



Join the International Call for Compassionate Care
#2MillionLettersForGanga

This packet will help you explain the campaign to your friends and family, and organize a group writing circle.

1. CAMPAIGN FLYER

Print out the flyer and give it to your friends, family, community group and co-workers to encourage them to join your writing circle.

2. FAQ

Clearly explain the campaign to your network and the reasons behind it.

3. WRITING YOUR LETTER

Tips for writing your letter, including how to address it and guidelines compassionate care.

4. SAMPLE LETTERS

Look at sample letters and understand the voice behind the campaign.

5. GET SOCIAL

After you've written your letter and uploaded your photo to facebook, you can help us go viral by sharing **#2MillionLettersForGanga** with your networks and starting a Writing Circle.

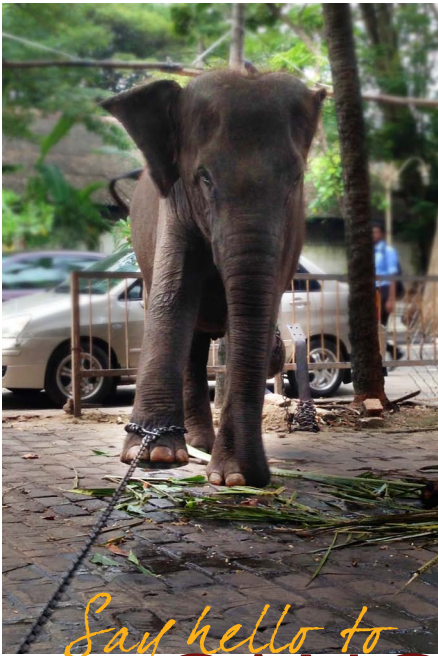
6. SELFIE FLYER

Print the flyer and take a selfie holding it to show solidarity and support for Ganga. Upload it to Facebook/2millionLettersForGanga and Tweet it with #2millionLettersForGanga!

7. COLORING SHEETS

For those who want to take part but can't write a letter, you can use the elephant coloring sheets to show your elephant love and support Ganga in a non-verbal way.

www.2MillionLettersForGanga.com



Say hello to
GANGA

2 MILLION LETTERS FOR GANGA

Join the International Call for Compassionate Care
#2MillionLettersForGanga

Two million handwritten letters from around the world requesting Compassionate Care for Ganga, hand-delivered to those who can change her future, 1,000 letters at a time.

Ganga is a young elephant chained and confined in the famous Gangaramaya Temple in Colombo, Sri Lanka. Ganga, like so many other temple elephants, is wholly revered in myth but poorly cared for in reality.

WRITING LETTERS FOR COMPASSIONATE CARE

Add your voice to the international call for Compassionate Care with our worldwide letter writing campaign—for Ganga, and for all temple elephants everywhere.

WHAT ARE WE ASKING FOR?

We are asking for the Five Freedoms for Animals in Captivity:

- Freedom from hunger and thirst
- Freedom from discomfort
- Freedom from pain, injury and disease
- Freedom from fear and distress
- Freedom to express normal behaviors

PRINTING THE LETTERS

Photos of the handwritten letters are sent to Colombo, Sri Lanka, where local print shops are paid to print the letters.

DELIVERING THE LETTERS

Every time 1,000 letters are printed, they will be hand-delivered by volunteers to the Monks who are ultimately responsible for Ganga. Simultaneously, electronic copies of every single letter will be sent, 1,000 at a time, to Sri Lanka's President and the Prime Minister.

HOW DOES IT WORK?



WRITE IT

Go to the website for examples and guidelines, then handwrite your short, personal letter. Sign your letter, and be sure to add where you're from!



SNAP IT

Take a clear close-up photo of just your letter, making sure your signature is clear. We're going to print this photo as your letter.



POST IT

Post the photo of your letter on Facebook/2MillionLettersForGanga, or email the photo to Sundari@HeartofGanesh.org and we'll post it for you.

www.2MillionLettersForGanga.com

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What are Temple Elephants?

