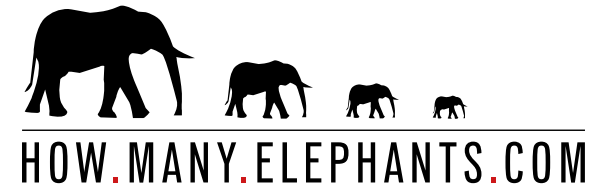




# #HowManyElephants Will Fit In Your School?

## A Colourful Campaign To Raise Awareness of The African Elephant Crisis. For All Ages.



**We want your school to get involved!**

The aim of this campaign is to unite with schools globally and reach out to the younger generations; to educate, inform and raise their awareness of the elephant crisis.

Few people know that 96 elephants are poached each day in Africa. At this rate, the African elephant in the wild will be extinct in the next decade.

This campaign avoids the use of gruesome imagery in order to shock. The see and connect with the poaching numbers in a visual way is very impactful.



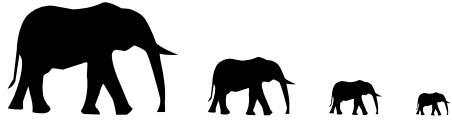


## HOW MANY ELEPHANTS IS RAISING GLOBAL AWARENESS OF THE DEVASTATING IMPACT OF THE ELEPHANT IVORY TRADE

Few people know that 96 African elephants are poached each day for their ivory. At this rate they will be extinct in the next decade. Founder of How Many Elephants, Holly Budge, has turned this disheartening statistic into a powerful exhibition to raise awareness and much needed funds for elephant conservation.

Part of the originality of this exhibition is in Holly's approach to avoid gruesome and shocking imagery to portray the facts. To actually see this data visually is very impactful. It is not about assigning blame, it's about raising awareness of the enormity of the poaching crisis. This award-winning exhibition will travel to international cities including Beijing, Shanghai and Hong Kong over the next 12 months.

Holly is an energetic motivational speaker, a passionate conservationist and a world record holding adventurer who recently summited Mount Everest. Her adventures provide a platform to raise valuable funds for How Many Elephants and support anti-poaching projects in Africa. To date, she has helped to raise over £300k for various charities.



HOW.MANY.ELEPHANTS.COM

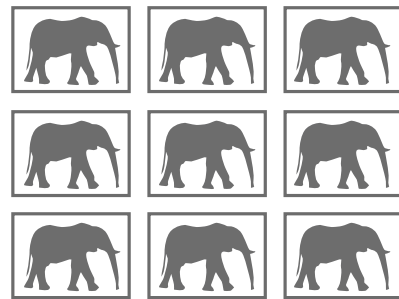
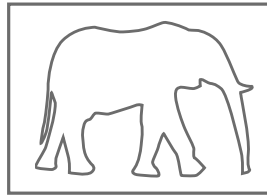
GET INVOLVED IN 4 EASY STEPS

## We want your school to get involved!

The aim of How Many Elephants is to unite with schools globally and reach out to the younger generations; to educate, inform and raise their awareness of the elephant crisis.

“This campaign is my favourite because it really made me think about what is happening to the elephants in Africa and how I can help.”

Henry  
Age 9



1. Print and distribute the attached elephant templates and worksheets. The students can colour, draw, paint, write, doodle... It's their choice!
2. Display all the elephant artwork down a corridor or in the classroom to **create your school exhibition**. Work out How Many Elephants are displayed and do the sums:  
4 elephants = 1 hour of poaching  
96 elephants = 1 day of poaching  
35,040 elephants = 1 year of poaching
3. Snap a photo of each masterpiece
4. Upload to social media using hashtag #HowManyElephants to **join our global, awareness campaign** and tell us how many elephants fit in your school!



Inspiring Young Minds:  
Our campaign has reached out to  
over 2000 school children who  
have taken part in the  
#HowManyElephants  
Schools Campaign.



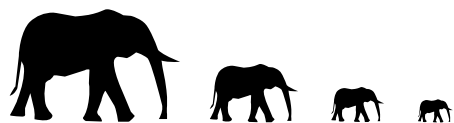


A close-up, high-contrast photograph of an elephant's head, focusing on its eye and the deeply wrinkled texture of its skin. The lighting is dramatic, with strong highlights and deep shadows. The text is overlaid on the left side of the image.

96

AFRICAN  
ELEPHANTS  
ARE  
**POACHED**  
EACH  
DAY





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POSTER TEMPLATES

Print our posters on A4 paper  
and distribute to students and  
staff to create their  
own masterpieces!

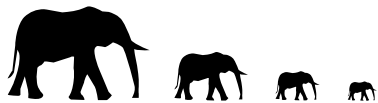
Don't forget to upload the  
finished elephant artworks to  
[#HowManyElephants](#)  
on your social media networks to  
join our global awareness campaign.

PRINTING TIP:

Print in landscape format.

Make sure the scale is set to 100%,  
not 'scale to fit'.

