



ONÇAFARI MONTHLY NEWSLETTER

ONÇANEWS #09.23



ONÇAFARI

20^{ERA} UMA VEZ 50^{LEGADO}



Conservation is the life purpose which inspired me to found Onçafari and I'm tremendously glad to see that this motivation is shared by many people!

On September 28th the event *Once Upon a Time 2050: The Legacy* took place, a benefit event that gathered people, brands and companies on behalf of nature and a more balanced and harmonic future.

Onçafari always had as principle the protection of jaguars and, with time, we realized this role is much broader, after all it means to stimulate the socio-economic development of the regions we work in and to promote an ecological balance which is essential for the survival and upkeep of species, including human beings.

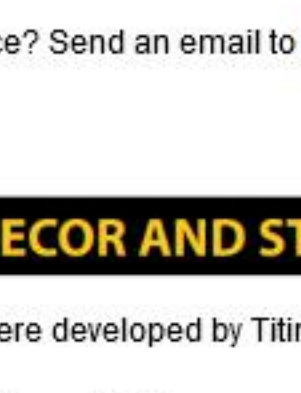
To preserve biodiversity we need to work connected, as a community. To achieve that, support is necessary, and it is rewarding to find those to count on for this rich and challenging task.

We thank all our sponsors and collaborators that made the event *Once Upon a Time 2050: The Legacy* possible. Together we are building a great legacy for the environment and the next generations to come.

Thank you for being part of one more chapter of our story.
"The time is today, the time is now!"



Mario Haberfeld
CEO and Founder



EVENT ONCE UPON A TIME 2050: THE LEGACY

On September 28th the much awaited event *Once Upon a time 2050: The Legacy*, that gathered 500 guests, 35 companies - among them sponsors, collaborators and supporters - and over 50 people from our team who made the event happen

Click below and find out more about the event and all involved in making this night unforgettable.

FIND OUT MORE

EXHIBITION AND SALE OF PHOTOS



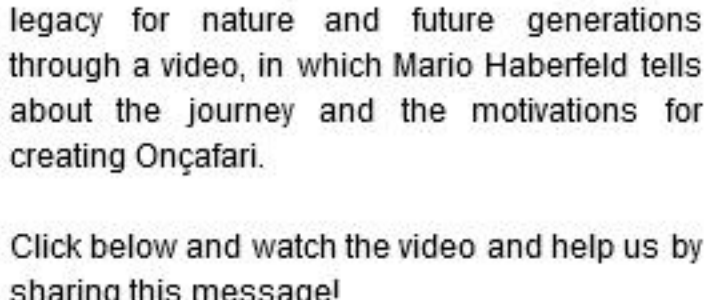
With the curatorship of Patricia Borges, the photo exhibition gathered beautiful captures of our fauna through the lens of the photographers Érico Hiller, João Farkas, João Marcos Rosa, Gustavo Figueira, Adam Bannister, Diogo Lucatelli, Edu Fragoso, Adriano Gambarini, Ricardo Leser, Simon Bellingham, Emilio White Mandkin, Lucas Morgado, André Bittar, Luciano Candisani, Robert Betenson, James Kydd and Lucas Rosa

Are you interested in purchasing a piece? Send an email to info@oncafari.org

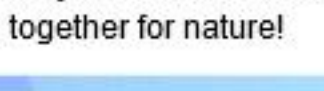
DECOR AND STORE

The impeccable decor and the store were developed by Titina Leão and her team.

This year, our instagrammable mural brought the scenery of Pantanal close to our guests, with a guaranteed photo near a jaguar!



The store had diversified products, from the "Parikibotó", fanners made with acuri and babaçu leaves by the artisans of the people Boe Bororo, from Indigenous Village Perigara (Pantanal), to notebooks, caps, pens, glasses, bags and others.



