

BECOME A CORPORATE PARTNER WITH BORN FREE

Help create a world where people and wild animals can live
in harmony and help keep wildlife in the wild.



WHO ARE WE?

Our international wildlife charity was established in 1984, by world renowned actress Dame Virginia McKenna and her late husband Bill Travers MBE, with their eldest son Will Travers OBE. Today, Born Free is dedicated to the unwavering belief that every individual wild animal matters.

WHAT DO WE DO?

Over the past 40 years, we have taken action across the world to keep wildlife in the wild, promote compassionate conservation and support local communities.

We work across four main areas:

- Rescue and care of individual animals, rehabilitating to the wild or providing lifetime care in sanctuaries.
- Conservation of iconic species and their habitats, ensuring that countless other species can thrive.
- Policy to stop exploitation and promote global wild-animal friendly legal protections.
- Education to inspire people of all ages and support communities living alongside wildlife.



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WHY US?

Wild animals are our best allies in the fight against climate change

Every species plays a vital role in maintaining the biodiversity of our planet. Just one African forest elephant captures £2 million* of carbon in its lifetime. Wild orca play a key role as guardians of the ocean – as much as 80% of the world's oxygen is produced by phytoplankton and seaweed, taking up carbon dioxide as they photosynthesize. Gorillas help maintain the health of the rainforest – trees growing from seeds in their droppings take in carbon dioxide, store carbon, release oxygen and pump water vapour into the atmosphere. As apex predators, tigers maintain the health of India's forest ecosystems and their conservation helps prevent carbon dioxide emissions, saving £76 million in carbon.

Born Free protects wild animals and their natural habitats so they can continue their important roles in maintaining the planet's fragile ecosystems.

*Correct to 2023



Safe at our sanctuary, see her story at bit.ly/leopard-rescue

BIG CAT RESCUES

We rescue animals in need

We rescue captive animals from exploitative situations and where possible release them back into the wild, or re-home in one of our world-class sanctuaries. We also rescue snared and injured animals in the wild, providing care before release, and have patrols on the ground to reduce illegal hunting. Today we care for 41 rescued big cats, including Simba, pictured here. A tiny cub when dumped in a Russian garage, he was a victim of wildlife trade. We gave him a life worth living at a sanctuary in Italy. Meanwhile in Ethiopia, we rescued two cheetahs from illegal trade, and in South Africa gave a home to a mother and daughter leopard duo rescued from an illegal breeding facility in Poland, and two lions exploited in Ukraine.



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TIGERS & RHINOS ON THE UP!



More than doubled

Since our work began in India in 2004, we have helped more than double the number of tigers to 3,682.



72%

Black and white rhino populations have increased by 72% since our work began in Kenya in 2014.

We make lasting change

Our policy work has seen a domestic ban on the UK's ivory trade including an extension to include hippo and walrus teeth and whale ivory. Other policy successes include helping persuade the UN to agree historic resolutions on wildlife trafficking and biodiversity, a new UK law recognising animals as sentient beings and inclusion of animal cruelty in a new UK online safety bill.

We innovate to help humans and wildlife live in harmony

Habitat loss can lead to conflict between people and wild animals. If elephants raid crops, or big cats hunt livestock, they can be killed by farmers in retaliation. We use simple, cost-effective solutions to help people and wildlife live in harmony. Our strategies include installing beehive fences to deter elephants, painting 'eyes' on cattle rumps to alarm predators, and reinforcing bomas (enclosures) to stop predators from attacking livestock.



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WHY PARTNER WITH US?

Your organisation could help rescue wild animals in need, support conservation, help local communities live with wildlife, and tackle climate change.

MAKE AN IMPACT

We know from our experience that business can be used as a force for good. By becoming a corporate partner, your company can help mitigate the impacts of climate change, stop wild animal suffering, increase wildlife populations, educate local communities and increase biodiversity.

ENGAGE YOUR TEAM

We are passionate about what we do and want to help you nurture a culture of giving within your company, enabling you to engage and inspire your staff to encourage retention and job satisfaction. Employees can give back in a way that is fun and rewarding, seeing the direct positive effect your business has on wild animals and local communities.

