



INVITATION TO BECOME A CHARTER MEMBER OF THE WILDERNESS LEADERSHIP SCHOOL **50 CLUB**

Kenneth Stainbank Nature Reserve • 90 Coedmore Avenue • Yellowwood Park • 4004 • PO Box 53058 • Yellowwood Park • 4004
Tel: +27 31 4628642 • Fax: +27 31 4628675 • email: wilderness.trails@eastcoast.co.za • Website: www.wildernesstrails.org.za

The first organisation in Africa dedicated to providing a pure wilderness experience for people of all backgrounds, races and nationalities. Steeped in a rich environmental history, The Wilderness Leadership School was founded in 1957 by the legendary Ian Player who, together with his friend and mentor Maqgubu Ntombela, recognised the necessity for people to connect with the environment. Long before "ecology" had become a vogue catch-word, the Wilderness Leadership School foresaw the urgent need for a large body of well-informed, conservation-oriented leaders capable of and dedicated to the defense of our planet's irreplaceable natural resources.

Through the stimulation of a real wilderness experience the School has sought to instill a sense of appreciation for the needs and laws of the natural environment in generations of youthful participants. That more than 50 000 trailists have experienced the awe of a trail through the pristine wilderness areas of South Africa and found the experience a life-changing one is a testament to the power of the natural environment.

Today The Wilderness Leadership School continues to provide an educational experience to thousands of South African youth and overseas visitors and the funded community projects ensure that the experience is made available to our people from disadvantaged communities, thereby ensuring the sustainability of the tenets of the organisation which is to "bring about awareness of the natural environment through experiential education".

The planet is ever increasingly under threat and no-one can dispute the evidence of global warming, the abundant data concerning the unrelenting abuse of our natural resources and the sheer weight of the arrogance of humankind in its disregard for the preservation of all things natural. The Wilderness Leadership School is committed to expanding the recognition of people to the threats that face our environment and through exposure to nature in its primitive beauty bring about the shift in consciousness that, with the power of knowledge, will mitigate and alter the path of destruction that mankind has chosen.

ACHIEVEMENTS

- In the almost five decades of its existence, the school has enabled over 50 000 people to benefit from exposure to the programme
- Initiated and assisted in the founding of the Wilderness Network - the Wilderness Foundation (SA) WILD Foundation (USA) the Wilderness Foundation (UK) and the Maqgubu Ntombela Memorial Foundation
- Been instrumental in organising The World Wilderness Congresses - platforms for the development of global strategies to deal with environmental issues
- Initiated the "Opinion Leader Trails Programme", currently carried by the Wilderness Foundation. As a result of this initiative, chairpersons of environmental portfolio committees of the nine provinces in South Africa were motivated to form the Consultative Environmental Forum.
- The WLS enjoys an alliance with Ezemvelo KZN Wildlife
- The WLS operates synergistically with the Greater St Lucia Wetland Park Authority to undertake trails within a World Heritage Site



Trustees
Founder: Dr Ian Player
Chairman: Andrew Muir
Murray Collins, Gladman Buthelezi, Andrew Ewing, Ed Posey (British) (OBE), Robert-Jan van Ogtrop, Adrian Gardiner, Carl Schutte



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- Through the School's promotions of its activities to overseas visitors, it plays host to numerous scholar and adult trail programmes. These trailists return to their countries as not only ambassadors for South Africa but also as having experienced, at first hand, the wonder of the wild and the necessity to conserve this great asset for future generations.
- The WLS has for the past three years been engaged with Wilhelm Verwoerd's Glenree Reconciliation Programme, which sees combatants and victims of the IRA/British Conflict benefiting from the therapeutic value of the trail experience to bring about a healing of minds
- The "Vula" Project, is just one of the experiential programmes that undertakes to "educate through experience". Community members are selected from urban and rural communities to participate on this programme. In addition to the natural course content, the course also addresses issues related to HIV and AIDS.
- "Environment against Crime" a recently launched programme; this project sees young offenders offered the opportunity to experience the healing power of nature by embarking on sponsored trails in the Drakensberg.

YOUR COMMITMENT

By pledging R50 000 you will ensure that the Wilderness Leadership School continues to provide a quality, philosophical approach to the environmental education of future generations of leaders, counselors and captains of industry and that your association with this organisation will, through its global network, lobby for environmental change on global platforms.

THE BENEFITS

Membership is open to companies and individuals.

Charter memberships entitle the contributor to:

- A free position on trail for two people
- A 15% reduction on the rack rate for a trail once a year
- A framed certificate signed by Dr Ian Player and the Chairman of the Wilderness Leadership School
- A plaque on the Wilderness Leadership School headquarters reception wall
- The knowledge that your contribution will be used to ensure the sustainability of an organisation that is arguably one of the most environmentally responsible on this continent

It is hoped that your membership of the 50 Club does not stop at your generous donation but encourages you, your company and your family to become involved with this organisation that CAN make the difference and ensure that future generations look back at us with gratitude and a little less reproach.

A handwritten signature in black ink that reads "Ian Player". The signature is written in a cursive, flowing style.

A background image showing a group of hikers with backpacks walking along a riverbank. The image is faded and serves as a backdrop for the text.

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