



FOUR ELEMENTS
CONSERVATION



A PASSIONATE VISION



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Four Elements is a vision that grew in 2009 from the passion of a young girl to help preserve an endangered and misunderstood animal in South Africa, the bearded vulture.

Today, Four Elements Conservation is a non-profit company, headed up by internationally recognised young conservationist and CEO, Olivia Taylor (age 15). It is dedicated to the conservation of our environment for future generations.

In late June 2012, Olivia will attempt to summit Kilimanjaro, Africa's highest mountain and the tallest free-standing mountain on earth. The rapid erosion of the glacial ice on this mountain is a bellwether of environmental degradation.

FOUR ELEMENTS CONSERVATION NPC



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The name of this NPC is inspired by Aristotle's original elements theory: water, earth, air and fire. These four elements encapsulate my dream for the environment:

- **water** - to dive deeper
- **earth** - to aim higher
- **air** - to fly further
- **fire** - to pursue this with a burning passion

For each element a symbolic animal has been chosen:

- water – **sharks** - 90% of the world's sharks may have been fished out, mainly for their fins ([Sharkwater](#))
- earth - **rhinos** - in the first 2 months of 2012 more than one rhino was killed each day in South Africa
- air - **bearded vultures** - there are less than 100 nesting pairs left in Southern Africa
- fire - **those of us with a burning passion to make a difference** - we are threatened by mass indifference and want to make a difference to our environment and who live by our principle: *Dive Deeper - Aim Higher - Fly Further*

MISSION



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Four Elements' mission is to create a sustainable conservation organisation that is apolitical, based on scientific evidence, and exploits Olivia's core skill of communicating to people, especially young people, using new media, photographic and video images, research and public presentations on themes about which she is passionate:

1. To raise awareness about conservation and what positive steps we can all take to protect our environment
2. To combat myths and medicinal misperceptions about the value of, for example, rhino horns, shark fins and vulture body parts and reduce their illegal demand and indiscriminate death
3. To provide a platform and advice for other like-minded people (especially young people) so that they can have the courage to light their own fires
4. To raise funding for selected causes, particularly for those animals that symbolise the **Four Elements**

DONATIONS



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Four Elements will direct any funds raised towards existing causes that Four Elements identifies as being aligned with its objectives:

- Bearded Vultures
- Sharks
- Rhinos

Four Elements is a volunteer organisation and the full amount received for the above activities will be passed on to whichever cause you specify.

If you do not specify a cause, we will allocate it towards the general activities of Four Elements in the furtherance of our objects clause.

Please make donations (in any currency) payable to the following account:

- Bank: ABSA Bank
- Account Name: Four Elements NPC
- Account number: 4079318478
- Branch code: 632005
- Reference: [Please specify: “Vulture”/ “Shark”/ “Rhino”/ “4Elements”]

ABOUT OLIVIA



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2009-2010:

At the age of 12, Olivia became involved in successfully raising over R70 000 for Ezemvelo's Bearded Vulture Project which tracks the remaining 100 breeding pairs of these endangered birds.

2011:

Olivia established a new media presence promoting her activities under the name "Four Elements" by building her own websites, Facebook pages and Twitter presence.

2012:

Olivia formally established Four Elements Conservation NPC as CEO and was recognised as a "2012 Young Eco-Hero", in a worldwide competition run by the USA-based organisation, Action for Nature, and will contribute the proceeds of her award to her continued activities - <http://www.actionfornature.org/eco-hero-awards/past-winners/2012-winners>

Websites:

- www.fourelementsconservation.org
 - This site has a great explanation of why she chose the name Four Elements
- www.beardedvulture.org
 - This is the original project for which Olivia helped raise funding

Facebook:

- Four Elements: <http://www.facebook.com/pages/Four-Elements/277054585683053>
- Bearded Vulture: <http://www.facebook.com/pages/Bearded-Vulture-Project/298242656879281>

Twitter:

- Four Elements: @DIVE_AIM_FLY

CORPORATE STUFF



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- Four Elements Conservation NPC (2012/041651/08) is a non-profit company
- Objects clause: “to support, communicate and promote environmental issues, and conduct environmental activities including, but not limited to, the protection of endangered, threatened or suffering creatures”
- CEO: Olivia Taylor
- Directors:
 - Mark Taylor
 - John McCarthy
 - Susan Taylor
- Auditors: R.I. Kennedy and Associates
- Bank account:
 - Bank: ABSA Bank
 - Account Name: Four Elements NPC
 - Account number: 4079318478
 - Branch code: 632005
 - SWIFT: ABSAZAJJ
- Tax status: Application has been made to SARS for Section 18A Tax Status so that we can issue donors and sponsors with S18A Tax Receipts – this is still in process



Thank you

Olivia Taylor

olivia@taylorfamily.co.za

June 2012