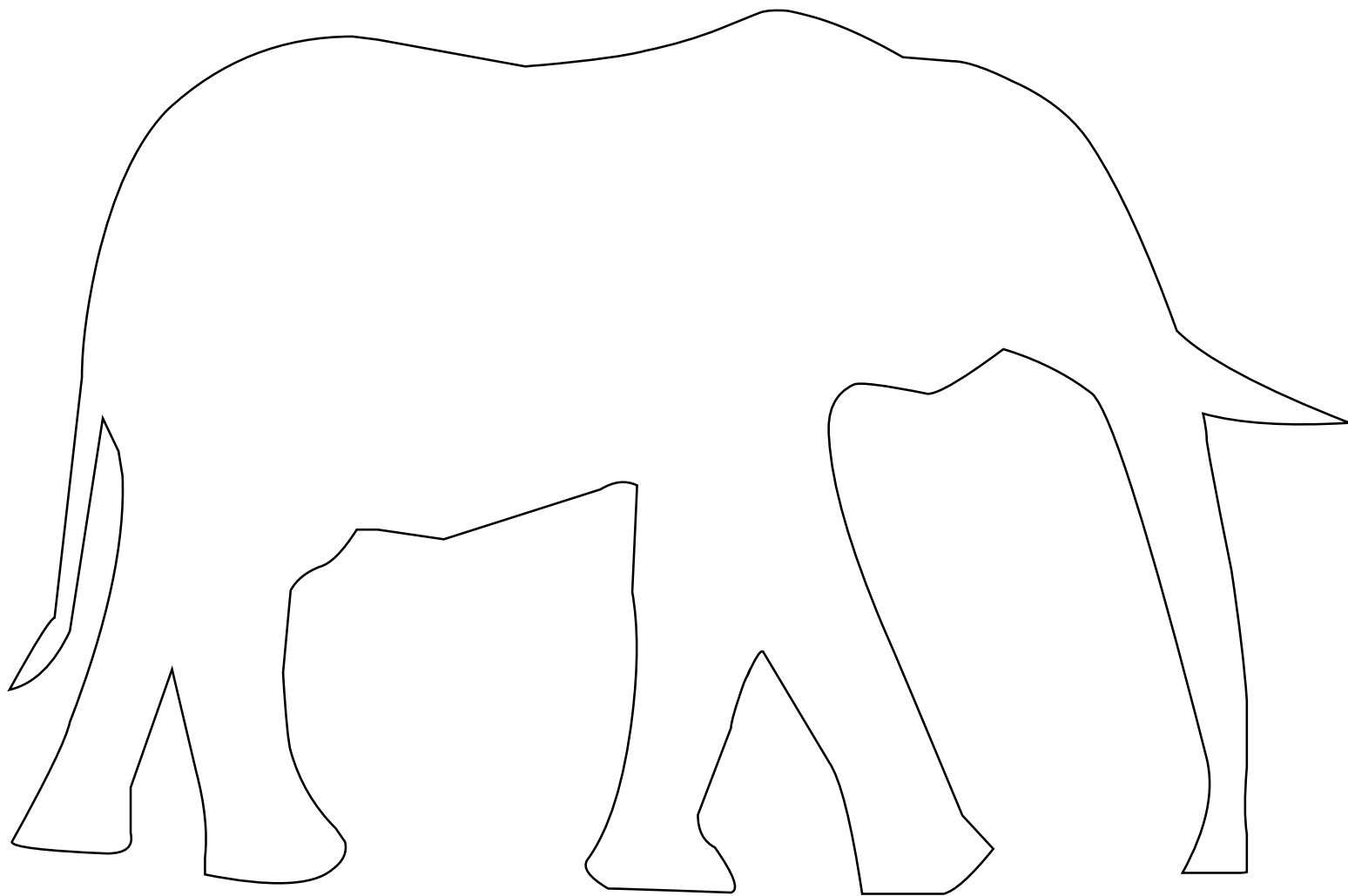




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## JOIN OUR GLOBAL SCHOOLS CAMPAIGN IN 4 EASY STEPS...

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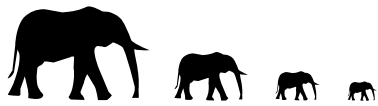
# #HOWMANYELEPHANTS

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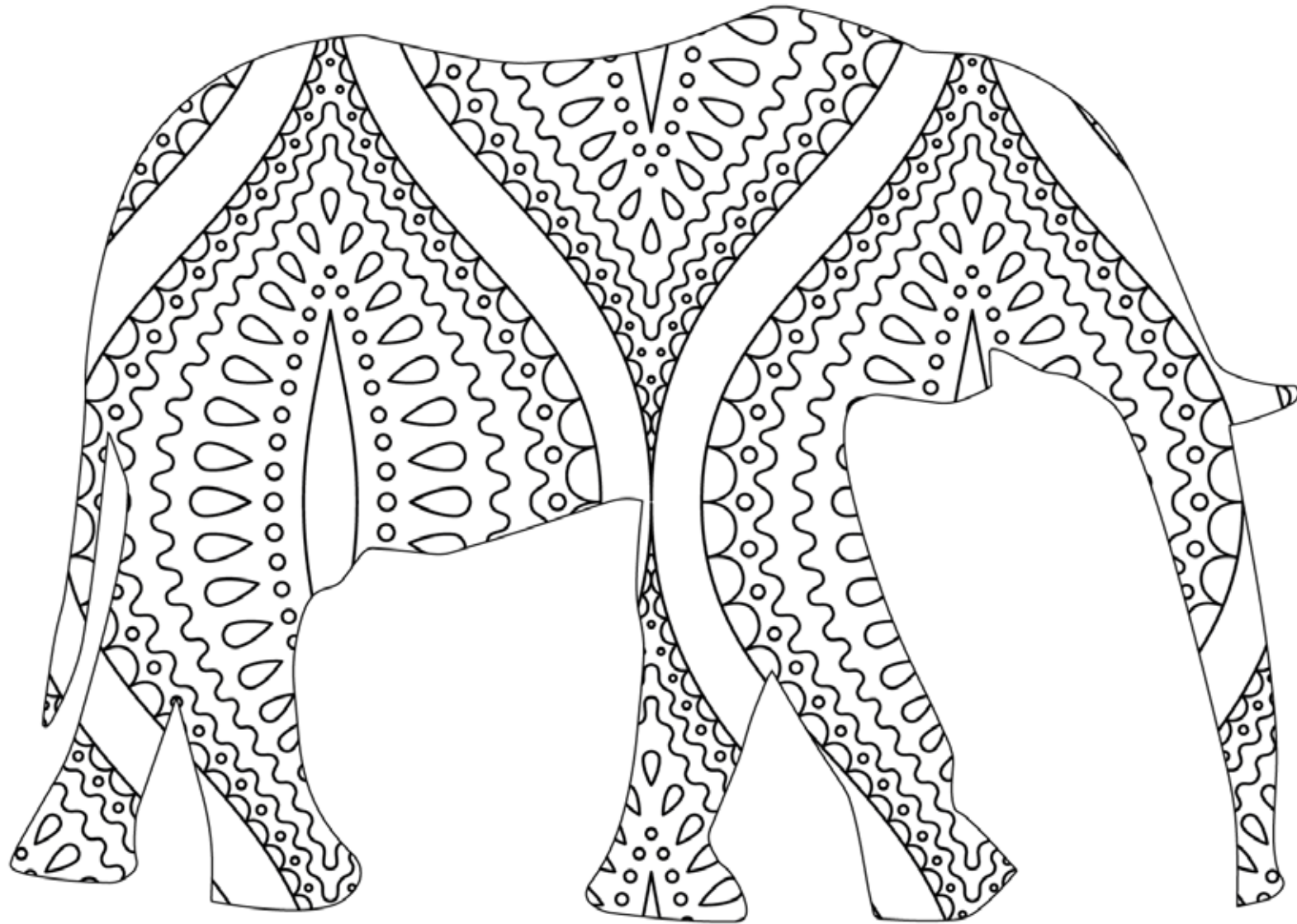
Age:



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## JOIN OUR GLOBAL SCHOOLS CAMPAIGN IN 4 EASY STEPS...

1. Colour, draw, paint, write, doodle on this elephant...
2. Snap a square photo of your masterpiece
3. Upload to your social media networks and include our #HowManyElephants hashtag to be part of our global campaign.
4. Create an exhibition in your school by displaying the elephant artworks to raise awareness of the African elephant crisis. Work out how many elephants are displayed and do the maths:  
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# #HOWMANYELEPHANTS

