




FUJITSU

CHARITY PARTNER APPLICATION



 **THE
ASPINALL
FOUNDATION**

REGISTERED CHARITY NO. 326567

PURPOSE & VALUES

The Aspinall Foundation (TAF) is a UK-based charity devoted to the conservation of endangered species and returning them to areas of protected wilderness.

We work in some of the world's most fragile environments to save endangered animals, delivering groundbreaking work across multiple countries, species and projects. Committed to challenging, often world-first rewilding projects, the charity combines captive breeding, education, reintroduction and habitat protection through our overseas work across three continents.

Spanning over 35 years, our global conservation work covers issues such as the illegal wildlife trade, the recovery of threatened species and the protection of their habitat through community-based conservation. Our enduring mission is to enable people and wildlife to live in harmony, halt the extinction of endangered species and to raise awareness of such important issues.

The Aspinall Foundation's major conservation projects include the reintroduction of the western lowland gorilla to the Batéké Plateau region of Central Africa, using both wild-born and captive-born release stock, the reintroduction of captive-born Southern cheetah to protected reserves in South Africa and Zimbabwe, the reinforcement of small, isolated gibbon and langur populations in Java, the transfer of eight captive-born Critically Endangered eastern black rhinoceros to protected reserves in South Africa and Tanzania, and the implementation of a species survival programme for the Critically Endangered greater bamboo lemur in Madagascar.

At its core, The Aspinall Foundation promotes education, commitment, a progressive approach to conservation and an awareness of the value of our natural world.

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TARGET GROUPS & FUJITSU'S PURPOSE ALIGNMENT

Our target group is vast, encompassing all those who want to make an immediate, lasting impact on the lives of endangered species around the world, from our UK-based supporters to the local communities we work with overseas.

This overseas work has a strong focus on educating and changing the behaviour of communities to help protect animals and local habitats.

The Aspinall Foundation has developed micro-projects to strengthen these community associations, improve training, support improved agricultural methods and to help develop alternative income streams, ultimately leading to a more sustainable world where people and wildlife can live in harmony.

By aligning themselves with us, our supporters are buying into the ethos of an organisation that is not afraid to spearhead trailblazing rewilding projects and to take a truly innovative approach to conservation. This is evidenced in the numerous world-first projects we have embarked on over the years, including being the first organisation to send captive-born African painted dogs and cheetahs from our partner UK wildlife parks back to their native lands, and the latest mission we are embarking on: flying an entire herd of 13 elephants across the globe to their ancestral homeland in Kenya. No elephant rewilding project of this scale has ever been attempted before, and many more exciting rewilding projects are planned for 2023 and beyond.

Engendering trust is at the core of the charity, as it is only through inspiring confidence in our supporters, their stake in our ongoing success and their resulting generosity that we are able to deliver our pioneering projects.

Empathy for the natural world underpins everything we do, aligning us strongly with the Fujitsu Way.



CHALLENGES IN SOCIETY

ILLEGAL PET TRADE

At our Langur Rehabilitation Centre on the island of Java, our team rescue vulnerable langurs from the abject misery of the illegal pet trade and rehabilitate them for release into protected areas of tropical rainforest. Since the project began, we have released over 150 langurs back to the wild, saving them from suffering in a trade which is ceaselessly driving them to the brink of extinction. As well as providing round-the-clock care to the centre's animals, the charity's committed team combat rampant wildlife crime, engage with local communities, support scientific studies and patrol the forest in the face of heavy pressure on the natural ecosystems.

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DEFORESTATION IN MADAGASCAR

It is estimated that 90% of Madagascar's forests have been lost, mainly to slash and burn agriculture, threatening the diversity of this incredible island. We have been fighting to protect lemurs and reverse decades of habitat destruction ever since we started our project in the region. Our community work there has helped local people to protect the forests around them and our education projects have taught the next generation the importance of protecting their beautiful country and its natural habitats.

Alongside this, we have undertaken a vast reforestation project in recent years, planting over 48,000 trees in 2021 alone.

Through community-based conservation projects, it is possible to make the changes needed to improve living standards in a way that both builds the capacity of local people and utilises the knowledge of sustainable farming methods and land use.

POACHING IN SOUTH AFRICA

Our diligent team in Southern Africa divide their time between rewilding captive animals and emergency rescues and translocations, in close collaboration with partners. Recently, we worked closely with partners on a massive anti-poaching sting operation in Kruger National Park where we destroyed over 100 snares.

Our projects support governments in securing important habitats and implementing specialist conservation strategies, as well as coordinating interventions to secure the lives of animals at immediate risk.

We are part of an international breeding programme for the eastern black rhino and have sent eight black rhinos back to protected areas of their ancestral homeland. They have gone on to breed very successfully and their descendants are repopulating new areas, turning these magnificent animals' fortunes around.



