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# Somboon Legacy Foundation

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Proposal  
13 March 2019



It's time to make a real change;  
We are going to make a difference

Somboon Legacy Foundation  
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**EXECUTIVE SUMMARY:****GOAL (what)**

Creation and running of the Somboon Legacy Foundation is a non-profit, elephant friendly organization that is going to make a difference in the life of Asian elephants.

**REASON (why)**

Elephants are wildlife – NOT entertainment!

A new and real change is needed – we are going to make a difference and start a hands-off and elephant friendly sanctuary where elephants can simply be “themselves” in a natural environment.

**OUR APPROACH (How)**

Create a new sanctuary for old, ill, handicapped and rescued elephants

Where elephants should not be touched by humans other than the ones who care for them

Where clear mission, vision and principles will be followed

Where the local community will be integrated

Where the number of visitors will be reasonably limited. Visitors will be informed of the importance of these actions

Where the elephants get ultimate health care

Where the land is adapted for them

**GEOGRAPHICAL SITUATION (Where)**

House 291 The Legacy River Kwai Resort, 129 moo2, Tambon Klondo, Amphoe Danmakamtia, Changwat Kanchanburi 71260.

Coordinates: 13.925413, 99.430046

**LEGAL Structure, ORGANIZATION , GOVERNANCE (Who are we),  
Responsibilities and obligation, Legal status**

The Netherlands and Thailand

**FINANCE****ADVANTAGE for SUPPORTERS****Market Analysis**

Name	Somboon
<b>Mission Statement</b>	Our purpose is to rescue and rehabilitate elephants from a life of exploitation. By uniting international and local strengths, We are going to provide a healthy and humane environment for all members of somboon's community.
<b>Philosophy and Values</b>	Somboon Legacy is dedicated to put the welfare of the elephants first by spreading safe practices, ethical treatment and a fun learning environment to customers, employees and stakeholders.
<b>Our Vision</b>	Somboon Legacy Foundation will be a progressive and positive model for present and future elephant sanctuaries and parks. By bringing together the knowledge and support of the local community, volunteers, visitors, international influencers and mentors; we will be an ambassador for change in the animal tourism industry.
<b>Goals</b>	<ol style="list-style-type: none"> <li>1. Natural Environment</li> <li>2. Commitment to Community</li> <li>3. Awareness and Education</li> </ol>
<b>Target Supporters</b>	<ol style="list-style-type: none"> <li>1. Wildlife Protection Organizations</li> <li>2. Private International and Local Donors</li> <li>3. Medical and Conservation Professionals</li> </ol>
<b>Legal Structure/ Partnership</b>	<ol style="list-style-type: none"> <li>1. Somboon Legacy Foundation will be a Thai registered non- profit foundation. (this will hopefully be realized in 2020)</li> <li>2. Somboon Legacy Foundation will have an official board of 5 to 7 members.</li> </ol>

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**9.1 START-UP EXPENSES**

**14**

**10 HELP NEEDED**

**14**

## 1 GOAL (what)

Creation and running of Somboon Legacy Foundation as a non-profit, elephant friendly organization that will make a difference in the life of Asian elephants.

## 2 REASON (why)

Elephants are wildlife – NOT entertainment!

A new and real change is needed – we will make a difference and start a hands-off and elephant friendly sanctuary where elephants can simply be elephants.

### 2.1 Elephant HISTORY and actual situation in Thailand

The last couple of years animal welfare organizations have been educating people worldwide through social media about the critical conditions of wild animals living in captivity. These animals are often used for entertainment which causes extreme emotional, mental and psychical stress. Animal welfare organizations started promoting boycotting places like these to tourists and a lot of tour operators stopped offering trips. Unfortunately entertainment at the expense of animals is still proving to be a lucrative industry. Even at some sanctuaries entertainment is becoming even more and more the daily routine for the elephants.

The elephant is the national symbol of Thailand. It has played a substantial role in manual labour. Elephants were being captured and trained for heavy labor such as logging. Since the logging industry became illegal, in 1989, many owners had to find other ways to obtain their income. Most of them turned to the entertainment and tourism industry. As tourists are becoming more and more aware about the disturbing truth concerning riding an elephant (because of campaigns such as "get off my back"), this activity is becoming less and less popular. Tourists are now looking for other and first of all elephant friendly ways to see these magnificent giants.

Thailand is very popular for tourists from all over the world and the number of people visiting this country is continuously growing. According to The Tourism Authority of Thailand in 2018 over 36 million tourists visited Thailand and the expectation is that this will increase by 10% in 2019. Studies show that more people want to spend time and money on good causes during their vacation. It is not just about relaxing and having fun but also about being educated and "giving something back".

