SCI Foundation Hunter Legacy 100 Fund
Program Grant Request Application

This application must be completed in full. Incomplete applications will not be considered.

Organization Submitting: Inclusive Conservation Group

Program/Project Title: Non-branded educational Social Media Capability

Total Amount Requested: $ 264,000

Date Submitted: 15 July, 2019

SCI Foundation Mission Area Qualification:

☐ Conservation
☐ X Outdoor Education
☐ Humanitarian Services

Have we funded this project before? If yes, please list year and amount awarded, and attached final project reports for any previously awarded grants.

SCH-HLF has contributed $256,000 in 2018 to the most coordinated and effective pro-hunting voice in the world. Our effectiveness out performs all others impact and engagement. SCI-HLF funded social media platform has reached over 122,000,000 people in the last twenty-four months.

Over the last 24 months SCI-HLF contributions to Inclusive Conservation Group a 501c3 (ICG) has helped to fund the most effective hunting and outdoor social media pages on Facebook. With the help of SCI-HLF ICG developed a first of its kind, non-attributional social media platform, capable of communicating to millions of people each and every week. This social media effort has been critical in shaping a positive global narrative around hunting and sustainable use. We are recruiting and developing a
ground swell of millions of empowered volunteers who speak on the benefits hunting every day. We are thought leaders in this space.

We have been successful in vocalizing our message, creating a narrative, and we have produced a platform for our followers to recapitulate that same message and narrative. Social media, when properly utilized, is the most effective tool we hunters, conservatives, and patriots have to battle the leftist, anti-guns, anti-hunting, vegan fanatics

Testimonials
“A few months ago, Kevin Pietersen, the English cricketer, launched a personal attack against me and called on his 3.3 million twitter followers to close down my safari hunting business. I got hundreds of death threats from the anti-hunters after this tweet went out. Let Africa Live supported me by posting factual memes to combat Kevin Pietersen’s tweet and spread awareness that these celebrities are using their fame to target and attack us hunters! Let Africa Live are doing a phenomenal job standing up for our hunting heritage and I commend them on a job very well done!”
—Jason Stone, Stone Hunting Safaris (Southern Africa)
April 2019

“Hunting as a conservation tool is under attack world-wide, and the province of British Columbia, Canada is not immune to this reality. Grizzly bears are known to be a major predator on new-born moose and caribou calves, and both of these species are in serious decline in many parts of the province. ...The government of the day framed it as a ‘social issue’ with no basis in science. Simply put, it was a decision made to appease the poorly informed and misled electorate, with no consideration for what is best for wildlife. The ICG and the work that they are doing is the perfect antidote to the anti-hunting rhetoric circulating in the main-stream media and social media platforms. Ultimately, if we get the truth out about the role of hunting and the values associated with hunting as a conservation tool, we can secure the future of hunting. There is no better work being done than that of the ICG, and we applaud and support their wonderful work.”
—Dave Fyfe, North Island Guide Outfitters (Canada)
April 2019

“I have provided Let Africa Live with some photos for their memes and they have been able to transform these into wonderful images that speaks thousands of words, with facts and statistics. They are very cleverly, accomplishing their goals to make the general public think twice about the crucial benefits of conservation through hunting, but even more so, on an emotional and honorable approach. I hope this platform will be able to continue to do the great work for global conservation throughout the world.”
—Danene van der Westhuizen, Aru Hunting Safaris (Namibia)
April 2019

Danene is the President of the Namibian Professional Hunting Association (NAPHA), CEO of the Outfitters and Professional Hunting Associations of Africa (OPHAA), and was appointed in 2018 by the Minister of Environment and Tourism in Namibia as a board member of the Namibian Conservation Board.
"There is no one else doing what ICG is doing. They have created a platform that not only educated non-hunters, but also defends hunters. Hunting is my livelihood, and when that is compromised, it also threatens my family and the wildlife in my areas. The rapid response, factual based messaging that discredied the slanderous internet trolls, helped to quickly diffuse the situation. Again, no one else has the power and intelligence to support hunters and hunting in this digital age. Thank you."