IMPACT ON SOCIETY

THERE ARE THREE IMPACT STRANDS TO OUR WORK:



HALTING EXTINCTION

Halting the extinction of endangered species in the wild by reintroducing animals and developing sustainable conservation activities; providing economic benefits to local communities and helping to manage and protect wilderness areas



PROVIDING NATURAL ENVIRONMENTS

Providing the most natural environment possible for animals in both of our partner animal parks, and to be world leaders in our animal husbandry and breeding programmes



EDUCATION & AWARENESS

Increasing public understanding of animal welfare and how we can all act to protect animals in their natural environments

We believe that animals deserve, wherever possible, to live in their natural environments, free from persecution by humans - from hunting, trapping and loss of their habitat. For too long, humans have threatened and destroyed the forests, plains and rivers that animals live in. We have a responsibility, a duty, to tackle this destruction and rebuild the population of the far too many endangered animals facing the threat of extinction.

ECOLOGICAL IMPACT

- Our vital work in Madagascar helping to remove the greater bamboo lemur from the IUCN/SSC PSG Top 25 Most Endangered Species list. Thanks to our research, the known locations of these lemurs has doubled.
- Restoring the European bison to the spectacular Făgăraș Mountains of Romania, nearly a century after the entire population was hunted to extinction in the wild. Part of an ambitious project with conservation partners in 2003, our rewilded bison have since produced five calves.
- Our flagship Gorilla Protection Project has reintroduced the iconic western lowland gorilla to an area in the Batéké Plateau National Park where they had previously been eradicated due to hunting and poaching. We have now reintroduced 70 gorillas to this area, with 35 wild births.
- The Aspinall Foundation pioneered the return of Przewalski horses - declared extinct in the wild by the end of 1969 - to China, returning five stallions and five mares to the Milu Ecological Centre near Beijing in 1992. Subsequently, they moved to a semi-wild 100ha enclosure in the Gansu province and have since produced young to bolster the wild population.

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CORPORATE ENGAGEMENT



01 CORPORATE AWAY DAYS

Port Lympne provides the perfect environment for corporate groups to enjoy away days, allowing us to drive awareness of The Aspinall Foundation and for visiting groups to gain a clearer understanding of how we work in conjunction with our parks on our rewilding projects.

Groups will benefit hugely from the experience at our partner parks, with opportunities for close-up animal encounters with gorillas, rhinos, gibbons and others - the very species that we work with to rewild to protected areas of their ancestral homelands. These experiences are supported by inspiring conservation talks from our team of rangers, allowing groups to understand how their visit contributes to a meaningful goal.

02 DISCOUNTS & GIVEAWAYS

Unique codes could be generated for Fujitsu colleagues and customers to use on the TAF website to access exclusive discounts. We can also create a fundraising tiered reward system with exciting giveaways for those partners or customers who raise the most money for The Aspinall Foundation. These rewards can include park tickets, exclusive safaris, bespoke ranger talks, afternoon tea and a VIP day out including a gorilla encounter, bespoke safari experience and team lunch.

03 CONSERVATION WEBINARS

Fujitsu colleagues and partners would be invited to exclusive, informative webinars with representatives from our overseas conservation projects in South Africa, Congo & Gabon, Java and Madagascar

04 EDUCATION DAYS FOR SCHOOLS

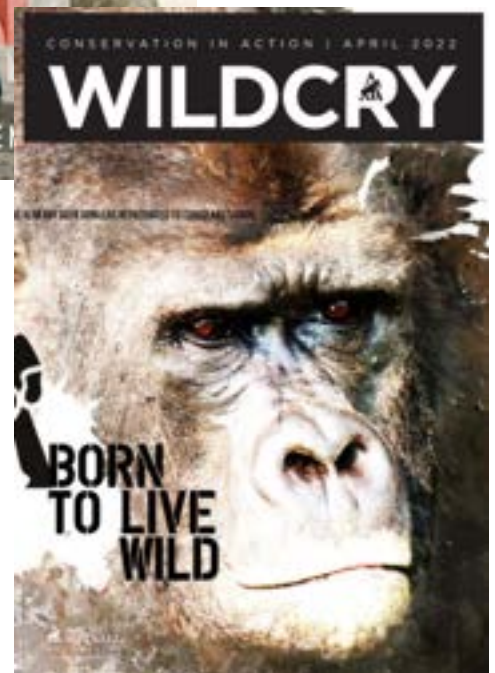
Our parks are the perfect destination for an educational visit to inspire and inform, as students immerse themselves in the fascinating world of wild animals. We could provide the opportunity for Fujitsu to sponsor these visits, which can accommodate up to 30 pupils, and feature curriculum-linked 30-minute ranger talks, customisable according to year group, covering topics such as conservation, habitats and food chains. An educational visit will encourage students to care about the natural world and will directly help the park to protect wildlife here in the UK which, in turn, enables The Aspinall Foundation to send animals back to the wild.

