

# GAME RANGERS

*INTERNATIONAL*

**WILDLIFE DISCOVERY CENTRE**  
LUSAKA NATIONAL PARK  
ZAMBIA

**#WEAREALLRANGERS**



# Game Rangers International

## EMPOWERING RANGERS AND LOCAL COMMUNITIES TO CONSERVE NATURE

Game Rangers International (GRI) is a non-profit organisation established in Zambia in 2008. Working in close partnership with the Department of National Parks and Wildlife (DNPW) we empower Rangers and Local Communities to conserve nature.

We embrace a holistic approach to conservation, and empower Rangers across three core thematic areas: Resource Protection, Community Outreach, and Wildlife Rescue.



### Wildlife Rescue

Rescue, rehabilitate and release wild animals injured or displaced as a result of human activity.



### Resource Protection

Empowering Rangers on the frontline of conservation to protect Zambia's wildlife.



### Community Outreach

Educate, engage and empower communities to experience the benefits of healthy and viable ecosystems.

The background of the entire image is a dark, moody photograph of a savanna landscape. On the left, a person is shown in silhouette, standing and looking towards the right. In the center and right, the silhouettes of elephants are visible in a field of tall grass. The sky is a warm, hazy orange, suggesting a sunrise or sunset. A large, semi-transparent black circle with a white play button icon is centered over the image.

# We are all Rangers

Together we can save our wildlife and wild spaces

**"Our hope for the future is a society that can absolutely see the benefits that come from the wildlife."**

Britius Munkombwe, Community Support Ranger

These are some of the issues facing conservation in Zambia.

## **Poaching**

Elephants take 5 years to reproduce. Every 15 minutes an elephant is shot for its ivory. If that elephant is a mother and the calf is orphaned, the life of 2 elephants can be lost at once.

## **Human-Wildlife Conflict**

The relationship with the communities living around the bush and the wildlife is strained. Elephants enjoy the crops that are grown on farms and lions enjoy the livestock. This, coupled with the threat that animals pose to human welfare, creates a problematic co-existence.

## **Lack of conservation education**

Children are raised without knowledge of their natural world. They have a negative view of wildlife due to the complications facing their families. Conservation is not part of the curriculum in Zambia, despite the decline in natural resources.

# WILDLIFE DISCOVERY CENTRE

## DISCOVER THE MAGIC OF ZAMBIA'S WILDLIFE IN THE HEART OF LUSAKA NATIONAL PARK

The Wildlife Discovery Centre, in Lusaka National Park, is an ambitious project by Game Rangers International to bring together the Elephant Nursery and a brand new Education Centre.

Long-term conservation can only be achieved through engaging, empowering and educating the communities in and around protected areas, combined with the wider support of national and international stakeholders and policy.

The Wildlife Discovery Centre will be a hub which will engage and inspire children, through official school trips, and public visitors alike. They will be brought face to face with young elephants, the tragic victims of wildlife crime who's stories highlight the desperate need for action, as well as discovering the benefits of a healthy and viable ecosystem on their doorstep.

The project has already secured international support, but we need your help to bring it to life. Be part of this exciting project today and make your mark on Zambia's conservation future.



## **INVESTING IN ZAMBIA'S CONSERVATION FUTURE**

David Shepherd, Founder of David Shepherd Wildlife Fund had a vision that education in conservation for local communities would be the only way to ensure the protection of valuable ecosystems and wildlife.

As part of his legacy, Game Rangers International received funding to develop an Education Centre. A place which will encourage Zambian residents and visitors to visit Lusaka National Park and experience wildlife.

The centre will provide a hub for all conservation partners to increase awareness and wildlife education.

## **EDUCATING LOCAL COMMUNITIES TO CONSERVE NATURE**

The next generation of decision and policy-makers need to be engaged in conservation education to ensure that they are invested in the future of natural resources within Zambia and around the globe.

