

NAT GEO  
**WILD**

CAUSE AN  
**UPROAR**

# TRICK-OR-TREAT for BIG CATS

## 2011 Handbook

[causeanuproar.org](http://causeanuproar.org)



IN SUPPORT OF

NATIONAL  
GEOGRAPHIC

**BIG CATS**  
INITIATIVE

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# Introduction

**The only thing kids love as much as Big Cats is dressing up as one!**

This Halloween, Nat Geo WILD is encouraging trick-or-treaters to help save these magnificent creatures from extinction by collecting money for National Geographic's Big Cats Initiative along with their candy.

By Trick-or-Treating for Big Cats, kids will be joining a community of explorers, conservationists and big cat lovers around the world who want to save the big cats from extinction – so we don't wind up talking about lions and tigers the way we talk about the dinosaurs.

This handbook provides everything you need to participate, including where to pick up your free **Trick-or-Treat for Big Cats** collection box, why the big cats need our help, how to trick-or-treat safely, how to send in the funds you collect, as well as how to receive recognition and thank-you gifts for participating.

We have also created a variety of free, fun and creative downloadable resources everyone can use to **CAUSE AN UPROAR** on Halloween night. Not only can you and your trick-or-treaters learn how to become big cats for Halloween, but you can also make collection boxes to take with you.

Thank you for helping us save the big cats!  
**[causeanuproar.org](http://causeanuproar.org)**



# Getting Started

**Trick-or-Treat for Big Cats is a great way for kids to learn about these extraordinary predators, make a difference in the world and have a lot of fun.**

Ask your child about his or her favorite feline. Can she strut like a lion? Can he roar like a tiger? Pounce like a puma? Leap like a leopard?

**Get Creative!** Use the fun, free downloadable resources to help trick-or-treaters dress up like big cats this Halloween:

- Make a cute (and simple) big cat costume from scratch
- Paint your child's face like a lion, tiger or jaguar
- Make a big cat mask

**Spread the word!** Tell your friends, family and neighbors about Trick-or-Treat for Big Cats and encourage them to participate. Print out our downloadable flyer and post it in your community or share it with your child's teacher or other community members.

**Pick up your free Trick-or-Treat for Big Cats collection box.** Collection boxes are available free-of-purchase at participating schools, Pottery Barn Kids stores and at National Geographic Headquarters in Washington, DC.



**Request your own Trick-or-Treat for Big Cats collection box.** If you can't get to one of these outlets, you can request a collection box via mail by going online to [causeanuproar.org](http://causeanuproar.org) and filling out and submitting the request form. The deadline to submit a request for a box is October 20, 2011.

**Make your own collection box.** Download and print out the Trick-or-Treat for Big Cats canister wrapper or 4 x 6 label to make your own collection box using everyday household items like a coffee can, tissue box or plastic container.

**Carve a big cat o’lantern!** This Halloween, show your support by carving a pumpkin with a big cat face. Print out your favorite big cat stencil from this website and use the fun-and-easy guidelines for making your own cat o’lantern.

**Enjoy a Big (Cat) Thank-You!** As our way of saying “Thank You” to everyone who participates in Trick-or-Treat for Big Cats this year, we are offering a selection of individual thank-you gifts based on the amount of funds you’ve collected and submitted by November 30, 2011.

We have also designed a downloadable Trick-or-Treat for Big Cats Award Certificate parents can print out and give to their trick-or-treaters in recognition of their efforts.



# Why the Big Cats Need Our Help

**Lions, tigers, cheetahs and other big cats around the world—all victims of habitat loss, poaching and human conflict—are in serious trouble:**

- Africa's lion population has declined by over 90 percent in the last 50 years.
- There are now more tigers living in captivity than there are in the wild.
- Cheetahs have disappeared from more than 75 percent of their range in Africa.
- Jaguars have seen more than a quarter of their habitat destroyed.

**As apex predators, big cats play an essential role in keeping ecosystems healthy.** Without these hunters at the top of the food chain, an overabundance of other animals can compromise entire ecosystems.

