



Animal Welfare's First Blockchain Fundraiser

INVEST IN ANIMAL WELFARE

Vision

FaunaDAO | Animal Welfare's First Blockchain Fundraiser

VISION

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.

By using a decentralised autonomous organisation (DAO), we aim to save animals from suffering and extinction by providing direct, transparent funding to the organisations working to protect them.



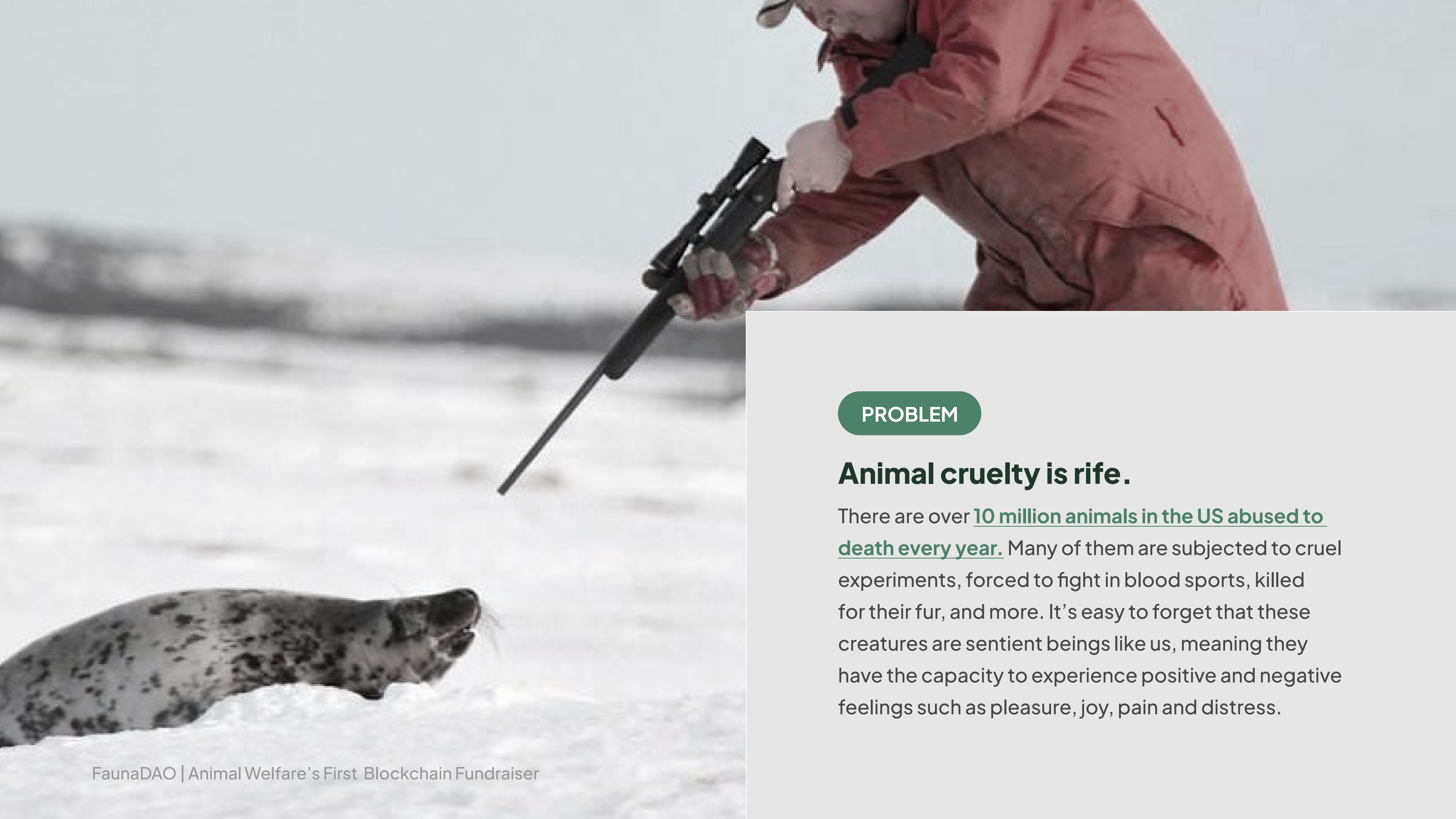
Problem

PROBLEM

The world is losing its wildlife at an alarming rate.