REACH YOUR GOALS

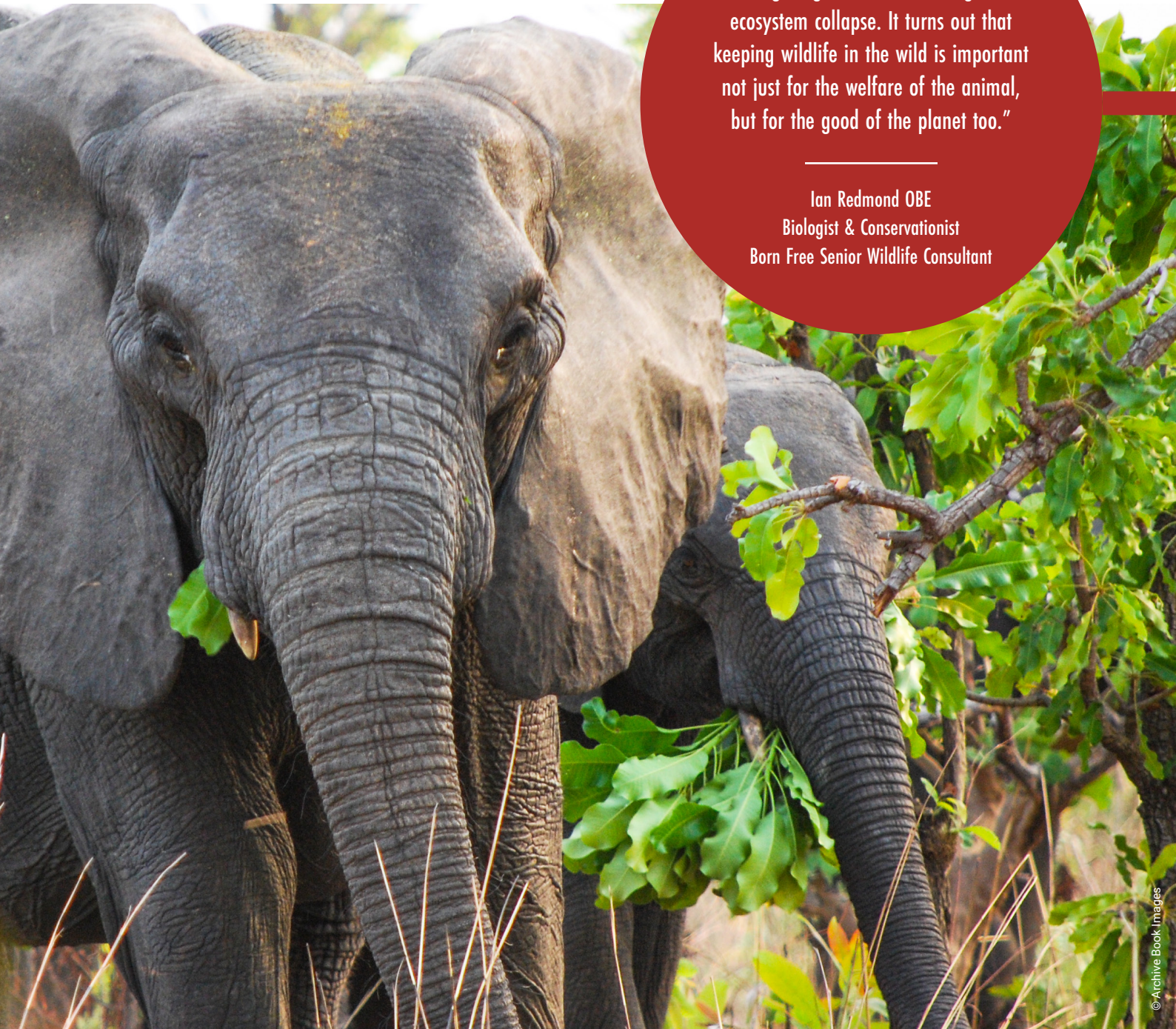
Achieve your Environmental, Social, Governance (ESG) with the support of our experts.

BUILD NEW CONNECTIONS

With consumers becoming more environmentally conscious, partnering with us can help you connect with audiences who have similar values.

“Animals really are our allies in the fight against climate change and ecosystem collapse. It turns out that keeping wildlife in the wild is important not just for the welfare of the animal, but for the good of the planet too.”

Ian Redmond OBE
Biologist & Conservationist
Born Free Senior Wildlife Consultant



HOW YOUR TEAM CAN MAKE A DIFFERENCE


1. Nominate us as your charity partner or charity of the year.
2. Host your own fundraising event – ask about our calendar of events for inspiration.
3. Promote payroll giving so your staff can donate from their pre-taxed income. We can help you to get started.
4. Fund a project which resonates with you and your staff.
5. Match fund one of our appeals or your staff's payroll giving.
6. Sponsor one of our events.
7. Micro-donations. Ask customers to round up bills or donate a percentage of sales.

CONTACT US:

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"When you partner with Born Free, we can help you achieve your Environmental, Social, Governance (ESG) goals and you can help our charity to save lives, stop suffering, protect species and tackle climate change. By working together, our charity and your business can take practical, positive action for wild animals, that achieves real, tangible results. We can't wait to hear from you!"

Will Travers OBE
Executive President, Born Free

Our Co-Founders, Will Travers OBE
and Dame Virginia McKenna

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