

Africanimals Foundation



Policy 2018-2020

Introduction

It's hard to deny that animals make the world a better place to live. Africanimals has been started to cherish these beautiful animals. In this policy, Africanimals Foundation (also known as 'Stichting Africanimals' in Dutch, or 'the foundation'), will outline the intentions for the years 2018 until 2020. Africanimals Foundation is fully dependable on the total amount of funds donated and the funds received from Instagram advertisement. The foundation will adjust the intentions according to the total amount of funds received. This is why the policy will be dynamic and updated.

The primary goal of the foundation is to improve the living conditions of animals (especially in Africa) and to protect the area where the animals are living.

Africanimals started as an Instagram account with only 1 follower in the middle of 2017. The purpose of the account was to show the beauty of African animals. In this way we try to get humans to realize how beautiful our world is and that we should be careful with it. Since then the Instagram account has grown to over a few hundred thousand followers and it's growing every day. To get more (direct) influence, the owners of Africanimals decided to start a foundation. On the 22nd of august 2018, Africanimals Foundation became official at the notary office. From this day on, the foundation is making a lot of effort to help (African) animals.

Since 2019, Africanimals has got the PBO-status (Public Benefit Organisation) from the Dutch Tax Authorities. For more information, please visit their [website](#).

Thank you for being part of our story.

The Board;
Derek, Mark and Linde



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The Board

The board exists of 3 members and will meet at regular basis:

- Derek Westra - Chairman
- Mark de Soet - Treasurer/Secretary
- Linde Louter - Board member

Goals

The primary goal of the foundation is to improve the living conditions of animals (especially in Africa) and to protect the area where the animals are living in. Carefully selected projects will be sponsored with the money received from donations and money received from Instagram advertisement. Please read more about this below.

Furthermore the foundation wants to create awareness, so humans will be prudent with the beautiful animals we have in our world. The foundation is creating awareness every day by posting beautiful photos of African animals on the Instagram account “@africanimals”. Since the foundation is already reaching out to a few hundred thousand people and growing every day, the foundation will make a difference.

Revenue

The foundation will have two different sources of income:

1. Advertising activities. The @africanimals instagram account has over a few hundred thousand followers and is growing every day. This account will be used to generate an income by posting sponsored photos. Every penny that is made from these advertisements will be used to support the goals of the foundation. The clients the foundation will be working with will be carefully selected, so there will be no reputational losses.
2. Fundraising. The second method to generate income will be fundraising. There will be a website available where people can easily make a contribution to the foundation. There will be options to make a one-time donation or to make monthly donations. Currently the only option to make a donation is by Paypal and by debit card and credit card. The foundation will provide for other methods in the near future (bank transfer; Ideal). In the future the board wants to organize different kinds of activities to raise additional funds (e.g. door to door fundraising; charity ball). The foundation will also be appealing for help by the local business community. Africanimals will be transparent about all the activities exploited and will provide as much information on the website and other sources as needed.

Management of funds

The foundation is formed by its board and is fully dependable on its efforts. All the efforts taken by the board are voluntary and will not be paid any rewards. The foundation is aiming to cover all the costs firstly by advertising revenue, so as many donations as possible will go to the projects/animals. Africanimals is making every effort to cut costs wherever possible. All the potential costs will be evaluated by the whole board before taking a decision.

Financial year 2018

For the year 2018 the total costs will be around €500,-. Most of these costs will not return and will be a one-time investment because this was the year the foundation was started.

The following costs have been made:

- Notary office (€350,-, one time investment)
- Chamber of Commerce (€50,-, one time investment)
- Website template (€50,-, one time investment)
- Website hosting (€40,-, fixed charge of €75,- per year)
- Producing logo (€10,-, one time investment)

Due to starting up the foundation in 2018 there has been no revenue in 2018. The costs that have been made by the foundation are fully covered by the board members. With this contribution of the board, the foundation is able to start the year 2019 with a clean sheet.

Financial forecast 2019 and 2020

Africanimals will sponsor one specific project in 2019 and one specific project in 2020 (please read below). This means that the full amount of money that is raised by donation and advertisement, will go to the selected project of that specific year. For the year 2019, the goal is to raise a total of €10.000,-. The forecast is that about 50% of this amount will be raised by donations and the other 50% will be raised by advertisement income. For 2020 the goal is to raise a total of €20.000,-. The forecast about the distribution between donations and advertisement revenue will stay the same (50/50). When the financial year has been closed (31-12), the board will make sure to provide insight in the annual figures as soon and as transparent as possible. Every month the board members will make a contribution that at least covers all the fixed charges that the foundation has.

Project 2019:

Name: Moholoholo Wildlife Rehabilitation Center.

Website: <http://www.moholoholo.co.za/facility/wildlife-rehabilitation-centre/>

Location: South-Africa / Limpopo Province / Lowveld region / Hoedspruit

All the revenue of 2019 will be donated to the rehabilitation center of Moholoholo. A part of the board has visited Moholoholo and immediately fell in love with this great project. Because the board has been at this center in person, they have experienced that there is very capable and enthusiastic staff at this project who will make sure that every penny you contribute will be spend accordingly the goals of Africanimals Foundation.

Situated in the shadow of the majestic “Mariepskop” which forms part of the mighty Drakensberg mountains, their unique Wildlife Rehabilitation Centre is a home to many of South Africa’s abandoned, injured and poisoned wildlife. Moholoholo Wildlife Rehabilitation Centre makes a lot of effort in wildlife education in South Africa. At Moholoholo they are often faced with the difficult decision of what to do with an injured or poisoned animal which will not be able to be released back into the wild. As a result, Moholoholo has a number of “permanent residents” at the center and at their own cost they use them as “ambassadors” for their respective species. Members of the public are therefore able to get an up close and personal experience of these incredible creatures and with their hands on approach they have the ability to demonstrate to the public the threats and problems the wildlife is facing today. The Centre has a long standing and successful Serval Breeding Project and more than 160 have successfully been reintroduced to areas where they have become extinct. Moholoholo is actively involved in research on the movement and behaviour of leopards and also on a number of vulture species that they monitor daily at their “vulture restaurant”. A visit to the Centre is “an experience of a lifetime” and will leave you with lasting memories. Wherever possible, rehabilitated birds and animals are returned to the wild and those who are not so fortunate due to the nature and extent of their injuries are used for educational purposes to the many people who visit them each year both from South Africa and abroad. Interaction between their animals, birds and visitors to Moholoholo is permitted under controlled conditions. The Moholoholo team is highly dedicated conservationists committed in preserving Africa’s wildlife and they are also extremely passionate in sharing their intimate knowledge. We would love you to make a contribution to Africanimals to support this beautiful project. For more information feel free to visit their site and find out more about this project!



Project 2020:

In 2018 (a part of) the board will make a trip to southern Africa (own costs). One of the goals of this trip will be to search for a good and reliable project. Before the year 2020 starts, we will publish the new found project on our website. In this manner, all contributors of our foundation will know in advance where all the revenue/donations of 2020 will go to. The foundation will be as transparent as possible to inform contributors as soon and as fully as possible.