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## **WHO WE ARE**

Y.A.R.H. (*Young Animal Rescue Heroes*), is an organization that was conceptualized and established by young Kenyans with a core objective of creating awareness on endangered wildlife and environmental conservation.

Currently, the Y.A.R.H. Is closely working with the Ministry of Environment and Natural Resources in an effort to create avenues and platforms through which the Global Conservation battle can be won.

## **OUR PROJECTS IN BRIEF**

Y.A.R.H engages in various conservation projects in partnership with other like-minded organizations as follows:

### ***1. Paper Recycling***

In collaboration with Chandaria Industries, we collect waste paper from various offices and schools within Nairobi and send them to the paper recycling plant in Baba Ndogo where its recycled into toilet paper.

### ***2. Tetra pack Recycling***

With close partnership with the Eko Tech, we collect and deliver juice/milk cartons that which are then recycled to make dustbins, building materials and desks for various schools.

### ***3. Sensitization Campaigns***

We network with youth in schools through various platforms and engage them on discussions about the importance of protecting and conserving wildlife and our environment, generally.

- 1) Fun activities eg public speeches, poems, plays, music etc
- 2) Outdoor activities – visiting parks, tree planting and community clean-up exercises
- 3) Competitions and awards

### ***4. The 'BookSwap' Initiative***

Book swap or book donation. Where participants during sensitization campaign events get to bring with them a book or books they have read to either swap or donate to others.

### **5. Y.A.R.H. NATURE Television Project**

In order to reach a wider population with our noble course regarding conservation, we have come up with a TV format for a series that will solely focus on educating the Kenyan population especially young viewers about the environment, conservation, importance of wildlife, recycling and entrepreneurship.

### **6. Y.A.R.H and Gpay Recycle Shop**

This shop will be based in Dandora, with the youths of Dandora based youth group Gpay we will be using waste to make products to sell to various parts of the country. Marketing of these products will be through FB marketplace. We want it to be a center of excellence for using waste and jobs creation for youth.

## **Y.A.R.H's OBJECTIVES**

It is the Young Animal Rescue Heroes' ambition to be the main platform through which information about endangered wildlife and environmental conservation efforts can be divulged.

We aspire to empower global youth through creative avenues especially those from marginalized groups in our society on the benefits of conserving our environment. Through the various platforms run by Y.A.R.H as outlined above, we seek to:

- To establish education and outreach programs on wildlife and environmental conservation
- To promote waste management efforts, with a focus on recycling and general environmental clean-up initiatives
- Instilling entrepreneurial skills among the youth through creation of employment opportunities by engaging in conservation activities.
- Awareness creation on conservation through various media and other interactive platforms.
- Promote reading through the book swap initiative

## **HOW TO REALIZE OUR OBJECTIVES**

In order for us to achieve our objectives as outlined above, we have strategically identified and affiliated our efforts with relevant individuals and organizations with whose support and partnership we have managed to make worthwhile milestones. It's for this reason we further seek to:

- Work with relevant authorities and professionals in the field wildlife and conservation to help nurture and groom a future generation that is well aware and mindful of our environment.
- Devise all inclusive and well structured education strategies regarding various ways of conserving the environment and saving the endangered wildlife species. This we will achieve through channeling our efforts through platforms such as clubs in schools,

radio and television shows, awareness events and provision of conservation literacy materials like books and journals.

- Organize conservation related events targeting children and youth from multicultural/multinational backgrounds for exchange of ideas and perceptions of issues regarding wildlife and conservation
- Focus on various themes in our events to highlight challenges facing conservation efforts and also organize training clinics, seminars and concerts that address such barriers.
- Creating a forum for teachers, parents/guardians, non-governmental bodies and relevant government agencies to participate and enrich our programs

## **Y.A.R.H ACHIEVEMENTS SO FAR**

### ***1. wildlife clubs of Kenya workshop.***

The Y.A.R.H organised this workshop where its founder Luca Berardi attended and gave a keynote speech on the importance of conservation, and the story was published on local dailies.



### ***2. The Y.A.R.H Dandora Slums Workshop***

The children from Dandora had fun and interacted with other conservationists where they used art, music and drama to tell stories of conservation.



### 3. Global March for the Elephants & Rhinos

Over thirty Y.A.R.H members participated in this walk which was officially flagged off by the Cabinet Secretary of the Ministry of Environment and natural resources **CS. Prof. Judy Wakhungu.**



### 4. Greening Projects

Greening efforts on-going this November we have been in Meru county meeting with schools and planting trees.



## **HOW YOU CAN HELP**

Young Animal Rescue Heroes is looking for partnership and Support through sponsorship whether monetary or material, provided it is related to Y.A.R.H's cause. Benefits of associating with Y.A.R.H's events include:

- Being part of a cause that will impact our environment positively, hence adding value to your efforts in corporate social responsibility
- Enjoy a unique opportunity to market, increase brand loyalty and visibility as well as advertise the its brand, products and services to the potential customers.
- Be part of creating solutions that will contribute towards the realization of sustainable development goals.

## **CONCLUSION**

In relation to our firm belief that children and young people in our society are the ones that will effect positive change and salvage our planet from oblivion, we would wish to emphasize on the importance of collaborative effort in realizing this nobility. It's thus for this reason that we find it worthwhile to seek for your partnership and support in sharing this belief with the rest of the global population.