



"A mighty flame follows a tiny spark"

Wildlife/Conservation Education Project:
Project Team/Organisers:

"WildWays Wildlife Challenge"

**DJANI Wildlife Projects,
Rhino & Lion Nature Reserve and
Michelle Garforth: WILD LTD & BUSH RADAR KIDS - SABC.**

OUR GOAL: To provide through our conservation education efforts the "tiny spark" that will cause "a mighty flame" of educated, informed and motivated conservationists – a generation that will treat all forms of life with respect, dignity and compassion – a generation that will not be self-destructive - starting with tomorrows leaders and decision makers, our youth, and the important people directly responsible for their education.

BACKGROUND:

Whether an individual respects, ignores, or harms other living creatures depends, to a large extent, on the kind of environment in which the child grew up – especially the attitudes of family, friends and teachers.



The extraordinary human population explosion has caused an ever-increasing hostility between "man" and "beast" as they compete for the same dwindling resources. In the process, children are increasingly alienated from nature and today there is an urgent need for information that will encourage young people to understand the natural world and their relationship to it. *If knowledge of our environment and fellow species leads to respect, concern and compassion, the reverse can be true also.*

Encouraging the natural curiosity of young people in their world, foster a sense of wonder and delight, and a corresponding sense of concern. Young people who are kind to and respectful of animals are likely to show more understanding in their relations with other humans as they grow up.



To address the preceding, Dr Madelein J Grundlingh, a professionally qualified and experienced zoologist and conservation education specialist, founded DJANI

Wildlife Projects with the above specific goal, *i.e.* to provide through its conservation education efforts the "tiny spark" that will cause "a mighty flame" of educated, informed and motivated conservationists.

DJANI Wildlife Projects' approach is based on the fact that experience has taught us that education will have a lasting effect when the activity is camouflaged while having fun and being entertained.

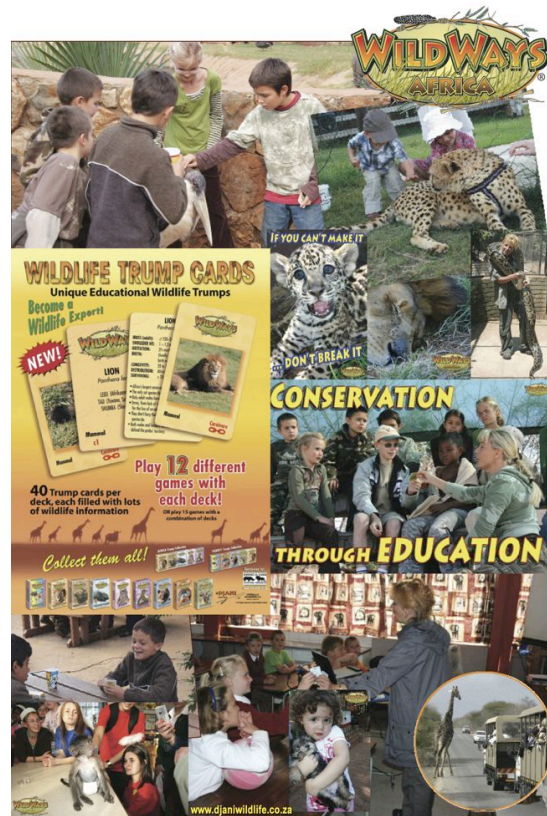
"WILDWAYS WILDLIFE CHALLENGE":

DJANI Wildlife Projects – with the support of a few private nature reserves and game farms as well as that of Michelle Garforth (professional environmental journalist, executive producer & presenter of BUSH RADAR KIDS, WILD Ltd: SABC 2), is presently actively busy with its national wildlife/conservation education project that is specifically aimed at the youth (schools) and from there the rest of society. This project, called the "WildWays Wildlife Challenge", includes the following:

1. Professional wildlife/conservation education lectures and programmes are presented directly at the school's premises free of charge or, if requested by the school, at one of the supporting small, private nature reserves and game farms. High tech support resources are used (e.g. digital projectors & audio-video material), 3D-models/specimens and also live material to give a hands-on experience to the audience during the presentations. (NB: Where live animals needs to be transported, a small fee is applicable).

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2. Distribution of our unique **WildWays wildlife Trump Card Series**, containing exact and extraordinary wildlife information on more than 180 different animal species (including mammals, birds and reptiles). More than 12 different wildlife games can be played with a single deck (combine the nine (9) different trump title decks and play 15 games). The cards have also proved to be excellent teaching aids, not only for Biology/Natural Science, but also in the language classes.
3. **National Interschool WildWays Wildlife Challenge:** A national interschool wildlife knowledge competition, based amongst others, on the wildlife information included on the wildlife Trump cards, that will take place in 2009 at a participating host school. Apart from the national exposure that the participating schools will receive, lucrative prizes will be presented to the winning teams.
4. **National Annual Interschool Wildlife Photography Competition:** Participating schools will launch a wildlife photography competition where pupils will enter their best wildlife photographs in three main categories (1. Animals, 2. Nature/landscape and 3. Nature: Artistic). The best images will be selected and exhibited in the photo gallery on the DJANI Wildlife Projects website (each school will receive a separate gallery). Towards the end of the year a national winning school as well as individual winners will be selected for each category by a professional panel of judges and awarded with our sponsored prizes at a gala wildlife evening.
5. A unique and comprehensive **wildlife education/information website** (www.djaniwildlife.co.za) has been created specifically for the “WildWays Wildlife Project”. This website also provides an opportunity for schools and individuals who wish to contribute to the wildlife information provided on the website. Furthermore, the website also gives potential sponsors/schools not only a unique marketing opportunity, but also an opportunity to contribute towards wildlife/conservation education by sponsoring one or more of our “Wildlife Info” pages.



Please note that any funds generated by means of the above initiatives, will be re-utilise for wildlife/conservation education.

WHAT WE ASK / YOUR INVOLVEMENT:

Our only request is an opportunity to present our project to you and your school ASAP. Following your approval, I shall personally visit the school and present the project, as described above, to the pupils as part of a unique, fun and most informative wildlife conservation presentation (totally free of charge).

Michelle Garforth have covered the launch of the “WildWays Wildlife Challenge” for BUSH RADAR KIDS 2009 (SABC 2) for broadcasting on Friday, 22nd May. For any further information, please visit our website (www.djaniwildlife.co.za), or contact us directly at any of the included contact numbers/addresses.

Thank you for considering our request. Looking forward to hear from you soon.

Kind regards

Dr. Madelein J Grundlingh

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“If you can't make it – don't break it!”