

2019 SUMMER APPEAL CAMPAIGN PERFORMANCE

Main project landing page: <https://Int.org/wildlife-protection-project/>

Donation page: <https://Int.org/give/protect-wildlife/>

Webinar page: <https://Int.org/vipwebinar>

The summer appeal raised \$2,860 from 53 gifts.

Break down of gifts:

Donors	53	\$2860
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Touchpoints:

- April 14: [Blog post](#)
- May 14: [Blog post](#)
- June 29: [Blog post](#)
- July 6: [Blog post](#)
- July 30: [Email 1](#) || 70K
- August 5: Facebook post || 13.3K reach
- August 5: Facebook post || 4.9K reach
- August 5: Facebook post || 4.7K reach
- August 5: Instagram post || 9K reach
- August 6: Facebook post || 4.3K reach
- August 6: Facebook post || 14K reach
- August 6: Facebook post || 5.4K reach
- August 6: Instagram post || 12.2K reach
- August 7: Facebook post || 11.8K reach
- August 7: Facebook post || 84.5K reach
- August 7: Instagram post || 10K reach
- August 7: Instagram post || 15K reach
- August 7: [Email 2](#) || 70K
- August 8: Facebook post || 5.7K reach
- August 8: Facebook post || 8.1K reach
- August 8: Instagram post || 12K reach
- August 9: Facebook post || 6.1K reach
- August 9: Instagram post || 9.5K reach
- August 11: Facebook post || 4.1K reach
- August 11: Instagram post || 8K reach
- August 13: Direct Mail || 3.4K
- August 15: [Email 3](#) (The Resource) || 72.5K
- August 22: [Email 4](#) || 70K
- July 30 - August 27: Google Search Ad || 15K impressions
- July 30 - August 27: Google Display Ad || 6K impressions
- November 21: [Wildlife Protection Project Webinar](#) || 50 registered
- January 7, 2020: [Video Blog Post](#)

Google Search Ad:

Do you care about wildlife? | A fed bear is a dead bear.

Ad www.lnt.org ▾

Providing access to human food is more harmful than most people imagine. Learn more.

Google Display Ad:



Feed me and I could soon be dead. Do you care about wildlife? Give now.

Ad Leave No Trace

[Open](#)



Feed me & I could soon be dead

 You can save wild animals through Leave No Trace education. Join the fight — donate today. 

Letter Front:



Dear (first name),

The saying goes that, **“a fed bear is a dead bear.”** And, unfortunately, this recently proved true for a female black bear in search of food for her cubs in Grand Teton National Park.

Last fall, **two visitors to the national park were observed feeding fruit to three black bears from separate vehicles.** The bears—a mom and two cubs—received several food rewards and made contact with numerous cars along the road.

“Feeding wildlife in a national park... presents severe risks to the animal and to humans. Human carelessness doesn't just endanger humans, it can result in an animal's death.”

— GOPAUL NOOJIBAIL

Grand Teton National Park Deputy Superintendent

Due to the bears' comfort with humans, and the associated risks to the public, park managers made the tough call to capture and remove the bears from the park. The mother, not being a good candidate for a zoo or educational facility, was put down—a tragic example of the consequences that can arise when people are reckless with their food around wildlife.

With the right awareness of Leave No Trace principles, like how to store food and respect wildlife, **this bear could have been saved.** Let's give wildlife their best chance at survival. **Make a tax-deductible donation to Leave No Trace today** to fuel education that helps save wild animals by teaching people the skills and techniques needed to respect them.

Your generous support is appreciated and will be put to good use on Leave No Trace solutions that reduce risks to wildlife.

Thank you,

Dana Watts | Executive Director

Yes, I want to protect wildlife through Leave No Trace education and research.

Donation Amount:

- \$50
- \$25
- \$10
- _____ Other

- I've included a check payable to Leave No Trace
- I donated at **LNT.org/ProtectWildlife**
- Bill my credit card

_____ *Card Number*

_____ *Expiration Date*

_____ *CVV Code*

Letter Back:



Why do you support Leave No Trace?

