



Save the Rhino International
Connecting conservation and communities

Annual Review
April 2009 - March 2010





Chair's report

Since I became Chairman of the Trustees of Save the Rhino in September 2009, I have much enjoyed immersing myself in the way that Save the Rhino conducts its affairs. I routinely spend at least half a day a month in the office, talking with staff about ideas for new events, getting updates from the field programmes we support and discussing how we can make ourselves more accountable to the donors who make all of our work possible.

Thinking about our role, and re-examining what we actually do, it became apparent that when we re-wrote our mission statement two years ago, we lost one of our key objectives: to raise awareness of the need for rhino conservation. We have not stopped doing this, but we were not articulating it clearly as one of our objectives. Realising this has made us take a hard look at our aims and objectives, and the activities that we do to try to achieve them. We found that we needed to re-write our objectives, to cover all aspects of our work, and this year's Annual Review has been rearranged to make our goals, objectives and activities, much clearer and more transparent.

It is even more important that we continue to evaluate our role and our actions when rhino poaching is at its highest for 15 years. We were registered as a charity 15 years ago, and it is depressing to think that rhino conservation is still as urgent a problem today as it was then. I have no doubt however, that without the work of Save the Rhino, our partner charities and all the hundreds of people operating in the field, rhinos in both Africa and Asia would be far worse off.

Thank you to Cathy Dean and her amazing team and to all of you who supported the charity during the year. It is very much appreciated by the Trustees.

I hope you enjoy reading this Annual Review, and would be very grateful for any feedback.

Tom Kenyon-Slaney



Director's report

One of the many enjoyable things about working for a small charity is that when you have a good idea, and you've tested it with colleagues, Trustees and advisors, you can act on it, without needing to jump through hoops of hierarchy and protocol. This year we've initiated a range of new things, including a twitter feed and an online appeal held in tandem with our partners, the International Rhino Foundation.

The big concern is that however tightly we manage our budgets, however well we write our proposals or run marathons in rhino costume, we are facing a bigger threat than any time since Save the Rhino's formation. Rhino poaching is on the increase, and stopping it is going to be very difficult. Do we continue to focus on the immediate future and fund anti-poaching patrols, on the mid-term and put more money into community work, or on the long-term and look at the demand for rhino horn? Like most things, it probably requires a balance; it certainly requires collaboration with others. We have worked hard at building partnerships with like-minded organisations, and we will need each other now.

Cathy Dean



Statement of Need

A future for rhinos - The status of African and Asian rhinoceros species

In November 2009, the African and Asian Rhino Specialist Groups and TRAFFIC produced a report for the CITES Secretariat, prior to the meeting in March 2010: "African and Asian Rhinoceroses - Status, Conservation and Trade". It was a hard-hitting document.

Although white rhino numbers are up to 17,500, black rhinos up to 4,240, Greater one-horned rhino numbers up to 2,800, with Sumatran and Javan rhinos remaining stable or down at 160-300 and 38-49 respectively, the figures do not immediately reveal that **rhino poaching is now at the highest it has been for 15 years**. The report reveals many alarming trends:

- An escalation of poaching over the last two years, particularly in Zimbabwe and South Africa, but also in Kenya
- The use of heavier-calibre weapons (e.g. .375s and .458s) and a change in poaching methods, which now frequently involve helicopters and tranquilizers
- Increasing numbers of rhino horns entering the illegal trade, whether through theft from government stockpiles, theft from natural mortalities, abuses of the legal trophy hunting system in South Africa or illegal private sales
- Inconsistencies in import and export records between South Africa and China / Vietnam
- A low proportion of successful prosecutions of rhino poaching cases (conviction rate of less than 3% in Zimbabwe)
- Increased poaching in Nepal (Chitwan and Bardia National Parks) and India (Kaziranga National Park)
- Shrinking habitat, whether from encroachment into protected areas or illegal logging

In the face of such threats, we have tried to increase our support for Zimbabwe's black rhinos (£100,809 in 2009-10, as compared to £57,276 in 2008-9) and have continued to put a high 72% of our grants into anti-poaching and monitoring. Keeping core rhino monitoring and protection programmes running - whether paying for salaries, vehicle running costs or basic field and monitoring equipment - is still the most important contribution we can make.

Mission statement

Save the Rhino works to conserve viable populations of critically endangered rhinos in Africa and Asia. We recognise that the future of wildlife is inextricably linked to the communities that share its habitat. By funding field projects and through education, our goal is to deliver material, long-lasting and widespread benefits to rhinos and other endangered species, ecosystems and to the people living in these areas.

