



Promoting Art-4-Nature

PO Box 878, Limbe, SW Region, Cameroon



Cameroon Charity #034/G.37/D14/VoIII/SAAJP

US EIN 93-1289932

OVERVIEW – WHO IS LIMBE WILDLIFE CENTRE

The **Limbe Wildlife Centre** was created in 1993 as a result of the rapid decline of animal populations in Cameroon, due to habitat degradation, poaching, and the illegal wildlife trade. Run in partnership between the **non-profit organisation Pandrillus** and the Government of Cameroon, our project is unique in Central Africa. Our mission is to ensure the survival and **protection of Cameroonian wildlife**. Our team is composed of local and international wildlife ecologists and veterinarians, and a highly experienced and qualified local animal care staff.



Limbe Down beach cleaning, January 2020

We also run an **intensive education programme** within the communities to help them understand the importance and value of protecting our unique wildlife.

The Limbe Wildlife Centre is also a proud founding and accredited member of the **Pan African Sanctuary Alliance**¹, and the only recipient of a **Clark R. Bavin Wildlife Law Enforcement Award** (2019).



OUR CORE MISSION

1. Support law enforcement efforts
2. Raise awareness on the value and fragility of biodiversity
3. Engage the community to support nature conservation
4. Promote animal welfare and conservation
5. Rescue, rehabilitate and release all rescued wildlife

¹ The largest association of wildlife centers and sanctuaries in Africa, which demonstrate exceptional commitment and the highest standards of animal welfare and conservation practices

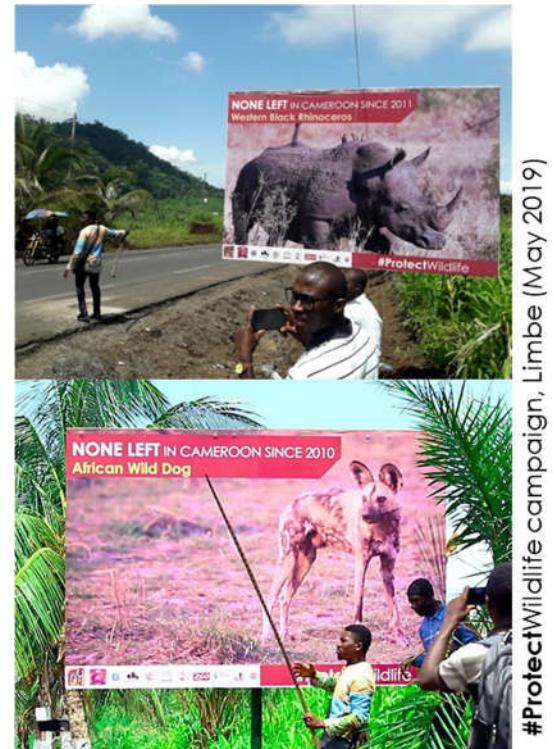




CONTEXT

Our planet is now in the midst of its **sixth mass extinction** of plants and animals, due to human's actions. Cameroon's wildlife is not spared and already has several extinct species to lament: the Cheetah, the Black Rhinoceros and the Wild dog. To instigate a change of behaviour, develop a sense of ownership and engage the community to protect wildlife, it is critical that everybody is aware of the **value of biodiversity** and **ecosystem services** to human health, tourism, economy, and culture. With the **COVID-19** spreading through all continents and affecting each society, every human must **rethink** its relationship with nature, and **reinvent** the link between nature and **societies**. In traditional **African culture**, especially in Cameroon, *Africa in miniature*, **respect for nature** and wildlife was essential.

That is the reason why **Toh Bright** chose the Limbe Wildlife Centre to begin his journey and remind us all about the importance to keep **healthy ecosystems**.