#### 2.1.1 ADVANTAGE of our team

Our team consists of 4 people, 2 mahouts a director and a manager. We also work with 1 month volunteers for different things such as guiding, social media and the elephant museum.

Our mahouts have extensive firsthand experience in caring for elephants in Thailand, and our director and manager (both from the Netherlands) have 14 years of experience setting up and working at an elephant sanctuary. Their unique background has given them the rare tools and insight which are necessary to achieve this progressive model. By uniting the international and local communities, we believe it is possible to raise

the standard quality of life for Asian elephants. Through our hard and honest work, we strive to inspire and support all establishments that wish to give their elephants the life of freedom they deserve.

### 3 APPROACH (How)

#### 3.1 Somboon Legacy Foundation – mission, vision, principles

##### *Mission*

The aim is to be an example for ethical change in the animal tourism industry. One of our main goals is educating people, as education is the key.

There is a desperate need of hands-off sanctuaries with the highest standard in animal welfare, where trained caregivers are in charge of the elephants.

We will provide a safe, healthy and natural habitat for old, ill, handicapped and rescued elephants. Through expert rehabilitation and medical care, the animals at the Somboon Legacy Foundation will finally be able to live a peaceful life away from the exploitive tourism industry. The needs of the elephants will always be top priority. Further we also want to change people's minds on the mahout job, which is generally seen as a low status job, but in our opinion they are heroes.

##### *Vision*

Our unique hands-off sanctuary will be a progressive and positive model for present and future elephant projects. This model will meet the highest standards of animal welfare organizations. We embrace our responsibility to provide a safe and healthy habitat for our elephants and are determined to change the lives of the elephants living in our sanctuary by:

- allowing them to live and interact in a most natural way
- creating a forested area where the elephants can roam freely
- physical human contact will be reduced to a minimum –mahouts and vets only
- giving them individualized quality medical care.

##### *Principles*

Somboon Legacy Foundation will be a place where we respect animals, humans and nature and bring them all together:

- with enough space for the elephants to roam
- to provide every elephant with its individual (medical) needs (lift, footbath etc.)
- no breeding because we only have older elephants
- hands-off for the visitors, and keep a respectable distance
- The main job of the caregiver is to ensure that the elephants are relaxed and leading a natural healthy life.
- All our caregivers will be trained to make sure our elephants are treated in a correct way. Training will be repeated to keep the caregivers updated
- The mahouts will receive higher salaries than minimum salary, including a 10% risk factor bonus, we acknowledge the risk in their jobs.
- Mahouts are treated with respect and we acknowledge that the mahouts know best about their elephants
- The elephants are provided with a safe place where they can enjoy their remaining years
- we are going to have ecological and naturally friendly facilities
- limited number of visitors (max. 12 adults and children in our elephant area at a time)
- individual ultimate care for the elephants
- with the highest standards in animal welfare
- transparent bookkeeping of funds

### 3.2 COMMUNITY

Sustainability should be the foundation of an organization creating a harmonious cooperation between local community, local business and nature. To make the project sustainable, we believe it is fundamental that the Thai culture is harmoniously incorporated and preserved. This is why we have decided to work together with The Legacy River Kwai Resort, they offer all the resorts' facilities and we focus on the elephants completely.

Local communities are a rich source of knowledge and our organization will benefit in many ways by learning from our neighbors and sharing expertise. This symbiotic relationship can provide steady employment for the locals by growing crops for hungry elephants, selling home raised crops to visitors.

By organizing local events and invite the Thai community to experience what we are doing, we aim to get their interest to work with us in order to protect the Asian elephant.

By offering cooking classes, handicrafts, and cultural exchanges to visitors and volunteers, the locals can be a part of our project and transmit their heritage. We are going to build strong relationships with surrounding land owners. We can provide them with fair crop prices so we can obtain locally grown grass, banana trees and fruits. We will provide education by setting up projects for schoolchildren in Thailand. By creating awareness, we aim that these children and future generations will be conservative about their wildlife and nature.

### 3.3 VISITORS

- a limited number of visitors (max. 12 adults and children per day)
- schoolchildren (also international schools) (education)
- veterinary students

We will gain the attention of supporters who are willing to contribute for a unique and natural elephant experience. We intend to focus on quality and not quantity and will keep the visitors capacity to a respectful minimum. This will make it a great experience for the visitors but also coincides with our vision of not disturbing the daily life of the elephants.

