

Letter of Inquiry

Wildlife Conservation Project
100 McCollum St.
Clemson, SC 29631

November 28th, 2023

Carter Roberts, CEO
World Wide Fund for Nature
1250 24th Street, N.W.
Washington, DC 20037

Dear Mr. Roberts,

The Wildlife Conservation Project is writing a request to receive funding from your organization, World Wide Fund for Nature, to support our upcoming fundraising event, “Save the Animals,” that will be held on January 13th, 2024. This event will be animal-themed and will consist of various social activities. Attendees will have the option to dress in animal-themed attire if they desire. Additionally, the event will include food, drinks, live music, face painting, and an opportunity for guests to “adopt” an endangered animal of their choosing. Tickets will be sold in advance at a discounted price and also at the door during the event. Lastly, we expect around five hundred people to be in attendance.

Our organization, Wildlife Conservation Project, is a recently established nonprofit dedicated to protecting and preventing future endangerment of animals and habitats worldwide. Some of our primary goals are to prevent habitat loss, bring awareness to exploitation, and conserve biodiversity within different ecosystems. Our organization's values and aspirations are closely aligned with the World Wide Fund for Nature, making us an ideal candidate to support and collaborate with.

All funds raised by our social event will directly contribute towards our goal of protecting animals worldwide. Specifically, the funds will be allocated to animal conservation efforts and research. We anticipate raising approximately \$125,000; however, we need your organization's funding to support our “Save the Animals” event. As such, we are asking your organization to provide \$31,250 to facilitate our event's setup and design. This funding amount will largely support the total projected cost of the event.

If you have any questions or would like to receive more information regarding our upcoming “Save the Animals” fundraising event, please contact us at communications@wildlifecp.org. We truly appreciate your time and consideration.

Thank you,

John Weinrobe
Executive Director

Cover Letter

Carter Roberts, CEO
World Wide Fund for Nature
1250 24th Street, N.W.
Washington, DC 20037

November 28, 2023

Applicant:
Wildlife Conservation Project
100 McCollum St.
Clemson, SC 29631
Telephone: (864) 129-8832
Fax: (864) 668-3410
E-mail: communications@wildlifecp.org

To Mr. Roberts,

We were motivated to contact you upon learning of your genuine care and compassion for endangered species across the world. We have had the pleasure of hearing about the details of your organization and were intrigued by the opportunity to request funds of \$31,250 to contribute towards the Wildlife Conservation Project. Our passion for conservation and our respect for your organization make us beyond excited to get involved. We are confident that we are the nonprofit organization you seek to support, as we have overlapping goals, a strong work ethic, and the desire to make an impact.

Our previous experience with Ellen Degeneres afforded us a legitimate experience within this industry. We have a limited but excellent track record of commitment, effectiveness, adaptability, integrity, and the ability to influence and lead others. The knowledge we have gained in these

areas, along with the realization that we have much more to learn, positions us uniquely to be a positive contributor of this grant.

I invite you to review our qualifications, background, and experiences detailed in the included documents. I believe that we can successfully be the nonprofit you are seeking to support, and am grateful for this opportunity.

We welcome the opportunity to discuss our qualifications for this grant further upon request and appreciate your consideration.

Sincerely,

Jack Wright, Assistant Director
and Grant Contact

Grant Request from World Wild Fund for Nature By the Wildlife Conservation Project

Synopsis:

Assistant Directors/Grant Contacts: Jack Wright, Sophia Vella
Communications Director: Dawson Malcolm
Operations Director: Angela Rosenberg
Executive Director: John Weinrobe

Staff:

- 5 full-time paid employees
- 50 volunteers
- 5-person Board of Directors

Tax Status:

The Wildlife Conservation Project is tax-exempt per IRS Section 501(c)(3).

Request for Funding:

\$31,250 (any funds will be greatly appreciated)

Type of Organization:

Animal Conservation Nonprofit

Service Area:

Our service area is worldwide, with an emphasis in the tropical forests of Central Africa and a range of habitats in West Africa.

Target Population Served:

We serve various animal species with a prospective focus on African elephant populations.

Mission:

We strive to devote our resources and effort to conserve biodiversity and provide a safe haven for endangered species across the world.