Temple Elephants are forced to live most of their lives chained up, often alone, as living displays of fortune, prestige, or good luck. During the festival season, these “Gods in Chains” endure chaotic religious processions that often last for days without ceasing, during which many are deprived of food, water, and sleep.

What’s the Problem?

Without having their most basic and humane needs met, a temple elephant’s real life isn’t anything like the revered stories handed down through generations of myth, and they suffer in the name of historical practices.

Ganga spends the majority of her life chained alone at the Gangaramaya Temple in Colombo, Sri Lanka. When not at the temple, she endures crowded parades, chaotic festivals and stressful processions.

Why are the letters for Ganga?

Ganga symbolizes the plight of temple elephants everywhere, and Two Million Letters for Ganga is really two million voices for them all. We’re starting with her specifically because the moment we met her we made her a promise: that we would never turn away until her suffering ceased.

A Sacred Sanctuary is our wish for the future and immediate Compassionate Care our call for the present—for Ganga, and all captive elephants around the world.

Who are the letters going to?

Two million letters, 1000 at a time, will be hand-delivered to the monks of the temple where Ganga is chained. The electronic versions of each letter will be sent to Sri Lanka’s President and the Prime Minister.

Why not a petition?

In today’s virtual world, handwritten letters – even photos of original handwritten letters– are a powerful physical presence too big to be ignored. It may seem silly to take a picture of your handwritten letter instead of simply signing a petition, but in many places and temples specifically, petitions and form letters never make it to the intended recipient.

What are we asking for?

- **Freedom from hunger and thirst:** access to fresh water and balanced diet
- **Freedom from discomfort:** living in an environment with appropriate shelter, mental/physical stimulation, and privacy
- **Freedom from pain, injury or disease:** access to professional medical care while working to minimize injury and disease
- **Freedom from fear and distress:** working to reduce stress, distress, and to minimize mental suffering
- **Freedom to express normal behavior:** providing sufficient space and terrain, and the company of other elephants

What is the History of the Five Freedoms?

What we’re asking for Ganga are known as the “Five Freedoms for Animals in Captivity”. Used in animal welfare science, in advocacy, and for policy-making tools, these are such basic requirements it’s sometimes hard to believe we have to rally for such needs to be met.

What about a Sanctuary?

You can absolutely encourage the creation of a sanctuary in your letter. Our vision and dream is that no elephant be held captive in a temple, and that all elephants currently in temples be living in excellent sanctuaries. As much as we wish this could happen overnight, there are many pieces of the historical, cultural, political, and financial puzzles that have to be in place, not to mention actually creating sanctuaries where the elephants can go. It is a beautiful vision and a powerful dream we work toward every single day.

Where are they printed?

Letters will be sent electronically to be printed in the city where Ganga lives, Colombo, Sri Lanka. Instead of raising money to pay for postage, we’ll work with small local print shops near Ganga who are willing to help turn the tide.

How can I help pay for printing and delivery?

Please consider making a quick donation in any amount to help cover the cost of printing 2 million letters! Your offering is tax deductible, and is safely processed through our secure site.

www.2MillionLettersForGanga.com

Writing Your Letter

When writing your letter, it's important not to blame or shame those in charge of Ganga's future. For your voice to be heard, it's critical that we speak compassionately and consistently. Written without aggression, without our swords drawn, two million of us will come together, writing with the same compassion we are asking for.

When we learn about how most captive elephants are treated, it is easy to lash out in harsh condemnation, adding more fuel to the fire and antagonizing those who will ultimately decide the outcome. Cultural shifts work best when they come from the inside, and as such our letters must be tools to inspire true and lasting compassionate change.

COMPASSIONATE VOICE

It is difficult to not react in anger when looking into the eyes of Ganga's suffering. Yet "2 Million Letters for Ganga" are 2 Million requests for compassion, and we ask that same compassionate voice be used in the wording you choose.

ADDRESSING THE LETTER

A general greeting such as "To the monks of Gangaramaya Temple" works well, so that nobody feels attacked and everybody is included in the responsibility.