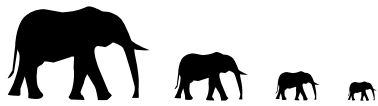
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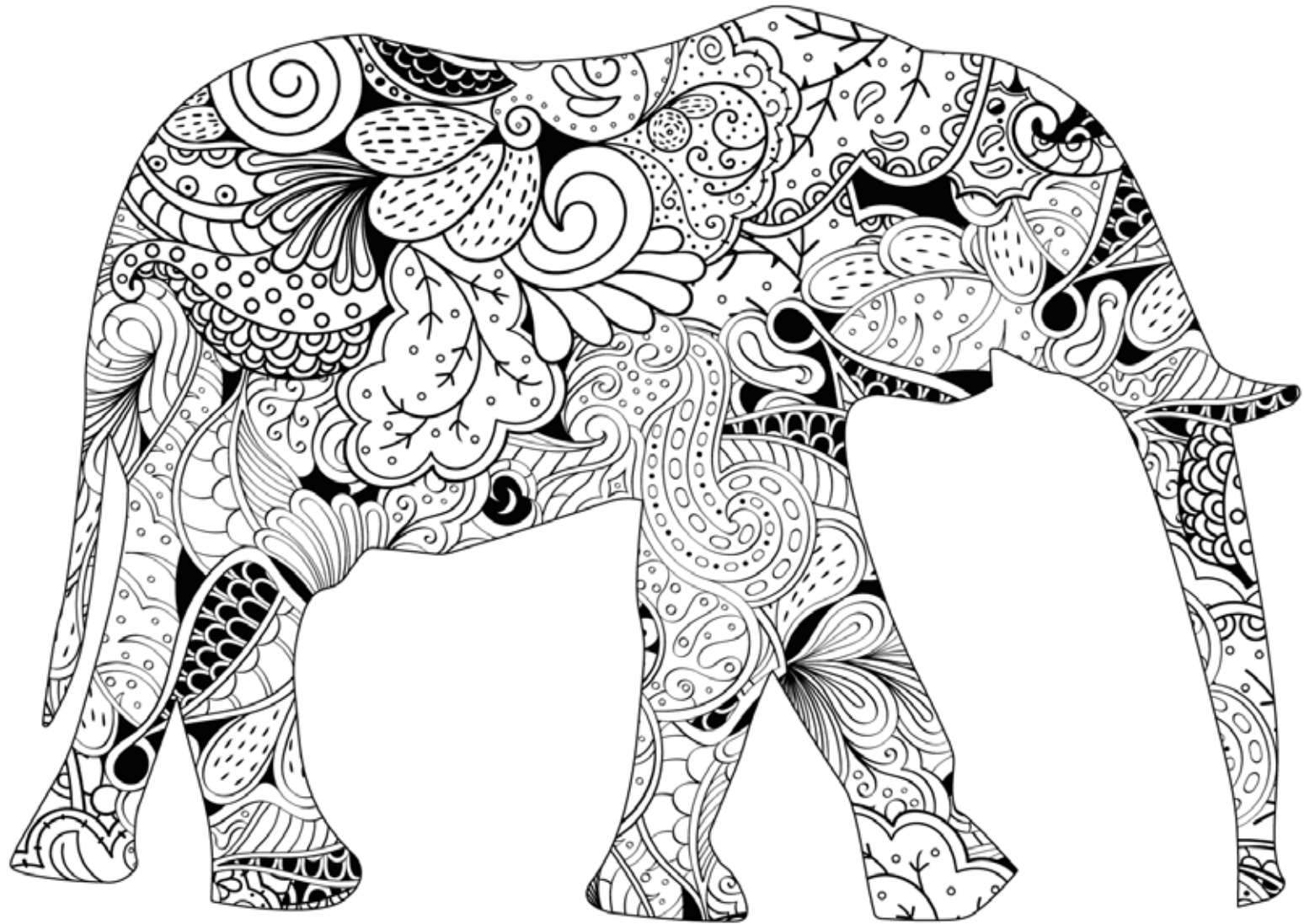




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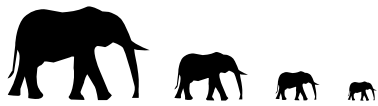
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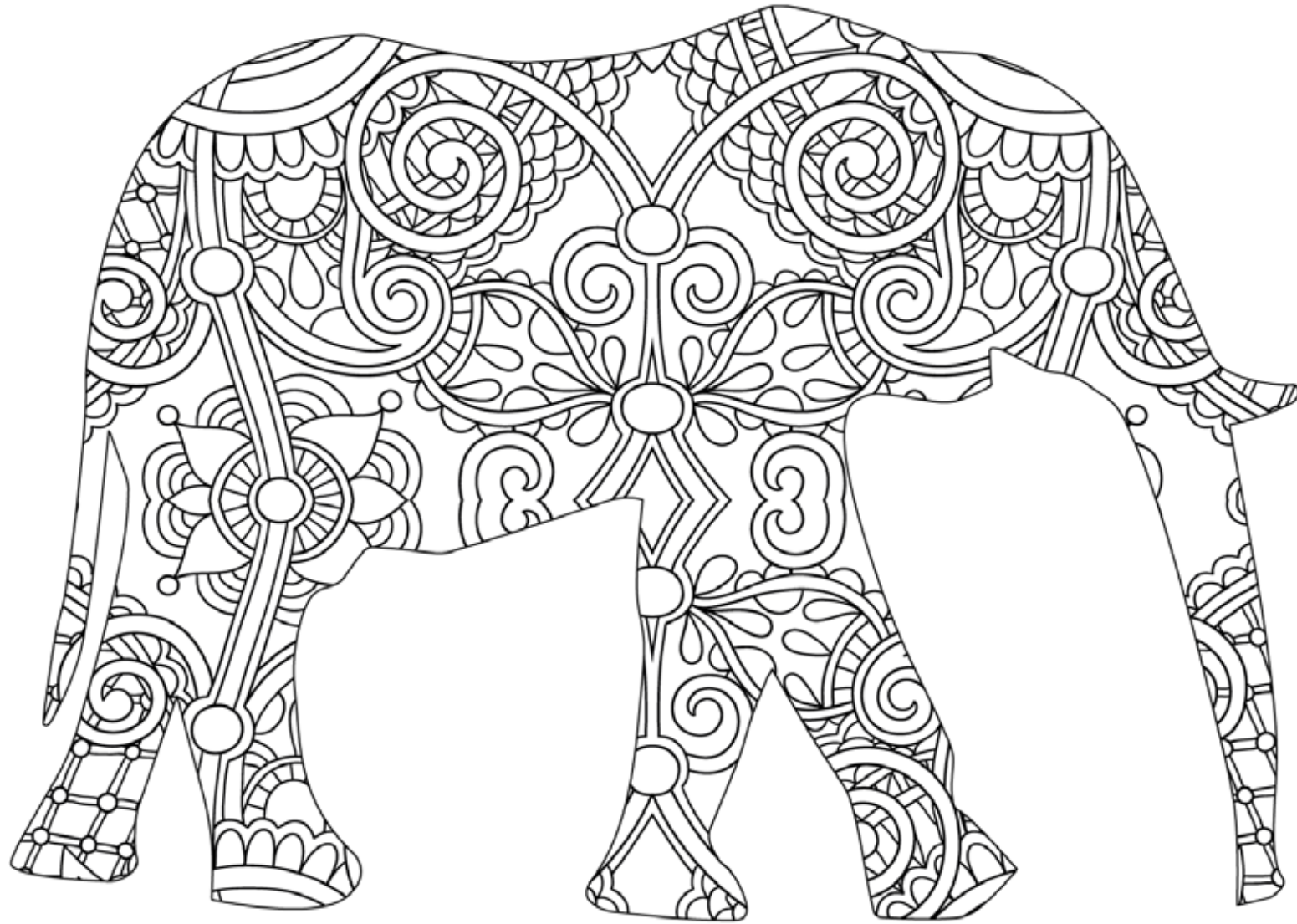
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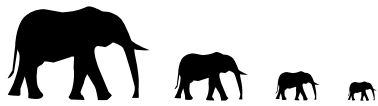
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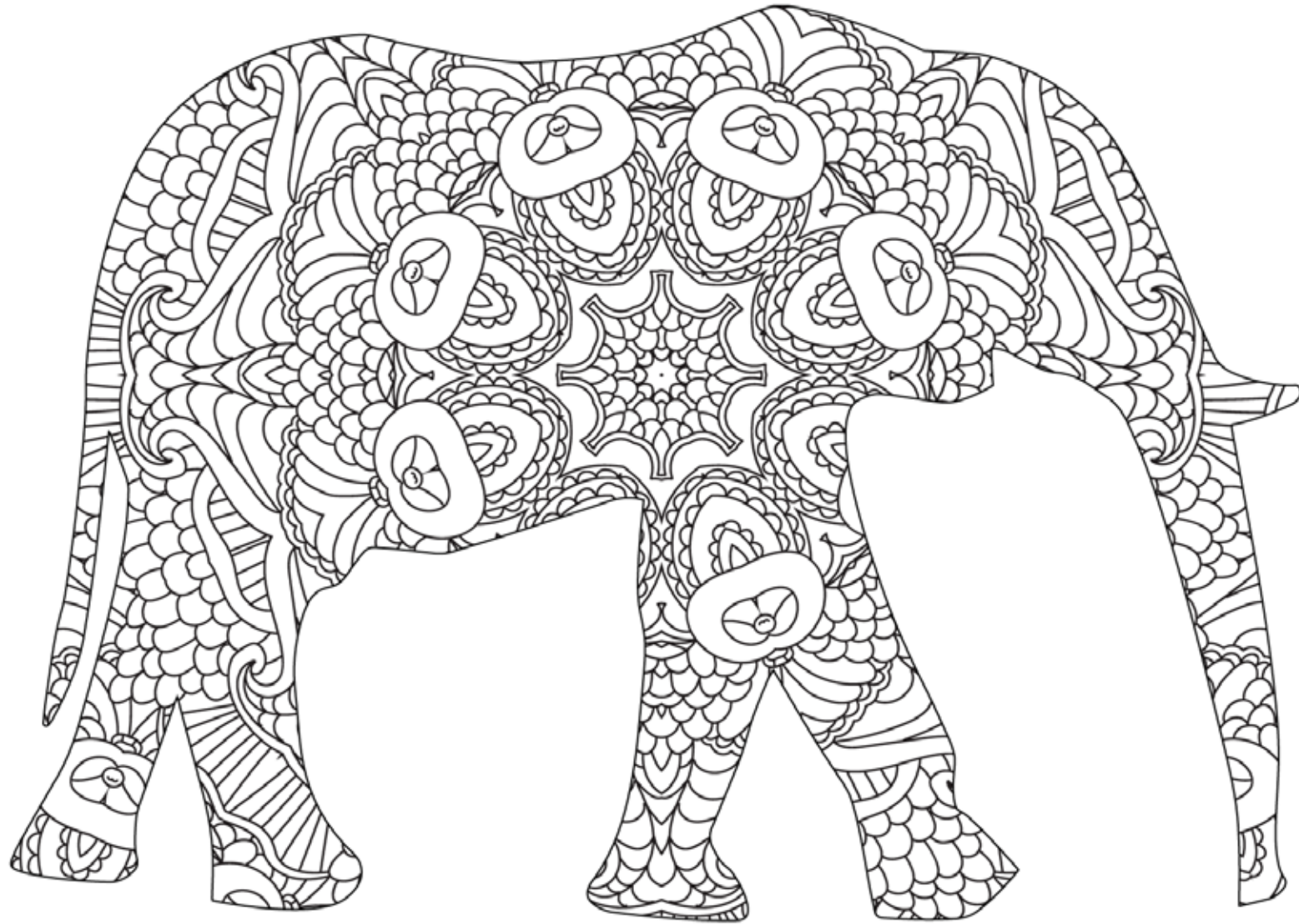