Abstract:

There is a tremendous need for wildlife conservation in areas across the globe. With valuable research tools located at Clemson University, just a few minutes from our location, we are more than confident that we can make an impact.

As human populations expand, animal habitats are being converted rapidly for urbanization, agriculture, and infrastructure. This leads to isolated species, which causes a decrease in diversity. Without biodiversity, our ecosystem will be unstable, food chains will be disrupted, and there will be dangerous consequences for both animals and humans. Pollution is another threat to animals everywhere. Plastic waste, chemical runoff, and air pollution contaminate environments, ultimately harming wildlife. As exploitation causes the over-killing and hunting of animals and puts them in stressful conditions, more and more species are becoming endangered. In other words, if society does not begin to act now, ecosystems will face harrowing effects, and future generations will not be able to enjoy our natural world.

The Wildlife Conservation Project is a relatively new nonprofit located in the heart of downtown Clemson. The organization's board members have experience raising awareness for an important cause since they have devoted fan bases. Some of our board members have set up their own initiatives to do what they can for endangered animals as well.

Several members of the community have already backed the executive board, including collegiate presidents and staff, local schools, and local organizations. The additional financial backing of the World Wide Fund for Nature will aid in the continuation of this project.

Table of Contents:

1. Needs Statement, Page 5
2. Project Description, Page 7
3. Project Mission, Goals, and Objectives, Page 7
4. Monitoring and Evaluation, Page 8
5. Organizational Capacity and Qualifications, Page 8
6. Budget and Long-Term Sustainability, Page 9
7. Summary, Page 10
8. Appendices
 - a. Letters of Commitment and Support, Page 11
 - b. Relevant Media Coverage, Page 12
9. References, Page 14

1. Needs Statement

We at the Wildlife Conservation Project strive to work side by side with one of our top board members, Ellen Degeneres. She is the founder of The Ellen Fund, which originated in 2018 as a gift from Portia de Rossi, where the two worked together to support endangered mountain gorillas (*Helping Endangered...*, n.d.). The compassion and empathy Ellen has for suffering animals around the world entitled her to voice her opinion to her supporters back in 2021. She released a documentary titled *Endangered* that featured multiple highly endangered species and provided opportunities for people to help (*Helping Endangered...*, n.d.). This was only the beginning of her conservation efforts. In addition to the documentary, Ellen has launched a campaign to raise 1 million dollars for the endangered species as well as support the individuals sacrificing their energy and time to help the cause (*Helping Endangered...*, n.d.). The Endangered campaign has reached its goal and has been able to supply both financial and logistical aid to many nonprofits with the same intentions. With that being said, we are excited for our future as a continuing partner with Ellen Degeneres and The Ellen Fund.

The primary ambition of the Wildlife Conservation Project is to protect and prevent future endangerment of animals and habitats around the world. That said, we are supporting a very important and compelling cause. As such, an advantage of our organization is that we have the ability to attract financial support from many external parties. Since our inception, we have had several well-known celebrities and other groups contribute to our conservation efforts. Most notably, celebrities such as Taylor Swift and Matthew McConaughey have provided generous

funding. Another strength our organization possesses is our reputable board of directors, consisting of many prominent celebrities who are passionate about animals. Having board members who are enthusiastic about the well-being of animals facilitates alignment with our cause. Additionally, we are only concerned with supporting our cause, not generating a profit. This is evidenced by our entity being officially recognized by the IRS as a Section 501(c)(3) nonprofit organization. Considering this relevant characteristic, many individuals and groups have a further inclination to support our cause. In the near future, we plan to undertake a more specialized conservation mission in collaboration with The Ellen Fund. We seek to restore and protect African elephant populations. In recent decades, the population of elephants in Africa has significantly dwindled as a result of poaching and immense habitat loss (*Threats to African elephants...*, n.d.). Within the next year, our organization anticipates developing extensive operations in several African countries to combat poaching and restore degraded land.

The Wildlife Conservation Project was created at the beginning of 2023 and has been operating for less than a year. We have been in contact with local communities, governments, and people around the world to educate them about protecting the environment in terms of climate change, habitat loss, and issues of exploitation. We are based in Clemson, South Carolina, which is not home to many endangered species; therefore, we usually have to travel to make an impact. However, in spite of us being a small organization, our voices can still be heard around the world. Since our organization was founded only recently, we are inexperienced and have low funding, which is why we are seeking funds to raise awareness on these issues. We are a small, independent nonprofit with a massive dream to change the world around us and save the animals. We are looking forward to expanding and working with The Ellen Fund to make a difference.