ASKING FOR 5 FREEDOMS

What we're asking for Ganga are the "Five Freedoms for Animals in Captivity". Used in animal welfare science, in advocacy, and for policy-making tools, these are such basic requirements it's sometimes hard to believe we have to rally for such needs to be met.

Until the ultimate goal of elephants no longer being held captive in temples is realized, we are asking for the basic freedoms to which all animals in captivity have a right :

- **Freedom from hunger and thirst:** access to fresh water and balanced diet
- **Freedom from discomfort:** an environment with appropriate shelter, mental/physical stimulation, and privacy
- **Freedom from pain, injury or disease:** access to professional medical care to minimize injury and disease
- **Freedom from fear and distress:** working to reduce stress, distress, and to minimize mental suffering
- **Freedom to express normal behavior:** providing sufficient space and terrain, and the company of other elephants

SIGNING OFF

Be sure to clearly write your name and where you're from on your letter. We want those in charge of Ganga's care to know there are concerned people all over the world, watching the plight of temple elephants and willing to take action for compassionate care.

POST IT

Take a clear photo of just your letter, ensuring that your signature is clear and post it to [Facebook/2millionLettersForGanga](https://www.facebook.com/2millionlettersforganga). Be sure to like the page, and also tweet your letter using the hashtag [#2MillionLettersForGanga](https://twitter.com/2millionlettersforganga).

www.2MillionLettersForGanga.com

Sample Letters

To the Monks of Gangaramaya Temple,

I'm writing to you about improving the care of Ganga, the beautiful Temple Elephant in your care.

I'm asking for you to allow her to roam with other elephants other than processions. Please give her immediate access to food and water. Please give her the ability to stand or rest on a surface other than concrete. I'm asking that you care for her with compassion, knowing the world is paying close attention.

Thank you for your compassionate heart.

John Malcom,
Toronto, Canada

To whom it may concern,

I'm writing to you asking for better care of Ganga, the elephant in Gangaramaya Temple.

I'm asking that you provide basic compassionate care for her and other temple elephants including spending free time with other elephants outside of processions, freedom from distress and fear, soft ground to stand and rest on -not concrete, free access to food and water, and proper living conditions allowing her space to move freely.

Thank you for being a leader in compassionate care for temple elephants.

*Jane Rafferty,
Sydney, Australia*

To the persons responsible for Ganga the Temple Elephant,

The world is becoming aware of the practice of keeping temple elephants. We are asking that you provide basic compassionate care for her and other temple elephants.

This beautiful and Sacred animal deserves our compassion and respect. Elephants need to spend free time with other elephants outside of processions, they need freedom from distress and fear, they need soft ground to stand and rest on instead of concrete. They deserve free access to food and water, and proper living conditions allowing them space to move freely.

We ask that you work to create a Sacred Sanctuary where many temple elephants can be enjoyed by devotees and tourists, and where elephants can live a life free of suffering and neglect.

Thank you for listening to your heart and being a world leader in compassionate care for temple elephants.

Louis Gabon,
Paris, France

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START A WRITING CIRCLE

It's fast, it's easy, it's fun, and it can change minds, open hearts, and help save elephants!

From writing a few quick letters around the dinner table to sharing with your community/school groups/sports team, or drawing pictures with your kids and helping your tweens and teens create Writing Circles of their own, anyone and everyone can help!

Big or small, a casual get together or a full-on event, get your family, friends, team or social group writing for Ganga! Online or in-person, with people you know and those you don't, your voice amplified again and again will initiate compassionate care for Ganga, and for so many others just like her.



LIKE AND SHARE IT

Be sure to like the "2MillionLettersForGanga" Facebook page when you post your letter, and please **SHARE** your letter on all of your social media platforms!



TWEET IT TO THE WORLD

Give it a tweet and a retweet and let's make compassion go viral with #2MillionLettersForGanga!



GRAB THE FACEBOOK / TWITTER PROFILE PIC

Use this image as your Facebook and twitter profile pic and help push the wave of compassion! You can grab the image from this page, the website, or the 2MillionLettersForGanga Facebook page.



PRINT A FLYER AND POST A SELFIE!

