My name is Mr Charlton and I’m writing this to inform you about the wonderful, yet now sadly endangered, jaguar. Traditionally worshipped and respected by civilisations for centuries, these incredible creatures are well-known for their intelligence, grace and power as well as being quite shy and secretive. The amazing charity, Jaguar Protection Trust (JPT) – based in Peru, south America - is a vital and superb organisation that helps to protect these wonderful big cats by creating protected reserves. They also work tirelessly to educate locals and tourists alike in how truly incredible that these animals are and how to protect them so that they and future generations can live in awe and harmony of the stunning jaguar.

Many people know about jaguars and assume they are still in abundance in South America; very few realise the reality that they are now critically endangered. The rate that their population is reducing is truly shocking: a horrifying 34% of jaguars have been lost from existence in the past 4 years alone! The reason for this is on two fronts – both that desperately need addressing with haste before the jaguars are wiped from the world forever. The first is that their lush, bountiful habitats are being depleted through careless and vicious deforestation. The loss of their homes leaves the animals without shelter and a resource of food. Consequently, many poor, malnourished jaguars die of starvation or are killed when they venture too far into villagers and towns when they desperately search for anything to eat.

A second threat to these enchanting beasts is from the disgusting and illegal poaching that takes place. These repulsive, vile hunters track down jaguars to kill them, often violently, all in the name of ‘sport’. Some even take the skins of jaguars to ‘decorate’ their homes with. Is this acceptable? How would you feel if you or a member of your family was killed and skinned merely for petty furnishings? This barbaric act is shockingly still yet to be made illegal in many regions and so (unsurprisingly) jaguar numbers are still dropping.

The JPT needs your help to save our amazing jaguars. For just £3 per month, vital funds can help create protected reserves where the jaguars can live in peace, unafraid of evil poachers hunting them. The charitable money can also be used to fund educational programmes online and in schools so that we educate our current and future generations in how to look after and live in harmony with nature. Time is running out for these wonderful creatures. The question is: how will you help?