"Education is the key to helping everyone enjoy the outdoors responsibly with passion and curiosity."

— Jacilyn, CA

"Because I want my grandchildren to be able to enjoy nature the same way I was able to enjoy nature as a child."

— David, CA



"It's the best option for preserving our precious natural areas and keeping them open to visitors."

— Jeff, VA



"I believe in the power of education as a conservation strategy."

— Vinicius, WY

"I am a park naturalist and I know that the principles work."

— Kelly, MD

Email 1:

"A friendly black bear was euthanized after it came to love people who fed it and took selfies" — CNN
[You can help.](#)



Wildlife Series: The Harm in Habituation

In June, a young black bear in Oregon had to be put down after becoming too comfortable with people who frequently fed and took selfies with it. According to CNN, officials "found the animal surrounded by a pile of trail mix and sunflower seeds that appeared to have been left behind intentionally by some passersby. The police concluded the bear had grown too habituated to human interaction, and could pose a threat to people's safety, so they made the difficult decision to shoot and kill it."



"The 100-lb bear was between 2 and 3 years old and could've been relocated if it hadn't grown so accustomed to human contact."
— RICK SWART, OREGON DEPARTMENT OF FISH AND WILDLIFE

This is a tragic example of what can happen when a bear learns to associate humans with food. **With the right Leave No Trace skills, like methods to store food and respect wildlife, this bear would still be alive.**

Let's give wildlife their best chance at survival. **Make an additional donation to Leave No Trace today to fuel education that helps save wild creatures** by teaching people the critical skills and techniques needed to respect them. A \$5 or \$10 gift could be the difference between life or death for a wild animal.

DONATE

Your extra support is appreciated and will be put to vital use on providing Leave No Trace solutions that reduce risks to wildlife.

Best,



Susy Alkaitis | Deputy Director
Leave No Trace Center for Outdoor Ethics

Email 2:

Learn what you can do to protect wild creatures in this edition of our Wildlife Series.



Wildlife Series: How to Ensure Wildlife Thrive



Every day there are animals dying or being harmed as a result of negative and avoidable interactions with humans. Here's what you can do to prevent these unnecessary deaths:

- **Observe wildlife from a distance** and travel quietly so they are not scared or forced to flee (except in grizzly bear country where making noise to alert bears to your presence is often recommended)
- When possible keep your group small to decrease the likelihood of disturbing wildlife
- Do not touch, get close to, feed or handle wild animals
- If you find sick animals or animals in trouble notify a ranger but do not try to assist the animal by moving it or feeding it
- **Store food, trash and other "smellable" items securely and keep garbage and food scraps away from animals**
- Allow animals free access to precious water sources by giving them the buffer space they need to feel secure
- Keep pets under control at all times when enjoying the outdoors
- Remember — animals live in the outdoors, we're just the visitors. Do your part to keep wildlife wild!

To learn more about why these recommendations exist, check out Leave No Trace's **Respect Wildlife** information.

Thank you for taking the time to refresh your Leave No Trace skills regarding wildlife. If you would like to support this type of critical education please **donate to our protect wildlife campaign** right now. Even a \$5 or \$10 gift can help give wildlife their best chance at survival.

DONATE

Enjoy your world,



Ben Lawhon | Education Director
Leave No Trace Center for Outdoor Ethics

P.S. Here are some more resources to help you protect wild animals:

- **Leave No Trace blogs about wildlife**
- **Leave No Trace videos about wildlife**
- **Teaching kids to respect wildlife**
- **How to respect wildlife: Resources for educators**

Email 3:



Burning Up



Humans cause 9 out of 10 wildfires and in 2018, 8.8 million acres burned. As much of the country continues to experience high temperatures approaching the end of August, Leave No Trace has put together the essentials that could greatly reduce the number of wildfires.