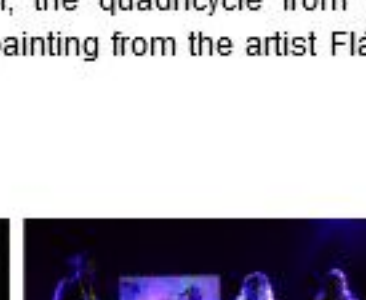
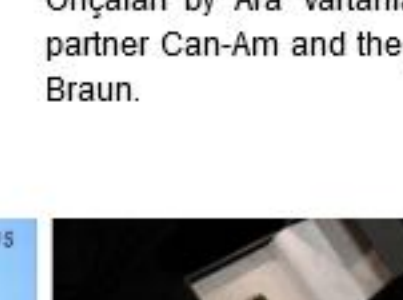
RECEPTION

Klebber Toledo was our master of ceremony. Klebber is committed to the environmental cause and is always with us!

The reception's welcoming mood was accompanied with music from the band Neo Acústico Trio, who cheered up the cocktail at the beginning of the event.



The bars were decorated with the jaguars' statues from Artery and the cocktail had the support of Casa Valduga, Chivas Brasil, Royal Salute and APTK Spirits.



BRAZIL 2050

WHAT'S THE LEGACY WE WANT TO LEAVE FOR FUTURE GENERATIONS?

This question guided the whole event! We addressed the importance of building a great legacy for nature and future generations through a video, in which Mario Haberfeld tells about the journey and the motivations for creating Onçafari.



Click below and watch the video and help us by sharing this message!

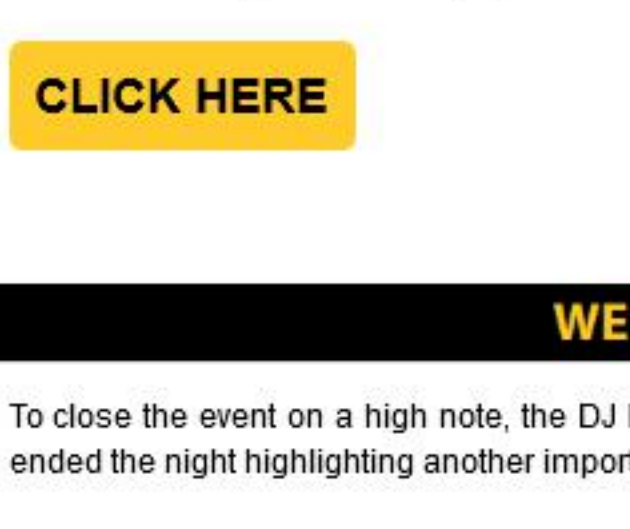
WATCH THE VIDEO

Onçafari's child-volunteers were also there and invited everyone to think about the future and to work together for nature!

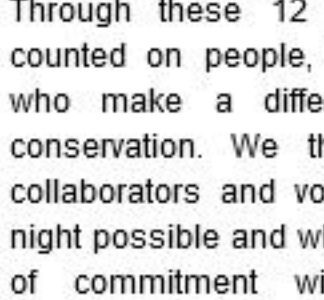


BENEFIT AUCTION

The benefit auction, led by Henri Zylberstajn and Aninha Haberfeld, was a success!



In total, 15 items were auctioned on behalf of conservation, among them the São Paulo jersey signed by the team, the Surf Lycra from the champion Filipe Toledo, the Tottenham jersey signed by the player Riharlison, the ring developed specially for Onçafari by Ara Vartanian, the quadricycle from our partner Can-Am and the painting from the artist Flávia Braun.