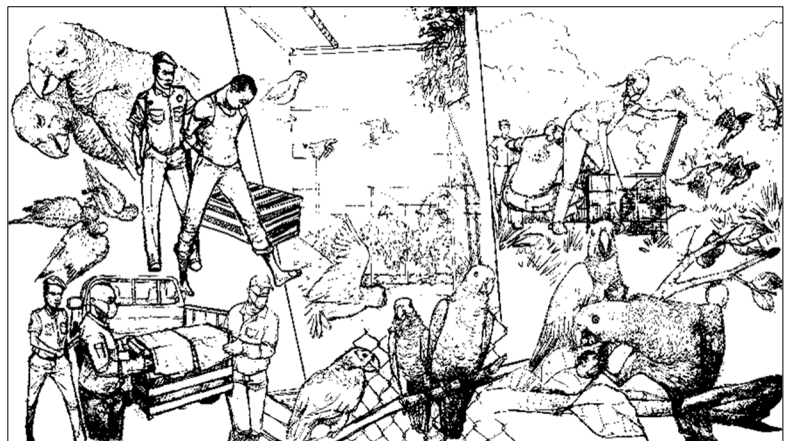


SUPPORTING YOUNG CAMEROONIAN TALENT



Toh Bright is a 25-year-old Anglophone Cameroonian award-winning visual artist and writer who specializes in illustrations and animation. His works have appeared on a wide variety of prominent platforms: in May 2019, **The Guardian (UK)** published his illustrated article on *The Illustrated City Series*². Working with the Center for Human Right and Democracy in Africa, he composed communicative illustrations for projects aimed at **promoting peace**, emphasizing **human rights** and other **philanthropic causes**.

This innovative and enterprising artist hopes to contribute positively to the betterment of his environment, for the benefit of both **wildlife & human beings**, by telling transformative stories to the rest of the world using his unique, **creative artistry**. Working with the Limbe Wildlife Centre is the first leg of his **journey to promote wildlife** protection and **human wellbeing**.

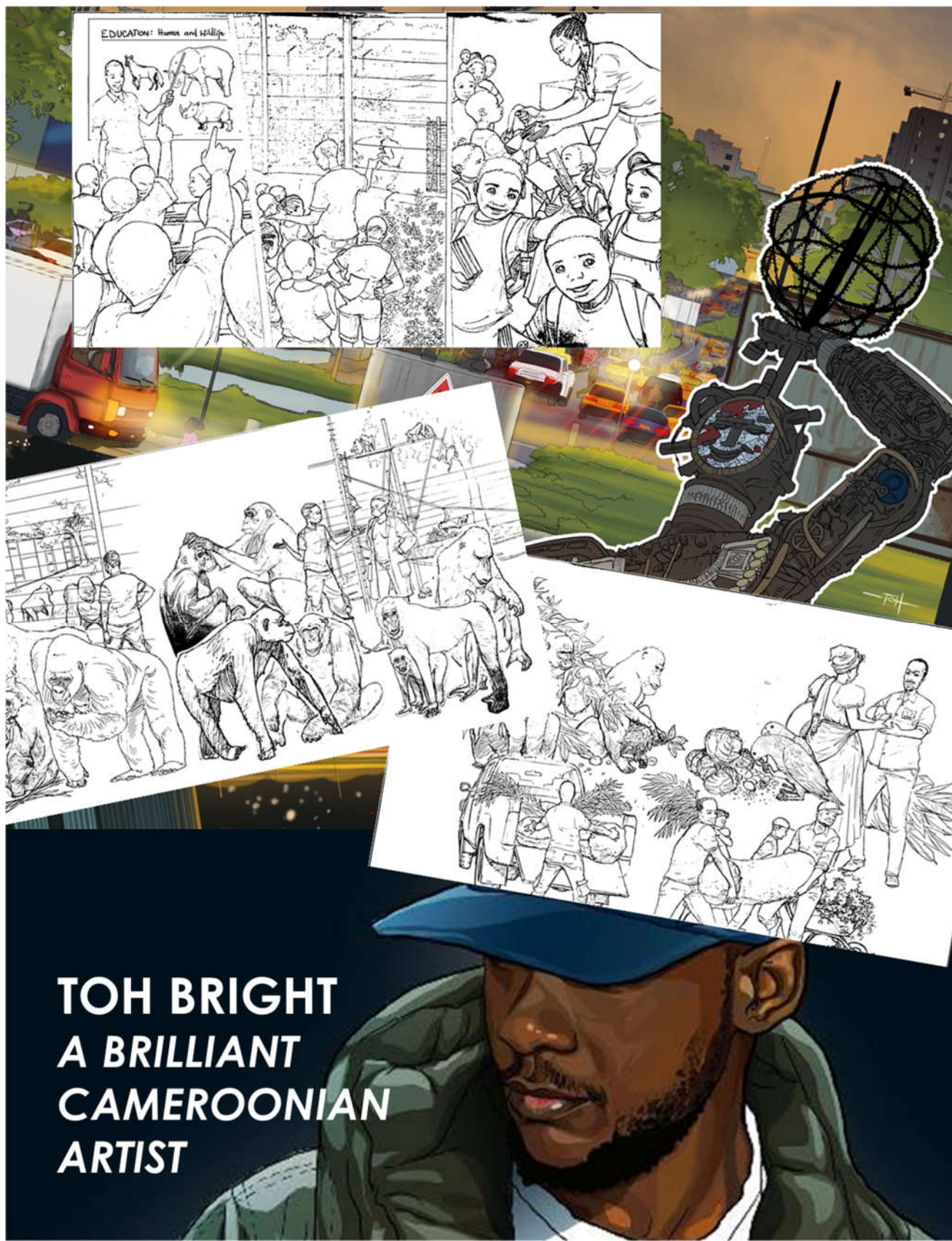


² 'If you sleep, your life sleeps': Friday night in Cameroon's nonstop city – a cartoon, The Guardian, 10 May 2019