[Read Now](#)

Go Backpacking Like a Traveling Trainer



Ever wondered how the Leave No Trace experts prepare for a backpacking trip? One of our teams shares the preparation and essentials to ensure your next adventure is the most environmentally sustainable yet!

[Watch Now](#)

Protect Wildlife



"Visitors Feed Black Bears: Adult Bear Euthanized and Cubs Relocated"—National Park Service.

"Off-leash Dog Kills Threatened Seal Pup in California National Park"—USA Today.

"A Friendly Black Bear was Euthanized After it Came to Love People Who Fed it and Took Selfies"—CNN.

These are all real headlines from the past year — articles that **never would have been written** if the people involved practiced Leave No Trace. Give now to help stop these unnecessary deaths of wildlife.

[Donate Now](#)

Deuter Dirtbags Available Now



Deuter dirtbags are finally available in the Leave No Trace store. Take your dirtbag everywhere, whether you're taking your dog to the park or headed to the backcountry. It's a great way to pack out your and others' trash.

Use the code **DIRTBAG10** before the end of the month for **10% off** and check out our other new arrivals.

[Shop Now](#)

Three Tips for Traveling with Teens



What happened when the Leave No Trace Zero Landfill Initiative team took their 13-year-old niece on vacation? The team fills you in on three things they learned about communicating Leave No Trace when on vacation with a teenager.

[Read Now](#)

Leave No Trace Trivia

Think you spent too long inside this past weekend? How about 30 years! Do you know about this animal that can spend its 30 year life span under the same rock?!

In Your Neck of the Woods

The Subaru/Leave No Trace Traveling Trainers are conducting events in almost every state of the nation this year. Below are a few of their workshops in the next month. Click on the links to get more information.

[Pacific Crest Trail Days | August 16-18 | OR](#)

[Rocky Mountain Folks Fest | August 16-18 | CO](#)

[Arroyo Seco Gorge Hot Spot | August 19-26 | CA](#)

[Peekamoose Blue Hole Hot Spot Revisit | August 24-27 | NY](#)

[John Day Fossil Beds National Monument — Painter Hills Unit Hot Spot | Aug 26 - Sep 2nd | OR](#)

[SheJumps' Wild Skills | September 8 | MD](#)

[Telluride Blues & Brews Festival | September 13-15 | CO](#)

Email 4:

"Off-leash Dog Kills Threatened Seal Pup in California National Park" — USA Today. [You can help.](#)



Wildlife Series: Uncontrolled Pets Can be More Harmful Than You Might Think

This spring a Guadalupe fur seal pup, recognized as a threatened species, was attacked and killed by an off-leash dog in a California National Park. Visitors who saw what was happening tried to get the dog off the seal by kicking sand, said park spokesperson Jennifer Stock. But it was too little too late; by the time the dog let go and rescuers arrived on scene the seal pup was dead. An examination by The Marine Mammal Center confirmed the cause of death was the dog attack.



It's stories like this that Leave No Trace works every day to prevent. Whether teaching tens of thousands of children every year how to keep wildlife wild, or conducting and distributing research that results in fewer human-wildlife conflicts, **Leave No Trace is working on critical initiatives that can save our wild creatures. But we cannot accomplish this outcome without you.**

"Wild animals need recreationists who will promote their survival rather than add to the difficulties they already face."

— JEFF MARION, RESEARCH BIOLOGIST, USGS

Be a part of the solution. Donate an additional \$10 to Leave No Trace today to provide direct support for education and research that can put a stop to the unnecessary deaths of wildlife. Together, through this important education, we can protect our beloved wild animals.

DONATE

Thank you for your added advocacy on behalf of Leave No Trace and wildlife.

Best,



Dana Watts

Dana Watts | Executive Director
Leave No Trace Center for Outdoor Ethics

P.S. — We're dog lovers, too. Spending time outside with furry-friends can be fun and good for health and longevity. To learn more about how to enjoy the outdoors responsibly with pets visit [LNT.org/PetPrinciples](#).

