



Educate ● Empower ● Conserve

Inspiring the Next Generation of Conservation Leaders



A conservation vision inspired
by Kevin Richardson's lifelong
commitment to lions.

Kevin's Mission

A Lifetime Dedicated to Lions

For three decades, Kevin has helped reshape how the world sees lions, fostering understanding, respect, and a deeper connection to wildlife.



Through the Kevin Richardson Foundation, his mission extends beyond wildlife protection to include education, because the future of conservation depends on people.

Why Education Matters

Securing the Future of Conservation

Conservation is not only about protecting wildlife, it is about shaping **human behaviour**.

01

Wildlife continues to be exploited

02

Ecosystems are undervalued

03

Communities remain disconnected from conservation



A Strategic Education Approach

From Awareness
to Action



The Foundation's approach is built for long-term impact:

Spark early
connection



Build knowledge
and responsibility



Create pathways
into conservation

Because real change doesn't happen once — it happens over time.



The Kevin Richardson Foundation

Big 5 School Collective (ECD Programme)

Where Conservation Begins

28 ECD centres | Ages 5–6

Introducing learners to:

- Africa's Big 5
- Why wildlife matters
- Basics of conservation



Storytelling • Role play
Interactive learning

Learning Beyond the Classroom

Connecting Children to Wildlife

This is where conservation becomes real.



**Real-world experiences at
Dinokeng Game Reserve**



**See wildlife in its
natural habitat**



**Inspire lasting
respect for nature**



**Connect classroom learning
to real-world experience**



**Build empathy and
emotional connection**

Cubs 2

Conservation Pathway

Educate ● Empower ● Conserve

Building the next generation of conservation leaders



A structured journey from early connection to future careers

ECD

Early awareness



Primary School
Foundation learning



High School
Leadership
development



Beyond School
Career exposure

Creating Career Pathways

From Learners to Leaders

We support the student journey through:
Education • Mentorship • Skills • Guidance
Turning passion into opportunity.

Wildlife Management

Eco-tourism

Field conservation



Impact on Communities Beyond the Student

Impact doesn't stop with the learner.
It reaches **families**, schools and
communities.

Environmental awareness

Youth empowerment

Community-level behaviour change

Conservation Success
Depends on People



The Opportunity Expanding Education for Impact

To grow this work, the Foundation aims to:



Expand reach across
more communities

Strengthen
programme delivery

Support more learners
through the full journey

Your Invitation to Partner

Invest in the Future of Conservation

**Because when we educate a child,
we protect the future of wildlife.**



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