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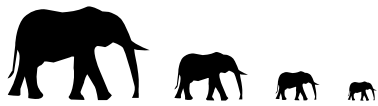
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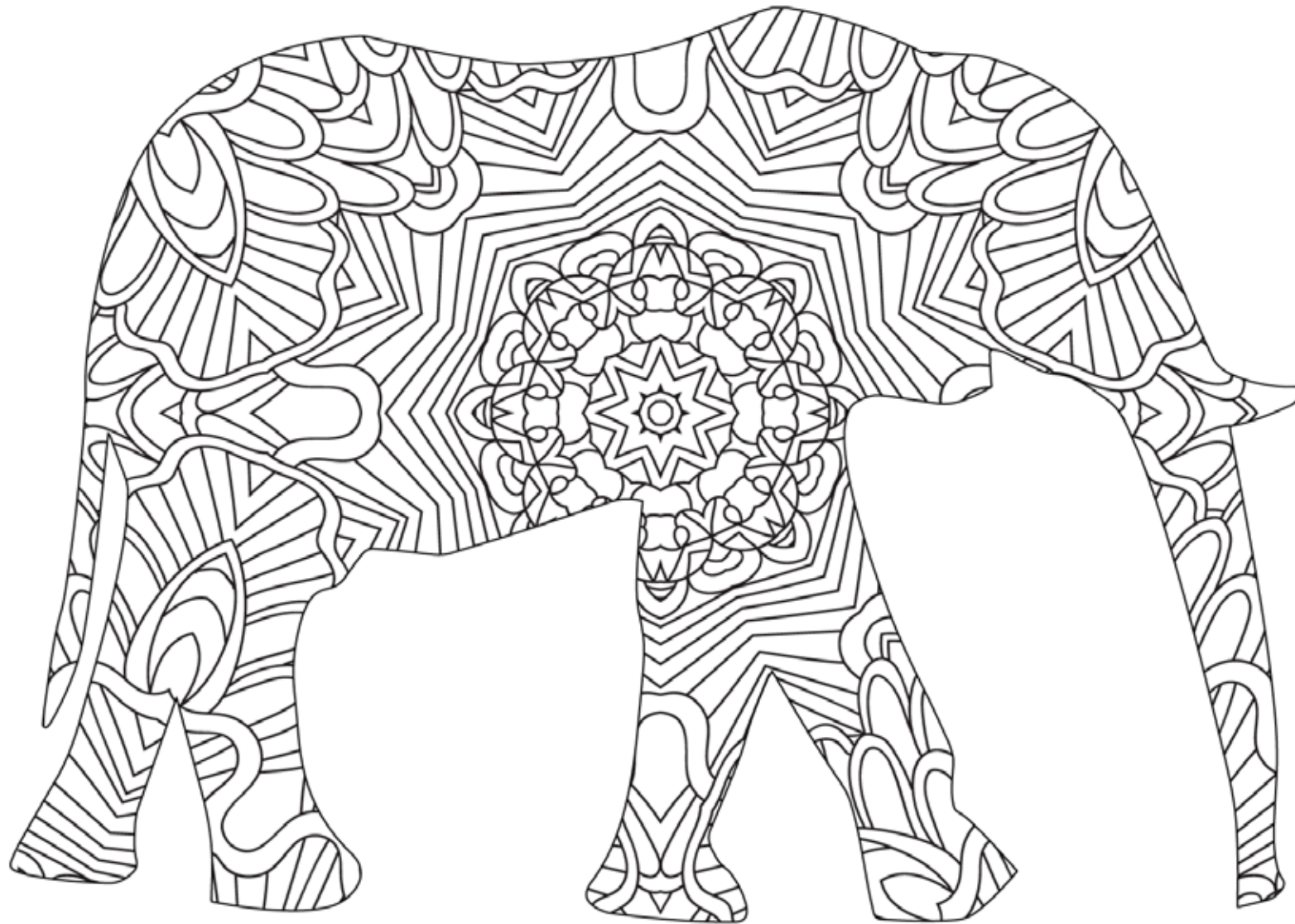
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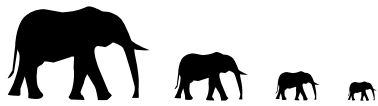
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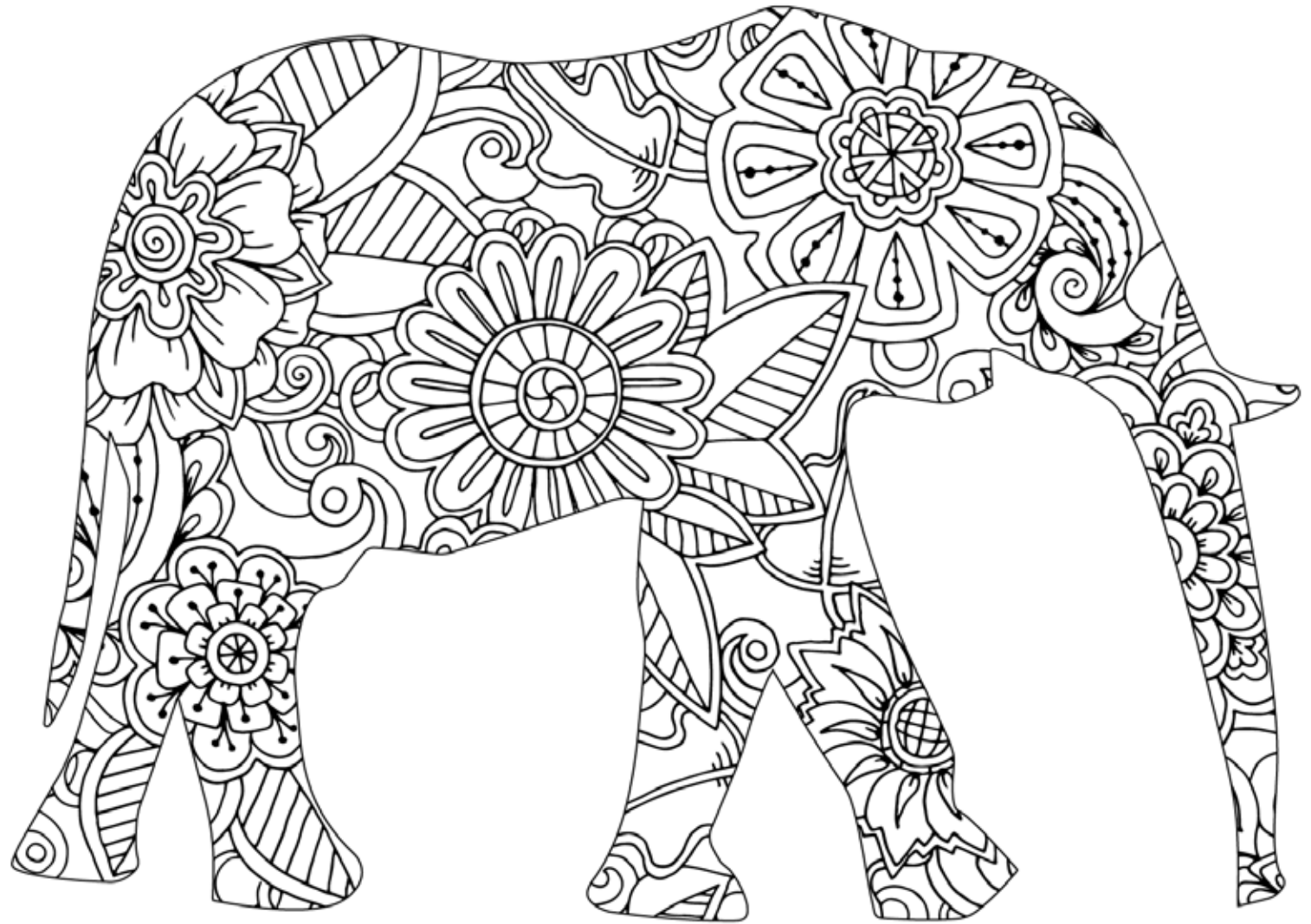