05 CONTENT SHARING

We have a wealth of incredible footage and still images of our conservation projects from all around the world, which can form the basis for informative e-comms, newsletters and any internal messaging.

The footage includes captivating content such as Joshi the gorilla being reintroduced back to the wild, our UK-born African Painted Dogs being rewilded in Gabon, our rewilded cheetahs first steps in South Africa and our Chairman Damian Aspinall and his wife Victoria visiting our Gorilla Protection Project in Gabon

In addition, we have a wealth of high-quality printed material, such as brochures and our official TAF supporters magazine: Wildcry.



A digital illustration of a gorilla and a tiger in a lush jungle. The gorilla is on the left, looking towards the viewer, and the tiger is on the right, partially obscured by large green leaves. The background is filled with various shades of green foliage.

DIGITAL NEEDS

HOW FUJITSU COULD SUPPORT US WITH FUTURE PROJECTS

WEBSITE REDEVELOPMENT

The Aspinall Foundation currently shares a website (www.aspinallfoundation.org) with The Howletts Wild Animal Trust to service Howletts Wild Animal Park (a wildlife park near Canterbury, Kent), Port Lympne Hotel & Reserve (a wildlife park and popular luxury short breaks destination near Folkestone, Kent) and The Aspinall Foundation.

The current website no longer reflects the branding or positioning of the charity, has some unintuitive navigational elements and generally lacks the flexibility we need.

We are looking to build three new individual websites - one for Howletts, one for Port Lympne and one for The Aspinall Foundation - all visually and functionally cohesive, showing a brand relationship and easy navigation between the three. Each of the three websites has a different core audience and product.

DIGITAL SCREENS & CONTACTLESS DONATION POINTS

Digital channels are a key medium for us to raise awareness of our ongoing mission to combat freefalling wildlife populations. Having digital screens around our partner wildlife parks would allow us to massively increase the visibility of our conservation projects by displaying our library of exceptional quality video content, which has garnered more than 60m online views on our top three videos alone.

The rich history and stunning projects of The Aspinall Foundation lend themselves strongly to video content, and a suite of screens positioned in key areas would expose the work of the charity to hundreds of thousands of additional potential supporters per year.

We would also benefit hugely from contactless donation points across our partner parks and on-park accommodation. We currently have these tap-to-donate units at the tills in our Pinewood and Basecamp café areas at Port Lympne reserve, but the aim would be to build weatherproof and wireless versions of these units into our most popular animal enclosures.

A similar roll-out has worked very well at ZSL London Zoo, with over £4,160 raised in support of ZSL. Our in-house designer has already created a tap-to-donate window vinyl, for use on shopfronts (see below).





THE ASPINALL FOUNDATION



REGISTERED CHARITY No. 326567

**TAP HERE
TO DONATE
£2 TODAY**



Your support could help us:

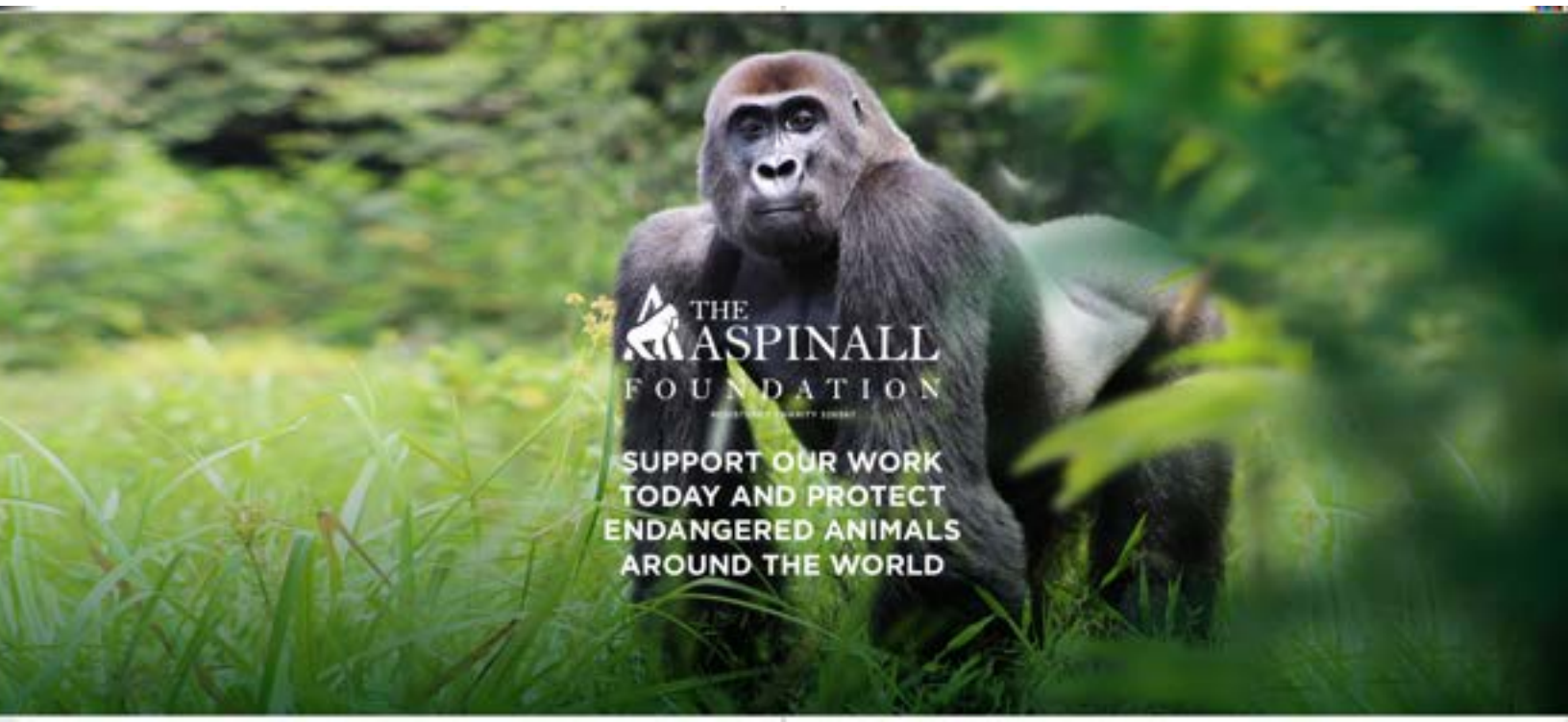
- Stop poachers who threaten Gorillas in Gabon and Congo
- Return rare species from our wild animal parks to the wild
- Rescue gibbons from the illegal pet trade in Java
- Protect Madagascar's incredible environment

[Aspinallfoundation.org/donate](https://aspinallfoundation.org/donate)   

CRM

A new CRM system would be transformative for the Aspinall Foundation; we currently use an old CRM which is now unsupported (Progress by ASI). It does not integrate with any other systems and involves a lot of manual input of data. Some of the main benefits we would be seeking to gain by transitioning to a specialist CRM system would be:

- One-click or automatic direct debit and gift aid claims, rather than manual runs every week
- Integration with donation forms, event giving pages (JustGiving) and others which would automatically log all of our donors' details
- Built in eMarketing tools which would enable us to track donor interaction. This is not possible currently
- Back-end analytics within the CRM which will have live data showing performance of key income lines. Currently, we have to wait weeks for figures from the month previous from our finance team. It will enable us to be more agile and spot fundraising trends
- Event management will be possible by building forms that integrate directly with the CRM and can allow us to manage mass registrations - crucial for events like our on-site charity runs.
- Scoring/ranking for major donors, corporates and legacies which can help gauge the opportunity level and keep on top of and monitor leads, rather than relying on members of staff to create their own lists
- The ability to create complicated donor journeys based on their interaction and donor source, which will transform the way we steward new and existing donors
- The saving in staff time will help us use resource far more effectively



SUMMARY STATEMENT

A partnership with such a respected, socially responsible corporation as Fujitsu would mean so very much to us. Your invaluable support would enable us to achieve a huge amount for conservation together, ensuring that our charity continues to deliver pioneering work to protect endangered species and their habitats.

The environmental, economic and social sustainability initiatives that Fujitsu promotes are very much aligned with The Aspinall Foundation's ethos, so we feel the partnership would be enormously positive for both organisations, and a natural fit.

CEO SUPPORTING COMMENT

"2021 saw The Aspinall Foundation achieve so much for endangered species and, in a world where biodiversity and the natural world is under constant pressure, our courage to pursue pioneering conservation work is more important than ever. By working together with Fujitsu, I believe that together we can achieve the extraordinary.

"I see so many parallels between us as organisations. In our own way, we are both reimagining ways to live and work better - particularly alongside nature - changing the status quo and the landscape in our respective fields of work.

We are focused on achieving what others think isn't possible. Our fervency to conserve, protect and sustain wildlife populations remains undimmed and I believe this partnership would provide the powerful synergy to realise many incredible projects together."

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CONTACT US

Please do not hesitate to get in touch if you require any further information about our projects, animals or team.

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ASPINALLFOUNDATION.ORG

IMAGERY AND VIDEO



CHARITY NUMBER:

326567



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