Print a poster and share your selfie to help #2MillionLettersForGanga reach around the world! **Upload your selfie to the Facebook page "2MillionLettersForGanga"** and share your elephant love!

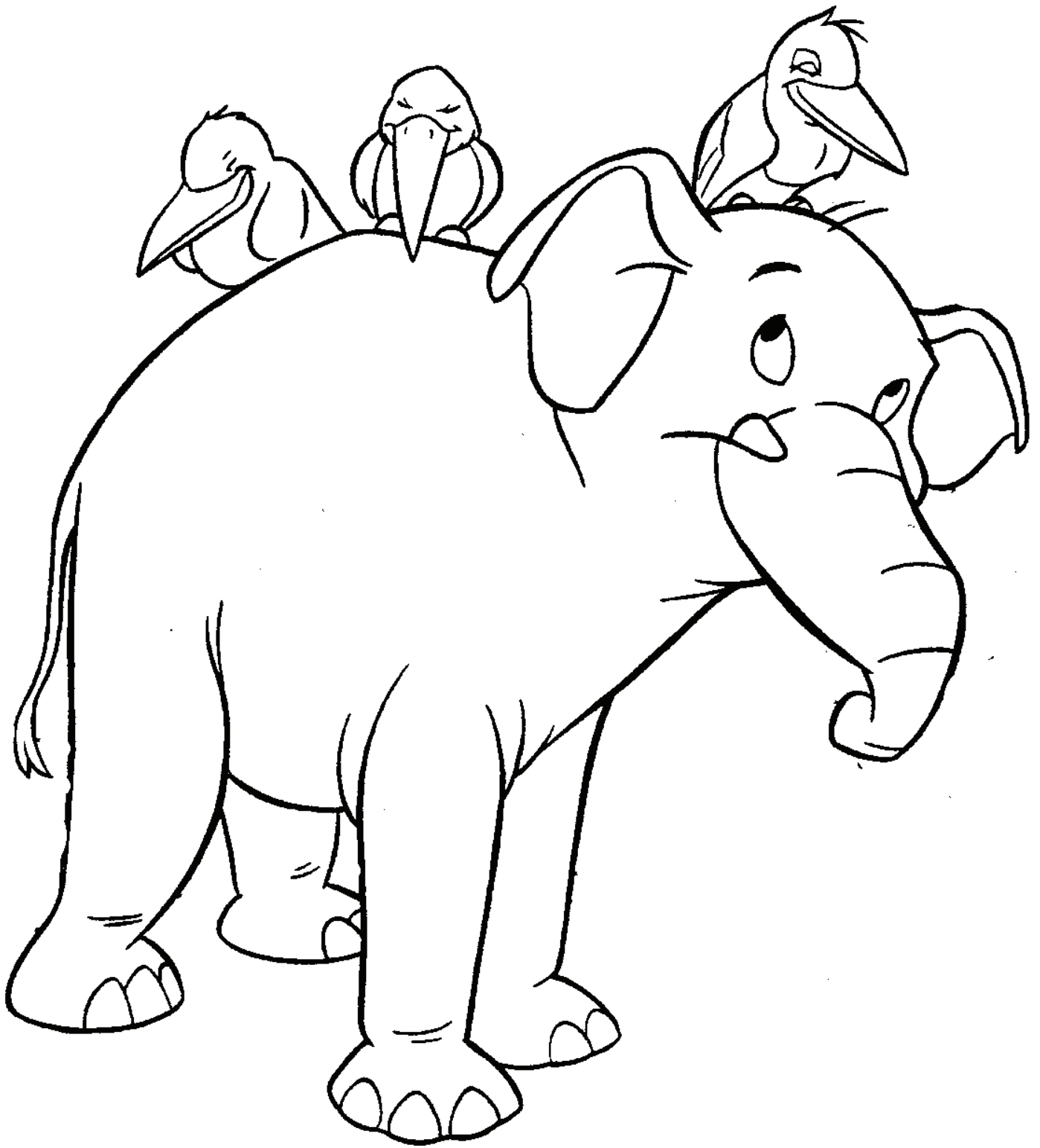