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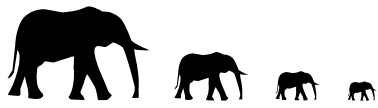
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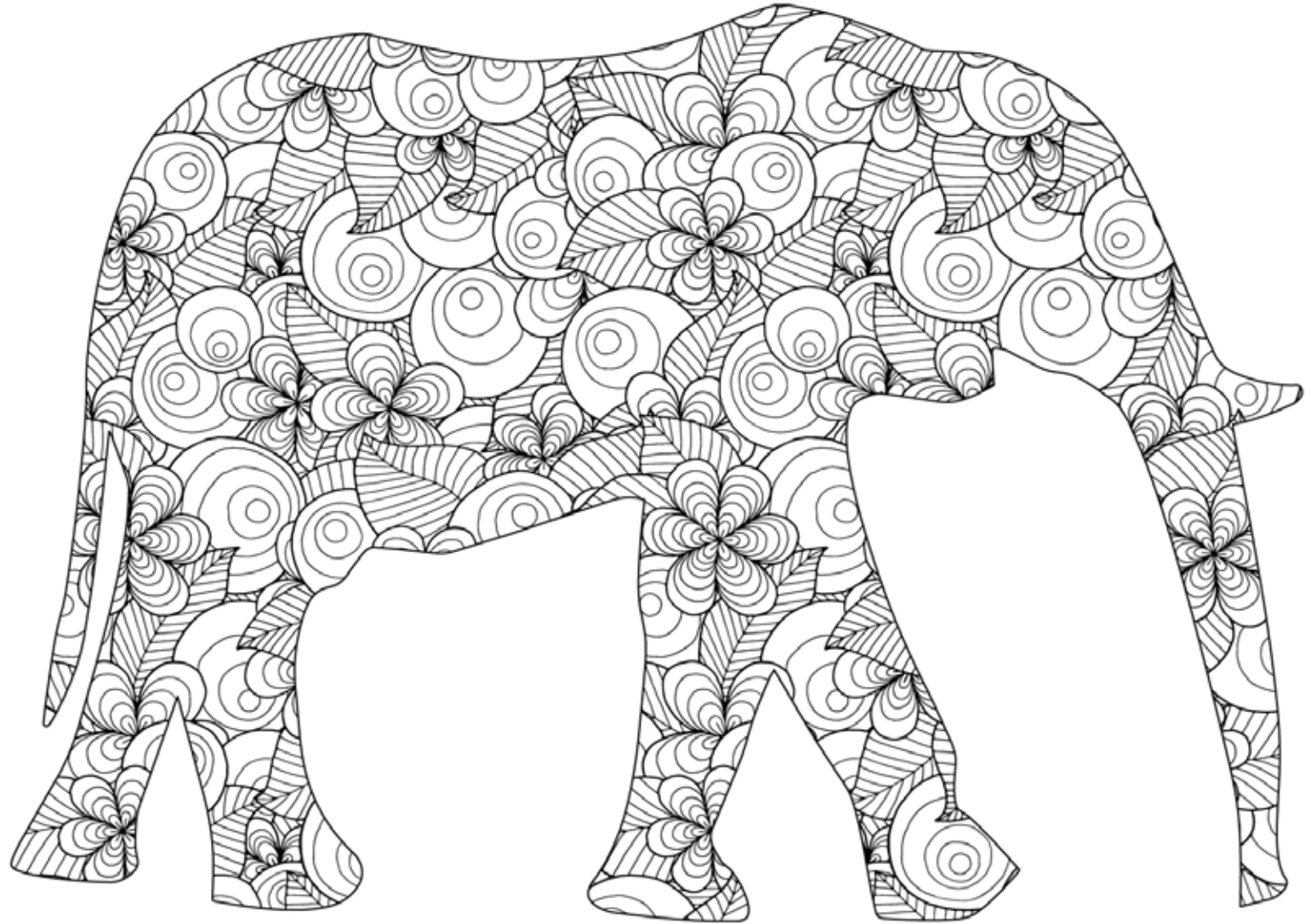
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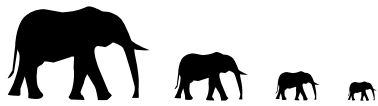
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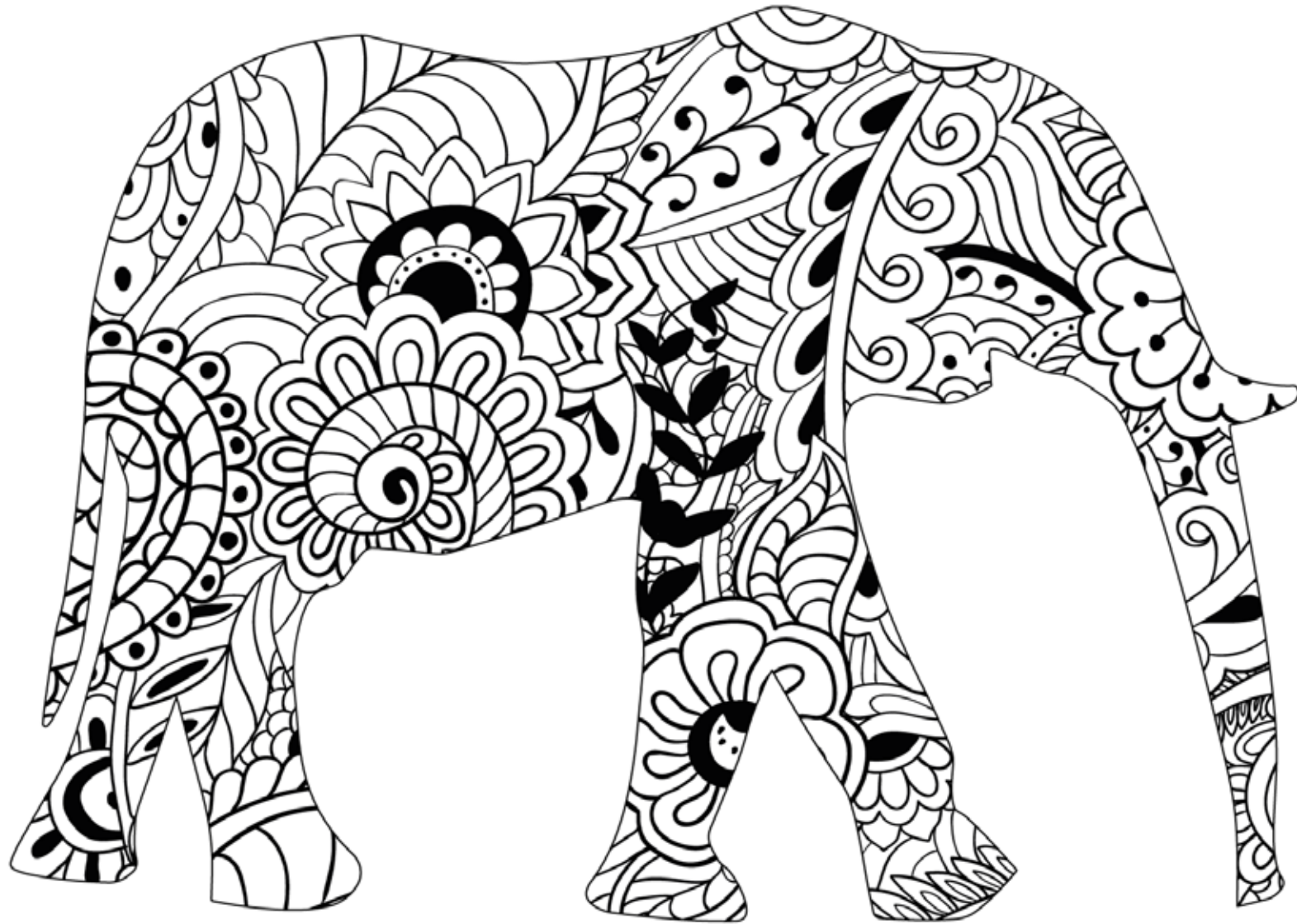




