



## Advantages of Membership

The Madagascar Fauna and Flora Group protects the rich biodiversity of eastern Madagascar by building on our four pillars of conservation, education, research, and capacity building.

### Uniting for Lasting Impact. Join with Us.

For three decades, the nonprofit Madagascar Fauna and Flora Group (MFG) has achieved this mission through a membership-based collaboration of zoos, aquariums, botanical gardens, and related institutions. The MFG operates Parc Ivoloina and has a partnership with Madagascar National Parks to conduct conservation research in the Betampona Natural Reserve.

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# *“If biodiversity will win, poverty must lose.”*

Dr. Emile Tsizarina, MFG Meeting, 2005

## **Superlatives both bless and curse Madagascar.**

Madagascar’s abundance of endemic wildlife and botanicals is cruelly matched only by the extreme lack endured by the Malagasy people. This island tops most lists for both conservation priorities and the world’s poorest countries. The survival of its lemurs and numerous other endangered species and habitats is forever entwined in the well-being of the people who share the land.

The Madagascar Fauna and Flora Group offers decades of experience charting this dual course. But the need and opportunities surpass our current resources. We need your help to take what we’ve learned to expand the good we can do. Madagascar simply cannot wait.

## **Without the MFG and its collaborative role . . .**



Dozens of new species would not have been documented and would have likely been lost before they were even known. MFG’s additional patrolling and reforestation efforts around Betampona Nature Reserve would not exist and this crucial forest watershed might be lost in the region.



There would be no Conservation Training Center for Malagasy university students to have the equipment and the field experience they need to become the next generation of scientists.

Plant diversity from up to 500 species from the dwindling forest fragments around Betampona and in the entirety of the Ivoloina and Ifontsy river valleys would not be saved and protected in ex-situ collections.



There would have been no lemur reintroductions at Betampona Nature Reserve and practical reintroduction research on lemurs would not exist. Genes from populations of 11 lemur species would be lost without the protection efforts afforded them by MFG’s presence. Dozens of various plant and animal species endemic to these areas would be at risk of extinction.



## Without the MFG . . .

The region would lack an Environmental Education Center where thousands have learned how they can better manage their natural resources.

The international community would be missing a key partner for breeding programs of rare lemur species including the imports and successful breeding of critically endangered blue-eyed black lemurs and greater bamboo lemurs.

Over 125 students would not have received the needed support to achieve their dreams of obtaining a Master's or PhD degree.

The conservation community would be missing over 10 years of applied research on the least environmentally damaging methods to control guava and other invasive plant species.

There would be no facility to accept confiscated wildlife in the region leaving little hope of rescue for animals in unhealthy and troubling situations.

Thousands of children would not have received the additional tutoring through Saturday Schools to complete their primary school education.



## Our Members Make the Support of Others More Impactful

The long-term commitment of our Members over three decades has made all our efforts in Madagascar possible. That solid support has enabled many private individuals, businesses, colleges, and foundations to make meaningful contributions through grants and gifts dedicated to our mission.

Of these, the Saint Louis Zoo WildCare Institute has been truly essential to the ongoing success and growth of our efforts. A substantial grant from the Darwin Initiative created invaluable protection on the grounds of Parc Ivoloina for rare plant species. Many others fund portions of key programs or provide unrestricted donations including the Guhl Foundation, Planet Foundation, SOS Lemurs, chapters of The American Association of Zoo Keepers, Inc., and many others. These caring organizations are only able to make this difference because of our Members.

## Together We Have Done Much. But the Need is Still Great.

The MFG is supported by our consortium from five continents including larger institutions with other programs on the island as well as those with limited budgets who know every dollar matters in places like Madagascar. This core creates the consistent on-the-ground foundation for both our team of over 50 Malagasy nationals as well as numerous other collaborators and researchers to conduct their work. Madagascar matters. We've got the team and the infrastructure. Now we need you.

As an MFG Member, we provide you resources to show your audiences how you are an important part of all our programs. Plus each level of membership offers special opportunities to invest additional funding for specific projects if you want to make an even bigger impact.