Aims

- To increase the number of rhinos in genetically viable populations in the wild
- To enhance the integrity of ecosystems
- To ensure that local communities benefit from conservation activities

Primary objectives

- To provide financial support for *in situ* projects focused on all five of the rhinoceros species
- To encourage and enable the sharing of information, experience and skills between rhino programmes, *ex situ* and conservation organisations
- To measure and improve the effectiveness of our grant-making and charitable activities
- To raise awareness of the need for rhino conservation and communicate the work of Save the Rhino

Our approach

- We employ a pragmatic approach focused on viable populations, and are not sentiment-driven
- We support the sustainable use of natural resources for the mutual benefit of wildlife, habitat and local communities
- We support the sustainable use of wildlife (i.e. culling, cropping and hunting) provided it is legal and the profits are ploughed back into conservation
- We do not create or run our own projects in the field; rather, we find rhino conservation projects that we think are doing a good job, and then fund them
- We prefer to work with projects on a long-term basis, rather than making one-off or ad hoc grants
- We believe in the value of partnership working with other *in situ* and *ex situ* NGOs and conservation organisations



Official population figures for black rhino currently stands at 4,240 (Renaud Fulconis)



Sinikwe and her 16-month-old calf were ambushed by poachers. Sinikwe escaped with gunshot wounds. Her calf was shot and killed (Lowveld Rhino Trust)



There has been an escalation of poaching over the last two years, particularly in Zimbabwe and South Africa, but also in Kenya (Mark Carwardine)



Increasing numbers of rhino horn are entering the illegal trade (Renaud Fulconis)



A dehorned rhino found in iMfolozi Game Reserve (Lawrence Munro)

Objective 1

To provide financial and in-kind support for *in situ* projects focused on all five of the

In Africa we currently:

- help protect a total of 46,288 km² of high-biodiversity land in some of the continent's poorest nations
- directly support the conservation of approximately 56% of the remaining 4,240 black rhino and approximately 15% of the remaining 17,500 white rhino
- help provide direct employment for over 280 local field staff
- provide funding to reach 307,820 local people through community development and environmental education initiatives

**Laikipia Wildlife Forum
KENYA**

Total grants: £41,294

Community Conservation Programme reaches 300,000 people per year; Environmental Education Programme now in its 7th year, with a strategic review carried out by Chester Zoo

**Borana Ranch
KENYA**

Total grants: £2,004

Due to receive black rhinos in 2011 from Lewa Wildlife Conservancy

**Chyulu Hills Game Scout & Rhino Programme
KENYA**

Total grants: £96,202

Dung DNA study proved a minimum 14 animals; borehole construction underway

African Rhino Specialist Group

Grant deferred until 2010-11 to help fund the March 2011 meeting

**Mkomazi Rhino Sanctuary
TANZANIA**

Total grants: £33,645

Supported ongoing fence maintenance plus the construction of the Sanctuary extension

**Selous Trust
TANZANIA**

Total grants: £2,025

Unfortunately this programme was effectively closed down by the Tanzanian Wildlife Division

**Ministry of Environment and Tourism
NAMIBIA**

Total grants: £5

Grant from Opel Zoo held over until 2010-11

**North Luangwa Conservation Programme
ZAMBIA**

Total grants: £22,900

Full review carried out of the Conservation Education Programme and recommendations made for future development

**Zambezi Society
ZIMBABWE**

Total grants: £28,579

Resignation of Director led to appointment of new Task Force; ongoing rhino monitoring in Matusadona NP and carnivore work

**Save the Rhino Trust
NAMIBIA**

Total grants: £48,080

Helped cover the costs of the camel-based rhino monitoring team and the training of community game guards

**Marwell Zimbabwe Trust
ZIMBABWE**

Total grants: £43,525

1st-time supported by SRI; applied to USFWS for rhino operations in Matobo National Park

**Lowveld Rhino Trust
ZIMBABWE**

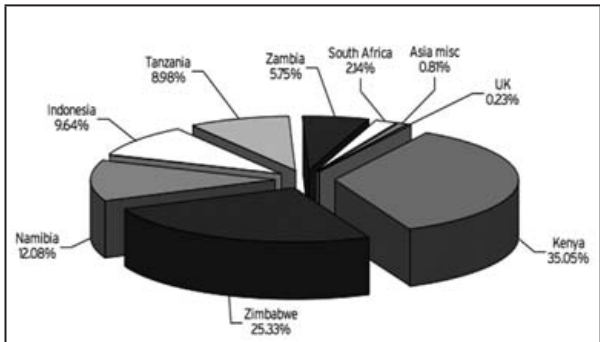
Total grants: £28,705

Supported rhino monitors' work against the poaching crisis and funded care of orphaned calves

