

Animal Welfare's First Blockchain Fundraiser



Fauna DAO envisions a world where animal welfare is given the same importance as human welfare, and where blockchain technology is used to make this a reality.

Michael Shaw
Cofounder

Fighting for fauna

Wildlife and animal protection organisations are struggling to keep up with the demand for their services, as donations continue to fall and the challenge of protecting wildlife and animals grows more difficult.

The world is seeing a rapid decline in wildlife and animal populations all over the world, due in large part to human activity. **A 2017 report from the World Wildlife Fund found that 60% of vertebrate species have been wiped out since 1970**, and the rate of decline is accelerating. [Source](#). This is a deeply troubling trend, not just for the animals themselves but for the entire ecosystem. The loss of biodiversity can lead to the collapse of ecosystems, as we are already seeing with the decline of coral reefs.

Meanwhile, animal cruelty is on the rise. **There are over 10 million animals in the US abused to death every year.** [Source](#). Many of them are subjected to cruel experiments, forced to fight in blood sports, killed for their fur, and more. It's easy to forget that these creatures are sentient beings like us, meaning they have the capacity to experience positive and negative feelings such as pleasure, joy, pain and distress.

Animal welfare organisations are constantly struggling to raise funds for the care and treatment of these animals, as donations fall short and lack of government funding is not enough. There are countless charities and non-profit organisations working to protect wildlife and animals, but they are still unable to adequately address the scale of this problem.

Funding is imperative to the success of animal welfare organisations. It provides them with the resources they need to rescue, rehabilitate and release animals, monitor their environments, implement conservation efforts, and provide care for animals in sanctuaries or centres.



The future of charity is on the blockchain

At Fauna DAO, we believe that blockchain technology has the potential to revolutionise the way we donate to and support wildlife and animal protection organisations.

Why traditional methods of donation are ineffective

Our proposed fundraising model has several advantages over traditional methods. One disadvantage of traditional models is that not everyone is willing to part with their money without receiving something in return. This is a fundamental human principle known as reciprocity. Our model solves this by giving people the opportunity to not only donate but also potentially receive a return on their investment. It's a win, win situation.

Centralised fundraising models have been the predominant means of donating to animal welfare organisations for many years. These models are characterised by a small number of organisations that act as intermediaries between donors and the charities they support. This system is often criticised for its lack of transparency and the high fees that are charged by intermediaries.

Another issue with centralised fundraising models is that they are often reliant on government funding. This funding is becoming increasingly difficult to obtain as governments around the world tighten their budgets. This leaves animal welfare organisations struggling to find the money they need to continue their work.

Breaking through traditional boundaries

In order to bring about real change, we must work to break down traditional boundaries and siloes – not only by bringing together the world's leading animal charities under one organisation, but also making this organisation decentralised and autonomous. This means that it is not controlled by any one person or group of people. Instead, it is governed by its community of token holders. This community will decide which animal charities to support and how the collected funds will be distributed. By taking this approach, Fauna DAO aims to eliminate corruption and ensure that every dollar donated is being used effectively to support its cause.



Fauna DAO will operate as a Decentralised Autonomous Organisation (DAO)

A DAO is an organisation that operates according to pre-written business rules and processes, without the need for any central authority or intermediaries. This means that the organisation is able to operate autonomously and without bias, as all decision-making will be performed by its community of token holders. This ensures that funds are distributed transparently and in a fair, unbiased manner.

Fauna DAO is designed to be highly resilient and adaptable. Our community-based governance model ensures that our organisation can never be taken over or hijacked by any one group or individual. This makes us much more effective and efficient than traditional charities, which are often bogged down by bureaucracy and red tape.

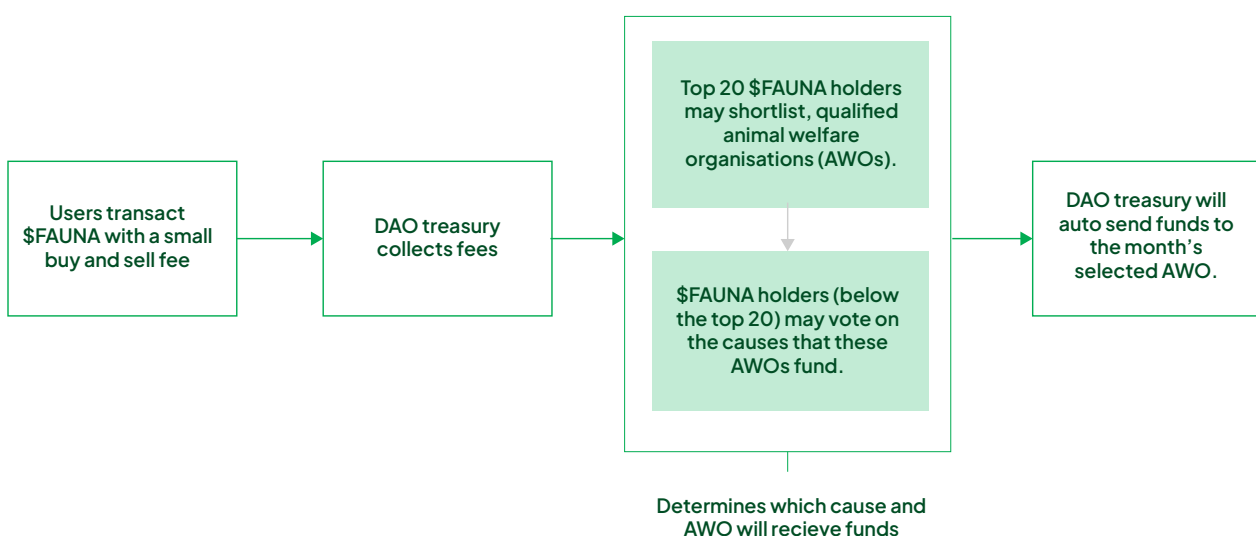
Furthermore, our model is more sustainable than traditional methods of donation. As a DAO, transparency is ingrained in our culture and we will provide full immutability to all transactions made on the blockchain. This means that every dollar donated can be tracked and accounted for, making it extremely difficult for any organisation to misappropriate funds. The DAO is also self-perpetuating, as it will continue to collect transaction fees as long as the \$FAUNA token exists.