*“Where can our institution be part of a meaningful and efficient conservation project with a small amount of money? I don’t know any other project than the Madagascar Fauna and Flora Group, which covers all aspects of conservation (running a national reserve and a conservation center, several schools and a capacity building center, many research and reforestation projects) and provides many wonderful stories we can communicate to our visitors.”*

Dr Alex Rübel, Director of Zoo Zürich  
and Past President, World Association of Zoos and Aquariums

*“Working with the Madagascar Fauna and Flora Group allows Wellington Zoo to be part of a much bigger group that is making a real difference to saving threatened wildlife in Madagascar. This is the real power of the MFG; as a consortium of progressive zoos, aquariums and botanical gardens we are able to have collective impact that we would just not be able to achieve individually.”*

Daniel Warsaw  
General Manager Business and Partnerships, Wellington Zoo Trust

*“The Saint Louis Zoo is pleased to be a founding and continuing member of the Madagascar Fauna and Flora Group for many reasons – but especially to be part of its collaborative framework and its holistic approach to conservation . . . The MFG is a model of the “One Plan” approach to conservation, one that integrates zoos and field conservation. . . I believe that all levels of MFG membership make real and significant conservation impact for the future.”*

Eric Miller, DVM,  
Executive Director of the WildCare Institute, St. Louis Zoo



# Managing Member

## \$10,000 USD

### Website/Publication Benefits

- Custom co-branded masthead with your logo on the front page of the Eighth Continent newsletter to electronically distribute or print and share with your board, donors, members, staff, etc.
- Name and logo on Eighth Continent newsletter Member page above other Member names - see sample at end of this document.
- Custom landing webpage on MFG site co-branded with Managing Member's logo highlighting your institution's overall support and any additional involvement.
- Member name and prominent large logo on the top of the main MFG website's Members webpage linked to choice of Member website or co-branded Member landing webpage on MFG site.
- Name and logo in Annual Report.
- If desired, custom MFG Donation webpage co-branded with your logo to link to from your site.

### Member Website and Social Networks Benefits

- Video: Customized, informal one-minute video thanking your institution for their support – suitable for Member's website and social networks.
- Photos: Images available to place on institution's website and social networks.
- MFG social network posts highlighting Member that are perfect to share on Member's social networks (4 per year) as a third-party MFG endorsement of Member's conservation work.

### On-Site Benefits in Madagascar

- Institution name on Parc Ivoloina sign along public path and a photo of sign for sharing with supporters.
- Invitation to Visit: Enjoy tea with the MFG Program Manager and meet with key staff at Parc Ivoloina. (Note: If Member is not fluent in French, arrangements can be made for Member to hire a translator to best communicate with staff.)

### On-Site Benefits at Member Institution

- Digital assets including photographs and logos for MFG, Ivoloina, and Betampona to create graphic for installation at Managing Member's institution.

### Additional Program Opportunities for Managing Members

- As a Managing Member, you have the ability to fund the salary of a key MFG staff member at Parc Ivoloina or Betampona Nature Reserve. Salaries start at \$2,500. Receive an annual activities report from your field person plus photos as well as recognition in MFG publications and website.
- Managing Members also have the opportunity to fund and claim any of the available individual projects from exhibit renovations at Parc Ivoloina to conservation agent patrols through Betampona. These supplemental costs vary by program. Recognition provided in MFG publications and website.
- The Institutional Representative (IR) of an MFG Managing, Sponsoring, or Contributing Member is eligible to serve on the Board of Directors and have voting rights. Managing Members have a greater likelihood of being voted onto the Board as it consists of up to 7 IRs from Managing Members, 6 IRs from the combination of all Sponsoring and Contributing Members, and 5 non-Members with special expertise.

### Other Benefits

- Invitation to attend the annual MFG Meeting. Location rotates between North America, Europe, Australasia, and Madagascar.
- Up to 100 MFG logo stickers for staff.
- Members get access to a base in Madagascar, where they can execute their approved conservation projects and research in a well-established, politically-accepted, environment.



**Mount Mahasolatra**  
in Betampona Natural Reserve as  
viewed from village of Rendriendry

RÉSERVE NATURELLE INTÉGRALE DE

**BETAMPONA**



# Sponsoring Member

## \$5,000 USD

### Website/Publication Benefits

- Member name and medium-sized logo on the main MFG website's Member webpage.
- Name on the Eighth Continent newsletter Member page - see sample at end of this document.
- Name in Annual Report.
- If desired, custom MFG Donation webpage co-branded with your logo to link to from your site.

### On-Site Benefits in Madagascar

- Institution name on Parc Ivoloina sign along public path and a photo of sign for sharing with supporters.
- Invitation to Visit: Enjoy tea with the MFG Program Manager and meet with key staff at Parc Ivoloina. (Note: If Member is not fluent in French, arrangements can be made for Member to hire a translator to best communicate with staff.)