**Hluhluwe-iMfolozi Park
SOUTH AFRICA**

Total grants: £8,499

Secured repeat grants from Colchester Zoo and SCI London Chapter for essential anti-poaching and monitoring equipment



How we spent the funds split by country

rhinoceros species - GRANT-MAKING HIGHLIGHTS & ACHIEVEMENTS

In Asia we currently:

- help protect a total of 2,642 km² of high-biodiversity that is rapidly being lost due to logging and other illegal human activity
- help protect 0.2% of the remaining 2,800 Greater one-horned rhino and support overall efforts to save the species through IRV2020; 46% of the remaining 200 Sumatran rhino; and 100% of the remaining 50 Javan rhino
- help provide employment for over 105 local field staff

Indian Rhino Vision 2020 INDIA

Total grants: £75

Grant deferred until 2010-11 to coincide with rhino translocations from Pobitora Wildlife Sanctuary to Manas National Park

Asian Rhino Specialist Group

Total grants: £3,233

Grant from Taiwan Forestry Bureau to support the first meeting for several years of delegates from Nepal, India, Vietnam, Malaysia and Indonesia

Rhino Protection Unit Programme INDONESIA

Total grants: £19,254

Repeat grants from BBC Wildlife Fund and Chester Zoo to support ongoing habitat protection for c. 80 Sumatran rhinos

Sumatran Rhino Sanctuary INDONESIA

Total grants: £19,119

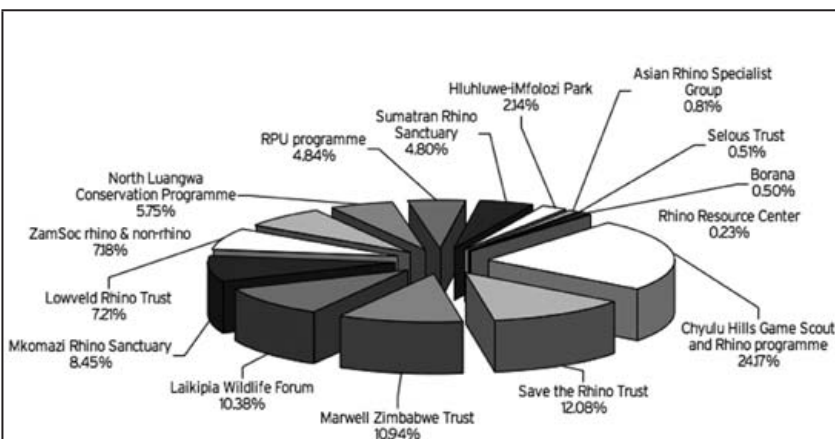
Hopes for a pregnancy disappointed when Ratu suffered a miscarriage in February 2010

Grants given to partner charities from joint fundraising efforts

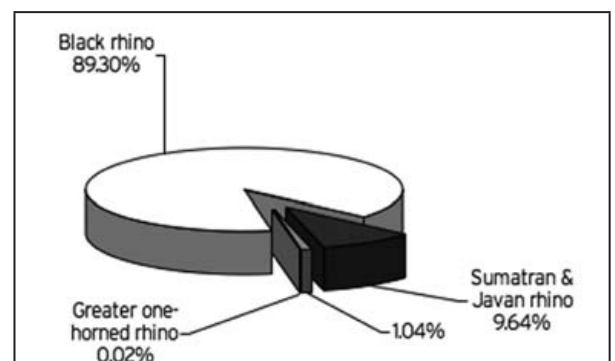
- Werikhe Trust (£675)
- School of St Jude's (£28,018)
- Silver Jungle (£2,700)
- Students for International Change (£25,050)

Small grants given to rhino programmes (irregular support)

- Serengeti Rhino Repatriation Project (£66)
- Illegal trade (£20)
- Rhino Resource Center (£900)



How we spent the funds split between the field programmes, grants totalled £454,574



How we spent the funds split by rhino species

Objective 1

To provide financial and in-kind support for *in situ* projects focused on all five of the rhinoceros species - **FUNDRAISING**

We set a cautious budget for the financial year 2009-10, mindful of the continuing recession. However, we exceeded expectations on all fronts, raising a total of £671,765 against an original target of £581,000. Our success was due to several factors: some fundraising events performed extremely well, despite the tough economic conditions; we submitted more applications to US Fish and Wildlife Service, while securing repeat grants from other funders; and finally our miscellaneous fundraising efforts - donations, membership, merchandise etc. - also did well.