**ACTIVITIES**

Toh Bright will illustrate 4 major programmes run at the **Limbe Wildlife Centre**: the endangered African grey parrot rehabilitation and release; community-based conservation; conservation education and the rehabilitation of endangered primate's species of the South-West Region of Cameroon. The **4 billboards** (4m x 2m) will be displayed in the community to emphasize the actions taken by the Limbe Wildlife Centre to protect Cameroon's unique wildlife.



**TOH BRIGHT
A BRILLIANT
CAMEROONIAN
ARTIST**



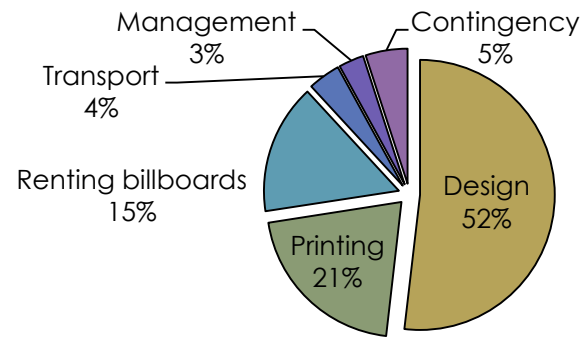
TIMEFRAME

The preliminary work has started in December 2019 and the final design should be done by the end of March. We aim at printing and inaugurating the billboards as soon as funds are available, ideally before **June 2020**.

CATEGORIES OF EXPENDITURES	Cost (\$)
DESIGN	3,636
PRINTING	1,455
CONSTRUCTION BILLBOARD	1,091
TRANSPORT	273
MANAGEMENT	210
CONTINGENCY	351
TOTAL	7,016

FUNDING GOALS

The budget required to **design, produce** and **inaugurate** the 4 billboards is **\$7,016 (3.9M FCFA)**, of which **+50%** will **directly benefit the artist** and serve to set his future goals. So far, we have secured 24% of the total budget.



EXPECTED OUTCOMES

1. **Raise awareness** among Cameroonians to the social, economic and cultural value of protecting wildlife
2. Communicate and promote current **initiatives** in Cameroon regarding the protection of wildlife and how it **benefits human wellbeing**
3. Raise awareness among people about **animal welfare**
4. **Support Cameroonian artists** and activists to become a spokesperson and an ambassador to nature protection
5. Develop a sound **communication strategy** to engage the authorities and people through social and traditional media

FUTURE PLANS

1. We want to design and run a **public sensitization campaign** to engage the community specifically, alongside the African grey parrot rehabilitation and release programme
2. To enhance our **visual identity** to optimize and maximize **educational impacts** of the Limbe Wildlife Centre.



TO HELP OUR PROJECT

Get in touch with us at info@limbewildlife.org

DONATE to our Art-4-Nature programme:

Option 1: Directly via wire transfer

Account Name	Pandrillus
Address of Account Holder	P.O. Box 878, Limbe, South West Region, Cameroon
Bank Name	Banque Internationale du Cameroun pour l'Epargne et Cr�dit (BICEC)
Bank Address	BP 1925, Douala, Cameroon
Account Number	33504740001-87
SWIFT code	ICLRMCX
IBAN	CM2110001068403350474000187
Bank Code	10001
Bank Branch	Limbe, South West Region, Cameroon
Branch code	6840

Option 2 : via



<http://limbewildlife.org/donate/>

Option 3 : via our European partner
(specify Limbe Wildlife Centre):



<https://www.zgap.org/index.php/en/donations-and-help/donations>

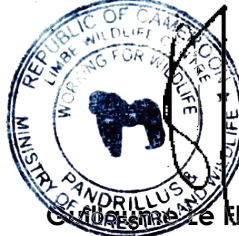
Option 4 : via our US partner
(specify Limbe Wildlife Centre):



<https://pasa.org/donate/>

If you wish to support our future soft release programme, public sensitization campaign or post-release monitoring, or for any other information, contact us at info@limbewildlife.org

Limbe, 28 March 2020



Guillaume Le Kiohic

Pandrillus Country Director

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www.limbewildlife.org

TOGETHER WE MUST **#ProtectWildlife**