The Conservation Education Centre will provide immersive school trips focussing on the importance of each living creature to their environment with virtual and physical learning. Linking the Conservation Education Centre and Elephant Nursery will bring together two of our core programs. The elephants orphans, while exciting and beautiful, are a stark reminder of why action is needed.

## **A NEW, WILD SPACE FOR REHABILITATING ELEPHANTS**

GRI's Elephant Nursery was developed on private land in Lilayi at a time before Lusaka National Park was in existence.

Now that it is operational, it aligns with GRI's ethos to be based within a National Park and work closely with our partners at the Department of National Parks and Wildlife. The Park provides a much 'wilder' environment for the elephants, being a larger piece of protected land and will further reduce the exposure of sights, smells and sounds of humans to the young elephants in our care. Being inside the National Park will also ensure that the young elephants will provide significant inspiration and educational resource to a much wider audience both local and international.



# The Wildlife Discovery Centre

## Visitor Centre

Guests will arrive at the Visitor Centre, a world-class exhibition space showcasing Zambia's protected spaces and the natural resources that inhabit them. This will be an immersive space with information and live action documentation from the field. Here, the three programme structure of Game Rangers International will be outlined. There will also be a reception, gift shop and café with picnic area.

## Conservation Education Centre

This large oval building will be a space for the classes to spend their time. The interior and function will be adaptable to accommodate; all students, respective of age group, or utilised to host events such as talks, demonstrations, private events or exhibitions. This will be the hub of education where school children will be based for their day at LCC.

## The Discovery Huts

Three round education huts will be home to travelling exhibitions or events by our partners in conservation. These exhibitions will be bi-annual and can be curated by any organisation as long as the objective is in line with our own.

## The Elephant Nursery

The elephant is Game Rangers International's "flagship animal" and their plight defines the need for conservation action. At the Wildlife Discovery Centre, the experience of visiting elephant orphans will be combined with immersive education of their importance within the ecosystem. The new nursery will be closer to their natural environment and reduce their exposure to human sensations.

# SPORT BEATTIE - FOUNDER & CEO

Zambia is blessed with an amazing and diverse natural heritage, including the mighty Victoria Falls. However, most people in Zambia, especially those living in the city centres like Lusaka will never get to experience, and therefore truly appreciate its beauty and global significance – certainly from an environmental point of view.

Therefore, our goal, between now and 2050, when countries like the UK aim to be Net-Zero in terms of carbon emissions, will be to: raise awareness to more than 250,000 school children on the importance and value of conserving wildlife and wild spaces to help mitigate the damaging effects of climate change.

Long before 2050, the school going children of today will be directly responsible for the day-to-day decisions affecting the health and well-being of our planet. The importance of the Wildlife Discovery Centre in Zambia cannot be over-stated. It will service the 930 schools in and around Lusaka and it will afford us with a unique and strategic opportunity to influence Zambia's future decision makers. For what happens in Zambia affects what happens in the UK and vice-versa. One might even say, (quite literally), this is a once in a life-time opportunity that, should not be missed!



# The vision

**250,000**

The amount of school children engaged and educated in conservation by 2050.

**40,000**

Expected annual visitors to the Wildlife Discovery Centre.

**Over 200**

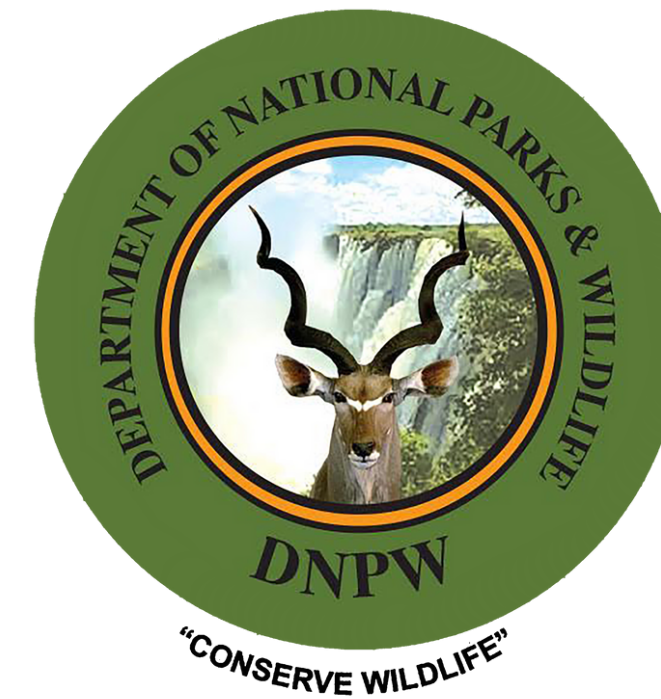
Additional jobs created.  
Approximately 70 positions available to local communities.