DEFENDER AND ONÇAFARI

Defender has been our partner for a long time and was with us in *Once Upon a Time 2050: The Legacy!*

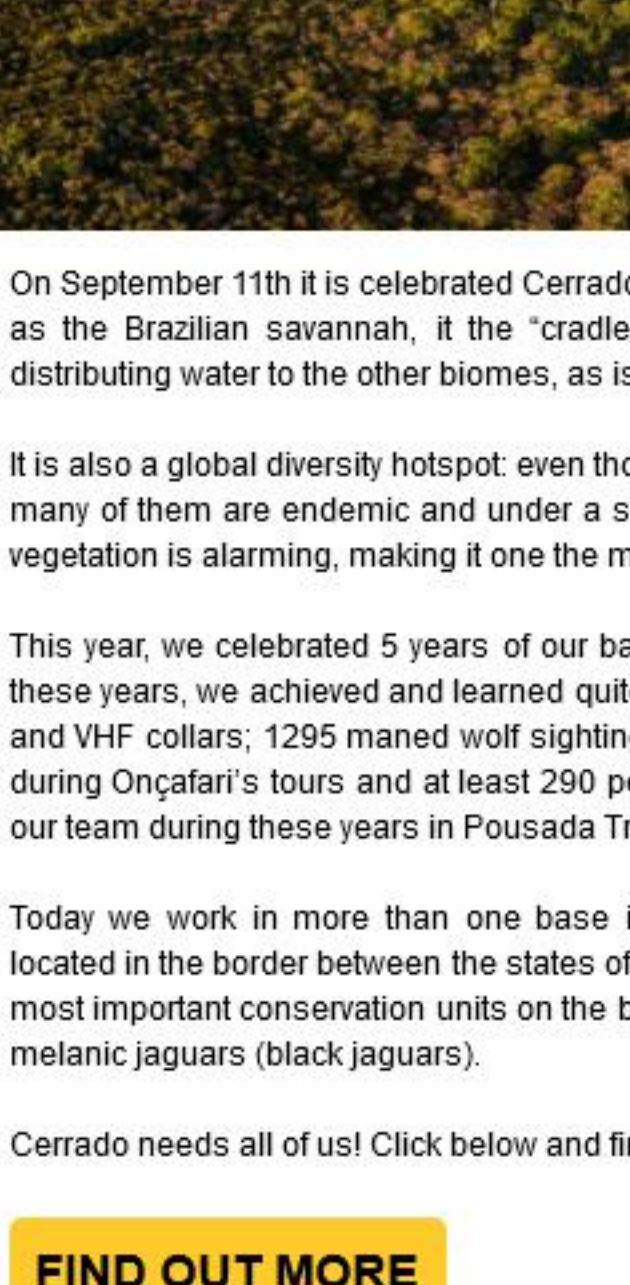


During the event, the president of Jaguar Land Rover, João Oliveira, presented the new model Defender 130 D300 with an imprint inspired by jaguars and the Onçafari logo.

The model, has a modern and minimalist design, has ample space and is ideal for group adventures, like our safaris!

JAGUAR'S FRIEND

USD 10	USD 20	USD 103	USD 206



During the event, besides the auction, another way of contributing with Onçafari was to become a Jaguar's Friend.

To be a jaguar's friend is to believe in conservation and the protection of our fauna and biomes. During the event, the conservation team had backup and got 50 new donors!

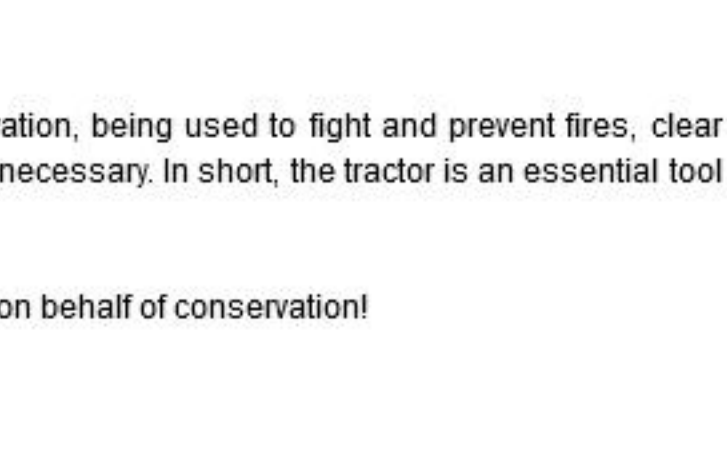
You can also help build this legacy. Go to amigodaonca.org and join our cause!