—Mike Fell, MF Safaris (Central and Eastern Africa)
April 2019

Year:         Amount:

2017         $259,000
2018         $264,000
2019         $264,000 (requested)

□ New Project  x Existing Project

Is funding for equipment?  □ Yes  X No
Is funding for personnel?  □ Yes  X No

Contact Name and Title: Andy Genasci, Director at Inclusive Conservation Group

• Will you present to the HLF Committee? Yes
• If not, contact who will represent the request?
• Connection to SCI/HLF Foundation: Pamela Atwood

Registered Organization Name (Payee): Inclusive Conservation Group (ICG)

Address: Inclusive Conservation Group
34 Brinker Rd
Barrington, IL 60010

Phone: 303-945-5729  Email: icggenasci@gmail.com

Web Site: SCI-HLF does not maintain a web site.
Application Information: Inclusive Conservation Group is a private 501c3 non-profit. The purpose of the corporation is to focus on education, advocacy, building coalitions, and improving knowledge and understanding about sustainable natural resource conservation and protection of the environment. This will be achieved, by among other things focusing on empowering hunters and hunting groups closet the conservation effort and who are key to sustainable, comprehensive, and optimal long term wildlife conservation.

1. **PROJECT BUDGET** (Attach details, costs, quotes, etc. as applicable):

<table>
<thead>
<tr>
<th>Annual Budget</th>
<th>$264,000</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media analytics</td>
<td>$5,000 per month</td>
<td>Monitor social media environment and develops response plans to trigger event such as hunting rights or attacks on fellow hunters.</td>
</tr>
<tr>
<td>Social media tools</td>
<td>$17,000 per month</td>
<td>Pro-hunting and sustainable use day to day Facebook development, two content post per day. This creates the platform and responsive audience that then supports our efforts when a hunter or hunting is attacked. Having this constant engagement with people who are pro-hunting and neutral allows us to leverage sound science, hunting facts, and the emotion of our sport into the conversations with non-hunting people in a causal and “safe” way to them.</td>
</tr>
</tbody>
</table>

2. **DATE REQUIRED**: 1 September, 2019

3. **PROGRAM/PROJECT DESCRIPTION AND TIME FRAME**:
Project Description: Inclusive Conservation Group (ICG), a registered private 501c3 in the state of Illinois, is executing the most effective broad based education of the nonhunting public and defense of sustainable-use hunting that exists in the world.
The social media effort you fund consists of moderating, engaging, and developing content (messages and images) for posting on multiple Facebook pages. The two most popular platforms are Proud American Hunter (PAH) which has reached 122,082,596 people since our launch. PAH reaches a rabid following of 25-54-year-old United States males who are passionate about hunting, guns and patriotism and very willing to defend our sport against anti-hunting extremist. Let Africa Live which has reached almost 18,000,000 people in the last 12 months. Let Africa Live has a huge international following and speaks to the value of sustainable wildlife conservation in Africa through a native voice. SCI-HLF is supporting two of the most pro hunting social media pages in the world.

4. **List Other Funding Sources of This Project:**
Currently, Inclusive Conservation Group (ICG) receives a bulk of its funding from Safari Club International Hunter Legacy Fund (SCI-HLF) and Shikar Safari Club International (SSCI). Additionally, ICG has received funding from several private donors who wish to remain anonymous. Our annual budget is $468,000 and we plan to increase our efforts in 2019, by adding an additional $400,000 in order to expand our educational outreach.

We understand that these are large numbers but when compared to what we face from the anti-hunting industry it is a minimal investment – with a maximum and proven return! For example, Big Life Foundation receives up to $120,000 a year of free online advertising from Google Ad Grant. The Combined Federal Campaign (CFC) offers US government employees and military opportunities to donate to several anti-hunting extremist groups. IFAW spends $3 million+ annually on advertising and social media.

5. **Evaluation: Expected Results and Impact:**
Who will be served? **ICG effort represents the most coordinated and effective pro-hunting voice in the world.** Our effectiveness out performs all others impact and engagement. ICG funded social media platform has reached over 122,000,000 people in the last twenty-four months.

For perspective:

- ICG reached more people than 2,082 episodes of CNN’s top prime time show ‘Anderson Cooper 360’.

- ICG reaches more people than 190 days of New York Times newspapers.

- ICG reached the equivalent of 7 Super Bowls worth of viewership.