Fauna DAO's first-mover advantage positions us as a trailblazer in this cryptocurrency charity space. By leveraging the Ethereum network, Fauna DAO will release its own ERC20 token called \$FAUNA.

Our Decentralised Autonomous Organisation (DAO) will utilise blockchain technology to autonomously collect transaction fees from the buys and sells of our token (\$FAUNA), then directly funnel this money to wildlife and animal protection organisations selected and voted by our token holders.

Token holders may vote via our dApp, a peer-to-peer fundraising application built on the Ethereum network. The dApp will ensure funds are only released to organisations that have been vetted and approved by the community.

Below is a cyclical, monthly bird's-eye view of the DAO.



Tokenomics and fee structure

The \$FAUNA cryptocurrency is based on the Ethereum blockchain and will utilise the ERC-20 token standard. \$FAUNA is deflationary, with a total supply of 1 trillion tokens.

Token Symbol: \$FAUNA

Total Supply: 1,000,000,000,000

Tax Breakdown: The ERC-20 token (\$FAUNA) has a 5% transaction fee deductible on all buys, and 10% on all sells, within the token's contract. The current tax distribution is as shown below.

	Buy	Sell
Development Fund initial project traction. As a DAO, within the token's contract, this tax will disappear within 6 months.	1%	2%
Liquidity Fund liquidity pool amounts to ensure investors can buy and sell \$FAUNA without difficulties	1%	2%
Donations The balance that's auto-sent (monthly) to animal welfare organisations	4%	8%
Total	6%	12%

Staking Rewards

In addition to our core business model of soliciting transactions fees from tokenholders, we will also offer an additional incentive for holding onto \$FAUNA. Once a holder has staked their tokens for a minimum period of time, they will be eligible to receive rewards in the form of additional \$FAUNA. The amount of \$FAUNA received as a reward will depend on how long the tokens have been staked for, with longer durations resulting in larger rewards.

This incentive is designed to encourage holders to hold \$FAUNA for the long term, rather than selling as soon as the price goes up. By doing so, we can ensure a more stable price and avoid the volatility often associated with cryptocurrency.

\$FAUNA will be deflationary

As a deflationary token, the total supply will automatically burn over time. This means that each time someone purchases or sells \$FAUNA, a small portion of the total supply is destroyed. In effect, this limits the total supply and creates an upward pressure on the price as demand for \$FAUNA grows.

Overall, the tokenomics of Fauna DAO are designed to promote stability, transparency, and sustainability. With a deflationary token supply, staking rewards, and solicitable transaction fees, we believe that we have created a sound economic model that will support the long-term growth and success of our organisation.



Our peer-to-peer fundraising application

The Fauna dApp (decentralised application) is our peer-to-peer fundraising application built on the Ethereum network that will govern our organisation. It is through this secure dApp that only our community of token holders will decide which animal charities to support and how the collected funds will be distributed.

