



Grow Your Own Mane

Grow a beard and help save the African Lion



**Join in Lion Aid's sponsored
beard-growing fundraiser**



The African Lion needs your help!

Join Lion Aid by 'Growing Your Own Mane' on World Lion Day

The African Lion is in deep trouble. In the 1960s there were around 200,000 Lions in Africa. Today there are only barely 15,000 Lions left and only 5 viable populations. We could see Lions go extinct in 10 years unless we do something right now!

August 10th 2014 is World Lion Day and you can do your bit by chucking out your razor and growing your very own Lion Mane to help raise money for Lion Aid and to help spread the word that the African Lion needs our help!

By helping raise much needed funds, your beard-growing effort will support LionAid in their vital work to support both Lion populations throughout Africa and the local communities which live amongst them. Furthermore, by encouraging as many people to sponsor you, you will be spreading awareness about the threats facing Lions.

So, throw out your razor on World Lion Day and take part in LionAid's beard growing fundraiser to help save the African Lion!



The **African Lion** is facing an uncertain future. For years people have marvelled at its magnificence.

However, if we do not do something right now to stop the **African Lion's** declining numbers, **no longer** will we see prides wander across the African Savannah.

Lions face many **threats**, and at **LionAid**, we are dedicated to working with both local communities and national governments to shout as loud as we can **“No More!”**

Join us today to help save the African Lion **before it is too late!**

Why is the African Lion in so much trouble?

Persecution from humans as a result of lions killing livestock and, in some cases, humans.

Loss of prey

Habitat loss

Trophy and Canned Hunting

Disease

Lions are now being targeted to meet the demands of the illegal wildlife trade market, e.g. the Asian medicinal market.



Getting Started

Grow a beard

On the 10th of August, dispense with your razor, chuck out your mirror, and make a pledge not to shave until the 31st of October! It is as easy as that! If you don't start on the 10th of August, don't worry! You can start your sponsored beard-growing at any point from the 10th of August up to the 31st of October.



What if I already have a beard?

Fantastic news! That means you're ahead of everyone else. Why not try and see how long your can make your mane! Maybe create your own pride amongst your friends to see who can grow the longest mane!

Women and Children

Do not worry, you do not need to just be a man to take part in LionAid's exciting beard-growing fundraiser. Both women and children can also take part, by printing off our beard template near the back of this fundraising pack, or by creating your own beard. Why not get sponsors for how long you can wear your beard? It doesn't matter if you wear your printed beard for a day, a week or until the 31st of October! Why not take a selfie of yourself with your beard and create your own photo diary?

Take a Lion Mane Selfie!

From the start, all the way to the end, we would love you to send us selfies of your beard-growing experience. Maybe you can take a before and after shot? You might even want to take a selfie of your ever-growing beard every day and then send it to us. As soon as we get the images of your manes, we will upload them onto our website gallery.

You can email us your manes to:

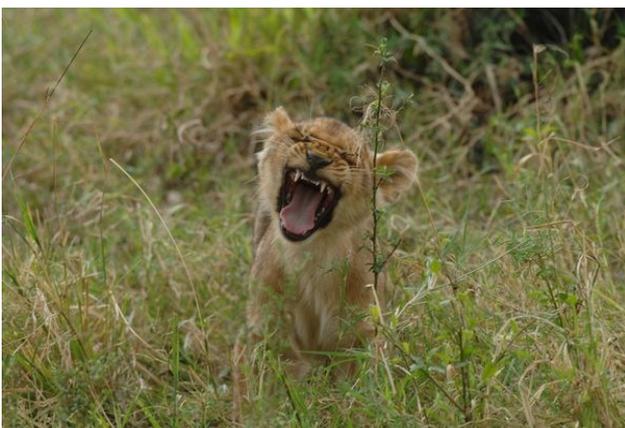
matthew@lionaid.org

Alternatively, you send us pictures to our Facebook and Twitter pages

Twitter - @LionAid

Use the hashtag #GrowYourOwnMane

Facebook - <https://www.facebook.com/Lionaid>



Step by Step guide

1. On August 10th, throw away your razor or print off our beard template near the back of this pack. Make the pledge either to not shave or to wear your printed beard/create your own for as long as you can until the 31st of October.

2. Print off the LionAid sponsorship form (at the back of this pack) and get as many friends, family members or work colleagues to sponsor you! Remember to ask them to tick the Gift Aid box as this allows us to reclaim the tax you have paid on your donation and therefore help our work even more! You could even create your own Just Giving page where your friends and family can donate and you can even upload photos of your progress!

<https://www.justgiving.com/LionAid>

3. Share with us selfies of your beard-growing experience. You can either do this by emailing us (matthew@lionaid.org) or by sharing your selfies via Facebook or Twitter.

