



# About Us

**WildlifeCampus** is a **FGASA Endorsed**, International Online Virtual Campus. We offer a wide variety of Guiding, Wildlife-related, Natural Science and Ecotourism Courses, covering the spectacular diversity of life found on our planet and specifically on those found on African savannas. We were established in the year **2000** and have carried our FGASA Endorsement ever since.

WildlifeCampus CEO Todd Kaplan recalls the early days, prior to the launch of WildlifeCampus.

*"Towards the end of 1999, I'd been employed to re-write and manage a traditional correspondence course in Game Ranging. I found that this course was attracting an unusual amount of non-South Africans that were interested in doing this modest course, to me, this course certainly had untapped potential. Later that year, Peter Armitage, having recently joined AfriCam had identified "education" as an avenue that AfriCam needed to pursue. Contacts were quickly established, and a broader meeting was set up soon. On 21 September 1999, five minutes into the meeting AfriCollege was born, which was later called WildCampus and finally WildlifeCampus".*

Now, close to **20 years later**, we have well over **25 000** registered and active students in over **154 countries!** Many gainfully employed in the industry.

## Our Logo



The **baobab** is considered by many to be the quintessential African tree. For indigenous tribes, it is the embodiment of wisdom, reverence, teaching, respect, leadership, longevity, health and life. It is also shrouded in myth, legend, superstition and magic.

The San associate it with the origins of creation, others believe it presides over the animals who go to it to settle disputes. Some use it to cure ills, ward off evil spirits and to gain protection from crocodiles. Baobabs are the oldest-living of all African creatures with several individuals having been recorded as being more than 2 Millenia old.

WildlifeCampus has embraced a legend that reveres the baobab as the **'Keeper of Knowledge'**, therefore we believe it to be a fitting emblem. It is our strongest hope that you too will come to associate this attribute with the baobab - **and with WildlifeCampus.**

## Conservation

**WildlifeCampus** is a division of **Anchor Group** – [www.anchorgroup.co.za](http://www.anchorgroup.co.za) - a JSE Listed Asset Management company. WildlifeCampus is highly conservation driven and proudly supports **The Endangered Wildlife Trust (EWT)**, **Care for Wild Africa**, **KaiNav Conservation Africa** and **The Wilderness Wildlife Trust**.

In the writing of these courses, we often wonder what they would have been like if written 200 years ago. Certainly, they would not have had nearly the depth of information that has been supplied now, but it would have had attributes that we think are far more important. Firstly, it would have contained more species, now lost to our planet forever. And, instead of just being able to describe the great herds that these animals used to frequent, and the vast areas that they used to inhabit; perhaps we could have shown you.

These thoughts have led us to think about what these courses would offer if written in a further 200 years. No doubt fewer species and less land still.

It strikes us with a cruel irony that just at the point of our own evolution, where we finally decide to learn more about the world and the creatures around us, we find that there are far less creatures than there used to be, and those still here, only exist in habitats growing smaller every day.

WildlifeCampus provides you with the opportunity to assist in turning the tide against diminishing habitats and the continuing extinction of species.



## Philosophy

The philosophy behind WildlifeCampus is quite simple - it's about conservation and how the average person really can make a difference.

The whole concept of WildlifeCampus can be summed up by a very simple idiom:

- Tell them, and they may forget.
- Show them, and they may remember.
- but
- Involve them, and they will understand.

We hope you will come to a greater understanding of the incredible wonders that our world has to offer, and the fragility of that world. Take with you the fact that just by participating as you are, you will already have helped in the great battle that is conservation.

## Facts and a Pinch of Salt

Life sciences are not "exact sciences". In fact, the only scientific discipline that can realistically claim the title of a 'pure science' is mathematics. Accordingly, what we know and consequently what we impart only represents our understanding at the present time.

The validity or 'truth' of these facts remains to be proved or disproved.

Throughout these courses we will present thousands of facts, but these only represent our current knowledge on the subject, whether it be the ecology of rhinos or rhino beetles. We have no doubt that certainly some portion of what we present here will in time be proven incorrect or perhaps partially correct. Biology is the epitome of a dynamic and growing scientific discipline. New facts and discoveries are being made continually. Old and accepted views and ideas are being reviewed and disproved. Others are being further enhanced and are becoming further entrenched.

The 'facts' presented in these courses are an amalgamation of the texts and research of hundreds of previous botanists, zoologists, ornithologists, behaviourists, biologists, taxonomists, herpetologists, geologists, geographers, meteorologists, naturalists, photographers, entomologists, environmentalists, ecologists, ethologists and enthusiasts who have had the opportunity to present their own experiences.

These have then been coupled with our own research, impressions and interpretations and then presented to you.

Therefore, what you read in these pages should be taken with a healthy amount of scepticism. The final objective is to eventually arrive at your **own conclusions and understanding**.

