



ELEPHANATICS

EXECUTIVE SUMMARY

Elephanatics is a non-profit organization dedicated to assisting in global elephant conservation efforts.

It consists of a team of committed and passionate individuals with a variety of roles and responsibilities.

The three core values the organization is built upon are:

- Sustainability
- Professionalism
- Community

Elephanatics strategic plan is comprised of three key pillars to fulfill its mission:

- 1) Conservation: Addresses the factors that affect the outcome of the elephant: Ecology, Environment, Economy.
- 2) Education: Spreading awareness about the poaching and unethical treatment of the African and Asian elephant to bring forth necessary change.
- 3) Action: Utilizing events and advocacy to bring awareness to both the local and global communities at large.

From a financial perspective, fundraising is the only current source of revenue. Without it, the ability to grow Elephanatics, educate, and advocate would be impossible. This is the greatest support the organization could receive at its current stage.

OVERVIEW

Vision Statement

To ensure the long-term survival of Asian and African elephants.

Mission Statement

Elephanatics' mission is to assist global elephant conservation efforts by educating Canadians about issues of ivory poaching, habitat loss, and the continued exploitation of elephants by humans, and to connect Canadians directly with elephant conservation partners in Africa and Asia.

Background

As an organization, we strive to educate people through various mediums of outreach. For the past four years we have hosted the Global March for Elephants and Rhinos and gained recognition worldwide by doing so. We have done numerous educational classroom presentations to primary grades on the poaching crisis and unethical tourism, and given volunteer/career fairs at Universities and Secondary schools. We have been recognized both on the news, and in newspapers (Guardian UK and New York Times) for our annual Global March for Elephants and Rhinos, and our participation at Vancouver fashion week. We have held fundraisers and talk to people on an ongoing basis about our mission as a group.

We feel it is important to align ourselves with other organizations that hold the same philosophies and values as we do. In order to ascertain the best possible recipient for our fundraising initiatives, we have determined our core values by the three pillars of advocacy we stand for – Conservation / Education / Action. We wish to support and maintain relationships with organizations that share our beliefs.

Our main core values and beliefs are:

Sustainability – We believe reflecting an environmentally conscious image is an extremely important message to portray in all we purport to do.

Professionalism – Being transparent, accountable, and responsible for all we do within our organization and how we project that through social media channels.

Community – Fundraising and awareness events done at a community level are specific to the cause the money is being raised for. Education is key to change by spreading awareness in a compassionate manner.

PEOPLE

Fran Duthie

President & Co-Founder



Christina Toms

Co-Founder



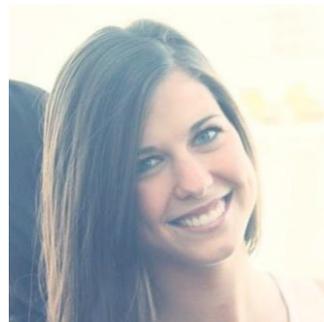
Dr. Jake Wall

*African elephant specialist
Co-Founder*



Andrea Duthie

*Director of Community Engagement
Co-Founder*



Tessa Vanderkop

*Director of Strategic Relationships
and Advocacy*



Leanne Fogarty

*Director of Education & Executive
Board Secretary*



STRATEGIC PLAN

Conservation	Education	Action
<ul style="list-style-type: none">• Ecology• Environment• Economy• Elephant	<ul style="list-style-type: none">• Classroom Presentations• School Programs• Community Fairs	<ul style="list-style-type: none">• Events• Advocacy

Elephanatics strategic plan is broken into three key pillars of strength to fulfill its mission:

CONSERVATION

The approach to conservation is broken down into the factors that effect the outcome of the elephant: Ecology, Environment, Economy.

Elephants are a 'keystone' species. A keystone species is a species which has a large affect on its environment relative to its abundance. It is a species that plays an important role in maintaining and balancing the structure of an ecological community and affecting many other organisms within this community. The loss of elephants from one particular site would mean that all the biological interactions and ecosystem processes in which they are involved, would also be lost. In turn, the environment is also affected by its loss because of the ecological imbalance.

Tourism is a key component in the African and Asian economy. The ongoing poaching of elephants is having a tremendous impact on the global tourism industry and Africa's economy. Elephants are slaughtered at a rate of one every fifteen minutes. Human conflict in Asia and Africa is becoming as big a threat to the elephant as poaching.

EDUCATION

Education is a major catalyst to bring forth necessary change and plays a crucial component in our strategic plan. Spreading awareness about the crisis facing the African and Asian elephant is done by:

- 1) Conducting ongoing classroom presentations about the poaching and unethical treatment of elephants
- 2) Attending local educational fairs
- 3) Holding volunteer/pro-d day programs at high schools and universities.

ACTION

The approach to advocacy is two-pronged and is imperative to bringing awareness to the community at large.

Events such as the Global March for Elephants and Rhinos, held every September or October in Vancouver, in collaboration with over 50,000 people gathering across 145 cities worldwide in an effort to end the poaching crisis, is our biggest fundraiser and awareness campaign.

Secondly, we work with politicians and key decision makers in the city to ensure they are supporting and enforcing laws and regulations on both a local and global scale to protect the elephant.

FINANCE

NON-PROFIT

Elephanatics is a non-profit organization under the BC Society Act.

It is member funded Society as per by-laws Schedule B.

Elephanatics strives to achieve a 10% ratio – where ten percent of funds received will go back into the growth and development of Elephanatics to expand into greater conservation, education, and action.

FUNDRAISING

Fundraising is the only source of revenue for the organization and is how it supports efforts to raise awareness and fund other individuals and organizations committed to the same cause but with a greater connection to the purpose.

Ninety percent of funds received from events are designated to those recipients by our leadership team as a whole and who follow our criteria of core values and beliefs.

This is the area where Elephanatics could use the greatest support at all times. The more money raised, the greater impact it will have on achieving its' mission and vision of ensuring the long-term survival of African and Asian elephants.