

Back the Rangers. Beat the Snares: Campaign Terms & Conditions

1. Campaign Overview

Back the Rangers. Beat the Snares (hereinafter the “Campaign”) is an online fundraising initiative led by African Parks to support ranger-led anti-snaring efforts across the protected areas we manage. The Campaign will run from 28 July 2025 through 1 August 2025.

2. Use of Funds

All donations made to the Campaign are unrestricted, meaning funds will be allocated where the need is greatest across African Parks’ conservation efforts. While the Campaign messaging references the removal of snares (e.g., “\$10 = 1 snare removed”), this is intended as an illustrative example of the type of impact your contribution can make.

3. Donation Processing

Donations are accepted in USD and processed through our secure online payment platform. Once a donation is submitted, a receipt will be sent to the donor’s provided email address.

4. Tax-Deductibility

Donations may be tax-deductible depending on your location and applicable local laws. Donors will receive a receipt that includes all necessary information for tax purposes (add link to website once footer is complete).

5. Donor Data & Privacy

By donating, you consent to the collection and use of your personal information for the purpose of processing your donation, issuing receipts, and updating you about the impact of your gift. African Parks will not share your data with third parties except as required to process your donation or as otherwise permitted by law. If you have opted in to receive communications during the donation payment process, you may unsubscribe or opt out at any time.

6. Visuals and Impact Metrics

Campaign visuals and messaging, such as snare counters, donation tiers, or videos, are designed to demonstrate the type of impact donations can help achieve. They may be based on historical averages or specific case studies and do not guarantee exact, real-time results.

7. Matching Gift Disclaimer

The campaign features a \$5,000 social media matching fund, meaning donations through social media will be matched dollar-for-dollar up to \$5,000. Once the cap is reached, no further matches will be made. Matched funds will contribute to the overall campaign total.

8. Changes to the Campaign

African Parks reserves the right to modify or terminate the Campaign at any time, including adjusting its duration, communication schedule, or fundraising goals, as circumstances require.

9. Contact

For any questions or concerns related to your donation or the Campaign, please contact us at: donation@africanparks.org