Our organization has a great opportunity to collaborate with The Ellen Fund. To reiterate, The Ellen Fund is an organization dedicated to supporting numerous endangered species across diverse regions worldwide. The Ellen Fund currently focuses on particular animal species, and we are eager to explore the potential of extending our impact to encompass a broader range of endangered species, such as the African elephant. In an interview with Discovery, Ellen emphasized her support for nonprofits, stating, "The Endangered campaign will support the most effective nonprofits that serve these species on the ground" (*What to Know...*, n.d.). Ellen's support will empower us to expand and reach a scale where we can independently run our programs. This growth will enable us to not only support like-minded nonprofits but also broaden our focus to care for species that may be underrepresented.

The Wildlife Conservation Project's biggest threat is the largest animal conservation charity in the world, the World Wildlife Fund for Nature (WWF). This globally known organization has been fighting for wildlife conservation since 1961; their mission is to create a world where nature and humans can thrive together (*Top 17 charities...*, n.d.). WWF could draw donations away from us since they are involved in various projects, including the Natural Capital Project and the Thirty Hills Project, working to save endangered species from all over the world. WWF

is also made up of thousands of conservationists; therefore, donors put their trust in WWF more than the Wildlife Conservation Project.

2. Project Description

The Wildlife Conservation Project is focused on protecting endangered animals and their habitats around the world. We do this by hosting charity events that raise money as well as bring awareness to the exploitation and destruction of endangered species and their ecosystem. This is the key process of our organization, as we hope to educate society about the impact people are having on animals and the environment and raise money to protect endangered animals.

The Wildlife Conservation Project “Save the Animals” charity event will be a social event with an option for attendees to participate in animal-themed attire. The event will include food, drinks, live music, and face painting, as well as an opportunity for guests to “adopt” an endangered animal of their choosing. We plan to have about 500 people, including people from the Ellen Fund and other conservation organizations.

Volunteers are an incredibly important part of what makes our organization so successful. Our volunteers have a love for animals and a passion for protecting the environment. It is essential to us that these volunteers are devoted to helping save these endangered animals so that they can inspire others to help us on our mission.

3. Project Mission, Goals, and Objectives

Mission Statement: Devote our resources and efforts to conserve biodiversity and provide a safe haven for endangered species across the world.

Goals:

- Re-establish the populations of all endangered species
- Prevent habitat loss
- Bring awareness to exploitation
- Conserve biodiversity within different ecosystems

Objectives:

- Work alongside the Ellen Fund in helping endangered species
- Hold charity events to raise money for our cause
- Acquire more volunteers in order to help spread awareness and educate the community

4. Monitoring and Evaluation

Any funding provided will be used for the “Save the Animals” event, which is a charity event to raise additional funds for endangered animals in Africa. We would be thrilled to have personnel from the World Wild Fund for Nature attend the charity event to show them all the work that has been put into it. The success of the charity event will be evaluated based on the fundraising numbers that are achieved. The Ellen Fund has been able to raise \$1,000,000. Our goal is to raise approximately \$125,000 to help endangered species and their habitats in Africa. The budget of “Save the Animals” will be provided in this proposal, and all receipts used from the charity event will be filed and sent upon request.

The service provided by the Wildlife Conservation Project will generally be performed and monitored by the financial professionals from the Ellen Fund. Since the Ellen Fund has had so much success, we put our trust in the professionals from the Ellen Fund to monitor the “Save the Animals” charity event and ensure it is also a success.