Facebook 1:

 **Leave No Trace Center for Outdoor Ethics** ...
Published by Ailsa Walsh [?] · August 5, 2019 · 🌐

"Off-leash Dog Kills Threatened Seal Pup in California National Park" — USA Today. "Visitors Feed Black Bears: Adult Bear Euthanized and Cubs Relocated" — NPS. "A Friendly Black Bear was Euthanized After it Came to Love People Who Fed it and Took Selfies" — CNN. These are all real headlines from the past year — articles that never would have been written if the individuals involved practiced Leave No Trace. Give now to help stop these unnecessary deaths of wildlife. DONATE NOW: LNT.org/ProtectWildlife #WildlifeWeek



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13,270 **806**
People Reached Engagements [Boost Post](#)

 151 4 Comments 66 Shares

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Facebook 2:

 **Leave No Trace Center for Outdoor Ethics** ...
Published by Faith Overall [?] · August 5, 2019 · 🌐

This week, August 5-11 it's #WildlifeWeek! All week we will be talking about the critical issue of respecting and protecting wildlife. Every day there are animals dying or harmed as a result of negative but avoidable interactions with humans. We want to make sure everyone knows how to prevent these unnecessary deaths. Join the conversation and test your knowledge this #WildlifeWeek as we share stories, stats and tips for protecting wild animals. Learn more at <https://lnt.org/wildlife-protection-project/>



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4,902 **124**
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 28 1 Comment 18 Shares

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Facebook 3:

 **Leave No Trace Center for Outdoor Ethics** Published by Nick Whites [?] · August 5, 2019 · 🌐

Mosquitoes and ticks bite! But you don't have to let bugs ruin your fun. If you are heading out into the summer swarm this season, check out these tips to help you avoid the bug bites and Leave No Trace.



LNT.ORG 📄

Tips for Dealing with Bugs in the Outdoors - Leave No Trace
Mosquitoes and ticks bite! They can transmit diseases and spoil a...

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4,655 **237**
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 Sara A Holtz, Dorothy Jean Rice and 18 others 2 Comments 10 Shares

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Facebook 4:

 **Leave No Trace Center for Outdoor Ethics** August 6, 2019 · 🌐

Good morning! #WildlifeWeek is in full swing 🐻 Today, help us fill in the blanks: When camping in bear country, hang food, trash, and smellables from tree limbs ___ feet off the ground, ___ feet from any tree trunk or large limbs, and ___ feet below supporting limbs. Bonus points if you tell us a cool bear story. #WildlifeWeek



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4,299 **151**
People Reached Engagements [Boost Post](#)

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Facebook 5:

Leave No Trace Center for Outdoor Ethics

Published by Ailsa Walsh [?] · August 6, 2019 · 🌐

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Have you ever had an alarm clock that worked for a few months, but after a while you started sleeping through it? This experience is called habituation. Habituation is a decrease in response to a stimulus after repeated experiences. Animals can become habituated to humans when they come into regular contact with people without any consequences. Habituation can be dangerous for you and wildlife. The person holding their hand out to the ground squirrel in this photo doesn't even have any food - this ground squirrel has been conditioned to expect food from humans. Learn more about habituation, what food conditioning is, and what you can do to help keep wildlife wild #WildlifeWeek
<https://www.nps.gov/subjects/watchingwildlife/animals.htm>



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13,983
People Reached

973
Engagements

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👍👎👏 95

7 Comments 46 Shares

👍 Like

💬 Comment

➦ Share

⌵

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Leave No Trace Center for Outdoor Ethics

Published by Ailsa Walsh [?] · August 6, 2019 · 🌐

⋮

#WildlifeWeek



Wareham Department of Natural Resources

January 21, 2019 · 🌐

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Monday afternoon WDNR responded to a report of a possibly sick/injured seal on the beach.
 The harp seal was checked by the officer and it did not have any vi...
[See More](#)

