

# PARTNERS FOR WILDLIFE ATX

*Working Locally to Save Species Globally*



The Global March  
for Elephants & Rhinos ATX



*Austin Business  
Communities*

Austin Business, Entertainment,  
Environmental Communities

Austin Area Wildlife,  
Climate Change,  
Environmental  
Organizations

Austin Area  
SXSW, ACL,  
Entertainment  
Festivals  
Communities

GMFER  
International,  
Racing Extinction,  
National, Intl Wildlife  
Conservation Orgs

Austin Area Music,  
Photography, Arts,  
Theatrical  
Communities

Austin Area  
Animal Welfare,  
Non-Profits, Agencies  
Businesses

Austin Area  
Technology Business  
Community

Partners for Wildlife

**ACTIVE IN OVER 130 CITIES  
ACROSS THE GLOBE,  
THE WORLD'S LARGEST GRASS  
ROOTS MOVEMENT  
MARCHES AGAINST EXTINCTION**

**March for Wildlife**



*"Protecting Animals and the Environment is the EPIC BATTLE  
OF OUR GENERATION, everyone has a part to play. The clock is  
ticking, animals are dying, we must all ask ourselves if this is acceptable,  
did I sit by and do nothing while millions of irreplaceable species  
plummeted to extinction?"* **Thyra Rutter, Arte for Elephants,  
Global ATX Marcher**

## **PARTNERS FOR WILDLIFE**

### *Working Locally to Save Species Globally*

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## Introduction

The 2016 Global March for Elephants and Rhinos ATX rallies local and surrounding Austin Area Communities to take up the battle to save our most iconic species from vanishing into EXTINCTION.

Never before in the history of our planet have species faced such a Crisis: Africa alone lost more than 100,000 Elephants in only 3 years recently causing the birth rate to fall below the death rate resulting in the tipping point that leads to extinction. Desert and forest elephants may disappear in as little as 24-36 MONTHS due to poaching for the ivory trade in useless trinkets. Rhinos continue to be slaughtered for fake medicine: the Western Black Rhino now poached into Extinction and only a few thousand black rhino remaining.

Historically, Austin and surrounding communities have shown we care deeply about the environment and wildlife here as well as globally. It is with immediate concern we expand our efforts to reach out and inspire business, entertainment and technology companies as well as animal welfare and environmental organizations to join us in making a significant difference in the “epic battle of our generation” to end this crisis and secure a future for wildlife.

**Mission:** Provide Endangered Species Educational Outreach and Entertainment Programs to raise awareness and engage local and surrounding communities to take action to help save species. Partner with key Sponsors in the Austin business community to provide the Global March ATX with effective funding to help end the poaching crisis, the illegal wildlife trade, save species and secure a future for threatened wildlife.

*“In the end we will conserve only what we love*

*We will love only what we understand.*

*We will only understand what we are taught.”*

**Baba Diuom, Senegalese Conservationist**



## GLOBAL MARCH FOR ELEPHANTS & RHINOS ATX OVERVIEW

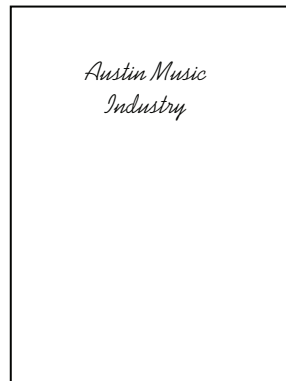
A partner with the global grass roots movement demanding an end to the trade in ivory and rhino horn driving elephants and rhinos to the brink of extinction, **The Global March for Elephants & Rhinos ATX** is a local 501(c)(3) non-profit organization which raises awareness of threats to wildlife and funds to support top conservation NGOs working on the front lines to save, protect and secure a future for endangered species:

- Raise awareness of threats facing species around the world.
- Raise funds to support top wildlife conservation organizations working on the front lines to save, protect and secure a future for endangered species.
- Influence CITES, governments, lawmakers, representatives and Ambassadors to enact laws to end the ivory and rhino horn trade permanently and implement policies that protect endangered wildlife around the world to end species extinction.
- Provide education and tools to the Public to take action: petitions, events, social media campaigns, educational outreach programs, products.
- Organize & Direct Local March in Austin.