Fundraising highlights

- In September we held a comedy night at The Bloomsbury Theatre with help from Patron Jack Whitehall. This is a great way to reach our younger / young-at-heart audiences
- Stephen Fry was the speaker for our sell-out event at The Royal Geographical Society. The event was attended by 725 people and sponsored by Abercrombie & Kent, helping to increase the net profit to £16,111
- We ran a new online event to celebrate our 15th birthday, Hornucopia. We auctioned 77 lots and raised over £16,000; £11,916 of this was unrestricted income. Using eBay also helped raise our profile as a large percentage of bidders were new to us. Hornucopia will now become an annual event
- In January 2010 we ran the third 3 Peaks 3 Weeks challenge, with 12 women from the UK, US, Australia and Canada successfully summiting Mount Meru, Kenya and Kilimanjaro in three weeks. They raised £76,528; nearly £25,000 above target
- Following 3 Peaks 3 Weeks, we had a team of six climb Mount Kilimanjaro and visit Mkomazi National Park to see how their fundraising would be spent
- London Marathon was another great success this year with our team of runners raising £76,869 against a target of £63,850
- Fundraising from Trusts & Foundations raised a fantastic £312,942 against a target of £211,000. Much of this increase came from US Fish & Wildlife Service's Rhino and Tiger Conservation Fund (approximately £165,000)
- The remaining funds came from extremely valued repeat funders such as Chester Zoo, the Sainsbury family charitable trusts and Ernest Kleinwort Charitable Trust
- Income this year from other European zoos totalled over £31,000; some provided additional funds in response to our Crisis Zimbabwe Appeal
- We were also successful in applying to new funders including the Disney Worldwide Conservation Fund, Taiwan Forestry Bureau, Treasure Charitable Trust and The Bower Trust
- We continue to work with various corporate partners to increase revenue for rhino conservation including Victor Stationery and Safari Club International (London Chapter)
- In spite of the recession, revenue from donations, membership and merchandise sales exceeded initial targets
- Revenue from donations was £54,030 against an original projection of £53,720 with substantial and generous donations from Kenneth Donaldson, husband of SRI's Director; Ann O'Connor, through the legal sale of an antique, worked rhino horn; and Chair of the Trustees, Tom Kenyon-Slaney

Pro-bono highlights

A total of £25,412 worth of gifts in kind was generously given in the form of auction lots, raffle prizes, services and volunteer time:

- Particularly substantial gifts were received from Jonathan Truss, George Stephenson, Robert Devereux and Ol Donyo Wuas, Borana, Safarilink Aviation and Great Plains, all of whom donated auction lots for Hornucopia
- Interstate Associates and independent designer Alex Rhind continued to support Save the Rhino by completing design work at heavily discounted prices or free-of-charge
- Saffery Champness Chartered Accountants' charity VAT team provided us with VAT advice free of charge which enabled us to reclaim £5,048 from HMRC
- Google continued to support us through a Google Grant which enhances the searchability of our website
- Maggie Esson and Scott Wilson from Chester Zoo continue to provide invaluable technical support for Rafiki wa Faru at the Mkomazi Rhino Sanctuary and for the Chyulu Hills rhino programme



SRI Patron Jack Whitehall helps 'save the rino' at our fun-filled comedy night in September (Save the Rhino)



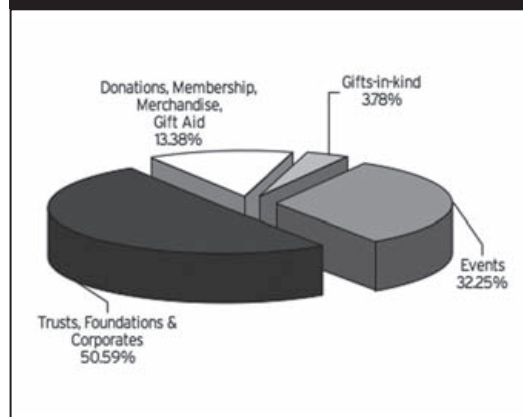
The third 3 Peaks 3 Weeks team successfully summit Mount Kili during their challenge (Belinda Lees)



Stephen Fry and Last Chance to See Producer Tim Green at our sell-out event at the Royal Geographical Society (Save the Rhino)



Vital field equipment for iMfolozi Game Reserve provided by Salzburg Zoo (Dave Robertson)



The piechart above shows the percentage split between income streams this year

Objective 2

To encourage and enable the sharing of information, experience and skills between rhino programmes, *ex situ* and conservation organisations

Working with other conservation bodies, to encourage closer links between *in situ* organisations (those in rhino-range countries) and *ex situ* zoos and donor agencies etc. is a very important part of our work.