### On-Site Benefits at Member Institution

- Digital assets including photographs and logos for MFG, Ivoloina, and Betampona to create graphic for installation at Sponsoring Member's institution.

### Member Website and Social Networks Benefits

- Photos: Images available for Sponsoring Member to place on institution's website and social networks.
- MFG social network posts highlighting Member that are perfect to share on Member's social networks (3 per year) as a third-party MFG endorsement of Member's conservation work.

### Additional Program Opportunities for Sponsoring Members

- Sponsoring Members have the opportunity to fund and claim any of the available individual projects from supporting a village outreach to the patrols through Betampona. These supplemental costs vary by program. Recognition provided in MFG publications and website.
- The Institutional Representative (IR) of an MFG Managing, Sponsoring, or Contributing Member is eligible to serve on the Board of Directors and have voting rights. The Board consists of up to 7 IRs from Managing Members, 6 IRs from the combination of all Sponsoring and Contributing Members, and 5 non-Members with special expertise.

### Other Benefits

- Invitation to attend the annual MFG Meeting. Location rotates between North America, Europe, Australasia, and Madagascar.
- Up to 50 MFG logo stickers for staff.
- Members get access to a base in Madagascar, where they can execute their approved conservation projects and research in a well-established, politically-accepted, environment.

Critically Endangered  
**Black and White  
Ruffed Lemur**  
in Parc Ivoloïna

**I**VOLOINA  
Parc Zoologique





# Contributing Member

## \$2,500 USD

### Website/Publication Benefits

- Member name and medium-sized logo on the main MFG website's Member page.
- Name on the Eighth Continent newsletter Member page - see sample at end of this document.
- Name in Annual Report.
- If desired, custom MFG Donation webpage co-branded with your logo to link to from your site.

### On-Site Benefits in Madagascar

- Institution name on Parc Ivoloina sign along public path and a photo of sign for sharing with supporters.
- Invitation to Visit: Enjoy tea with MFG Program Manager and meet with key staff at Parc Ivoloina. (Note: If Member is not fluent in French, arrangements can be made for Member to hire a translator to best communicate with staff.)

### Member Website and Social Networks Benefits

- Photos: Images available for Contributing Member to place on institution's website and social networks.
- MFG social network posts highlighting Member that are perfect to share on Member's social networks (2 per year) as a third-party MFG endorsement of Member's conservation work.

### On-Site Benefits at Member Institution

- Digital assets including photographs and logos for MFG, Ivoloina, and Betampona to create graphic for installation at Contributing Member's institution.

### Additional Program Opportunities for Contributing Members

- The Institutional Representative (IR) of an MFG Managing, Sponsoring, or Contributing Member is eligible to serve on the Board of Directors and have voting rights. The Board consists of up to 7 IRs from Managing Members, 6 IRs from the combination of all Sponsoring and Contributing Members, and 5 non-Members with special expertise.

### Other Benefits

- Invitation to attend annual MFG Meeting. Location rotates between North America, Europe, Australasia, and Madagascar.
- Up to 50 MFG logo stickers for staff
- Members get access to a base in Madagascar, where they can execute their approved conservation projects and research in a well-established, politically-accepted, environment.

## CONTACT INFO

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### Madagascar

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# JOIN NOW TO BE AMONG THE CURRENT MEMBERS OF MFG

## Managing Members

Koln Zoo | Duke Lemur Center | Lemur Conservation Foundation  
Missouri Botanical Garden | Naples Zoo at Caribbean Gardens | Perth Zoo  
Saint Louis Zoo | Taipei Zoo | Tennessee Aquarium | Zoo Zürich



## Sponsoring Members

Cleveland Metroparks Zoo  
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Zoo Leipzig



## Contributing Members

Ueno Zoo  
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Woodland Park Zoo  
The Living Rainforest  
MundoMar Benidorm  
Cango Wildlife Ranch  
Khao Kheow Open Zoo  
Tropical Butterfly House  
Jacksonville Zoo and Gardens  
Zoological Park Organization Thailand  
South African National Biodiversity Institute

These institutions enable the MFG's many efforts in Madagascar. To be part of this important work, please contact MFG Chair Tim L. Tetzlaff at [tim@savethelemur.org](mailto:tim@savethelemur.org).