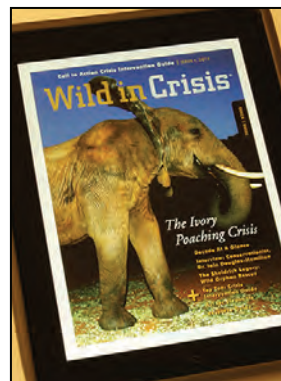
### Funding Programs / Events / Product Lines / Educational Outreach:



**Partners for Wildlife ATX Program**



**Local Partners: Entertainment Programs for Wildlife**



**Wild in Crisis Mobile APP Product Line**



**Speak Up For Wildlife Educational Outreach Program**

Website: [www.marchforelephantsatx.org](http://www.marchforelephantsatx.org)

Email: [info@marchforelephantsatx.org](mailto:info@marchforelephantsatx.org)

Donate: <https://www.youcaring.com/2017GlobalMarchATX>

Facebook: [www.facebook.com/events/897497577035228/](https://www.facebook.com/events/897497577035228/)

Twitter: [@marchatx](https://twitter.com/marchatx) <https://twitter.com/marchatx>

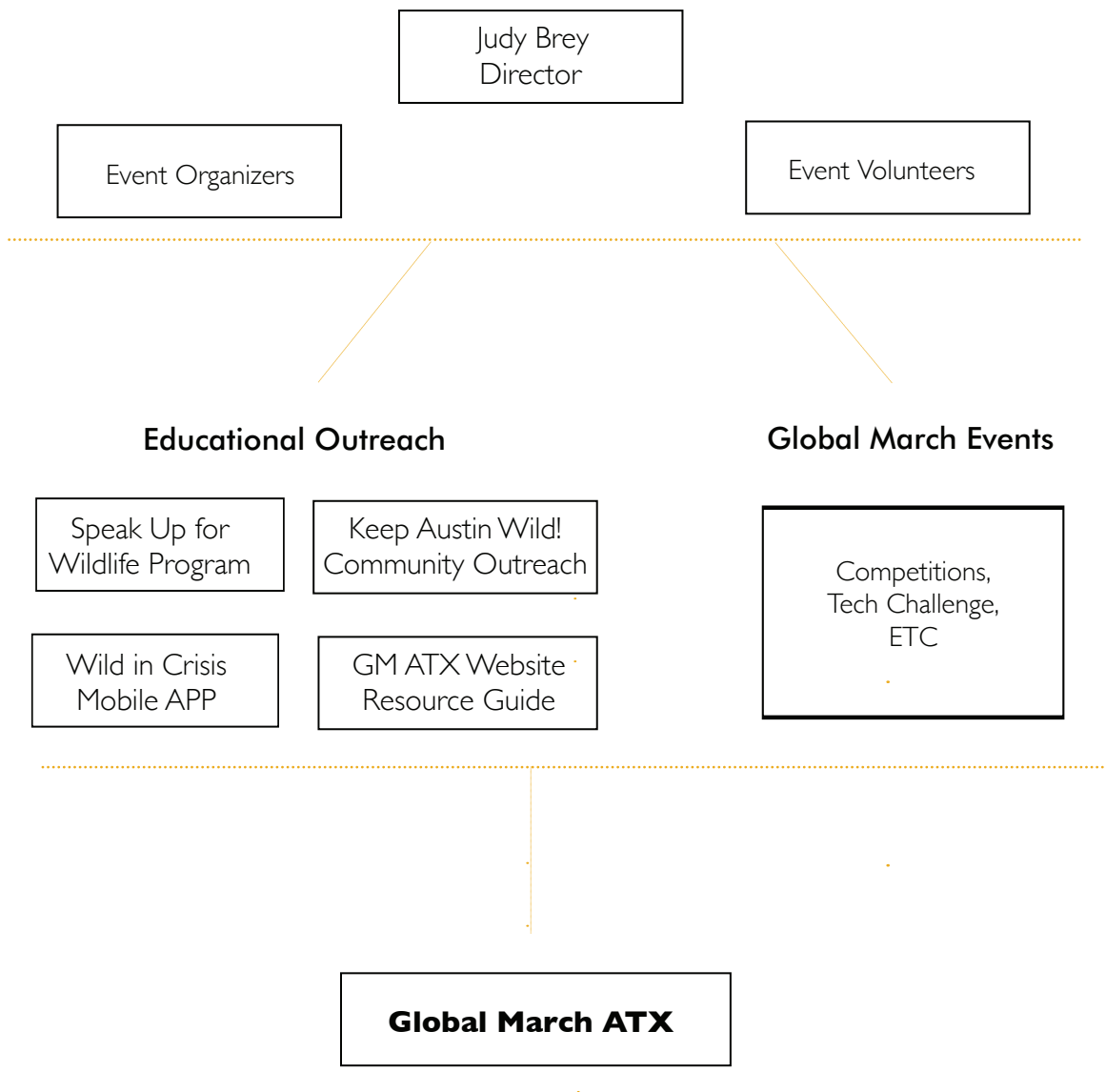
Global Partner: <http://march4elephantsandrhinosaurs.org>