ICG social media pages are educational “Thought Leader” for the hunting community, posting content that arms every hunter with philosophy, arguments, facts, emotion, and
data that enables EACH AND EVERY hunter to effectively advocate for sustainable-use conservation and hunting – themselves! ICG recognizes that social media when leveraged correctly can provide an excellent platform for engagement non-hunters and to date we have been successful at this endeavor and greatly appreciate any financial assistance your organization can provide to help further our efforts. ICG has initiated a social media communications effort that is positively shaping the global narrative towards hunting and sustainable-use wildlife conservation. We are providing the only non-branded, international, positive, unapologetic message about hunting and sustainable-use to counter the disinformation espoused by the Animal Right Extremist. Please join us in our shared fight!

A final project report is required before future grants will be considered.

Past performance: We achieve our objectives, we are built to educate and empower the hunting community to advocate for our way of life, educate hunters to defend themselves and non-hunters of the vital role modern hunting plays in wildlife conservation and our society, and to fight back against animal rights extremists and virulent anti-hunters who attack our sport and members of the hunting community. ICG developed a first of its kind, non-attributional social media platform, capable of communicating to millions of hunters and non-hunters each and every week. This social media effort has been critical in shaping a positive global narrative around hunting and sustainable use. We are recruiting and developing a ground swell of millions of empowered volunteers who speak to the benefits of hunting every day. We are thought leaders in this space.

We provide non-branded pro-hunting emotionally charged content to an undecided group of people. We have effectively countered the lies and propaganda promoted by the anti-hunting community. We are an inspiration to the tens of millions of American hunters who need a voice on social media.

As the ONLY non-branded sustainable use voice on social media we are able to effectively educate an undecided demographic which the branded social media pages simply can’t reach. Often messaging directly associated with hunting groups falls short because nonhunters fear their message is biased or misleading. On many occasions, we will take the exact words and facts from the SCI web pages and simply present it through an African’s voice and received tremendous results. ICG’s appears as a neutral party and nonthreatening/bias to nonhunters. This unique positioning allows ICG to reach a new untouched demographic.

The Giraffe incident summer 2018 is a perfect example. The hunting communities factual talking points were; “the giraffe killed was a South African giraffe, whose population has increased 167 percent over the past four decades, to around 21,000. It was not a “rare black” giraffe; the 14-year-old’s coat had naturally darkened
with age. And in fact, countries in Africa which have legal, well-regulated hunting are the ONLY countries in which giraffe populations are increasing.” The simple post below reached 100k’s of people from various demographics that are not assessable from a branded hunting organization.

Below is an example of one of the many hundred thousand engagements we have every month on the non-branded Proud American Hunter. These posts are focused 100% on our positive hunting narrative. Proud American Hunter is a pro-hunting page not associated with products, membership or a particular hunting organization. These engagements are designed to create very positive interactions around hunting and taken as a complete body of work have a cumulative positive impact on our sport and lifestyle.

We have been successful in vocalizing our message, creating, building and sustaining a pro-hunting narrative, and we have produced a platform for our followers to independently promote that same message and narrative all over social media. Social media, when properly utilized, is the most effective tool we hunters, conservatives, and patriots have to battle the leftist, anti-guns, anti-hunting, animal rights fanatics.
How Will the HLF 100 Be Recognized for Support?

HLF 100 can be recognized in the time and the manner which HLF 100 would like. Our page can carry the logo’s or we can credit SCI as appropriate, depending on the specific social media campaign. Due to the nature of real-time social media capability, there is ample opportunities for you to establish your brand throughout this process. We are happy to explore other options or possibilities for contributing organizations to receive appropriate recognition for what they do.

Does the Grant Requestor Support SCI/SCI Foundation and Their Missions and Policies?

