

## SOS > THE MESSAGE IS URGENT: TOGETHER WE CAN SAVE SPECIES

- Species are amazing! They are the building blocks of nature we all understand. Imagine a forest without birdsong for example, a river without fish, the African savannah without lions and gazelles, the prairies without butterflies. Would it really be the same?
- As species disappear from ecosystems the fabric of life itself is put in jeopardy. We completely
  depend on them for our own lives. We rely on species for food, timber, medicine, inspiration and
  many other things. We are part of nature. That explains our slogan: Save Our Species. Save Our
  Selves.



Click on the pictures to learn more about some SOS species projects!



- According to the IUCN Red List of Threatened Species<sup>™</sup>, 25% of mammals, 13% of birds, 41% of amphibians, 33% of corals, 31% of sharks & rays are at risk of extinction in the wild! But 100% of species have the potential to recover if we choose to support them! That is why the SOS approach is so valuable.
- SOS supports conservation for more than 150 species including dolphins, tigers, dugongs, rhinos, elephants and penguins. But also we work with lesser known but equally threatened species such as snow leopards, crocodiles, antelopes, condors and many different birds and amphibians.

- SOS funds conservation projects that help protect specific mammal, amphibian, bird, reptile, fish and plant species threatened with extinction.
- Conservation is not always straightforward, however. Most of the time to save a species we
  have to tackle very complex issues, helping communities create employment, responsible
  tourism opportunities, empowering and educating people to take ownership of the
  conservation challenge that we all face.
- The triggers to extinction are man-made in general. There is simply too much habitat
  destruction and disruption, too much harvesting in the form of poaching and hunting to feed
  people and fuel the wildlife trade. Invasive species decimating indigenous populations are
  another.



Click on the pictures to learn about community oriented conservation!



- For example: if you protect the <u>Golden Mantella</u> frog inhabiting Madagascar you must protect its habitat, the forest pond, and to do that, you must work with local villagers who can patrol the area deterring illegal artisanal gold miners who destroy the ponds in search of gold but also alter the quality of the water they depend on. Meanwhile those same villagers become proud that the Golden Mantella is unique to the forests of Mangabe in Madagascar and see a potential tourism opportunity knowing that it must be managed carefully to succeed. We help make people proud of what they have instead of telling them what they miss.
- SOS is a partnership and we firmly believe that the more united we are, the more impact we
  can make and the more efficient we shall be protecting our future. We rely on donors to
  make SOS sustainable and to fund more and more conservation projects each year.



Click on the pictures to learn more about SOS project protecting these charismatic species!