protection of wildlife and habitats. For more information visit: www.ifaw.org.



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1 Celebrate Animal Action Week

For more than 18 years, IFAW's Animal Action Education programme has been giving young people the knowledge and tools to take positive action on behalf of animals and the environment.

Each year during Animal Action Week, IFAW launches a new international education and outreach programme that highlights a different animal welfare and conservation theme. This year IFAW's Animal Action Week is celebrated 3–9 October – but you can organise your own Animal Action Week celebration any time.

Get started with the suggestions in this flyer for special activities and events you can organise as part of a week-long celebration. Then get creative with your own inspired ideas raising your voice, spreading the word and making a difference for elephants and all the animals in our shared world.

2 Get the facts

Everyone in your school or youth group can join in by downloading our FREE educational materials. Hold a screening of our 15-minute companion film all about elephants. There's lots of information, lesson plans, worksheets, quizzes and fun stuff too. Visit: www.ifaw.org/lessonplans_uk.

3 Join the herd!

Take part in our family petition and elephant 'ribbon' campaign. IFAW needs your help to advocate for elephants. Send us your petitions and creative craft ribbons with messages for elephant protection so we can present them to world decision-makers attending the next international meeting of the Convention on International Trade in Endangered Species (CITES).

Here's how to join in:

1. Photocopy the petition form on the back of this flyer and ask your students to sign it with their families to urge stronger international protection for elephants.
2. As an additional option, print out the elephant ribbon craft template from the DVD or online at www.ifaw.org/elephantribbon_uk and ask your students or pupils to spread the word by creating their own elephant "ribbons" out of recycled paper, fabric, cardboard packaging or any other environmentally-friendly, animal-kind materials. Include colourful decorations, thoughts and messages from your group to advocate for elephant protection.
3. Send them to us! We'll send IFAW elephant ribbons for each petition and/or craft contributed by your class or group.



4 My elephant neighbours

We protect what we appreciate and we appreciate what we know. Unfortunately, in many elephant range countries, children have never even seen an elephant or been educated about the challenges elephants face.

IFAW is helping to change that by educating and inspiring African schoolchildren to be the conservation leaders of tomorrow! We are working directly with primary school students in Burkina Faso, an impoverished West African country where forest elephants are in great danger from human activities, including habitat destruction and poaching.

Students are first taken on a field trip into the forest to see and better understand their mighty elephant neighbours. Back in the classroom, they learn about ways that elephants and local people can coexist more harmoniously. Looking towards the future, the goal is to inspire and empower these young people to make pro-elephant conservation decisions in the coming decades.

IFAW has partnered schools in UK and other countries with schools in Burkina Faso so children there can start a journey towards better elephant conservation: www.ifaw.org/elephantneighbours_uk.

5 Animal art contest

Help create the next Animal Action calendar/poster with your original artwork. Send us a colourful picture of a wild or companion animal, such as elephants, tigers, bears, whales, seals, sea turtles, sharks, raptors, cats and dogs by the 31st of December 2011. A selection of winning artwork will be used in next year's Animal Action classroom poster. Entry forms and more details are available online at: www.ifaw.org/artcontest_uk.

6 Calling all animal heroes

Do you know someone who has done something exceptional for animals? Perhaps they have devoted their life to saving animals at a sanctuary, campaigned tirelessly for animal welfare or carried out a brave rescue. Nominate them to receive an IFAW Animal Action Award. Nomination forms available online at www.ifaw.org/awards_uk.



Join our campaign to end ivory trade by sending us your signed family petitions and/or ribbon crafts. As a big 'Thank you!' for your participation, we'll send you elephant ribbons (similar to the one above) for your entire class or group.

Supported by



Will only words remain?

You can help make sure that elephants don't become just a memory.

Join the herd!

Sign the petition to help translate talk into action for elephants worldwide!



Dear Teachers & Group Leaders: Photocopy the petition form below and send it home with your pupils/students to sign with their families. Return completed forms to IFAW so we can present them on behalf of elephants to international decision-makers. By encouraging world leaders to uphold and enforce the ban on ivory trade, your children and their families can have a meaningful role in protecting this beloved species.

As a special thank you for your participation, we will send elephant ribbons for your class.

Mail petition forms to: IFAW Animal Action Team, 87-90 Albert Embankment, London SE1 7UD, United Kingdom. To receive the ribbons, please include a cover sheet with your name, school or group name, and mailing address.

Every signature makes them stronger.

Child's first name and age



I, _____ and my family call on world leaders to protect the world's remaining elephants by opposing any trade in ivory.

Parent/Guardian full name _____ Signature _____

School/Group name (if applicable) _____

Address _____

City _____ Postal Code _____

Email _____ Phone _____

YES! Please send me more information on IFAW's work to protect animals around the world. I'd like to receive information by: e-mail post

