



BRACELETS FOR CHANGE - HOPE FOR ENDANGERED SPECIES

9th September 2013

Start

The Endangered Wildlife Trust (EWT) has partnered with Relate, a South African, not-for-profit social enterprise, who has developed a collector's range of beautifully beaded bracelets that support real social change across a number of fronts. Each bracelet has been designed to celebrate the uniqueness and beauty of a species of African wildlife under threat of extinction and therefore, in need of our help. The first four bracelets developed, and now for sale, celebrate, and support conservation activities for the Wild Dog, Cheetah, Rhino and Dugong.

Relate is the original developer of the beaded bracelet for social change, having established a credible track record through the United Against Malaria bracelet, which has generated over R5 million for malaria prevention programmes across Africa between November 2009 and June 2013. Relate, established as a Trust in April 2010, is a social enterprise built on a uniquely sustainable model for the upliftment of local people and communities. Through every stage of the manufacture and sale of these bracelets, opportunities have been created to change lives. In its first three years, between 1 April 2010 to 28 February 2013, Relate invested R 3.8 million into earning opportunities and upskilling for bracelet-makers, created earning opportunities for over 250 people, and invested R 1.6 million to support enterprise development initiatives.

Through the sale of all their beaded bracelets, Relate creates earning and up-skilling opportunities to improve the lives of the otherwise unemployed men and women making the bracelets. The sale of the bracelets also means investment for local enterprise development initiatives and enables an open philanthropic drive to help other credible charities. There is complete accountability and transparency from start to finish, about how funds from the sale of each bracelet are spent and the two non-profit organisations working together on this Threatened Species range, ensure that all funds go into making real change for people and the planet.

The EWT's work to conserve the Endangered Wild Dog, and Cheetah includes monitoring their populations across the country; undertaking regular censuses; addressing human-wildlife conflict; supporting landowners, farmers and communities to live in harmony with these carnivores; undertaking education and awareness campaigns; and working on the illegal trade of both species. The EWT is also working to save the last remaining 200 Western Indian Ocean Dugongs from gill net

Physical Address: Building K2, Ardeer Road, Pinelands Office Park,
Modderfontein 1609, Gauteng, South Africa

Postal Address: Private Bag X 11, Modderfontein 1645, Gauteng, South Africa

Tel: +27 (0) 11 372 3600 **Fax:** +27 (0) 11 608 4682 **E-mail:** ewt@ewt.org.za **Web:** www.ewt.org.za

The Endangered Wildlife Trust is a non-profit, public benefit organisation dedicated to conserving species and ecosystems in southern Africa to the benefit of all people.

NPO Number: 015-502, **PBO number:** 930 001 777, **Member of IUCN** - The International Union for Conservation of Nature
The Endangered Wildlife Trust is US 501(c)(3) compliant under **US IRS Registration number:** EMP98-0586801.



entanglement and habitat loss. Monies from the sale of every Relate bracelet will support these important activities.

“We are thrilled to be working with Relate whose commitment to sustainability, transparency and accountability is represented by a signature “R” bead on every handmade Relate bracelet. We are certain that our supporters will enjoy the light design and stunning finish of these unique bracelets and take the opportunity to support the conservation of their wildlife heritage by purchasing the bracelets,” commented Nicola King, the EWT’s Head of Conservation Funding.

“We are extremely passionate about the conservation of our species and look forward to a long and fruitful relationship with the EWT. Relate bracelets are great instruments of social and environmental change, enabling ordinary people to become extraordinary change-makers when they collectively stand together for a cause they care about. Perhaps the greatest thing for us is to see how a simple bracelet can connect diverse South Africans to the benefit of so many,” concluded Relate founder, Lauren Gillis.

From September, three of the EWT wildlife bracelets – Cheetah, Wild Dog and Dugong - can be purchased from Tiger’s Eye stores like Indaba and Out Of Africa nationwide, and the EWT Rhino bracelet from selected CNA stores.

To place your orders of 200+ bracelets for corporate gifts, for your stores or even for your school, you can contact Relate at info@relate.org.za or EWT at debbiet@ewt.org.za . The bracelets are available in convenient tillpoint dispenser units comprising 25 bracelets each per species (8 small, 9 medium and 8 large bracelets). Further retailers will soon be announced so keep an eye on our website at www.ewt.org.za. For further information visit www.relate.org.za .

End

Contact: Ashleigh Bedford
Relate
Tel: +27 21 418 3144
ashleigh@relate.org.za

Nicola King
Head of Conservation Funding
Endangered Wildlife Trust
Tel: +27 11 372 3600
nicolak@ewt.org.za

and

Physical Address: Building K2, Ardeer Road, Pinelands Office Park,
Modderfontein 1609, Gauteng, South Africa

Postal Address: Private Bag X 11, Modderfontein 1645, Gauteng, South Africa
Tel: +27 (0) 11 372 3600 Fax: +27 (0) 11 608 4682 E-mail: ewt@ewt.org.za Web: www.ewt.org.za

The Endangered Wildlife Trust is a non-profit, public benefit organisation dedicated to conserving species and ecosystems in southern Africa to the benefit of all people.

NPO Number: 015-502, **PBO number:** 930 001 777, **Member of IUCN** - The International Union for Conservation of Nature
The Endangered Wildlife Trust is US 501(c)(3) compliant under **US IRS Registration number:** EMP98-0586801.



Bead the change...
relate.org.za

Nomonde Mxhalisa
Communications Manager
Endangered Wildlife Trust
Tel: +27 11 372 3600
nomondem@ewt.org.za

Physical Address: Building K2, Ardeer Road, Pinelands Office Park,
Modderfontein 1609, Gauteng, South Africa

Postal Address: Private Bag X 11, Modderfontein 1645, Gauteng, South Africa

Tel: +27 (0) 11 372 3600 **Fax:** +27 (0) 11 608 4682 **E-mail:** ewt@ewt.org.za **Web:** www.ewt.org.za

The Endangered Wildlife Trust is a non-profit, public benefit organisation dedicated to conserving species and ecosystems in southern Africa to the benefit of all people.

NPO Number: 015-502, **PBO number:** 930 001 777, **Member of IUCN** - The International Union for Conservation of Nature
The Endangered Wildlife Trust is US 501(c)(3) compliant under **US IRS Registration number:** EMP98-0586801.