



Leave more than  
**footprints**  
...leave a legacy to EIA



Illegally logged forest timber is transported along the Seruyan River, Indonesia in 2001

Dear Supporter,

Thank you for thinking about leaving a legacy to EIA.

As a founder of EIA, I am immensely proud of the work we have done since 1984 to protect our fragile world. That work never ends and is only possible with support from people like you.



For more than a quarter of a century, EIA has been protecting the environment with intelligence, developing innovative and effective investigative methods for defending the environment and seeking lasting solutions. We have saved the lives of millions of animals from cruel exploitation, protected vital habitats and given species including tigers, elephants and whales a more hopeful future.

Now I want to secure a future for EIA so that its work will continue for generations to come. Legacies provide vital income for EIA. I treasure each legacy we receive, whether small or large, because it is a special and privileged gift. It shows that someone cares about EIA's work and wishes to be a guardian of the Earth after they are gone.

Thank you for caring.

Yours sincerely

A handwritten signature in black ink that reads "Jennifer Lonsdale".

Jennifer Lonsdale  
EIA Founder & Trustee

## OUR VISION

A future where humanity respects, protects and celebrates the natural world for the benefit of all

Established in 1984, the Environmental Investigation Agency is an independent campaigning organisation committed to protecting the natural world from environmental crime and abuse.

Described by journalists as “one of the most unconventional organisations on the eco-scene”, EIA has a wide reputation for using effective techniques and innovative investigative methods.

Environmental crime destroys species, jeopardises ecosystems and ruins the livelihoods of millions of people who rely on them. It also involves powerful and dangerous criminal syndicates and by its very nature is international.

It is thanks to the generosity of EIA’s supporters that we have achieved as much as we have since our humble beginnings.

### This booklet will:

- Give you an insight into our work
- Help you decide what kind of gift you might like to leave to EIA
- Provide you with the appropriate wording to add a codicil to an existing Will.



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Dave Currey, co-founder of EIA, teaches a child in Indonesia how to use a camera to record environmental crime



## OUR CAMPAIGNS

For over 25 years, EIA has been protecting the environment through uncompromising investigations yielding irrefutable evidence.

We have conducted some of the most effective campaigns in recent times. One of these includes our very first mission.

In 1984 a small group of environmental activists went to the Faroe Islands to document the annual pilot whale hunt. Our shocking images moved the world and obtaining visual evidence has since become a cornerstone of EIA's work.

Using pioneering undercover investigation and research to document instances of illegal practice and highlight the absence of effective laws we can curb environmental crimes.

## Cetaceans

Since then we have worked tirelessly within the International Whaling Commission to maintain the ban on commercial whaling and focus efforts on conservation of cetacean species.

Ironically, the whale meat taken in hunts is often barely fit for human consumption. We also work in Japan to highlight the dangerously high levels of mercury in whale products and have encouraged supermarkets to stop selling contaminated whale meat.





deforestation deprives forest communities of vital livelihoods, causes ecological problems such as flooding, and is a major contributor to climate change - up to one-fifth of greenhouse gas emissions stem from deforestation.

Corruption at every level of this trade makes it tricky to penetrate.

EIA has fought to prevent forest loss for more than a decade, using our unique investigation and campaigning methods to save key habitats and crack down on illegal logging.

Our campaigns have focused on taking on criminals driving forest loss, and pushing for greater law enforcement and governance in forested countries.

## Forests Under Threat

**Global demand for timber is putting real strain on the world's forests. Crucial ecosystems that support countless species are being continually destroyed.**

Forests are under attack from every angle. Demand for luxury flooring and furniture encourages a trade in illegal logging, so fuelling deforestation. This

It is a testament to EIA's commitment and tenacity that 10 years on from the launch of the illegal logging campaign, the world's two largest markets for wood products - the EU and the US - have now shut the door on imports of stolen timber. We would not have been able to do this without your support.

As a supporter of EIA, we know you share our vision of a fairer, more sustainable future for forests and the lives they support.

Help us lighten our footprints by leaving a gift to EIA in your Will.



Saving the orang-utan demands that we first save their habitat



## Remember CFCs?

Aerosols of the past contained these chemicals that led to huge holes in our UV-protecting Ozone layer. Since 1995, EIA has tracked the illegal trade in Ozone-depleting gases and is continually lobbying for climate-friendly alternatives to be used.

## Chilling Facts

EIA produces an annual survey of leading UK supermarkets, highlighting the inefficient use of climate-changing refrigerants they use to keep our groceries chilled. Leaking refrigerators create one-third of all supermarkets' carbon footprint. Since EIA raised the issue, 246 stores across the UK have installed climate-friendly refrigeration systems.

**“We may be small but my experience has shown that by taking a more holistic approach, we really can make a difference”** EIA Campaigner.

## Global Environment at Risk

EIA initially worked on wildlife conservation but it soon became evident that the ecosystems surrounding these species are of paramount importance if we are to reach any long-term solutions. We took the same hard-line approach to often neglected areas such as climate change, bringing these issues to the forefront.