ICG quick response in support of Brittany Longoria is the best way to answer this question. On Friday 14 September Ricardo I ask Rick S. if ICG’s social media capability could be employed to assist Britt L. who was being targeted by the Animal Rights Extremist (ARE) due to a picture of her pulled from the Safari Club International web site. ICG immediately went on the offensive. We knew we had to respond fast and effectively to counter the lies and STAND with this hunter. In the span of two hours from notification Proud American Hunter PAH rallied the core base of; hunters, 2A, MAGA and Let Africa Live LAL initiated a social media attack directed at the source of the original Facebook Post which we believe originated out of South Africa. We coordinated with Britt L very quickly via text and she established the over-arching theme of our response. Within six hours we were pushing content to 100K’s of people alerting hunters that the AREs are attacking a hunter yet again, “An Attack on One Hunter is an Attack on All Hunters”. Within 12 hours of notification we had reached 200K rabid pro hunting social media warriors willing to speak out on Britt L. behalf.
On Sunday, we emailed the Vice President of Instagram on his personal email account and protested the attacks on Brittany and explained how those post on Instagram violated their company policies and requested that these sites be taken down. By Monday morning (ARE) had clearly identified Brittany L by name and had associated here businesses. ICG requested that we be able to use her picture and name on a post to demonstrate her work on conservation in Africa. She granted ICG permission and we immediately published content painting Brittany and hunting in a positive light in Africa. This turned out to be extremely effective and it demonstrated to the internet ARE trolls that Britt L would not run and in fact she would vigorously defend herself, the lifestyle and sport she loves.
In the first 72hrs after notification we had reached almost 300K unique individuals via Facebook. In little over 5 days ICG had posted over 30 content pieces that had reached over 1.3M people with a 25% engagement rate. The table below captures performance of near peer and competitors after the first week of performance on social media. SCI-HLF’s pages were outperforming everyone in this space. And if fact if it weren’t for SCI-HLF’s social media presence there would be very little social media present at all.
I want to emphasize that SSCI SCI-HLF’s funded capability was the **ONLY** effective platform that has been employed to date in support of Brittany L. and all hunters. No other organization has taken a stance supporting Brittany as quickly and effectively as ICG. Brittany has taken a very strong and courageous stance and is not backing down! With the generous support of organizations like SSCI and SCI-HLF we will take back the initiative and defend hunting and hunters.

This particular hunter which was targeted endured a great deal of stress and anxiety over the last week. There were numerous post with her head in virtual cross hairs, horrible things were being said about her. Brittany’s businesses and business associates were threatened her computer was hacked. It was very personal and frightening. It was so important for her moral that a group like ICG was willing to stand up and defend her. It gave her a way to fight back against the faceless trolls that inhabit social media. Thank you to the donors who made this happen!

**Background information for external grant applicants only**

6. **Organization Mission Statement:** Inclusive Conservation Group is a private 501c3 non-profit.
   Our objectives are concise:

   . To educate the nonhunting public through unbranded, clear, accurate, and persuasive pro-hunting and sustainable-use conservation messaging and imaging.

   . To defend, fight for, and articulate the relevance of sport hunting today.

   . To bridge the information gap by creating and maintaining a consistent online presence and voice for hunters, serving as a platform and resource to nonhunting online influencers and social media participants.

7. **Brief Organization Summary:**
   Vision: Inclusive Conservation Group (ICG) will educate & inform others the benefits of sustainable wildlife conservation.
   Mission: ICG educates, advocates, builds coalitions, and improves our collective knowledge and understanding on the benefits of sustainable wildlife conservation.
   Purpose: ICG recognizes that people are responsible for the conservation of wildlife and the environment in which this wildlife resides. ICG will educate and promote the intrinsic values indigenous societies have on sustainable wildlife conservation. Those who live and interact with wildlife are crucial to sustainable, comprehensive, and optimal, long term wildlife conservation.
   In order to be most effective, ICG partners with other like-minded Non-Profit
organizations. Together, we are promoting economic and socially integrated, sustainable development in rural communities. Sustainable wildlife conservation is part of a demonstrated conservation and management strategy that is scientifically based, properly managed, and strictly enforced, with revenues and benefits going back into conservation and local communities. According to World Wildlife Foundation, there are specific documented circumstances where when strong standards are in place, such programs can reduce poaching, lead to species population growth and recovery, provide valuable income to local communities for conservation and development projects, and provide incentives for communities to engage in wildlife conservation for the long-term.

8. **Current Financial Information:** (Include tax-exempt letter and IRS Form 990 from most current fiscal year)

ICG is recognized by the IRS as a private 501 c 3 organization. Please see attached documentation from the IRS.

9. **Current Operating Budget Summary/Year to Date**

ICG has an annual budget of approximately $500K with monthly expenditures averaging $38K. Please coordinate with ICG for specifics allocations.

Please return form with attachments to:

Kimberly Byers  
Development Specialist  
4800 W. Gates Pass Road  
Tucson, AZ 85745-9490

Electronic Submissions to: kbyers@safariclub.org. Please contact Kimberly Byers at (520) 620-1220 ext. 322 with any questions.