Experts calculate that 200 to 2,000 extinctions occur every year. The main cause of this mass extinction is human activity, such as deforestation, illegal hunting and fishing, the pet trade and the Wildlife-vehicle collision.





PROBLEM

Animal cruelty is rife.

There are over 10 million animals in the US abused to death every year. 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.



PROBLEM

Insufficient funding.

Despite the scale of the problem, very little is spent on animal welfare by governments around the world. Existing animal welfare organisations are often hamstrung by government regulations and red tape, making it difficult for them to get funding to where it's needed most. Fauna DAO intends to fill this gap.



PROBLEM

Traditional fundraising methods are ineffective.

Traditional fundraising methods are less effective since people are less inclined to part with their money without receiving something in return. This is a fundamental human principle known as reciprocity. Our model solves this.

Solution

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SOLUTION

Fauna DAO is a Decentralised Autonomous Organisation (DAO), utilising blockchain technology that autonomously collects transaction fees from its token's buys and sells (\$FAUNA), then directly funnels this money to animal welfare organisations selected and voted by token holders. Voting will take place via a peer-to-peer fundraising application (dApp) that only \$FAUNA holders may access and cast their vote.



SOLUTION

The future of charity is on the blockchain.

We're leveraging an innovative fundraising model which hones in on the reciprocity principle, giving people an opportunity to not only donate but also potentially receive a return on their donation.

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SOLUTION

A fundraising machine that never sleeps.

Fauna DAO is a DAO because it is run by a set of immutable rules encoded on the Ethereum blockchain, eliminating the need for a central authority. It's a fundraising machine that never sleeps, and that is completely transparent.

SOLUTION

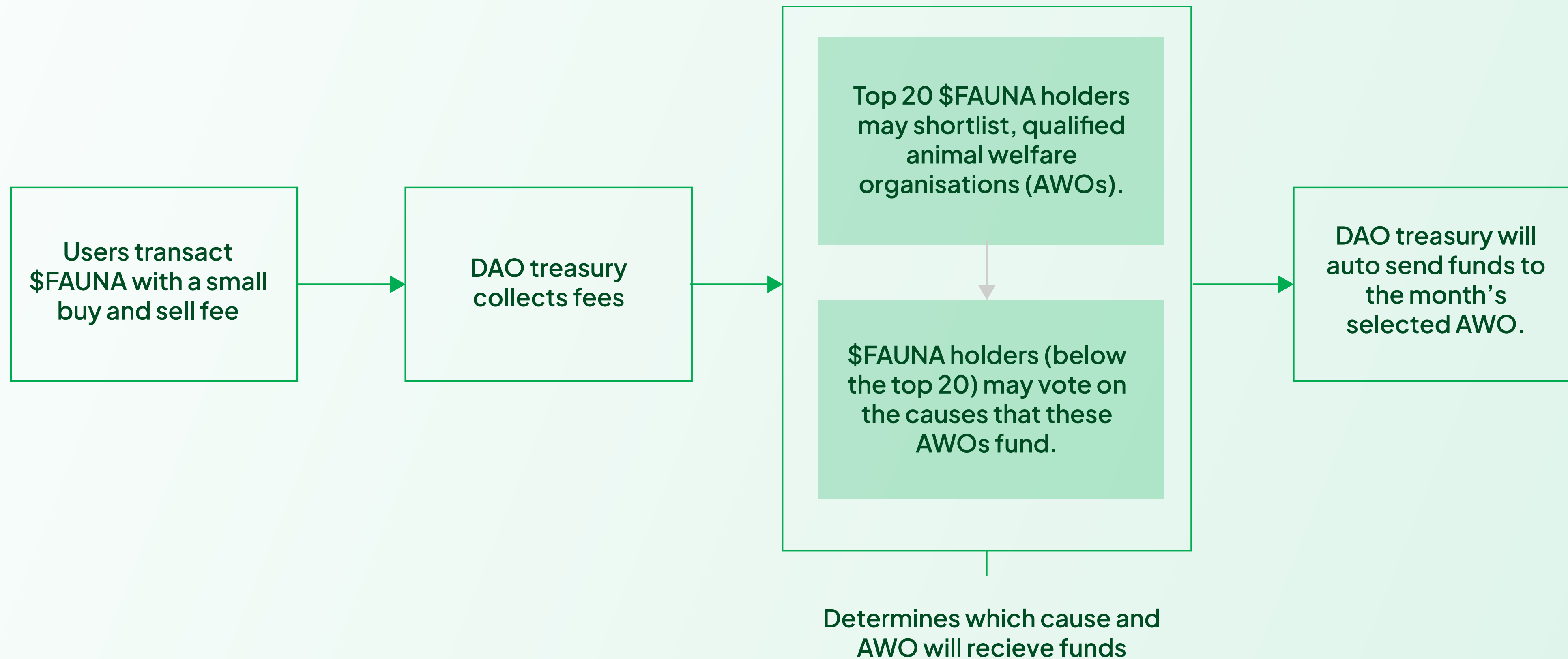
Funding a variety of causes.

