



WILD TOMORROW

PAWS AGAINST POACHING

Welcome Pack





Penny



Max



Meva



NEXT STEPS

For U.S. Residents

- 1 Explore other team members profiles [here](#) for inspiration.
- 2 Register by creating an account [here](#).
- 3 Once you have created an account, develop a customized dog profile in the voice of your dog.
- 4 Make personal goals throughout the month to win prizes.
- 5 Upload adorable pictures of you and your pup from your walks.
- 6 Share your profile with friends on social media.

For South African Residents

- 1 Explore other team members profiles [here](#) for inspiration.
- 2 Register by creating an account [here](#).
- 3 Once you have created an account, develop a customized dog profile in the voice of your dog.
- 4 Make personal goals throughout the month to win prizes.
- 5 Upload adorable pictures of you and your pup from your walks.
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TOP TIPS

Coquito



Start with a sniff

New places make for exciting new smells. Have your human try out a new neighborhood or park to switch it up, and share where you wandered today.

Tag you're it!

Challenge another furry friend and their human to walk for a cause. A little competition never hurt a pup.

Leash the moment

Post your walk in real time and share why your walking for antipoaching K9s.

Spread the word

On social media (Instagram, Facebook).

Set a personal goal

Encourage your human to reach a fundraising goal. You could raise so much more!

Don't forget

Post your progress on the Paws Against Poaching fundraising page.

Olivia



FUNDRAISING IDEAS

Bama



Crafty companion

Is your human always making you doggie hats and sweaters? Why not use their skills and sell them to other pups, to raise money for antipoaching K9s.

Pledge-per-walk

Have your furry friends and humans pledge \$5-\$10 a walk – make sure your human doesn't miss a walk, the K9s in Africa count on it.

Best tricks

Time to show off! Pick three tricks you love and let friends vote for their favorite with a donation.

Double the funds

Encourage your human to check double the donation to see if their company matches their donations to make an even bigger impact.

Playful prizes

You could win some snifftastic prizes:

Top Dog (the top fundraisers)

Best in Show (best profile picture)

Most Popular (highest number of individuals contributing to the campaign)



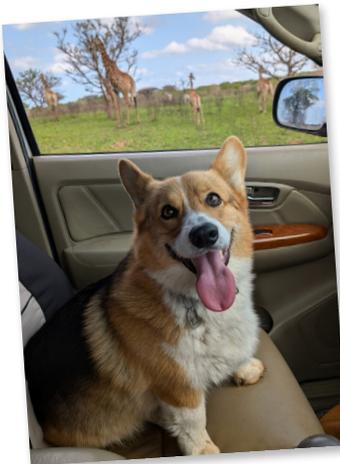
AMBASSADOR HIGHLIGHTS



Alexy and Winnie

Winnie is a proper English rose, born in Cheshire in 2020. Since then, she has enjoyed a life of adventure—traveling to Charleston, LA, Miami, and NYC, savoring home-cooked meals (with help from her chef grandma), and occasionally persuading her dad to book private boats for smooth sailing.

But Winnie's life is about more than glamour. She is first and foremost her mum's service dog and has helped give her life back after very difficult years. Calm and focused in her service jacket, she works hard when it matters most. That's why Winnie and her mum proudly support Wild Tomorrow's anti-poaching K9 teams—dogs dedicated to protecting those who cannot protect themselves.



Tori and Brody

Brody was born in South Africa and has lived his best bush life in Hluhluwe since arriving as a puppy. Today, he serves as the unofficial mascot at the Wild Tomorrow Conservation Centre, taking his role very seriously—greeting every visitor and ensuring someone is always ready for a game of fetch.

Like many corgis, he has mastered the side-eye and isn't shy about using it when playtime is delayed. Brody loves joining the team on reserve drives, hopping onto the bakkie and exploring the bush, where he seems to get along just fine with the giraffes. When not supervising conservation work, he enjoys chasing balls and sticks—and recovering from it all with a well-earned office nap in the spotlight.





THANK YOU

Every step and every paw counts towards a better future and ecosystem for threatened species in South Africa. You and your humans donations go directly to both of our brave and talented K9s and handlers to ensure they have the best equipment to prevent wildlife crime and animal poaching.

We hope you are as excited for Paws Against Poaching this April as we are! Strap on those leashes and let the walks begin!