The Global March  
for Elephants & Rhinos ATX

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Organizational Chart



Event Organizers and Volunteers include business men and women, animal rights and environmental advocates, artists, educators, students and many others from all walks of life who passionately support this worthy cause. Please join us and help us make a real difference here in Austin.

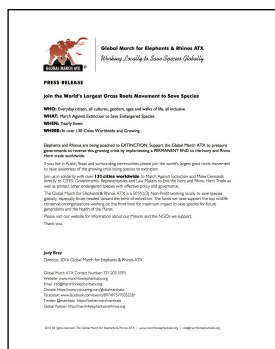




Global March News



130 Cities Worldwide



Press Release

## GLOBAL MARCH ATX

The 2016 Global March for Elephants and Rhinos ATX takes place annually when 130 cities around the world march in solidarity to end the ivory and rhino trade and implement laws to save and protect wildlife. For additional details about the Global March, visit website: [www.marchforelephantsatx.org](http://www.marchforelephantsatx.org).

### Non-Profit Status

GMFER ATX is now 501(c)(3) non-profit and set up to take advantage of tax-deductible donations, other benefits.

### Branding

Logo design in progress with branding to follow.

### Organizers

Enlist professionals, students, volunteers to help organize and direct March and events.

### Volunteers

Direct Volunteers to manage social media, Press Relations, fundraising & sponsorship opportunities.

### Events

See Calendar of Events page for current list of ongoing educational outreach programs and yearly events.

### Logistics

**Location:** Start at S. Congress St. Bridge to march to Palm Park for Speakers, Music, Booths, etc.

**Date/Time:** Yearly

**Speakers:** Speakers Forum to Be Established for each March

### Budget / Sponsors

Operating Budget TBD: in progress for Global March ATX Events, Educational outreach programs, administrative costs, t-shirts and other expenses to organize / produce event.

### Time-line:

Educational Outreach Programs and March Events ongoing up until March. See **Calendar of Events**.

### Marketing / Promo / Press

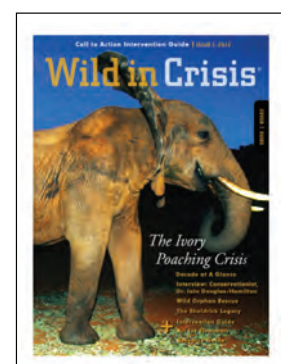
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Email: [info@marchforelephantsatx.org](mailto:info@marchforelephantsatx.org)

Donate: <https://www.youcaring.com/globalmarchatx>

[www.facebook.com/events/897497577035228/](https://www.facebook.com/events/897497577035228/)

@marchatx <https://twitter.com/marchatx>



## Keep Austin Wild! Outreach Events

The Keep Austin Wild! Program consists of Global March ATX Volunteers attending various events around Austin to distribute materials and engage with the public to inform them about the issues losing species to extinction and the upcoming March Against Extinction. Wearing costumes and carrying signs adds a fun approach to a serious issue we consider the “epic battle of our generation.” We strive to educate the public and welcome all communities to our family friendly events and upcoming March and events.

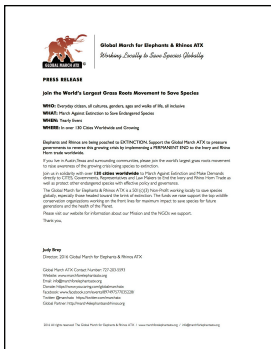
## Global March ATX Resource Guide

The Global March ATX website functions not only as a promotional tool for the March but also as a comprehensive resource guide with action items and a toolbox page for educational media, top conservation organizations directories and other key media and links critical to make a difference.