Our community-based governance model ensures that decisions are made in the best interests of our cause, rather than being dictated by those in positions of power. \$FAUNA holders (below the top 20) may vote for an animal welfare cause to receive the fortnight's funding. Causes will include:

- Deforestation
- Illegal hunting and fishing
- Factory farming
- The pet trade
- Animal Testing
- Abuse/Neglect
- Shark Finning
- Trophy Hunting
- Dogfighting
- Dog and Cat Welfare
- Rhino and Elephant Protection
- Animal Agriculture and Climate Change
- Whaling
- Cruelty in Entertainment



A cyclical, monthly bird's-eye view of the DAO



Tokenomics & 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.



Name: Fauna DAO

Token Symbol: \$FAUNA

Contract: Yet to be launched

Chain: ERC-20 (Ethereum Network)

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

Total Starting Tokens: 1,000,000,000,000

Max Wallet Limit: 1%

Distribution

Circulating Supply	85%
Marketing & Campaigning	14%
Venture Capitalists	1%

Tax breakdown	Buy	Sell
Development Fund DAO and dApp maintenance, moderate social platforms.	0.5%	0.5%
Marketing Fund initial project traction. As a DAO, within the token's contract, this tax will disappear within 6 months.	0.5%	0.5%
Liquidity Fund liquidity pool amounts to ensure investors can buy and sell \$FAUNA without difficulties	1%	1%
Donations The balance that's auto-sent (monthly) to animal welfare organisations	2%	4%
Total	4%	6%