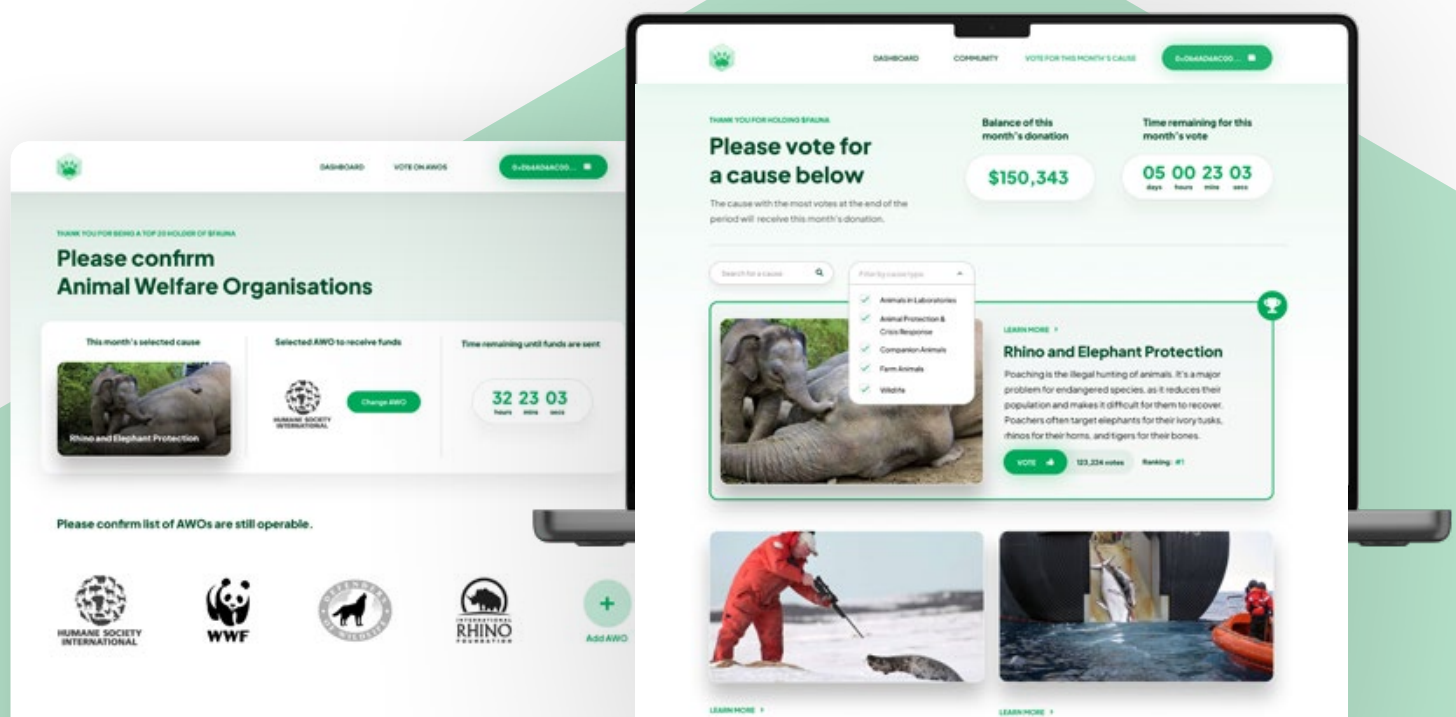
There will be two separate portals within the dApp. One which may only be accessed by the top 20 holders of \$FAUNA, and another only accessible to all \$FAUNA holders below the top 20. The former will be used to submit Animal Welfare Organisation (AWO) proposals and the latter will be used to vote on the causes that these AWOs fund.

Top 20 holders

The top 20 token holders have the ability to shortlist additional, qualified animal welfare organisations (AWOs) that fund the aforementioned causes. Each AWO must meet strict eligibility criteria, which has been designed to ensure that the money donated goes towards effective animal welfare initiatives that have a real impact. The vetting process will also ensure selected AWOs must present the measurable impact Fauna DAO's donations have had on their organisation and the animals they protect. This way, we can have complete transparency and confidence that our donations are making a real difference in the lives of animals around the world.

General token holders

The causes that AWOs will finance will be voted on by the general token holders within our dApp. The voting process will be open and transparent, with all \$FAUNA holders able to see which issues are being voted on and the overall results. It is important to note that anyone holding \$FAUNA will be able to vote, regardless of how many tokens they own. This ensures that everyone has an equal say in how our organisation is run.



As an innovative and disruptive model for fundraising, Fauna DAO promises to be a powerful force in the world of animal welfare. By leveraging the power of blockchain technology and autonomous governance, we have created a new way for people to directly support the protection and improvement of animals around the world.



FAQs

Why can the top 20 holders of staked \$FAUNA not vote for the month's selected cause?

The top 20 token holders have the ability to shortlist additional, qualified animal welfare organisations (AWOs) that fund the aforementioned causes. Each AWO must meet strict eligibility criteria, which has been designed to ensure that the money donated goes towards effective animal welfare initiatives that have a real impact. The vetting process will also ensure selected AWOs must present the measurable impact Fauna DAO's donations have had on their organisation and the animals they protect. This way, we can have complete transparency and confidence that our donations are making a real difference in the lives of animals around the world.

How are the animal welfare organisations selected?

The animal welfare organisations that are selected for funding are voted on by the general token holders via a smart contract within our dApp. This ensures that all token holders have an equal say in how our organisation functions and which projects we choose to support.

Why is Fauna DAO a powerful solution for animal welfare?

At Fauna DAO, we believe that technology has the power to improve and transform lives. By leveraging the power of blockchain technology and autonomous governance, our organisation gives people a new way to directly support the protection and improvement of animals around the world. Our transparent and efficient fundraising model will ensure that your donations go towards effective animal welfare initiatives that have a real impact.

Contact Information

 team@faunadao.org

Connect