In 2009-10, we undertook several field trips, all designed to pass on skills and strengthen programmes on the ground, as well as providing an opportunity to learn more about the issues and needs, so that we could become better fundraisers on our return to the office.

In April 2009, Director Cathy Dean visited the Laikipia Wildlife Forum in Kenya, together with Maggie Esson, Education Programmes Manager at Chester Zoo, to help organise, participate in and document the findings of a workshop to carry out a five-year review of the LWF's Environmental Education Programme. Over two days, some 40 teachers, education department officials, conservancy managers and wildlife experts considered the key messages and audiences for the programme. The results were brought into the LWF's overall strategy.

In October, Cathy made Save the Rhino's first visit to the North Luangwa Conservation Programme in Zambia, also to carry out a review of the education programme. Cathy identified priorities for 2010 and 2011, including the need to recruit a mentor / trainer from a zoo capable of working with programme staff on a long-term basis to develop teaching materials and a monitoring and evaluation system.

In February 2010, Fundraising Manager Lucy Boddam-Whetham visited Kaziranga and Manas National Parks in Assam, India, on a joint visit with the International Rhino Foundation, the Asian Rhino Project and various zoos. As well as learning more about Indian Rhino Vision 2020, a project we first supported in 2006, Lucy attended the Asian Rhino Specialist Group meeting and helped deliver a training course on fundraising to representatives of local NGOs.

Our partner Chester Zoo continued to provide technical support for the field programmes in East Africa that we jointly fund. Maggie Esson visited the Mkomazi Rhino Sanctuary to carry out monitoring and evaluation of the education programme, Rafiki wa Faru, using a method known as Personal Meaning Maps. Scott Wilson developed a rhino monitoring database for use by the game scouts of the Maasailand Preservation Trust in the Chyulu Hills in Kenya, and taught staff there how to use GIS software.

We organised the annual Rhino Mayday, held in 2009 at ZSL London Zoo, where speakers from different organisations across the world, including Manchester Metropolitan University in the UK, Ezemvelo KZN Wildlife in South Africa and OI Pejeta Conservancy in Kenya, spoke on rhino-related issues, and Cathy Dean hosted a dinner afterwards.

Cathy attended the annual Board meeting of the International Rhino Foundation in November in Florida, meeting colleagues from American zoos, the Asian Rhino Project and from field programmes in Zimbabwe, India and Indonesia. This gave us a great opportunity to plan future collaboration with the IRF on an online Javan rhino appeal, as well as discussing other fundraising ideas and programme needs.

We approved a small grant to the Rhino Resource Center, an online reference facility that provides indexed access to a wide range of written and visual material, and which is used heavily by students and researchers.

Finally, in submitting several proposals to US Fish and Wildlife Service, we developed a drafting process that simultaneously taught field programme personnel what is needed for a good grant application, as well as refining the objectives and activities. We find that the process of applying for and then reporting on such grants can create useful deadlines and provide momentum.



A Greater one-horned rhino in Kaziranga National Park (Lucy Boddam-Whetham)



Participants of the workshop to review LWF's Environmental Education Programme take a ride on the programme's bus (Save the Rhino)



Participants of the joint visit to Assam attend a meeting at WWF offices in Manas to learn about the progress of IRV2020 (Deba Dutta)



Director of Save the Rhino International, Cathy Dean, introduces the annual Rhino Mayday held in 2009 at ZSL London Zoo (Save the Rhino)



Attendees at the annual Board meeting of the International Rhino Foundation in Florida (International Rhino Foundation)

Objective 3

To measure and improve the effectiveness of our grant-making and charitable activities

Save the Rhino scrutinises all projects and activities for which we fundraise, often seeking advice from conservation partners and experts, to ensure we support programmes that respond cost-effectively to demonstrated needs and are in line with our own objectives and approach. We examine projects for financial transparency and effectiveness, informally through ongoing communication and formally through regular grant reports and an annual review process. We aim to visit each programme at least once every three years, during which any problem areas are addressed.