- On-site conservation education to approximately 4,000 students per year.
- Build capacity of around 40 primary school teachers per year with takeaway conservation packs.
- Encourage tourism business to Lusaka National Park and the surrounding communities.
- Support the Department of National Parks and Wildlife veterinary capability by developing a Wildlife Rescue Centre.

# Our Partners

Game Rangers International's project, Wildlife Discover Centre, Lusaka National Park is now under construction with thanks to our partners.

We are now looking for investment from conservation champions to bring our vision to life.





# BE A CONSERVATION CHAMPION

We are looking for conservation champions to become our partners in taking this step to a better future for Zambia's wildlife and wild spaces. Our sponsors will become part of our network of supporters who are the first to know about developments or breaking news within the organisation.

## GOLD PARTNER

For donations over the value of \$25,000

- Naming of one of the three Discovery Huts.
- Major gold plaque on our donor tree.
- Feature in the launch press release and individual blog outlining the partnership.
- Logo featured on the WDC page of our website as major partner.
- 4 complimentary behind the scenes visits to the Elephant Nursery during the year for your team, clients or partners.
- 1 year's membership to WDC for 10 people which includes unlimited entry to the public areas.
- 1 event appearance by GRI CEO Sport Beattie (either virtual or physical depending on location).

## BRONZE PARTNER

For donations over the value of \$5,000

- Bronze plaque on our donor tree.
- Logo featured on the WDC page of our website as major donor.
- 1 complimentary behind the scenes visits to the Elephant Nursery for your team, clients or partners.
- 1 year's membership to WDC for 2 people which includes unlimited entry to the public areas.
- Public acknowledgement and thanks on all social channels.

## SILVER PARTNER

For donations over the value of \$15,000

- Annual company fostership of an elephant orphan of your choice.
- Silver plaque on our donor tree.
- Feature in the launch press release and paragraph in progress blog outlining the partnership.
- Logo featured on the WDC page of our website as major donor.
- 1 complimentary behind the scenes visit to the Elephant Nursery for your team, clients or partners.
- 1 year's membership to WDC for 5 people which includes unlimited entry to the public areas.
- Public acknowledgement and thanks on all social channels.

## COPPER PARTNER

For donations over the value of \$1,000

- Copper plaque on our donor tree.
- Logo featured on the WDC page of our website as donor with links to your business.
- 1 year's membership to WDC for 2 people which includes unlimited entry to the public areas.

\*Offers of donations can be monetary or contributions in required materials.  
\*\* Membership entry will not cover the entry fee to Lusaka National Park



## MARKETING INITIATIVES

- Creating links with the Ministry of Education in Zambia and direct to schools to promote the education days.
- Connection with social media groups including Zambia nationals, Ex-Patriates Zambia and Zambia Conservation Education Groups.
- Direct marketing campaign to GRI's audience.
- Promotional material delivered to local hotels and other tourism businesses.
- Feature on marketing Zambia website and other local tourism resources.
- Promotion on local radio station and GRI's own radio broadcast, Conservation Conversations (circa 75k listeners).
- Partnership with safari companies servicing Zambia's National Parks.
- Press release to local and international announcing the centre development followed by release accompanied with an invitation to visit the centre upon opening.
- Connect with global schools who will have access to the same resources, creating a global link to the schools in Zambia.



# **Thank you**

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