We will grab every opportunity to educate and create awareness on all aspects of the Asian elephant. We intend to host overnight visitors in log-cabins immersed in the natural surroundings.

In future, we would like to offer various kinds of workshops such as photography, yoga etc.

Of course, all this without disturbing the elephants.

### 3.4 HEALTH CARE

During our start-up period health care will be provided by Mahildol Wildlife Hospital, located about 40KM from The Legacy River Kwai Resort.

Because of their unique physical characteristics, elephants have specific needs and require specialized and high quality medical care. Our goal is to offer this in our facilities.

To be able to accept any necessary medical treatment, the elephants will get a training through positive reinforcement. They will be treated and have regular medical check up's through our own professional veterinarian.

Opportunities will be offered to veterinary students to participate in elephant care and medicine, as such hands-on experience is scarce. Once the medical center is functional, we plan to invite medical mentors, veterinarians, researchers, biologists, trainers or any professionals interested in gaining experience. They will be able to do research or engage in training programs that aid in the advancement of elephant health care on a global scale. We will work together with other organizations and experts, as well as with local community, to provide the best possible care for the elephants, to keep the organization healthy, to share knowledge and support each other.

### 3.5 LAND

We are located on the land of the Legacy River Kwai Resort. Our office address is House 291 The Legacy River Kwai Resort, 129 Moo 2, Tambon Klondo, Amphoe Danmakamtia, Changwat Kanchanburi 71260.

The land for the elephants consists of 2 areas. On the resort side we have 40 Rai (6.4 hectare) which is covered by large trees and a lot of natural plants for the elephants to eat. It is adjacent to the River Kwai Noi in which the elephants can take a bath. The elephants stay here during 8:00AM and 5:00PM.

On the other side near the staff houses, we have 13 rai (2.08 Hectare) which is where the elephants stay overnight in their night time shelter. We are also planting natural food for the elephants on this land.

The land is in a good location, 26 kilometres from the Kanchanburi bus station.

As we are working together with the resort our visitors will reside at the resort cabins, and have their meals at the resort's riverfront restaurant.

Due to our cooperation with the resort we have an office, running water, electricity and Wi-Fi and they provide us with 3 meals daily at the staff restaurant and a rooms for our staff.

### 3.6 ECOLOGY

- using energy saving equipment will be the standard
- plastic will be reduced as much as possible
- We strive to use eco friendly materials
- we will grow food for the elephants in a nature friendly way (no pesticides).

### 3.7 FUTURE PLANS

- Creating an elephant museum, and including students in this process
- Asking a student in business school for sponsoring and publicity
- setting up more projects to raise funds for such as an elephant adoption program, sponsor program etc
- We hope to be able to provide sterilization and necessary medical care to our neighbor's dogs, cats and other animals.
- working together with other elephant projects in Thailand
- create a certificate of quality with animal welfare organizations for approved elephant friendly sanctuaries.
- to set up database for medical care of Asian elephants
- to assist to set up projects that will help the wild elephants in the province of Kanchanaburi
- As our project grows and develops we intent to expand our scope of care. Because of our ideal medical facilities we will be able to help a large number of elephants.
- A healthcare center with own veterinarian
- when our healthcare is complete with own veterinarian will we offer opportunities for veterinarians and students to study elephant care and medicine.
- workshops

## 4 GEOGRAPHICAL SITUATION (Where)

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Coordinates: 13.925413, 99.430046

## 5 LEGAL Structure, ORGANIZATION , GOVERNANCE (Who are we), Responsibilities and obligation, Legal status

### 5.1 LEGAL Structure

Somboon Legacy Foundation will be a Thai registered non-profit organization that develops and expands as funding is realized. We will have an official board of 5 to 7 professional and diverse members. All assets and funds will be within the organizations title

### 5.2 ORGANIZATION CHART

### 5.3 GOVERNANCE

#### 5.3.1 Thai foundation

Somboon Legacy Foundation will be a Thai registered nonprofit organization that develops and expands as funding is realized.

#### 5.3.2 Dutch foundation

‘Support Somboon Legacy Foundation’ is a registered Charity based in The Netherlands. Over the last 10 years it has supported the conservation of Asian elephants. The Dutch Foundation has chosen to support Somboon Legacy Foundation in Thailand and will be the central fundraising platform.

## 6 FINANCE

### 6.1 Income

We intend to focus on quality and not quantity. We want to gain the attention of supporters who are willing to contribute a bit more for a unique and natural elephant experience. Workshops, sponsor programs and other projects will be organized.

We will actively seek contact with companies from all over the world. Start fundraising through crowd funding. People can watch the elephants by live streaming to get donors and visitors interested.