We take full responsibility for grant reporting on all funds donated through the charity. The thorough reporting process required by US Fish and Wildlife Service has helped us to improve our own standard of grant reporting. This formal process helps us to communicate to funders how their donations have been spent, and also gives field programmes a sound structure and timetable for planning and carrying out stated activities

Several of the grants from our core funds were targeted in order to leverage further match funding from other grant-makers, to provide funding to cover budget deficits, or in response to emergency funding situations. Planning how we are going to use our own money alongside that we can raise from regular and new donors is a key part of our work, in order to ensure good coverage of ongoing field work.

All proposals from first-time applicants are considered by our Board of Trustees. We rejected several applications in 2009-10 because the proposals were insufficiently detailed, or the budgets not fully justified, or the activities did not seem likely to meet the stated objectives. In such cases, we provide feedback to each applicant on how they might redevelop their application, or rethink their fundraising strategy.

Running a grant-making organisation is not just about deciding what grants to award and following up to find out whether they achieved the original objectives; it's also about re-examining our internal governance practices.

In a recession, one always wants to cut costs, but tightening an already-tight belt is difficult. So we were pleased that fundraising costs dropped from £183,047 in 2008-9 to only £69,014 in 2009-10; while an increase in central expenses from £177,315 to £191,321 is attributable solely to exchange rate differences of £14,048, without which we would have stayed at the same level.

We keep a tight grip on our finances by re-forecasting our cash-flow on a monthly basis, to the nearest £10. We don't know of any other similar charity that does this; quarterly is more usual. The advantage of doing so, and of involving each member of staff in the process, is that we can not only predict with a high degree of accuracy how much funding our Trustees may grant out at any point in the financial year, but we also have an "early warning system" if a particular fundraising activity is not delivering expected returns. This gives us a chance to change our strategy, or to develop a new activity that we think might be more successful.

As well as updating our Annual Risk Assessment, we developed a Disaster Recover Plan, that mapped out scenarios should our office be unavailable for periods ranging from one day to six months, and worked out how we would continue business as usual. Doing so highlighted a number of things we could do to mitigate against any such disruption, all of which we have put in place.

Our Trustees keep a very close eye on our activities, with formal quarterly meetings, an annual Budget meeting and annual appraisals for the whole team. In addition, our Chair, Tom Kenyon-Slaney, routinely spends an afternoon in our office once a month, when we can discuss issues arising.



The 2009-10 staff of Save the Rhino on a visit to Chester Zoo one of our most valued conservation partners (Save the Rhino)



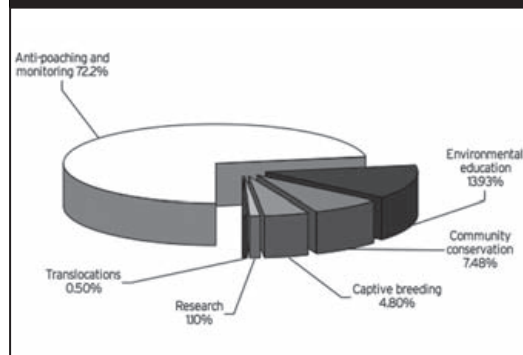
The Laikipia Wildlife Forum's Aloe Community Group (Tony Harris)



The team and equipment of the Maasailand Preservation Trust (Scott Wilson)



Patron Clive Anderson. Patrons act as ambassadors of the charity (Save the Rhino)



The piechart above shows an analysis of grants made split between different types of projects

Objective 4

To raise awareness of the need for rhino conservation and communicate the work of Save the Rhino

Save the Rhino has continued to engage its supporters and the general public in the charity's activities and the issues surrounding rhino conservation.

Save the Rhino website

At the beginning of the year, we made a comprehensive review of the structure and effectiveness of our website through evaluation using Google Analytics. By analysing page hits, bounce rates and time spent on site, we identified the pages of our website that were particularly popular and those that weren't. Particularly unpopular pages, if deemed unnecessary, were removed, whilst improvements were begun on the remaining pages. Trustee Mark Sainsbury paid for two days of instruction from web optimisation consultant David Burdon to enhance the searchability of our website and refine the use of our Google grant.

Crisis Zimbabwe Appeal

In mid-May, in partnership with the International Rhino Foundation (IRF), we launched an online, paper-free appeal, Crisis Zimbabwe, to raise emergency funds for and to increase awareness of the work of the Lowveld Rhino Trust. With minimal marketing costs, the appeal used a combination of social media tools to promote donations and encourage dialogue with and between supporters. SRI's Director also partook in an online webinar, organised by IRF, to bring the appeal to the attention of international journalists. The press campaign associated with the Crisis Zimbabwe appeal was particularly successful and resulted in substantial international coverage including articles in *The Times* and *The Guardian*. Through this appeal, against an initial target of £2,600, Save the Rhino raised just under £26,000.