In Africa, when lions go on the hunt, they sometimes target livestock like cattle, sheep and goats. The loss of this livestock can have serious financial repercussions for herders, so they often retaliate by shooting, snaring or poisoning lions. But these killings have dire consequences that threaten the entire food chain.

In Asia, poachers hunt tigers and other big cats for their bones and body parts, which are often sold on the black market and used for folk medicine. Despite a near-universal ban on all tiger hunting since the late 1970s, wild tiger populations have dwindled to less than 7,000 and three tiger subspecies have gone extinct.

**Some believe that we could see the extinction of some big cat populations in the wild within the next 10 years.**

**But it's not too late to make a difference.** National Geographic has launched the Big Cats Initiative to halt big cat population declines and restore populations to sustainable levels.

The Big Cats Initiative uses funds to support conservation programs that make a big difference by:

- Funding essential big cat research around the globe.
- Educating communities about the important role big cats play.
- Building environmentally sustainable, lion-proof enclosures for cattle.
- Developing economic incentives to stop retaliatory killings by herders.
- Supporting antipoaching legislation and policy implementation.
- Protecting the big cats' natural habitat from deforestation.

**Each contribution  
– even a small  
one – can make  
a big difference.**

# How to Send in Your Donations

**Funds raised by Trick-or-Treating for Big Cats can be submitted online using a credit or debit card by visiting [causeanuproar.org/kids](http://causeanuproar.org/kids) and clicking on COLLECTIONS.**

Or print out and complete the Collections Transmittal Form on the following page and mail it with your check or money order to:

**Trick-or-Treat for Big Cats  
National Geographic Society  
Development Office  
1145 17th Street N.W.  
Washington, DC 20036**

Checks should be made payable to “National Geographic Society.”

“Trick-or-Treat for Big Cats” should be indicated on the memo line of the check. Remember to include the completed Collections Transmittal Form. A downloadable version of the form can also be found at [causeanuproar.org](http://causeanuproar.org). Please do not send cash through the mail.

As our way of saying “Thank You” to everyone who participates in Trick-or-Treat for Big Cats this year, we are offering a selection of individual thank-you gifts based on the amount of funds you’ve collected. See guidelines at [causeanuproar.org](http://causeanuproar.org) and locate the gift for which you are eligible.

All funds collected must be submitted online or postmarked by November 30, 2011 to be eligible to receive your Trick-or-Treat for Big Cats thank you gift. Please be advised that funds collected while Trick-or-Treating may not be tax deductible. Consult your tax advisor for details.

To make an individual tax deductible donation to the Big Cats Initiative, please visit [causeanuproar.org](http://causeanuproar.org) and click on DONATE.

# Collections Transmittal Form

Please print out and enclose this form with your funds so we can acknowledge your generosity, and mail it to: National Geographic Society, Development Office, 1145 17th Street N.W., Washington, DC 20036. Go to [causeanuproar.org/kids](http://causeanuproar.org/kids) and click on COLLECTIONS.

Name: \_\_\_\_\_

I Trick-or-Treated for Big Cats as an individual or family.

We Trick-or-Treated for Big Cats as a school or community group.

**Contact Details:**

Name of Individual, Family, School or Community Group: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home phone: \_\_\_\_\_ Cell phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Collection Details:**

Check/Money Order Number: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Check/Money Order Number: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Check/Money Order Number: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Check/Money Order Number: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

**Please select your Big Cat Thank-You gift:**

To select your Big Cat Thank-You gift, please visit [causeanuproar.org](http://causeanuproar.org) for a list of gift options and a description of eligibility requirements. Once you have selected a gift for which you are eligible, enter the code listed next to the gift description here: \_\_\_\_\_

**THANK YOU!**

Checks should be made payable to "National Geographic Society." Trick-or-Treat for Big Cats should be indicated on the memo line of the check. Please do not send cash through the mail. All donations must be postmarked by November 30, 2011, to be eligible for a thank-you gift.