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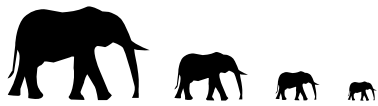
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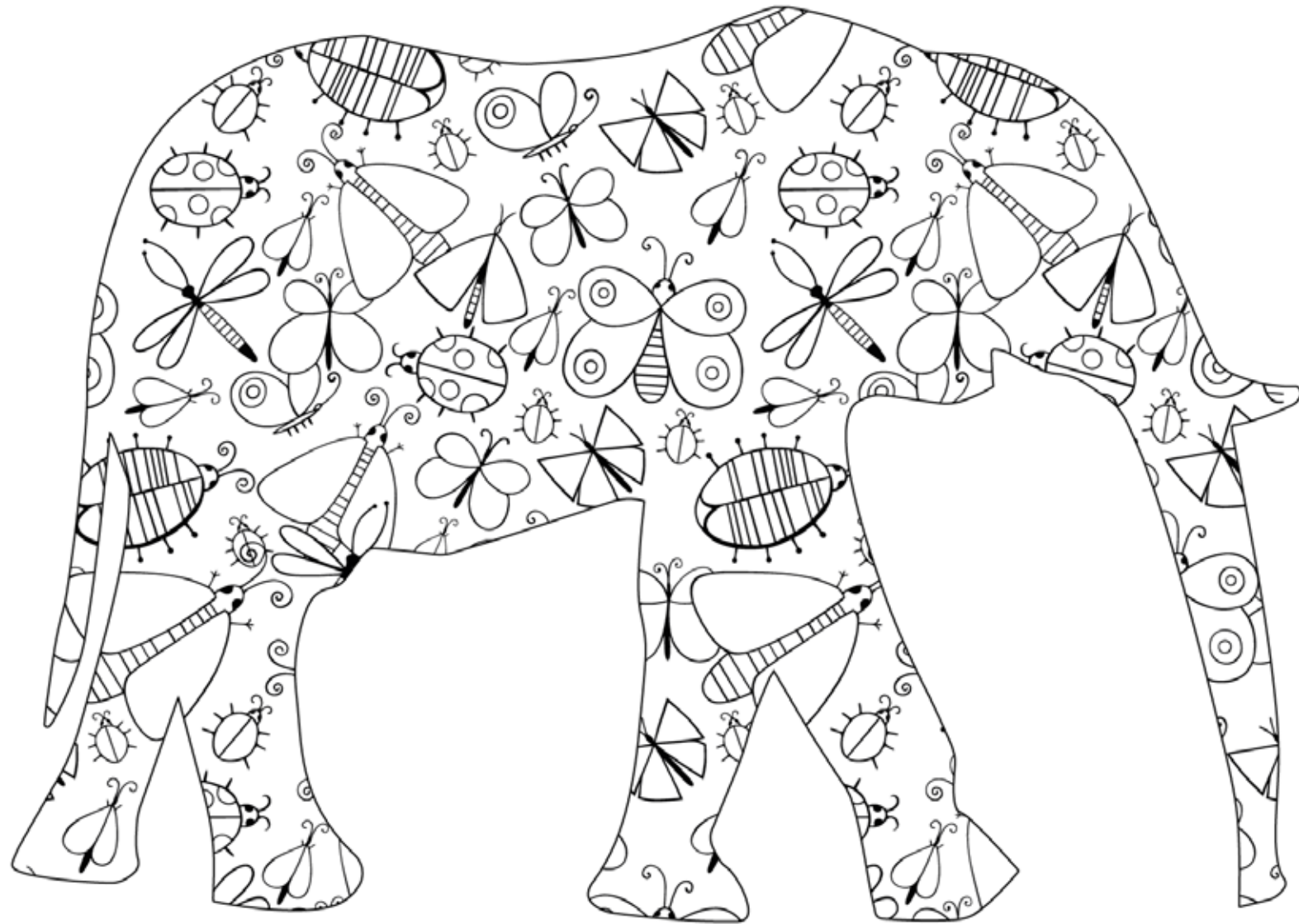
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JOIN OUR GLOBAL SCHOOLS  
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#HOWMANYELEPHANTS

Name:

School:

Country:

Age:



## Worksheet: Comprehension

Name:

Date:

Learning Intention: What do I know about the endangered African Elephant and the poaching crisis?

