



## **PRESS RELEASE**

For further Information contact:

**Wild Tomorrow Fund**

[www.wildtomorrowfund.org](http://www.wildtomorrowfund.org)

Wendy Hapgood

Phone: +1 917-783-8463

Email: [wendy@wildtomorrowfund.org](mailto:wendy@wildtomorrowfund.org)

**FOR IMMEDIATE RELEASE:**

## **Launch of CryptoCurrency Fundraiser for Emergency Hunger Relief in South Africa**



**NEW YORK, NY** - August 5th, 2020- Today, Wild Tomorrow Fund in partnership with BitGive announced the launch of a campaign to raise funds for emergency COVID-19 hunger relief for rural communities in South Africa.

Using BitGive's online GiveTrack platform, individuals can donate their bitcoin, other cryptocurrencies, and regular fiat currencies to directly help vulnerable communities in rural KwaZulu-Natal South Africa where Wild Tomorrow Fund's wildlife reserves are located. GiveTrack is an innovative donation platform for nonprofits that provides transparency and accountability to donors by sharing financial information and direct project results in real-time. The donations will fund the purchase and delivery of much-needed food parcels for 100 families for an entire month.

The **Emergency Hunger Relief in South Africa for Communities Impacted by Covid-19** project is live on the Givetrack platform at:

[www.givetrack.org/project-details/91/Emergency-Hunger-Relief-in-South-Africa](http://www.givetrack.org/project-details/91/Emergency-Hunger-Relief-in-South-Africa)

The COVID19 crisis has deeply impacted southern Africa, hitting hardest in rural communities including Wild Tomorrow Fund's neighbors in the Mduku community where many families are dependent on wildlife tourism for their livelihoods. Already vulnerable communities are now sliding into deeper

-- More --

poverty and food insecurity. Hunger has doubled since the COVID lockdown began. Just \$36 is all it takes to buy a parcel to keep food on the table for a family for a month. The campaign's goal is to raise the equivalent of \$3600 US Dollars (approximately 60,000 South African Rand) in order to fund the purchase of 100 food parcels for the month of September as part of our ongoing Emergency COVID19 Hunger Relief Campaign.

Each emergency hunger relief food parcel contains essentials including flour, maize meal, rice, fresh vegetables, cooking oil and canned fish, and will feed a family of four for a month. Children in particular are at risk as many depend on a daily meal from school, which has been closed. Beneficiaries of the food parcel program include the families of two daycare centers supported by Wild Tomorrow Fund and the care-takers of a group of orphans and child-headed households. The Emergency COVID19 Hunger Relief Campaign also helps to keep wildlife safe by ensuring that hungry families living next door to wildlife reserves do not have to resort to bushmeat poaching to keep their families fed.

Bitcoin and other cryptocurrency donations will be sent directly to South Africa from the Givetrack fundraising platform to a Stratum SmartWallet where the cryptocurrency will be converted to South African Rand to fund the local purchase of food supplies.

Clinton Wright, Director of Wild Tomorrow Fund South Africa said, "We stand in solidarity with people around the world who have had their livelihoods interrupted by the COVID19 crisis. Here in rural KwaZulu-Natal South Africa, many children would normally get their only meals of the day when attending school, but are now going hungry due to school closures of over 130 days and counting, and no income for parents. We believe it is our responsibility to help as many people as possible. Your donation will ensure that 100 families will not have to fight this pandemic on empty stomachs."

Connie Gallippi, Founder and Executive Director of BitGive, said "COVID-19 has severely affected our global community and through our partnership with Wild Tomorrow Fund, BitGive aims to amplify its pandemic relief efforts. In launching a campaign on our GiveTrack platform, Wild Tomorrow Fund will not only be exposed to a new segment of donors, but also a more transparent and secure fundraising process made possible by the platform's underlying blockchain technology. We know the blockchain industry is still very nascent, but nevertheless we strive to assist philanthropies in leveraging its benefits, and facilitate a seamless experience that minimizes adoption barriers for newcomers."

**About Wild Tomorrow Fund.** Wild Tomorrow Fund is a wildlife conservation charity dedicated to the protection of threatened and endangered species and the habitats they depend on for survival. Wild Tomorrow Fund works on the ground in southern Africa with a vision for a world in which wildlife habitats are expanded and protected for the benefit of people and the planet. For more information, please visit [www.wildtomorrowfund.org](http://www.wildtomorrowfund.org)

**About Bitgive.** BitGive was founded in 2013 by leading industry figure Connie Gallippi. Based in California, BitGive is the first Bitcoin 501(c)(3) nonprofit recognized by the U.S. government. The organization aims to bridge the gap between the Bitcoin and Blockchain industry and its practical applications for humanitarian and nonprofit work. BitGive facilitates the fundraising for charitable donations using bitcoin and remains dedicated to using today's cutting-edge financial technologies for social good. The first of its kind, BitGive is revolutionizing global philanthropy through technology with its signature offering, GiveTrack. For more information, please visit [www.bitgivefoundation.org](http://www.bitgivefoundation.org).

**Additional Media:** Youtube campaign video [here](#). See [Dropbox](#) for additional photo content.