BBC Radio 4 / BBC2

Shortly after the Crisis Zimbabwe appeal, Clive Anderson broadcast a BBC Radio 4 Appeal in aid of three environmental education programmes that we support: Laikipia Wildlife Forum's Environmental Education Programme (Kenya), Mkomazi Rhino Sanctuary's 'Rafiki wa Faru' (Tanzania) and North Luangwa's Conservation Education Programme (Zambia). The appeal attracted telephone, postal and online donations and brought in £3,035.

In February SRI's Director appeared in an edition of the BBC2 programme *Priceless Antiques Roadshow* to oversee the sale of an antique, worked rhino horn put up for auction by Ann O'Connor. In addition to interviewing SRI's Director, the show's presenter, Fiona Bruce, reiterated many salient rhino facts and some excellent *in situ* footage was shown.

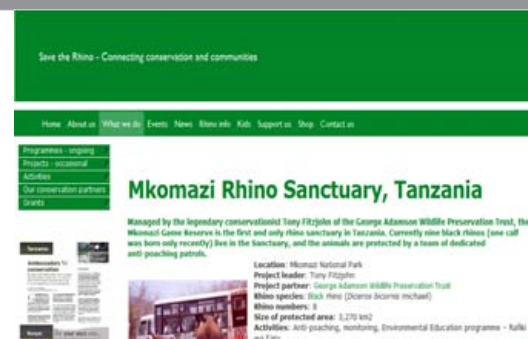
Other press coverage

Our 2009 London Marathon team gained good coverage on television and in print; and a rhino costume runner was featured on the cover of one of the official Marathon magazines. The rhino costumes attended the launch of Virgin Money Giving and the resulting YouTube video was viewed nearly 6,000 times, whilst an extended video included Richard Branson interviewing one of the rhinos. The story was later covered online and in print. The costumes also featured in an article in *Running Free Magazine* and made an appearance on the Fourth Plinth in Trafalgar Square as part of Antony Gormley's One & Other project.

Throughout the year, we proactively and reactively highlighted rhino-related news by issuing press releases; responding to media enquiries; collating a monthly ezine, RhiNEWS; and publishing a biannual supporters' magazine, *The Horn*. Our efforts have increasingly promoted Save the Rhino as the voice of authority for rhino conservation to the media and we have been approached by, amongst others, *The Times*, *The Guardian* and *National Geographic* for comment on rhino-related news stories.

Social Media

We continued to uphold a social media presence through the regular use of Facebook and, new for this year, the daily use of Twitter. We were highly fortunate in having Stephen Fry, who had over 1,000,000 followers on Twitter, tweet about two of our events, which increased traffic to our website by over 900%!



During 2009-10 the SRI website underwent a comprehensive review (Save the Rhino)

CRISIS ZIMBABWE

Poaching Threatens Rhinos' Survival

Zimbabwe's rhinos desperately need your help!



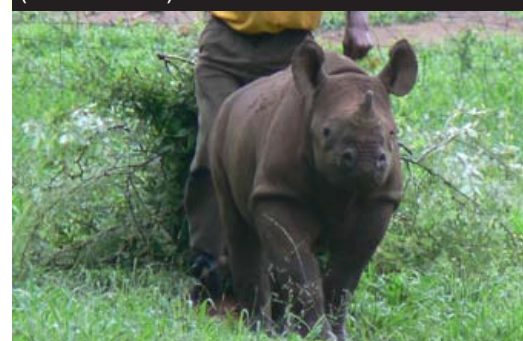
As Zimbabwe's economy has collapsed, commercial rhino poaching is increasing dramatically and rhino population gains are being eroded. A real crisis now exists that will have long-term consequences.

Save the Rhino International, in partnership with International Rhino Foundation, launched an appeal in order to increase awareness of the threats facing Zimbabwe rhinos and to raise much-needed funds.

Poaching of both black and white rhinos in Zimbabwe has more than doubled in the last year.

The rhinos are targeted by organised and armed poaching gangs for their horns, as they sold on the black market. Over 100 Critically Endangered black rhinos have been killed by poachers in the Lowveld since 2000. 40 of these in 2008 alone, 11 black rhinos so far in 2009. One of the many side-effects of this increase in poaching is the loss of rhino habitat.