**TO BE COMPLETED BY HLF STAFF:**

☐ Date Approved: ________________________

☐ Date Rejected: ________________________ Reason: ________________________________
SHAPF, INFORM, INFLUENCE, MANIPULATE, MISLEAD, EXPOSE, DIMINISH, PROMOTE, DECEIVE, COERCCE, DETER, MOBILIZE, CONVINCE

By Andy Genasci
303-945-5729
icggenasci@gmail.com

“Nobody ever defended anything successfully, there is only attack and attack and attack some more.” George S. Patton
“Hunting as a conservation tool is under attack world-wide, and the province of British Columbia, Canada is not immune to this reality. Grizzly bears are known to be a major predator on new-born moose and caribou calves, and both of these species are in serious decline in many parts of the province. ... The government of the day framed it as a ‘social issue’ with no basis in science. Simply put, it was a decision made to appease the poorly informed and misled electorate, with no consideration for what is best for wildlife. The ICG and the work that they are doing is the perfect antidote to the anti-hunting rhetoric circulating in the main-stream media and on social media platforms. Ultimately, if we get the truth out about the role of hunting and the values associated with hunting as a conservation tool, we can secure the future of hunting. There is no better work being done than that of the ICG, and we applaud and support their wonderful work.”

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UNDER THE BANNER OF IRREGULAR WARFARE INCLUSIVE CONSERVATION GROUP HAS BEEN CONDUCTING INFORMATION OPERATIONS IO.

- Maneuver warfare is closing with and destroying your enemy and his or her ability to wage war, Cyber warfare is about the hacking of networks.

- Where cyberwar is about hacking networks *IO is about hacking the people on the network by driving ideas viral through a mix of “likes, shares, comments.*

- ICG’s social media is continually enabling chronic over-sharers and information that doesn’t disappear but accumulates.

- ICG has reached over 200M people over the last two and half years with data and images that will never disappear from the internet and have had a cumulative effect of promoting the positive aspects of sustainable wildlife conservation to an international audience.
Since January 2019 ICC sponsored social media efforts have reached millions of Botswana citizens. The President of Botswana has posted our content to his personal Facebook page! We continue to provide an amplifying capability to the Native People of Botswana to stand up against the global elites.

- In Botswana we deployed a dual track communications strategy to educate Botswanans, NGO, hunting and grassroots communities with a top down bottom up narrative designed to educate the elites and decision makers, while simultaneously reinforcing that education with an organic grassroots echo.
- We have spoken directly or indirectly to ~30% of the country of Botswana.
- We know from digital feedback lifting the ban is extremely popular in Botswana.
RICHARD HUNTER SELOUS, DONOR RELATIONS OFFICER AT SCI OR A DIGITAL TRACKER?

- Richard Hunter Selous was connected directly or indirectly with everyone in Safari Club International who is on Facebook. He had access to your photos, your friends photos and your families photos.
- ICG’s social media technical experts discovered this Digital Tracker and alerted the community and coordinated a response.
- Digital Trackers are part of our operating environment and we must continually be on the alert.
THE DIGITAL TRACKER INFILTRATED THE HUNTING COMMUNITY ON SOCIAL MEDIA. HE WAS CONNECTED TO OVER 3000 PEOPLE IN OUR COMMUNITY. . . . AND HE WASN’T REAL!
THE “CECIL” ACT TURNING A LIE INTO A LAW. WINNING IN BOTSWANA BUT LOSING IN THE U.S. CONGRESS

Bill Honoring Cecil the Lion Will Protect Imperiled Species from Trophy Hunters

- While we are winning in Africa, we are losing at home.
  - Chair Raúl M. Grijalva (D-Ariz.) introduced the Conserving Ecosystems by Ceasing the Importation of Large (CECIL) Animal Trophies Act, a bill that restricts the importation of African lion trophies and other sport-hunted species that have been proposed for listing under the Endangered Species Act (ESA)

- The CECIL Act is endorsed by 10 organizations with a combined operating budget of over $1B

- We believe DNC led Congress is timing their committee vote on this legislation to coincide with the CITES conference in Sri Lanka at the end of May
THANK YOU FOR YOUR CONSIDERATION