CLICK HERE

WE CELEBRATED!

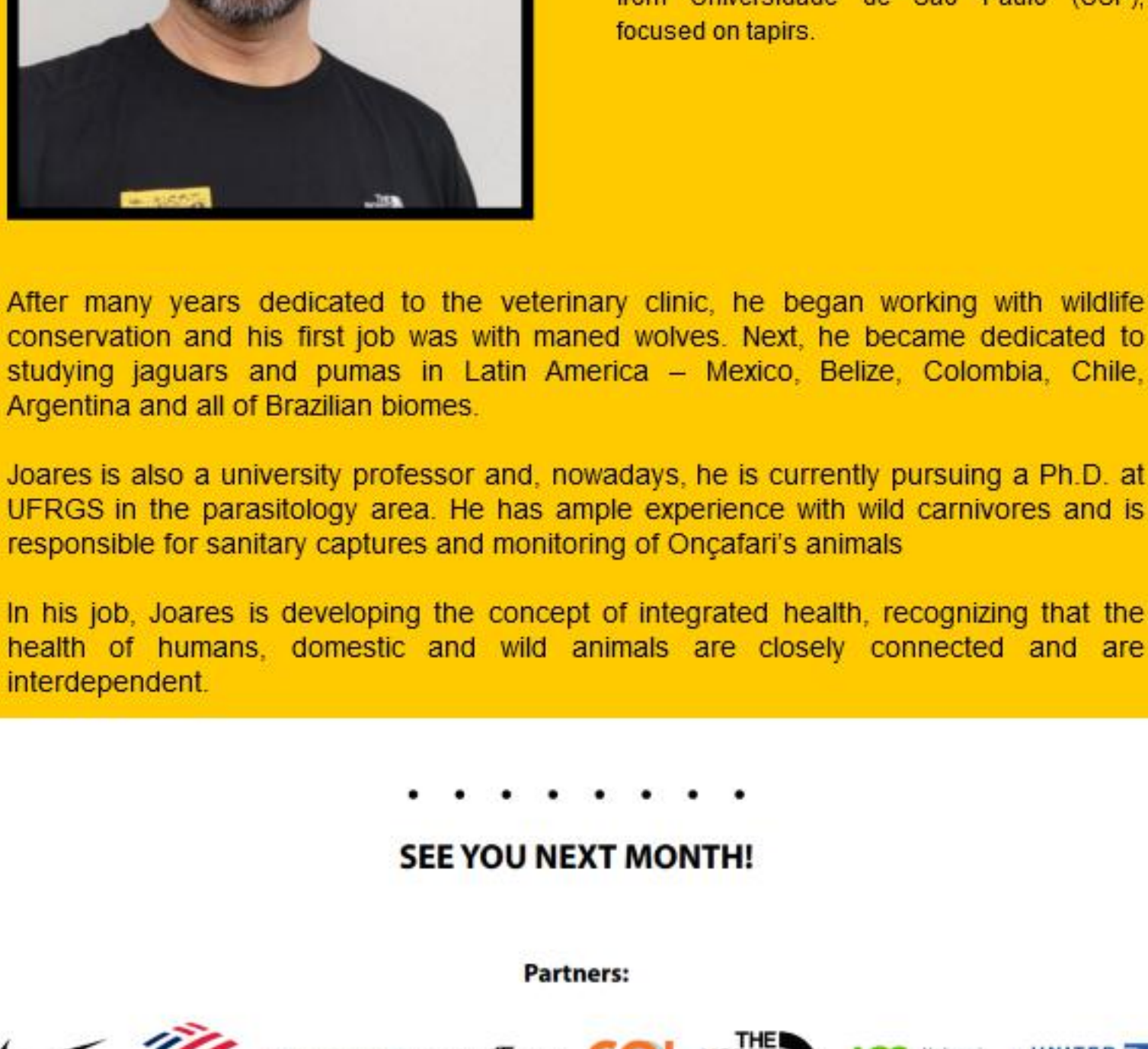
To close the event on a high note, the DJ Marina Diniz cheered up the dance floor and that's how we ended the night highlighting another important cornerstone of our journey.

