



MAASAI WOMEN ARE STEPPING UP TO PROTECT ONE OF KENYA'S MOST THREATENED ELEPHANT POPULATIONS.

YOU CAN TOO...

Dear [default inside sal],

A woman who cares can do amazing things.

A group of women can change the world ...

And as we speak, the Maasai women of Ilkimpa are saving the lives of some of Kenya's most vulnerable elephants.

But they urgently need your help.

A recent surge in poaching incidents in the Loita Forest has slashed its rare elephant population so badly that only 450 remain. One elephant was shot, then tracked for hours before it finally succumbed to its injuries.

These special savannah elephants are uniquely adapted to forest living, and are typically highly elusive. Tragically, some poachers are starting to catch up to them. To the Maasai people, these elephants – and the Forest they roam – are sacred.

In Maasai culture, each animal, each tree, and each rock inside the forest is to

please turn over ...

be accounted for. When a tree falls inside the forest, the community leaders decide together what will be done with its wood.

But poachers from criminal networks operating out of Tanzania care nothing of the forest or its precious elephants.

The only thing they want are the tusks of the world's most rare elephants, and they aggressively pursue these elephants, with no regard for the extent of their cruelty and brutality.

The Maasai women of Ilkimpa are taking it upon themselves to put an end to this violation of their land, their people and their animals.

That's why I'm writing to you today – to ask for your support to help the women of Ilkimpa protect their sacred forest and these rare elephants.

Your help will enable us to expand IFAW's tenBoma anti-poaching and Female Engagement Program to the Loita Forest, the one place that is ESSENTIAL to these elephants' survival.

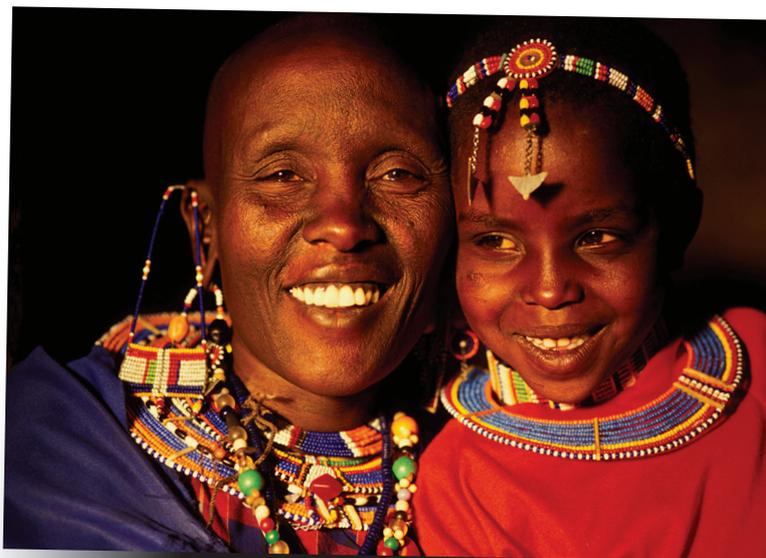
These women are organizing to protect wildlife. And they're using their income to send their daughters through school to pursue careers in wildlife conservation.

Just think of the difference that women living close to wildlife can make for animals. You can make an impact for animals in your own community - get involved, take actions for animals.

You can also make an impact for these threatened elephants. This ambitious project can only succeed with your help.

[Inside default salutation], with your gift of \$XXXX today, you'll be helping to save the elephants of Kenya's Loita Forest, while also supporting the local Massai women.

Because this project is so urgent, every dollar you donate today – 100% of it – will go directly to our tenBoma anti-poaching program to protect these elephants and other animals at risk of being poached.



With your help, the next generation of Maasai women will do incredible things to save their wildlife.

Your support will allow us to continue providing the women of Ilkimpa with the tools they need to protect these elephants, strengthen their connection to wildlife, and empower the next generation of female wildlife conservationists to save their animals.

You will also help to provide a new class of forest rangers including women with intensive training and tenBoma's advanced GPS tracking technology ... and fingerprinting kits to help prosecute suspected poachers and put them behind bars where they can't desecrate the forest or the animals in it.

Your gift of \$2,000 today would help cover the training, uniform and technology costs of one new Loita ranger for an entire year!

Your support will help supply the women of Ilkimpa with cameras and other critical communication technology as well.

The cameras are used to help the Maasai women document their lives sharing their home with wildlife. And the 9 we've supplied them with so far are already paying off.

One young Maasai woman on the tenBoma Female Engagement Team noticed that a tree was missing a large portion of its bark. She knew an elephant had likely scraped the bark off while passing by.

She photographed the evidence with an IFAW-donated camera and sent it instantly to a tenBoma intelligence officer.

Rangers were able to locate the elusive herd and put themselves between any possible oncoming poachers. The information she was able to provide helped to protect every single elephant in that herd!

Information sharing is essential to tenBoma's success. And it takes a community-wide effort to collect important clues, analyze them, and send that information back out to the rangers on the front line.

Maasai women are the backbone of the community, and the eyes and ears of the forest they protect. They are always on the lookout for poachers and are quick to report them to authorities.

You can help them uphold their sacred trust to protect the Loita Forest.

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I've learned so much from the Maasai people – about community, sharing, support of one another ... Now we need to help the Maasai women of Ilkimpa stay true to their community and to their ancestral promise.

The Loita Forest is a magical place. We **MUST** protect it.

This is truly a unique opportunity to help a rare group of elephants while also helping a Maasai community protect the forest and the wildlife that is sacred to their culture and so important to our world.

So please give today. These elephants are too precious to let poachers take them from us.

I hope the elephants of the Loita Forest – and the Maasai women of Ilkimpa – can count on you.



Gratefully,

A handwritten signature in black ink, appearing to read 'Faye Cuevas', written over a horizontal dashed line.

Faye Cuevas
Director, tenBoma

P.S. There are only about 450 of these special elephants left ... Without **tenBoma** Loita, it's possible they could soon be gone forever. Please make a gift of \$2,000 today and 100% of your donation will go directly to our tenBoma anti-poaching program.



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