5. Organizational Capacity and Qualifications

Our Board at the Wildlife Conservation Project was formed together unanimously by the five original founders due to the legitimate need for help and support regarding endangered species in central Africa and around the world. These five board members serve the Wildlife Conservation Project in a variety of ways, such as having a financial impact, speaking out about the situation, promoting ways to help, and more. Each board member is committed to attending a board meeting on the third Friday of each month and coming into the office at the end of each quarter to reflect on the past and plan for the future. With that said, all five founders are regularly in the office, along with volunteers, sporadically throughout the week. Additional information related to the board members of the Wildlife Conservation Project team is available upon request, but for a matter of time, the individuals elected to comprise the board are listed below:

- Ellen Degeneres
- Jackie Chan
- Prince Williams
- Taylor Swift
- Matthew McConaughey

6. Budget and Long-term Sustainability

Due to the variety of our work taking place elsewhere and a minimal number of individuals in the office on a regular basis, the board saw no need for improvements to be made to the building structure. Therefore, the anticipated budget for the upcoming year only has a couple of differences, which are mostly made up of expenses related to “Save the Animals,” the charity event taking place on January 13, 2024. A detailed breakdown of the expenses for the upcoming year are listed below:

Description	Cost
“Save the Animals” Charity Event	\$40,000
- Band (Risky Business)	- \$8,000
- Food/Drinks	- \$11,500
- Party Rentals	- \$4,000
- Wages	- \$2,000 (40 workers at \$10/hr for 5 hours)
- Event space	- \$14,500 (\$12,500 + \$2,000 security deposit)
Office Rent	\$ 192,000 (2,000 SF building at \$8/SF)
Insurance	\$750
Salaries and Wages	\$ 250,000 (\$50,000 per employee)
Utilities/Maintenance	\$6,000 (\$500 per month)
Total	\$488,750

As you can see, our projected budget for the upcoming year is estimated to total \$488,750. This number has increased from last year due to our expected growth in various areas. The \$40,000 expense comes from our first annual charity event, “Save the Animals.” We expect to quadruple this expense in proceeds directly from the event, which will be distributed to endangered species and ecosystems around the world. The \$192,000 is our yearly rent for the office space we lease. As stated in our lease agreement, the price per SF is set to increase by \$0.25 each term making it \$8 per SF for the year 2024. The insurance on the property will stay the same at \$750. We have included an increase in wages due for the upcoming year. Due to the expected growth at the Wildlife Conservation Project, we implemented a 20% increase in salary for our five employees,

totaling \$250,000. Utilities and Maintenance costs can be uncertain, but without any increase in property size, we see no reason for that expense to increase in 2024.

Our Board of Directors has agreed to provide financial support in order to aid our organization, but will only be able to cover part of the cost for the upcoming year. We expect their contributions to come out to around \$250,000. We also have estimated 35 percent of the expected costs for 2024 to be supported by community donations. This number comes from previous experience and comparable organizations. With that said, we are seeking a grant of \$31,250, which we hope will cover the majority of our charity event costs. Any additional funds will be used to benefit the animals or be saved for future needs.

7. Summary

The Wildlife Conservation Project plays a significant role in the protection of endangered species and habitats worldwide. By providing resources, educational opportunities, and donations, the Wildlife Conservation project has made numerous strides toward conserving the natural resources that our environment so desperately needs. Clemson University, the number one college in South Carolina, is located minutes from our organization and houses hundreds of students who hope to make a difference. Being located near such passionate thinkers provides the Wildlife Conservation Project with inspiration and new ideas. Clemson University contains majors including Wildlife and Fisheries Biology, Geology, Forest Resource Management, and Environment Engineering, which directly relate to topics our project deeply cares about. With the collaboration of eager college students and a generous donation from the World Wide Fund for Nature, our organization will be able to continue to conserve biodiversity and present the World Wide Fund for Nature with a devoted nonprofit to support.

The Wildlife Conservation Project is incredibly passionate about this opportunity, and we are hoping this grant will allow us to make an even greater impact.

The Wildlife Conservation Project and the World Wide Fund for Nature understand how important it is to act now in response to declining biodiversity and habitats as well as increases in exploitation. In other words, with our joint support for this cause, we can work together to save the planet. We appreciate the World Wide Fund for Nature's philanthropy towards these devastating issues and look forward to the opportunity to work with their foundation as a result of this grant proposal.

8. Appendices

Letter of Commitment

Carter Roberts (CEO)
World Wide Fund for Nature
1250 24th Street, N.W.
Washington, DC 20037

Dear Mr. Roberts,

This letter is in regard to our request and the terms of our grant agreement. We would greatly appreciate it if you took the time to review the terms and conditions for the grant as well as return a signed copy to us. Thank you for your continued support.