Through these 12 years of Onçafari, we counted on people, brands and companies who make a difference in the fight for conservation. We thank all the sponsors, collaborators and volunteers who made this night possible and who help us build a legacy of commitment with nature and future generations.



SPONSORS

DEFENDER



SUPPORTERS



The photos from the event are from Fernanda Freixosa, Helson Gomes and Thabata Cordeiro.

CERRADO - THE BRAZILIAN SAVANNA

On September 11th it is celebrated Cerrado Day, the second largest Brazilian biome! Cerrado is known as the Brazilian savannah, it's the "cradle of waters" of our country and has an important role in distributing water to the other biomes, as is the case with Pantanal.

It is also a global diversity hotspot: even though it houses countless species of both animals and plants, many of them are endemic and under a serious risk of going extinct. The deforestation rate of native vegetation is alarming, making it one the most threatened regions on the planet.

This year, we celebrated 5 years of our base in Pousada Trijunção, in the heart of Cerrado! Through these years, we achieved and learned quite a lot: 15 maned wolf individuals were monitored with GPS and VHF collars; 1295 maned wolf sighting in the wild; 620 guests who saw at least one maned wolf during Onçafari's tours and at least 290 people who took part in social and educational activities with our team during these years in Pousada Trijunção.

Today we work in more than one base in Cerrado: the Parque Nacional Grande Serião Veredas, located in the border between the states of Minas Gerais and Bahia. The park is one of the largest and most important sanctuaries on the biome. It houses a fascinating biodiversity, including the rare melanistic jaguars (black jaguars).

Cerrado needs all of us! Click below and find out more about Onçafari's work on the biome.

FIND OUT MORE

NOVA PARCERIA

Áster Máquinas and John Deere are the new Onçafari partners! We thank the commitment to our mission to preserve the Brazilian biodiversity with the donation of a tractor 6100K, a tractor planer and 6000 native tree seedlings for our base in Reserva Santa Sofia, Pantanal.

Machines such as the tractor donated are essential for the whole year in Reserva Santa Sofia, allowing for greater mobility for our team and increasing the efficiency of operations during the flooded season in Pantanal, from cargo transportation to planting the Bocaíuva and Manduvi seedlings.

They are also vital resources for safety and conservation, being used to fight and prevent fires, clear firebreaks and borders, besides towing trucks when necessary. In short, the tractor is an essential tool for the day to day in the reserve.

We thank you for the partnership, together we'll work on behalf of conservation!

TEAM OF STARS!

JOARES MAY JÚNIOR
VETERINARIAN Joares Adenilson May Júnior graduated in Universidade do Estado de Santa Catarina (UDESC), specialized in medicine and managing wild and exotic animals, with a master's degree in Veterinary Epidemiology from Universidade de São Paulo (USP), focused on tapirs.

After many years dedicated to the veterinary clinic, he began working with wildlife conservation and his first job was with maned wolves. Next, he became dedicated to studying jaguars and pumas in Latin America – Mexico, Belize, Colombia, Chile, Argentina and all of Brazilian biomes.

Joares is also a university professor and, nowadays, he is currently pursuing a Ph.D. at UFRGS in the parasitology area. He has ample experience with wild carnivores and is responsible for sanitary captures and monitoring of Onçafari's animals

In his job, Joares is developing the concept of integrated health, recognizing that the health of humans, domestic and wild animals are closely connected and are interdependent.

SEE YOU NEXT MONTH!

Partners:

Follow our social networks and check out our website:

Sent by Associação Onçafari
Avenida Magalhães de Castro, 4.800, 603 Torre 3
Jardim Panorama – São Paulo/SP – Brazil – ZIP Code: 05676-120

Unsubscribe if you no longer wish to receive these e-mails.