Success Criteria:

1. I understand what poaching means.
2. I know how many elephants are poached in Africa each day.
3. I am aware of where ivory comes from and what it is used for.

Comprehension Text:

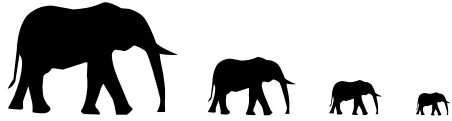
Few people know how many elephants are **poached** each day in Africa for their ivory. The current statistic is 96 elephants per day. This breaks down to 4 elephants an hour or one elephant every 15 minutes. At this rate, the African Elephant will be extinct by 2025.

In 1900, 10 million elephants roamed freely in Africa but, by 2013, this figure had dropped to just 450,000 elephants. Demand for elephant ivory dramatically increased in the early 1970s. In an attempt to **combat** this thriving illegal trade, CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) established an international trade ban in 1989. For a time after the trade ban some elephant populations began to recover. However, the illegal trade has rocketed in the past few years as a result of a rising demand, particularly in Asia, to satisfy the deep rooted **culinary** and medicinal beliefs and traditions of the use of ivory.

A recent survey carried out by the International Fund for Animal Welfare revealed that 70% of the Chinese population, the most **prominent** ivory consumers globally, are not aware that removing ivory from an elephant means the end of the life of that elephant. The Chinese word for ivory literally translates to tooth, giving a false sense their ivory is replenishable. This is just one example to show that greater awareness and education is needed on a global scale.

Poachers are becoming better equipped and conducting more **sophisticated** operations, including using helicopters to shoot the elephants from the air. A variety of smuggling methods by land, river and sea are used and **accelerated** by air travel, the internet and mobile phones. An average elephant tusk weighs 13.5kgs. On the **black market**, elephant ivory is worth £2,200/kilo. The elephant ivory trade needs to stop. Together, we can make a difference by raising awareness of the elephant crisis.





Name: \_\_\_\_\_

Date: \_\_\_\_\_

Questions:

1. How many elephants are poached each day?
2. How many elephants are poached every hour?
3. What year will African elephants be extinct at the current poaching rate?
4. How many elephants were alive in Africa in 1900?
5. What year did poaching dramatically increase?
6. When was the International Trade Ban introduced?
7. Which country recently agreed to a total ivory ban?
8. What does the Chinese word for ivory translate to?
9. What sophisticated equipment do the poachers use to kill the elephants?
10. What are the most common methods they use to smuggle the ivory illegally to other countries?

Glossary:

Accelerated - speeded up  
Black Market - illegal market/shop  
Combat - fight against  
Culinary - cooking/food  
Poached - animal hunted illegally  
Prominent - leading, main  
Sophisticated - technically advanced

**Maths Challenge:**

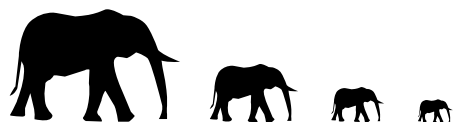
An average elephant tusk weighs 13.5kgs. On the black market, elephant ivory is worth £2200/kilo. What is the value of one tusk?

**Your School Exhibition Challenge:**

1. How many campaign elephants fit into your school?
2. Work out the poaching sums. If 4 elephants are poached every hour and 96 elephants are poached everyday, what statistics does your school exhibition display?

\_\_\_\_\_ Elephants = \_\_\_\_\_ Hours

\_\_\_\_\_ Elephants = \_\_\_\_\_ Days



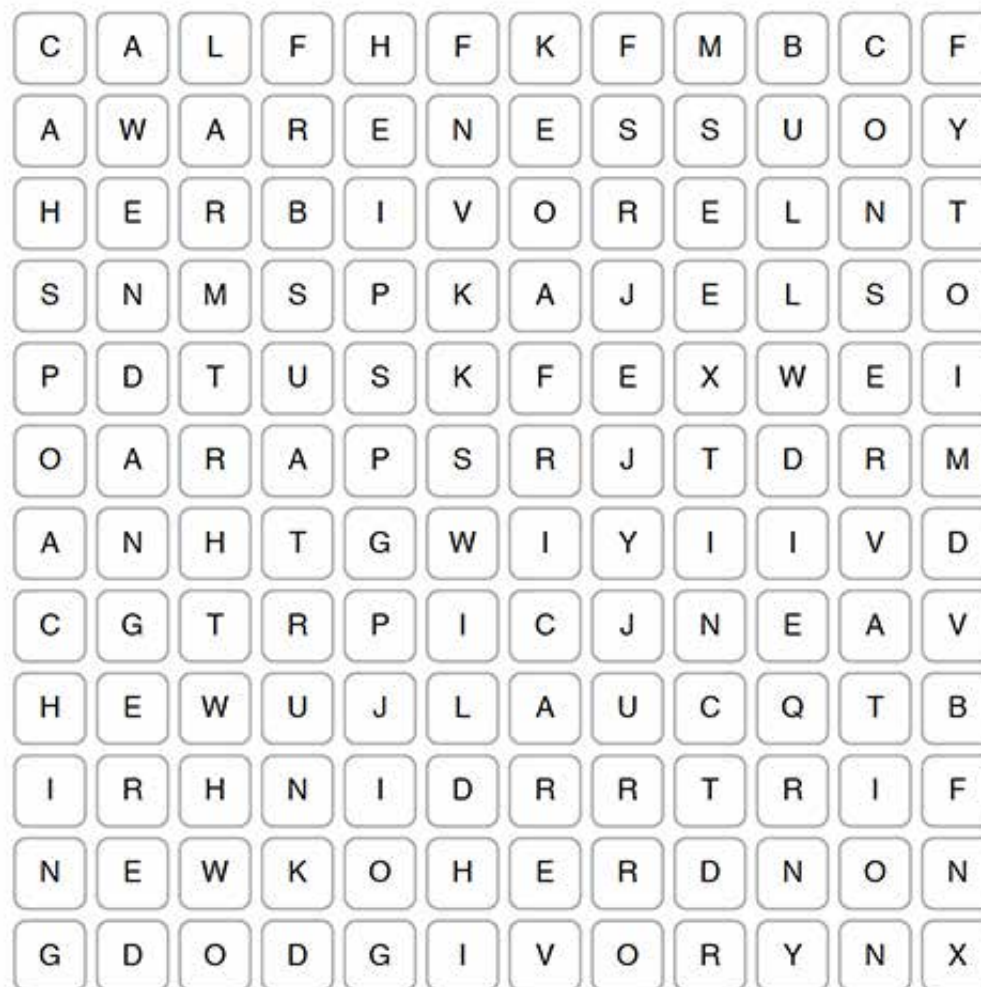
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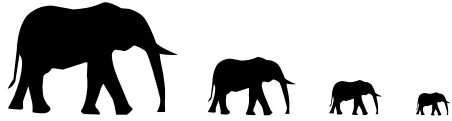
Can you find all the hidden words in this word search?