5,406
People Reached

337
Engagements

[Boost Unavailable](#)

👍👎 26

2 Shares

👍 Like

💬 Comment

➦ Share

⌵

Facebook 7:

Leave No Trace Center for Outdoor Ethics
Published by Ailsa Walsh [?] · August 7, 2019 · 🌐

Did you know that in the early days of national parks, bears were treated as amusement for visitors? In the cases of Yosemite, Yellowstone and Sequoia National Park, as well as others, piles of visitor food and trash were placed in an open space and circled by bleachers. Then, as hungry bears fed on the garbage, attendees would gaze in amazement.

As time passed and education progressed, people began to realize that these reckless acts have real consequences: bears that seek o...
[See More](#)



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11,819 People Reached	1,152 Engagements	Boost Post
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👍👎👤 Barbara Hobens, Ray Peppers and 129 others · 6 Comments 23 Shares

👍 Like 💬 Comment ➦ Share 🌐

Facebook 8:

Leave No Trace Center for Outdoor Ethics
Published by Jenna Ovett [?] · August 7, 2019 · 🌐

At Grand Canyon National Park, autopsies revealed underweight and malnourished animals with up to 5 pounds of plastic and foil food packaging obstructing their intestines — the food wrappers were consumed from camping and picnic areas, often with food taken from unattended picnic tables and packs. THIS is why Leave No Trace education is important. Help us to equip people with the knowledge so we can all do better <https://lnt.org/give/protect-wildlife/> #WildlifeWeek



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84,474 People Reached	10,265 Engagements	Boost Post
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👍👎👤 684 29 Comments 731 Shares

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Facebook 9:

 **Leave No Trace Center for Outdoor Ethics** Published by Ailsa Walsh [?] · August 8, 2019 ·

One way to be considerate of other visitors is to reduce the noise you make and let nature's sounds prevail. Listen to the wind blow and the birds sing. You may even be able to tune in to a conversation between birds. #WildlifeWeek
<https://www.popsci.com/learn-bird-language/>



POPSCI.COM
How to decode the secret language of birds
Birdsong isn't just the sound of relaxation, a sign of spring, or...

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5,702 People Reached	159 Engagements	Boost Post
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 Lisa McDonald, Gwen Moon and 36 others 3 Comments 19 Shares

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Facebook 10:

 **Leave No Trace Center for Outdoor Ethics** August 8, 2019 ·

Guess what this list represents: Two steaks with wrappers, pasta, potatoes, carrots, eggs, apples, avocado, paper towels, lunch meat and celery.
Answer: The stomach contents of an enormous black bear shot by Colorado Parks and Wildlife in 2013.
A fed bear is a dead bear. Give to our [Protect Wildlife](#) campaign to fuel education that helps save wild animals by teaching people the skills and techniques needed to respect them. **DONATE NOW:** LNT.org/ProtectWildlife #WildlifeWeek



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8,142 People Reached	607 Engagements	Boost Post
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 Bonnie Cormier, Arianna Riley and 90 others 5 Comments 27 Shares

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Facebook 11:

 Leave No Trace Center for Outdoor Ethics
Published by Ailsa Walsh [?]¹ · August 9, 2019 · 🌐

Goats look cute, but they can be pretty dangerous! In places like the Alpine Lakes Wilderness, mountain goats will seek salt wherever they can find it, including in human pee. In order to protect fragile alpine plants and soil, and to avoid goat attacks, hikers are encouraged to urinate on rocks and into crevices far away from campsites and trails. Plus, want to be the G.O.A.T.? Donate to our Wildlife Protection Project <https://lnt.org/give/protect-wildlife> #WildlifeWeek



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6,066 People Reached	230 Engagements	Boost Post
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   Michelle Pulido, Dan Pickerl and 46 others 9 Shares

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Facebook 12:

 Leave No Trace Center for Outdoor Ethics
Published by Ailsa Walsh [?]¹ · August 11, 2019 · 🌐

As our #WildlifeWeek wraps up, help the Leave No Trace Center for Outdoor Ethics continue to protect wildlife year-round. Donate now: <https://lnt.org/give/protect-wildlife>



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4,112 People Reached	48 Engagements	Boost Post
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   Holly Grate Aide, Bonnie Cormier and 29 others 2 Shares

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 Liked by **danagwozdz** and **330 others**

leavenotracecenter This week, August 5-11 it's **#WildlifeWeek!** All week we will be talking about the critical issue of respecting and protecting wildlife. Every day there are animals dying or harmed as a

Instagram 2:



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 Liked by **dean.cool** and **592 others**

leavenotracecenter Good morning! **#WildlifeWeek** is in full swing 🐻 Today, help us fill in the blanks: When camping in bear country, hang food, trash, and smellables from tree limbs ___ feet off the ground, ___ feet from any tree trunk or large limbs, and ___ feet below supporting limbs. Bonus points if you tell us a cool bear story. **#WildlifeWeek**

[View all 8 comments](#)

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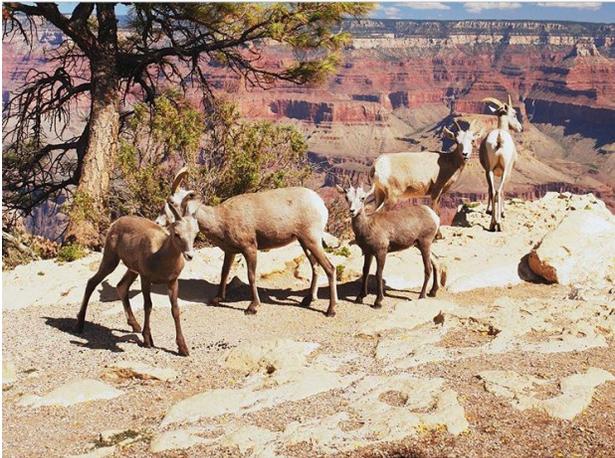
leavenotracecenter "Off-leash Dog Kills Threatened Seal Pup in California National Park" — USA Today.

"Visitors Feed Black Bears: Adult Bear Euthanized and Cubs Relocated" — NPS.

"A Friendly Black Bear was Euthanized After it Came to Love People Who Fed it and Took Selfies" — CNN.

These are all real headlines from this year — articles that never would have been written if the individuals involved practiced Leave No Trace. Give now to help stop these unnecessary deaths of wildlife. **DONATE NOW** link in bio: LNT.org/ProtectWildlife

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leavenotracecenter At Grand Canyon National Park, autopsies revealed underweight and malnourished animals with up to 5 pounds of plastic and foil food packaging obstructing their intestines — the food wrappers were consumed from camping and picnic areas, often with food taken from unattended picnic tables and packs. THIS is why Leave No Trace education is important. Help us to equip people with the knowledge so we can all do better, link in bio [#WildlifeWeek](#)

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Liked by **danagwozdz** and **694 others**

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leavenotracecenter Goats look cute, but they can be pretty dangerous! In places like the Alpine Lakes Wilderness, mountain goats will seek salt wherever they can find it, including in human pee. In order to protect fragile alpine plants and soil, and to avoid goat attacks, hikers are encouraged to urinate on rocks and into crevices far away from campsites and trails. Check out our stories to see who knew this weird fact. Plus, want to be the G.O.A.T.? Donate to our Wildlife Protection Project - link in bio [#WildlifeWeek](#)

Instagram 7:



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 Liked by **danagwozdz** and **320 others**

leavenotracecenter Wildlife should be just that—wild. Providing access to human food, or even just approaching too closely, is more harmful than most people imagine. Donate now to help us protect wildlife. Link in bio. [#WildlifeWeek](#)

[View all 3 comments](#)