Please note that this is a letter of commitment only and is not intended to be legally binding, nor is it a commitment to grant us the grant funding.

Sincerely,

Sophia Vella, Assistant Director
and Grant Contact

Letter of Support

Carter Roberts (CEO)
World Wide Fund for Nature
1250 24th Street, N.W.
Washington, DC 20037

November 28, 2023

Dear Mr. Roberts,

I am writing in support of the Wildlife Conservation Project. I believe this project will make great changes for endangered species in all parts of the world.

This foundation has already made great strides toward helping many endangered species by protecting them from poaching and immense habitat loss. I have seen firsthand the compassion

and dedication they possess as they raise money to provide a safe haven for species around the world.

In conclusion, I deeply support the efforts of the Wildlife Conservation Project and truly believe that they would benefit from this funding.

Sincerely,

President Clements
Clemson University

Press Release

Contact: Wildlife Conservation Project
Telephone: (864) 129-8832
Email: communications@wildlifecp.org
Website: www.wildlifeconservationproject.org

FOR IMMEDIATE RELEASE
DECEMBER 7th, 2023

WILDLIFE CONSERVATION PROJECT IS HOSTING AN ANIMAL-THEMED FUNDRAISING PARTY: “SAVE THE ANIMALS,” TO RAISE MONEY FOR ENDANGERED SPECIES ACROSS THE WORLD

The organization hopes to raise money to help endangered species that are struggling with habitat loss and exploitation and are working to conserve biodiversity.

Clemson, SC, December 7th, 2023: Wildlife Conservation Project, an organization that provides help in many different ways to endangered species across all regions, is hosting a fundraising party. They hope to raise money to expand their outreach to different types of species that do not get as much attention and are suffering from causes such as exploitation, climate change, and habitat loss. The event will take place on January 13th at their location in Clemson, SC, 100 McCollum St.

The social event will allow attendees to participate in animal-themed attire for a costume contest, as well as provide food, drinks, live music, and face painting. Guests can “adopt” any endangered animals the nonprofit will serve on its next trip. Funds raised from these symbolic adoptions will help contribute to the food and medical care costs for these animals that are struggling due to devastating conditions. During the fundraiser, numerous games and activities

will be available for adults and children. At the end, the winner of the costume contest will be declared. All proceeds will go directly to the organization's cause of helping endangered species across the world.

"We're thrilled to announce our first fundraising event in Clemson this January. We're hoping that everything will run seamlessly, ensuring everyone has an unforgettable time. The proceeds we generate will significantly impact the lives of endangered species, and I am more than excited", said Sophia Vella, Assistant Director of the Wildlife Conservation Project.

Visit the website, www.wildlifeconservationproject.org, to discover more information about the upcoming "Save the Animals" charity event.

About Wildlife Conservation Project

Wildlife Conservation Project is a nonprofit located in Clemson, SC, dedicated to protecting and preventing future endangerment of animals and habitats worldwide. The organization seeks to prevent habitat loss, bring awareness to exploitation, and conserve biodiversity within different ecosystems.

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Media List

CBS News: (212) 975-3247

ABC News: (818) 460-7477

NBC News: (212) 413-6142

MSNBC: (212) 664-4444

FOX News: (888) 369-4762

CNN: (404) 827-1500

The New York Times: (212) 556-7777

The Washington Post: events@washingtonpost.com

USA Today: (703) 854-5881

Chicago Tribune: (312) 222-3001

References

Helping Endangered Species THE ELLEN FUND. (n.d.). The Ellen Fund. Retrieved November 28, 2023, from <https://theellenfund.org/>

Threats to African elephants. (n.d.). WWF. Retrieved November 28, 2023, from https://wwf.panda.org/discover/knowledge_hub/endangered_species/elephants/african_elephants/threats/

Top 17 charities & Organizations that help endangered animals. (n.d.). Volunteering Journeys. Retrieved November 28, 2023 from <https://volunteeringjourneys.com/top-17-charities-organisations-that-help-endangered-animals/>

What to Know about The Ellen Fund this Earth Month. (2021, September 16). Discovery. Retrieved November 28, 2023, from https://www.discovery.com/dnews/What_to_Know_about_The_Ellen_Fund_this_Earth_Month