Words:

Calf  
Wild  
Tusk  
Conservation  
Bull  
Herd  
Africa  
Awareness  
Extinct  
Trunk  
Ivory  
Endangered  
Poaching







Name: \_\_\_\_\_

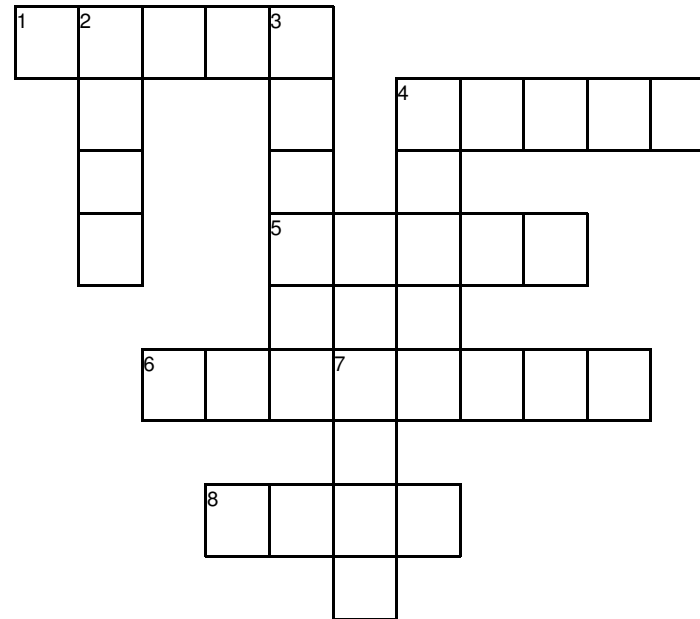
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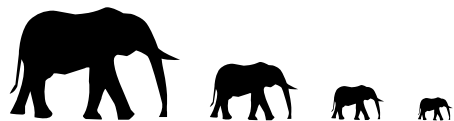
Across

1. Country of recent total ivory ban
4. Elephant's nose
5. Substance of tusk
6. Illegal hunting
8. Big male elephant

Down

2. Group of elephants
3. 96 elephants poached each day in what continent
4. Not a tusk
7. Baby elephant





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## FUNDRAISING

---



“It is amazing that the How Many Elephants exhibition is going to China because they need to be aware of what is happening when they buy ivory. I hope it makes a really big impact.”

Charlie  
Age 9

We are asking schools to support the fundraising efforts of our campaign. We are passionate about what we do and as a result, much time and dedication has been invested into creating our schools campaign and supporting materials.

How Many Elephants is a donation reliant campaign and 100% of donations will go towards our three anti-poaching projects in Africa. We can provide a full breakdown of where every school's contribution has been spent.

If you have enjoyed taking part in our campaign and using these materials, please visit [www.howmanyelephants.com](http://www.howmanyelephants.com) and click 'Donate' in the main menu to make a donation.

We would like to suggest £1 per student to align with our global petition strategy of 1,000,000 coloured in elephants to raise £1,000,000 for elephant conservation.

**Thankyou for your support!**





96 ELEPHANTS A DAY NECKLACE:  
Multi award-winning piece; Holly has  
weaved shocking data into her  
craft , using vegetable ivory,  
to close the gap between scientific  
information and human connection.



ON TOP OF THE WORLD:

Holly summited Everest in to raise funds for How Many Elephants and support anti-poaching projects in Africa.

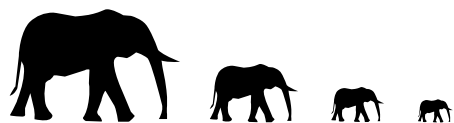
#EverestEveryday.

Read about Holly's adventures at

[www.hollybudge.com](http://www.hollybudge.com)







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HOST A **TALK** BY FOUNDER, HOLLY BUDGE.



**Holly's message  
is simple -  
Think Big.  
Dream Bigger.**

From the summit of Everest to the classroom, Holly's inspiring speeches draw on the experience she has gained as a passionate conservationist and as a world record holding adventurer. Holly engenders a strong relationship with her audience. She recently spoke at a conference to over 1000 and the following day to an intimate group of 8. Her talk is flexible and adaptable to suit her audience.

Holly's tales of adventure are told with passion, humour and humility. She has first-hand experience of testing her limits and overcoming challenges with flexibility of thought, lateral thinking, skill, confidence and good judgement. Even in times of great adversity, she reinforces the importance of having a positive mindset.

Themes included in Holly's talk are:

- Self-belief and determination
- Nurturing passion
- Positive active thinking
- Good decision making
- Dreams are real
- Pushing your limits

To arrange a speaking booking, email  
[gulp@howmanyelephants.com](mailto:gulp@howmanyelephants.com)

For more information, visit [www.hollybudge.com](http://www.hollybudge.com)

**"A direct and engaging speaker, Holly's talk was a tour de force. If you want to have your pupils inspired, get her in!"**

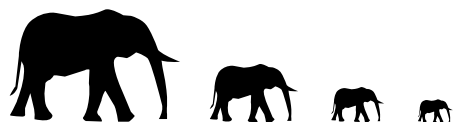
**Chris Radmann - Lord Wandsworth College**

**"Holly Budge is inspiring and determined to save the elephants being targeted by poachers."**

**BBC News**

**"Holly is an inspiration and a great ambassador for meaningful change."**

**Dr Tom Ainsworth - University of Brighton**



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## HOST AN INTERACTIVE WORKSHOP



"Holly's workshops have empowered our children, teachers and parents to live with purpose, to embrace challenges and to realise we are never too small to make a difference."

Louise Caldwell, St Swithuns

### ● 'How Many Elephants' Workshop. (60-90 mins)

This workshop has been derived from Holly's multi award-winning and very successful campaign, How Many Elephants, to raise awareness of the plight of elephants in Africa.

The workshop starts off with age-related activities, including puzzles, to identify the key words and definitions associated with the elephant ivory crisis. This is essential to ensure the students have an understanding of the fundamnetal basics, for example, the difference between a poacher and a ranger.

To follow, Holly will give a presentation, with photos and video clips, talking about taking her campaign flag to the summit of Everest to raise awareness. She talks about her inspiration for the campaign which leads her onto showing the students vegetable ivory, a sustainable plant-based material from the South American Rainforests, almost identical in colour and texture to elephant ivory. The students are given a piece of vegetable ivory to touch and are shown how it originates from the tree. Holly demonstrates how being passionate about what you do can lead to outstanding results and opportunities. This is followed by a Q&A.

In the second part of the workshop, Holly will give the students a comprehension, crossword and wordsearch to further their understanding.

In the final part of the workshop, the students are given an elephant template to design, colour, write, doodle, it's up to them how they wish to tackle it. This elephant forms part of the global 'How Many Elephants' visual petition, replacing a traditional signature with an original artwork. The schools are encouraged to display the artwork in their own exhibition and then photograph each elephant artwork and upload to #HowManyElephants to be part of the digital petition.

For more information on the campaign, visit [www.howmanyelephants.co/#colour-petition](http://www.howmanyelephants.co/#colour-petition)





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