# Tips for Safe Trick-or-Treating

- Never trick-or-treat alone.
- Walk in groups or with a parent or trusted adult.
- Use a flashlight while trick-or-treating to help you see and so others can see you.
- Look both ways before crossing the street and use crosswalks wherever possible.
- Walk on sidewalks or on the far edge of the road facing traffic to stay safe.
- Fasten reflective tape to your costume and bags to help drivers see you.
- Wear flame-resistant costumes.
- Test face paint first on a small patch of skin to avoid an allergic reaction.
- Remove face paint before bedtime to prevent skin and eye irritation.
- Wear well-fitting masks, costumes and shoes.
- Examine all treats for choking hazards or tampering before eating them.
- Eat only factory-wrapped treats.
- Avoid eating homemade treats unless you know the cook well.
- Enter somebody's home only if you're with a parent or trusted adult.

Source:

<http://www.cdc.gov/family/halloween>



# Frequently Asked Questions

## Q: Do I have to register?

A: No. You do not have to register to **CAUSE AN UPROAR** this Halloween. Once you submit your funds, your contact information will be collected so we can send a thank-you and an official acknowledgment to you or your organization.

## Q: Can anyone participate? Is there an age limit?

A: Anyone can Trick-or-Treat for Big Cats. In order to comply with the Children's Online Privacy Protection Act of 1998 (COPPA), we ask that you have a parent submit the funds you collect on your behalf if you are under 13 years old. If you are a minor 13 years or older, then we also encourage you to ask for a parent's assistance.

## Q: Is there a minimum contribution?

A: No. Any amount, even a small one, can make a big difference when we join together to save the big cats.

## Q: How do I send in the funds I collect?

Funds raised by Trick-or-Treat for Big Cats can be submitted online by going to [causeanuproar.org/kids](http://causeanuproar.org/kids) and clicking on COLLECTIONS.

Or, download, print and complete the Collections Transmittal Form included in this handbook and on [causeanuproar.org](http://causeanuproar.org) and mail it with your check or money order to:

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“Trick-or-Treat for Big Cats” should be indicated on the memo line of the check.  
Be sure to include the Collections Transmittal Form Please do not send cash through the mail.

All funds collected must be submitted and postmarked by November 30, 2011, to be counted as a Trick-or-Treat for Big Cats 2011 contribution.

## **Q: Are contributions to the Big Cats Initiative tax exempt?**

A: Donations to the Big Cats Initiative are tax deductible to the full extent allowed by law; however, funds collected while Trick-or-Treating may not be. Consult your tax advisor for details.

## **Q: How does Trick-or-Treat for Big Cats make a difference?**

A. Funds collected will support grantees of the Big Cats Initiative who are using funds to:

- Perform essential big cat research around the globe
- Educate communities about the important role big cats play
- Build environmentally sustainable, lion-proof enclosures for cattle
- Develop economic incentives to halt retaliatory killings by herders
- Support antipoaching legislation and policy implementation
- Protect the big cats’ natural habitat from deforestation

Each contribution—even a small one—can make a big difference. For example, \$5 can purchase the equivalent of 10 yards of chain link fence to create an enclosure or “boma” for livestock in Tanzania.

You can learn more about the Big Cats Initiative grantees by visiting [\*\*causeanuproar.org\*\*](http://causeanuproar.org).

## Q: It's not close to Halloween, but my classroom or community organization wants to CAUSE AN UPROAR. Do we have to wait until next Halloween?

A: In addition to Trick-or-Treating for Big Cats, there are several ways you can **CAUSE AN UPROAR** as part of National Geographic's Big Cats Initiative (BCI). Check out [causeanuproar.org](http://causeanuproar.org) and click on "Take Action" for ideas.

## Q: Is there a deadline to turn in Trick-or-Treat for Big Cats collections?

A: All funds collected must be submitted online or postmarked by November 30, 2011, to be eligible for a thank-you gift; however, any time you donate, the big cats will thank you.

## Q: Can I or my group earmark our Trick-or-Treat for Big Cats collections for a specific species, grantee or project?

A: The Big Cats Initiative is a comprehensive program that supports on-the-ground conservation projects, community outreach and education, economic incentives and a global public-awareness campaign.

Because of BCI's wide-ranging approach, it is not possible to donate funds to a specific species, grantee, project or country.

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