

#LandforLions campaign breaks local crowdfunding record

A new bar was set for rewards crowdfunding in South Africa when the Kevin Richardson Foundation raised more than R2.7m on local rewards-based crowdfunding platform, Thundafund.com. This broke the record for the most money raised for a single campaign on a South African rewards platform.



Kevin Richardson of the Kevin Richardson Foundation. Image supplied.

The non-profit organisation launched the #LandforLions campaign to secure the [Kevin Richardson Wildlife Sanctuary](#) and ensure a safe home for the sanctuary lions forever. At present, the Kevin Richardson Wildlife Sanctuary is home to over 40 predator animals rescued from captive-breeding and cub-petting facilities. “My greatest fear is who will look after my lions when I am gone?” says Kevin Richardson.

These lions are responsible for attracting millions of followers on the ‘Lion Whisperer’ social media platforms; thus providing an engaging and entertaining space where individuals from across the globe are informed about the severe challenges and threats facing Africa’s lions.

#LandforLions campaign

Scientists predict that we are fast approaching a world without wild lions. In Africa, lions have been forced to survive on land that is only one-fifth of the size they occupied a few decades ago. If habitats shrink further, and the lion population continues to decline at the same rate, it is predicted that there will be almost no lions left in the wild in 20 years’ time.

The increased threat of poaching of both wild and captive lions, encouraged by the growing demand for lion bones in the far east (a trade that has been sanctioned by the South African government), is another growing concern for these iconic animals.

After many years of work as an animal behaviourist and public figure, Kevin Richardson launched the Kevin Richardson Foundation in early 2018. The Foundation is committed to changing and reversing the state of Africa's declining lion population by purchasing habitat and raising awareness to create safe, natural spaces where lions and other native species can flourish.

Only the beginning

Partnering with specialised organisations and engaging with impoverished communities on the fringes of these protected areas, the foundation aims to minimise human/wildlife conflict, whilst improving living conditions for local villages.

The #LandforLions campaign went live on Thundafund.com on Friday, 6 July and closed on the 8 October raising R2.7m and through 2147 backers. The funds raised for the #LandforLions campaign will go towards purchasing land for the sanctuary lions as well as safeguarding a home in perpetuity for the neighbouring wildlife.

Kevin hopes that #LandforLions is just the beginning of what will be an ongoing movement where the public comes together in the fight to return habitat to our countries most majestic creatures.

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