## Wild in Crisis Mobile APP

The Wild in Crisis mobile APP resource and how-to guide received rave reviews from users but is no longer available on the APP Store but is currently upgrading to include all platforms and devices to reach an international audience for expanded participation. The mobile APP features interviews with top conservationists, photo slide shows, non-profit directory and other valuable action items making this APP unique, one-of-a-kind for the concerned citizen who wants to become directly involved to intervene and make a difference in this crisis to save species. Website: [www.wildincrisis.com](http://www.wildincrisis.com)





## Press Release

The Global March ATX Press Release is an educational outreach piece as well as a promo piece. It features an overview, statistics on species vanishing into extinction, what the experts have to say and a Global March Map identifying over 130 cities marching worldwide.



## Facebook Event Page

The Global March facebook event page features details about the upcoming Global March, important posts such as critical petitions and news items about the crisis facing endangered species.



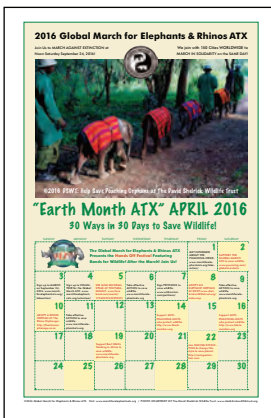
## Twitter

The Global March twitter account follows top wildlife conservation organizations and posts critical issues facing endangered species. @marchatx



## Postcards / Flyers

Digital files for both postcards and flyers with website and contact information for the Global March ATX are available for distribution at events around Austin, raising awareness of the crisis facing wildlife and upcoming events to save species. Download from our website.



## April "Earth Month" Calendar

"30 Ways in 30 Days to Save Wildlife" Calendar to be distributed via email and as flyers in April: each day of the Month gives the public critical information with interactive links to websites and media about action we can take to save species.

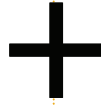


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PROGRAM GOALS

### JOIN PARTNERS FOR WILDLIFE ATX:

Annual \$100 Membership Fee Funds:

- Educational Outreach Programs & Events  
Annual March, Speak Up For Wildlife Program,  
Keep Austin Wild! Events
- Local, International Wildlife Advocacy  
Memo of Demand Campaign / Petitions / CITES Work
- Music, Entertainment Programs  
On Site Music Charity Concert
- Educational Outreach Media  
March Website, Print Media, Social Media
- Educational Outreach Products  
Wild in Crisis Mobile APP Product Line

### SIGN UP ONLINE AT MARCH ATX WEBSITE:

[www.marchforelephantsatx.org](http://www.marchforelephantsatx.org) on our Donate page,

### Through Our Crowdfunding YouCaring Link Here:

Submit your Annual Membership Fee of \$100 via the link above and  
**Write Partners for Wildlife ATX Membership Fee in Message  
Box Provided.**

You will receive an email confirmation and welcome to this effective organization that makes a real difference globally by saving species locally in our own neighborhoods.

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Austin Business, Entertainment,  
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Challenge

**Partner Challenge:** Cultivate Partnerships with Austin and Surrounding Businesses to Support Critical Work on the Front Lines to Save and Secure a Future for Endangered Species:

Local Wildlife / Climate Change / Environmental Orgs

- Austin Sierra Club
- Local The Nature Conservancy
- City of Austin Environmental Agencies
- City of Austin Green Team
- Austin City Council / Open Spaces, Environmental Committee
- Animal Advisory Commission Board

Austin City Animal Welfare / Wildlife Agencies / Businesses

- Animal Advisory Commission Board
- Texas Parks and Wildlife

Austin Business Community Opportunities

- Austin Tech Community
- SXSW / ACL Festival / Others
- Austin Pet Business Community: Bark N Purr

Austin Arts /Music / Photography Communities

- ACL Music Festival / C3 Presents / SXSW
- Austin Music Orgs / Communities
- ARTE for Elephants

Austin Non-Profits

- TenThousandVillages
- BossBabes.org
- Animal Legal Defense Fund

*"Never doubt that a small group of thoughtful,  
committed citizens can change the world;  
indeed, it's the only thing that ever has."*

**Margaret Mead, Anthropologist**



**Global March for Elephants  
& Rhinos ATX**

**CONTACT**

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& Rhinos ATX

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512-696-8656

**LINKS**

Website: [www.marchforelephantsatx.org](http://www.marchforelephantsatx.org)

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Facebook [www.facebook.com/events/981712505262330/](https://www.facebook.com/events/981712505262330/)

@marchatx <https://twitter.com/marchatx>

**Contact**

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