Twitter - @LionAid Use the hashtag #GrowYourOwnMane

Facebook - <https://www.facebook.com/Lionaid>

4. Once you have completed your beard-growing challenge, collect all your sponsorship monies and send your donation to LionAid via post by writing a cheque addressed for us to:

**Lion Aid™ Ltd, Seyah House, 16 Salisbury Rd,
Dover, Kent, CT16 1EU**

Alternatively, you can send us your donation online by visiting the LionAid website here:

<http://www.lionaid.org/lion-aid-support-giving.php>





Lion Mane Selfie Gallery

If you are wondering “What on Earth do **LionAid** want from me?” or simply need some inspiration for your lion mane, then look no further than our **LION MANE SELFIE GALLERY** for some help!



For image sources contact:
matthew@lionaid.org



PRIZES!

T-SHIRT PRIZES

If you raise over £200 **LIONAid** will send you a **FREE LIONAID T-SHIRT** as a reward for your sterling dedication to helping our work to save the African Lion.



OVERALL TOP-3 FUNDRAISERS

The **TOP-3** overall fundraisers will win the opportunity to join the **LIONAID** team (fully bearded of course) for an evening meal so we can all toast your fantastic efforts and say a big **THANK YOU** for your support!

Once you have collected all of your sponsorship monies and sent them us to us, drop us a short email letting us know your name, the amount you have raised, your contact details so we can send you your **FREE T-SHIRT** and how much you enjoyed growing your own lion mane!

We will then let you know if you are in the **TOP-3 FUNDRAISERS** and we will get your **FREE T-SHIRT** sent out as soon as possible.



Did you know that lions in the wild are facing extinction?

In the 1960's there were over 200,000 lions - today we estimate there to be barely 15,000 across the whole of the vast, African continent. Unless we can halt this catastrophic decline, lions could be extinct within only TEN years.

As the leading conservation charity dedicated to preserving Africa's lion populations for future generations, LionAid depends entirely on donor support to continue our vital work.

Here are some of the actions we are taking right now to save African Lions:

Working to achieve a ban on the importation of lion trophies into Europe and to influence Governments around the world to do the same.

WE ARE WINNING!

Highlighting the horrors of the canned lion hunting industry and its associated cub petting trade, volunteer market and lion walking business

WE ARE WINNING!

Working with Governments to stop the illegal wildlife trade. The trade in lion bones is accelerating and is inevitably leading to an escalation of lion poaching in poverty stricken rural areas of Africa.

WE ARE WINNING!

Highlighting the cub smuggling trade which feeds the canned lion hunting industry and the pet trade, particularly to the United Arab Emirates.

WE ARE WINNING!

Discouraging zoos worldwide from keeping and breeding lions (to supply a stream of cute cubs to boost visitor numbers) and to particularly desist from breeding white lions which have no conservation value.

LIONS ARE REGULARLY CULLED IN ZOOS!

Spreading awareness about lion conservation and the catastrophic decline in lion population numbers.

YOU NOW KNOW MORE!

Working with schools worldwide through skype classroom to bring the truth about lions and the importance of lion conservation to the upcoming generation.

OVER 200 CHILDREN TAUGHT ALL AROUND THE WORLD ALREADY!

Working with Maasai communities in Kenya on an innovative human/lion conflict mitigation scheme

WE ARE WINNING!



How to Donate to LionAid

If you are unable to take part in beard-growing, or simply want to make an additional donation to LionAid, you can do so following the information below:

Please complete your details below:

Title: _____ Name: _____ Surname: _____

Address: _____

Postcode: _____ Date of Birth: _____

Email: _____

If you do not wish your email address to be added to the LionAid mailing list please tick this box

I would like to set up a monthly payment of:

£5 £10 £15 Own £ amount

Instruction to your Bank or Building Society to pay by Direct Debit

Name and full postal address of your Bank or Building Society branch

To the manager of Bank or Building Society: _____

Address: _____

Postcode: _____

Name(s) of account holder(s): _____

Branch sort code:

Bank or Building Society account number:

Instructions to your Bank or Building Society:

Please pay LionAid Direct Debits from the account detailed on this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with LionAid and, if so, details will be sent electronically to my Bank/Building Society.

Signature: _____ Date: _____



To make your donations go even further please tick the box below. Gift Aid allows LionAid to reclaim the tax you have paid on your donations, thereby helping the conservation of lions even more. If you are a UK taxpayer please tick the box below to ensure that every £1 you give is worth and extra 25p, at no extra cost to you.

Yes I would like any donations I make from now and onwards to be treated as Gift Aid until I notify you otherwise

Signed: _____ Date: _____



Beard Template



Cut out your beard

Punch two holes at the top of the beard.

Use a piece of string to attach it to your face

NOW YOU HAVE YOUR OWN BEARD!