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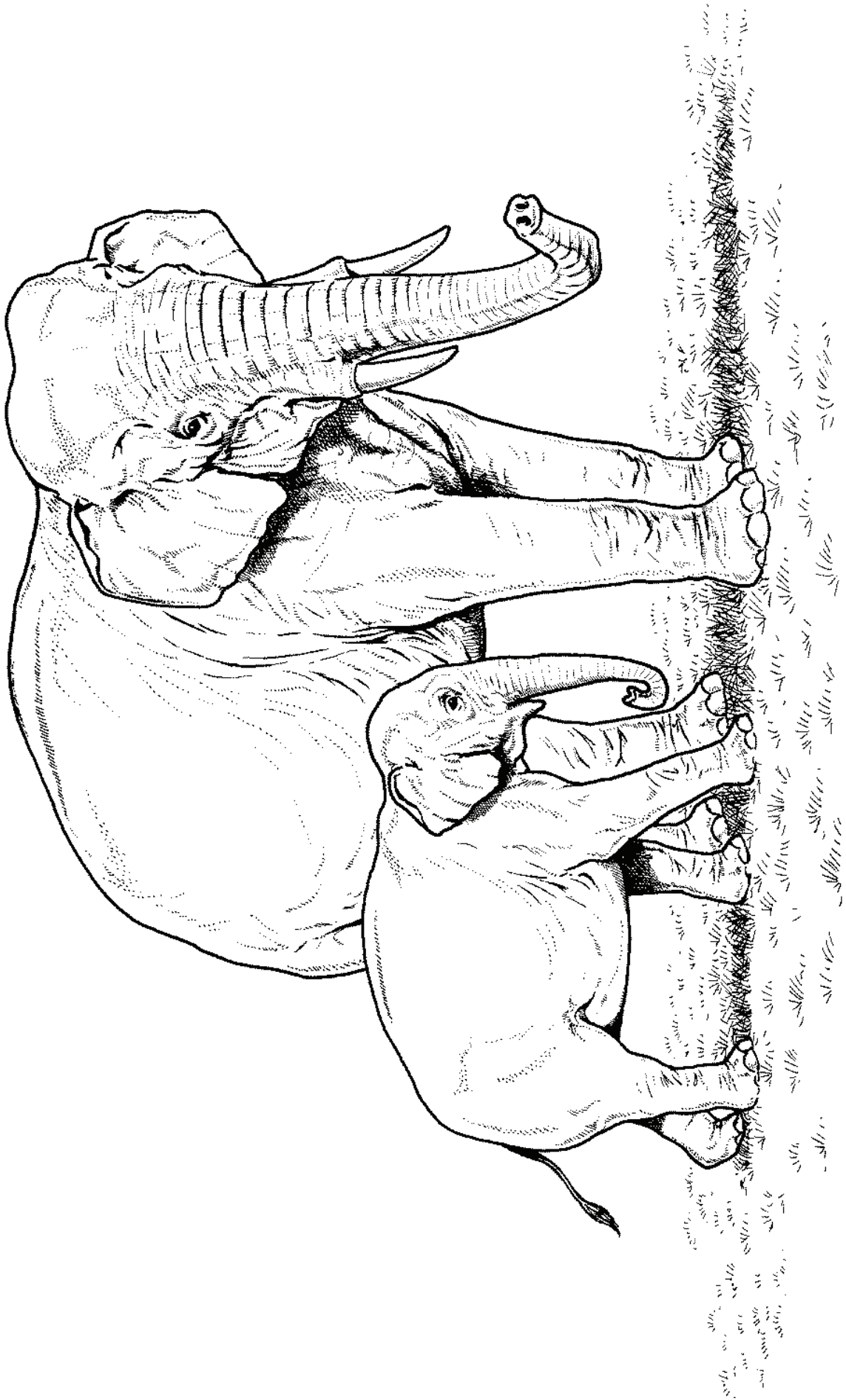
2 MILLION FOR
LETTERS **GANGA**

#2MillionLettersForGanga





I ♥ GANGA



ELEPHANTS NEED FRIENDS TOO