Countless species are on the brink of extinction as their precious habitats falter under changing climate

**In order for our conservation efforts to have a lasting impact, we rely on our supporters.**

**By pledging a gift to EIA, you will be making a real difference to the environment.**



## Wild Tigers

No one can deny the beauty and charisma of the tiger. For centuries, this creature has captivated mankind across continents. But there is a sinister threat to its survival.

Since 1993, EIA has been campaigning to save the wild tiger and its habitat. With less than 3,200 left in the wild, they deserve more than our mere appreciation. We provide hard-hitting evidence linking the decline of the wild tiger to sophisticated criminal networks who profit from trading tiger body parts and skins.

We need your support to ensure world leaders keep their promise to double the world's tiger population by 2022.

By leaving a legacy to EIA, you will help us prevent the extinction of this iconic creature.

## Their future is in our hands

Despite being on the brink of extinction, tigers are still slaughtered for their skins to be used as home décor or their bones turned into a tonic.

EIA is renowned expert in this field, gathering evidence of the extent of the illegal trade in tiger parts.

We were among the first to note the shift in the trade from bone to skin in 2006. After extensive campaigning and political lobbying, the international community listened:

- In 2006, the Dalai Lama called for the burning of traditional tiger skin clothing in Tibet as a mark respect for the tiger;
- In 2010, the highest level political meeting ever held for a single species took place in Russia in aid of the wild tiger. World leaders pledged to double wild tiger populations by 2022.



Illegal trade threatens to push wild tigers to extinction



After extensive investigations, EIA knew the only way to save the elephant was through an outright ban on the trade of ivory. In 1989, we proved instrumental in getting that ban put in place.

Our evidence has shown that from Africa to Asia, illegally poached ivory is being fed into the legal market.

In 2002, we provided the Singaporean authorities with key information leading to the seizure of over six tonnes of ivory - **that's at least 600 dead elephants.**

EIA provides the irrefutable evidence about what is actually happening on the ground.

Although this ban remains one of the greatest conservation successes of the 20th century, we face a constant battle to maintain it, with controversial legal sales being made to countries such as China and Japan.

## Elephants

Elephants - synonymous with wisdom, they capture the imaginations of millions. And yet their place on this planet is constantly being threatened.

## Poaching

In the 1980s, over 2,000 elephants were slaughtered each week in Africa. EIA's elephant campaign all began with a tip off in a London pub...



Ivory tusks retrieved by local conservationist

**We cannot neglect elephants.  
Leave a legacy today.**



EIA strongly believes that it is equally important to empower local people in the countries where we work, to help themselves to play a key role in protecting their own environments and defending their human rights.

Since 2000, EIA has been training local communities in Indonesia and Tanzania to use cameras to capture visual evidence and expose environmental crime and rights abuses. How to campaign, write reports and access media are also part of the training programme.

Our project coordinator says: **“By giving the most marginalised communities a voice to express their concerns through the powerful medium of film, they can effectively take their fate into their own hands.”**

In Tanzania alone, 106 individuals from 72 organisations received training and visual equipment.

With the skills and equipment left behind by EIA, not only have the communities' voices been strengthened, they are being listened to.

By leaving a gift to EIA, not only are you aiding our investigations but you are empowering people to build their own futures.



Help to empower future generations.  
Leave a legacy to EIA.



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We are so grateful for any gift you may wish to leave EIA, no matter how small.

Here are the different types of legacy you can include in your Will and some suggestions for the appropriate wording:

**Residuary:** A residuary gift allows you to leave EIA the remainder or a share of the remainder of your estate once all other gifts, expenses and taxes have been distributed.

*I GIVE all (or \_\_\_% share) of the residue of my estate, free of tax, to the Environmental Investigation Agency Charitable Trust, a registered charity (No.1040615) of 62/63 Upper Street, London, N1 ONY or to any other future name/address by which the charity may be registered.*

**Pecuniary:** A pecuniary gift allows you to leave a specific chosen amount of money to EIA.

*I GIVE to the Environmental Investigation Agency Charitable Trust, a registered charity (No.1040615) of 62/63 Upper Street, London, N1 ONY or to any other future name/address by which the charity may be registered, the sum of \_\_\_ pounds (£ \_\_\_ ).\**

\* If you wish to leave a specific item (which EIA will usually then sell and make good use of the proceeds), you can use similar wording to the pecuniary legacy.

**Reversionary:** A reversionary gift allows you to leave your estate to your dependents while they are alive, but when they pass away it will revert to EIA.\*

\* A solicitor can help you with the wording for this particular legacy and validate your Will.

**Making a codicil:** If you have an existing Will but would like to alter or add to it you can do this by making a codicil. This simply describes your wishes and should be kept with, but unattached to, your existing Will. The wording for a codicil can be as follows:

*I declare this [i.e. the aforementioned legacy] to be a (first/second/third) codicil to my Will dated \_\_\_.*

**We strongly recommend that you seek advice from a solicitor when making your Will.**



environmental  
investigation  
agency

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EIA is a registered UK charity no. 1040615