



# THE KEVIN RICHARDSON FOUNDATION

PRESERVING HABITAT. PROTECTING LIONS.

**The Kevin Richardson Foundation is a non-profit conservation organization with nature's most majestic creature, the lion, at its heart. It is committed to reversing the fortunes of Africa's declining lion population by purchasing habitat and raising awareness to create safe, natural spaces where lions and other native species can flourish.**

In Africa, habitat loss, human-predator conflict, poaching, the illegal bush meat trade and unscrupulous hunting have not only shrunk the lion population to around 15,000-20,000, but have also forced it to survive on land that is only a fifth the size it occupied a few decades ago. If habitats shrink further and the lion population continues to decline at the same rate, it is predicted that there will be no lions left in the wild by the year 2050.



The Kevin Richardson Foundation has been established as a specialized conservation foundation which will create and expand protected spaces to ensure the longevity of natural habitats and allow lions - as well as other indigenous species - to roam and hunt freely as nature intended and thrive with little or no human interference. In addition, the Foundation intends to uplift impoverished communities on the fringes of these protected areas, by introducing education programmes, creating jobs within the protected habitats and generally improving living conditions.

**In this way people will be encouraged to invest in the future of lions and habitat protection will have a tangible benefit to the local population.**



# WHY SUPPORT US?

Kevin Richardson has worked closely with lions and other predators for almost two decades. His passionate dedication to animal welfare and his extraordinary close relationships with a number of lions have earned him millions of admirers around the globe – and the title ‘The Lion Whisperer’. He is one of the world’s most trusted and respected lion experts and his high profile in the media makes him a natural, as well as knowledgeable figurehead for this important work.

Kevin has fought long and hard to create and maintain a predator sanctuary in South Africa for a number of rescued animals. He has been actively caring for lions, hyenas and other animals for many years and established the Foundation to raise funds to expand this vital work further, in South Africa and beyond, as well as to pursue his broader goals and make meaningful community support a reality - both in the immediate future and for generations to come.



LIONS ENJOYING AN ENRICHMENT WALK OUT IN THE RESERVE



MEG AND KEVIN SHARE A MOMENT

## FOUNDATION AIMS

Funds raised by the Kevin Richardson Foundation will be spent in four key ways and donors can decide how they would most like their donations invested:

- **ACQUIRE KEY TRACTS OF LAND TO PROTECT AND EXPAND NATURAL LION HABITATS**
- **EDUCATE AND EMPOWER COMMUNITIES SURROUNDING CONSERVATION AREAS**



RURAL SCHOOL IN SURROUNDING AREA



COMMUNITY VEGETABLE GARDEN AT ONE OF THE RURAL SCHOOLS



INFORMAL SETTLEMENT IN SOUTH AFRICA



- **MAINTAIN AND PROTECT THE KEVIN RICHARDSON WILDLIFE SANCTUARY AND ITS LIONS AND HELP BRING AN END TO THE CANNED LION HUNTING INDUSTRY**
- **CREATE A WORLDWIDE COMMUNITY OF LION CONSERVATION COLLABORATORS**



**GAUTENG PROVINCE  
(HOME OF THE KEVIN RICHARDSON WILDLIFE SANCTUARY)**



**THE KEVIN RICHARDSON WILDLIFE SANCTUARY**


**"I always wanted to get involved in wildlife conservation but did not know how. Visiting Kevin's sanctuary and meeting him changed my life. Here was someone caring and determined, with the ability to inspire people of all ages and from all walks of life. I am privileged to help his new Foundation and am determined to put all my time and resources into the project. Together we can make a difference." - Caroline Edmonds, Founding Donor**



**PRESERVING HABITAT. PROTECTING LIONS.**

**To lose one of the planet's most significant and iconic species in a single generation this way, would be a tragedy.**

To find out more about the Kevin Richardson Foundation or to support our mission please visit our website on [www.kevinrichardsonfoundation.org](http://www.kevinrichardsonfoundation.org) or email [info@kevinrichardsonfoundation.org](mailto:info@kevinrichardsonfoundation.org)

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