Every donation, big or small, is appreciated. We will provide supporters with an honest and easy way to donate online. We are immensely grateful to receive any contribution from anyone wishing to support the efforts of our organization.

We will offer transparency concerning all income/donations and it's results and we will together with an accountancy, starting 2019.

## 7 ADVANTAGE for SUPPORTERS

### What we give in return

The Dutch foundation has been given the ANBI status by the Dutch Tax Administration. By donating to Support Somboon Legacy you can deduct the amount from your income tax.



For big donations we will invite people and mention them on our website.

## 8 Market Analysis

There are between 3,500-4000 captive elephants in Thailand. There is a very limited number of hands-off sanctuaries in Thailand. Each of these organizations has a maximum number of elephants they can ethically provide for on their property. World Animal Protection is promoting a hands-off approach in 2019.

### 8.1 Barriers to Entry

-

### 8.2 Threats and Opportunities

SWOT ANALYSIS	Strengths	Weaknesses	Opportunities	Threats
<b>Concept</b>	A unique, ethical hands-off organization that is in the forefront of ethical animal tourism.	No funds starting, so we have to borrow money. Also the fact that we have no brand awareness yet.	We can ask students to find sponsors for our project, and we will have a Dutch foundation to help.	Establishments that label themselves as ethical but do not provide high quality care.
<b>Marketing</b>	Animal Ethics and Environmental issues are important topics in today's society. Working together with a resort.	Displaying the benefits of a hands off facility without visitors physically on the property.	A new branch of tourism in Thailand that promotes the natural beauty and raw culture and the wellness facilities on the resort's site provide us with a more appealing package.	Culturally different standards of ethics.

<b>Staff</b>	Access to caregivers with specialized training.	Language barriers.	A less stressful environment gives caregivers the opportunity to train and care for their elephant more humanely.
<b>Finance</b>	Ability to receive global funding from a multitude of organizations. daily income visitors and donations from companies and supporters.	Consistently applying for grants and funding until a name is built for ourselves. During startup we have no income and therefore borrow money.	As a registered foundation, corporate funding and large donations are more accessible.
<b>Operations/ Management</b>	Extensive experienced, international pool to recruit.	Visa requirements	Work with local community and create Thai partnerships.
<b>Target audience</b>	Our target audience is international	The international audience depends on the exchange rate.	

- Changes in government regulation

### 8.3 Positioning/Niche

Somboon Legacy Foundation appeals to animal lovers abroad who are well researched and strive to support the most ethical establishments available.

We are also a unique project for organizations to support because we will be one of the first hands off facilities in Thailand. These organizations will invest in a project like Somboon Legacy because they understand the positive influence it can have on the industry.

### 8.4 Competitive Analysis Worksheet

FACTOR	Somboon	Peer A	Peer B	Peer C
<b>Concept</b>	Hands Off Sanctuary	Domestic Elephant Sanctuary	Circus Elephant Rehabilitation	Orphan Rehabilitation
<b>Price</b>		350 € 2 day/1 night	No visitors	6 € / 1-hour visit

<b>Quality</b>	High	High	High	High
<b>Expertise</b>	Old handicapped and ill elephants	Thai elephants	Circus Elephants	Baby African Elephants
<b>Company Reputation</b>		Rescuing Trekking Elephants	Eradicating Elephant Performing	Protecting African Elephants
<b>Location</b>	Kanchanaburi, Thailand	Thailand	United States	Kenya
<b>Support Method</b>	-Grants -Sponsorships -Online Funding -Visitors Fees	-Visitor Fees -Online Funding	-Grants -Online Funding	-Sponsorships -Online Funding
<b>Advertising</b>	-Website -SEO -Blogs -NGO's	Website	Website	Website

## 9 Marketing

- Website
- Social media marketing
- Email marketing
- Search engine optimization
- Content marketing
- Public relations
- Medical clinics (foot care, etc.)
- Networking
- Word-of-mouth
- Referrals

Since we expect to receive the majority of our funding from abroad it is integral that we have a clean, consistent and positive social media presence to update our supporters. This will eventually require hiring a social media and public relations team member.

### 9.1 Start-Up Expenses

will follow

## 10 Help needed

Can you imagine a unique sanctuary as we just described?

We can and we plan to make it happen. It's time to chance we are going to make a difference.

Help us help the future of the Asian elephant

This plan is a summary of all the things we are going to do. If you need more information we are more than willing to provide this to you in person, by mail or telephone whatever way you prefer.

Just let us know!

*Bibliography*