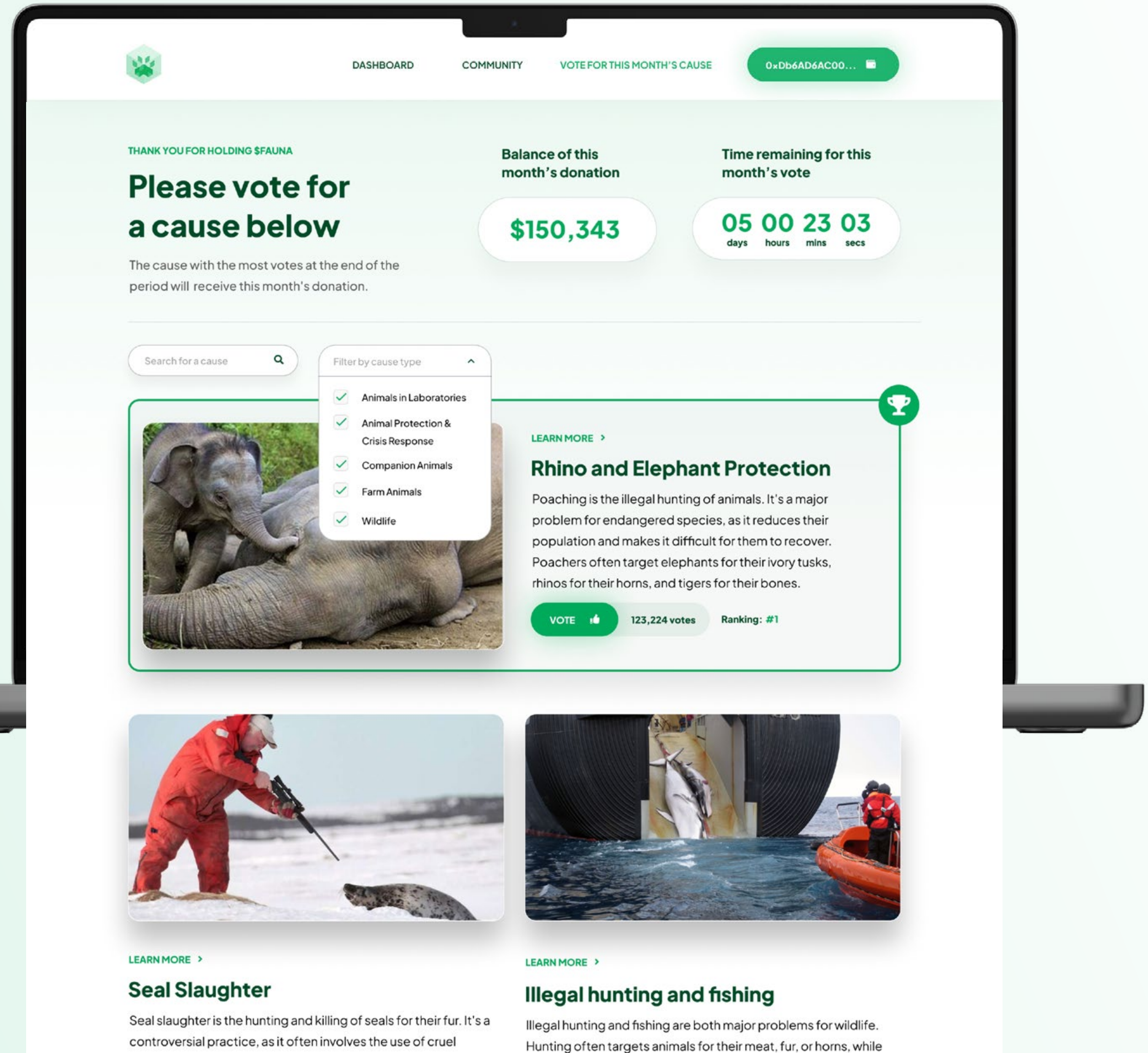
Where donations come from

All funds raised and donated to the chosen Animal Welfare Organisations (AWOs) will come from a tax collected from every buy and sell transaction of \$FAUNA. For every \$FAUNA token bought and sold on a DEX, a percentage of the transaction will be sent to a donation pool (wallet) as ETH. See the tax breakdown above. This donation pool will accumulate a balance that will be distributed to the selected AWOs at the end of each month. Find out how causes and AWOs are selected on the following pages.

FAUNA dApp

Fauna DAO will develop a peer-to-peer fundraising application where holders of the FAUNA token may vote on which animal welfare causes and organisations will receive funding.

VIEW PROTOTYPE



[DASHBOARD](#)[VOTE ON AWOS](#)[0xDb6AD6AC00...](#)

THANK YOU FOR BEING A TOP 20 HOLDER OF \$FAUNA

Please confirm Animal Welfare Organisations

This month's selected cause



Selected AWO to receive funds

[Change AWO](#)

Time remaining until funds are sent

32 23 03
hours mins secs

Please confirm list of AWOs are still operable.



Add AWO

- Via the Fauna DAO dApp, the top 20 token holders have the ability to shortlist additional, animal welfare causes, which may approved/disapproved by the rest of the top 20 token holders.
- 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 to the lives of animals around the world.

The Fauna DAO Team

The Fauna DAO team is comprised of experienced blockchain developers and animal protection activists. We are dedicated to making a difference in the lives of animals around the world, and we believe that our innovative use of blockchain technology can make this happen.



Michael Shaw
Co-founder



Rick Walter
Co-founder



Awa Parvati
**Web3 Development
Lead**



Cristina Richardson
Marketing Lead



Timothy Bland
**Subject Matter Expert
(Zoologist)**

We'll utilise funding to its maximum potential

For Fauna DAO to become a reality, we seek funding from decentralised venture capitalist firms who share our vision of bringing innovative solutions to animal welfare. You can be confident that ventured capital into Fauna DAO will be used to its maximum potential as our commitment to fortifying AWOs around the world.

For Fauna DAO to become a reality we seek funding to cover the costs of the following:

- Developing and deploying our contract
- Developing and deploying our dApp
- Liquidity pool amounts to ensure investors can buy and sell \$FAUNA without difficulties
- Vetting and onboarding animal welfare organisations
- Creating awareness for Fauna DAO through marketing and outreach
- Legal fees associated with setting up a non-profit organisation



Learn more

READ OUR WHITEPAPER >

VISIT OUR WEBSITE >

Contact us

✉ team@faunadao.org

Connect



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