The appeal was the first online campaign using email, our website, just giving and Facebook (Save the Rhino)



"Carla" one of the surviving orphaned rhinos in the Lowveld happily leads her carer whilst he collects browse for her (Lowveld Rhino Trust)



Donate Now



Our Office and Comms Manager Cath dons one of our costumes for a crack-of-dawn workout on the fourth plinth (Save the Rhino)

Looking Ahead

Plans for 2010-2011

Objective 1 - To provide financial and in-kind support for *in situ* projects focused on all five of the rhinoceros species

Having come out of the recession better than expected, we have budgeted to raise £684,000 in 2010-11 (up by £103,000 on 2008-9), excluding gifts in kind. The London Marathon 2010, now sponsored by Virgin, should be our most successful event during the coming year, but we also expect good returns from 3 Peaks 3 Weeks 2011 and the Comrades Marathon. In addition, we plan to hold a number of lectures and dinners, including a PechaKucha Africa dinner in October, a lecture by Mark Carwardine, newly recruited as Patron, on rhinos, and a comedy night. After the steep increase in trusts and foundations fundraising in 2009-10, we have budgeted to stay level for 2010-11, but hope to retain all existing funders and to identify new ones. We plan another joint online appeal with the IRF.

We have budgeted to give some £370,000 to field programmes during 2010-11, and it is likely that we will continue to favour Zimbabwean black rhino and Indonesian rhino conservation with our own core funding. As usual, we plan to raise funds for all the long-term field programmes we support, and are hoping to start working with two new programmes: Ol Pejeta Conservancy and Borana Ranch, both in the Laikipia District of Kenya.

Objective 2 - To encourage and enable the sharing of information, experience and skills between rhino programmes, *ex situ* and conservation organisations

Working with regular partners the International Rhino Foundation, Chester Zoo and US Fish and Wildlife Service's Rhino and Tiger Conservation Fund, we have built strong funding alliances. We plan to work closely with the new Chair of the EAZA Rhino TAG (European Association of Zoos and Aquaria, Taxon Advisory Group), Friederike von Houwald of Basel Zoo. A meeting planned for April will bring together people from SRI, IRF, EAZA and the EAZA Rhino TAG, to look at how *in* and *ex situ* rhino organisations can work together more closely. A series of field programme visits by various members of staff (with support from British Airways' Communities and Conservation programme) will enable the further sharing of skills and expertise.

Objective 3 - To measure and improve the effectiveness of our grant-making and charitable activities

In 2010-11, Save the Rhino will combine forces with Rhino Rescue, a trust founded for all endangered wildlife in 1985 by Count Maurice Coreth. Rhino Rescue Trustees Alec Seccombe and Ben Hoskyns-Abrahall, and Patron Mark Coreth have accepted invitations to become Patrons of Save the Rhino, and we hope that many of Rhino Rescue's supporters will become Save the Rhino members.

We plan to revise our method of assessing field programmes, for both existing and new applicants. The criteria, scoring and weighting will be amended in line with our objectives and activities. We also plan to introduce constructive feedback for field programmes in the hope it will improve delivery of activities, communications, sustainability of the projects and their funding potential. Internally, we will review our accountability framework and ability to measure our impact, instilling better confidence in funders.

Objective 4 - To raise awareness of the need for rhino conservation and communicate the work of Save the Rhino

We are making an important internal change, in that we have created the post of part-time Finance and Administration Assistant, beginning in April 2010. This will free up three days per week of the Office and Communication Manager's time, allowing her to spend more time on developing donations and membership income, as well as improving our communications.

Key tasks to be completed will include: a continuation of the website improvements made in 2009-10, the development of schools' involvement with Save the Rhino, a comprehensive demographic study of our supporters to better inform fundraising efforts, the launching of our next online appeal which will be in aid of Javan rhinos, the redesign and expansion of the existing membership scheme and a reinvigorated effort to bring Save the Rhino to the forefront of the media.



Save the Rhino Trust game guard hopes to spot a desert-adapted black rhino (Save the Rhino)



The rhino costumes are a much-loved sight of the London Marathon every year (Save the Rhino)



A team of cyclists cycled across Damaraland in aid of Save the Rhino Trust in Namibia (Richard Keyser)



A new calf at Mkomazi Game Reserve brings hope for the future (George Adamson Wildlife Preservation Trust)



Rosa, a female Sumatran Rhino at the Sumatran Rhino Sanctuary enjoys a mud wallow (Save the Rhino)

Statement of financial activities for the year ended 31 March 2010

Incoming resources	£
Donations	415,150
Fundraising events	216,622
Gifts in kind	25,412
Annual memberships	12,369
Trading activities	2,188
Investment income	24
Total incoming resources	671,765
Resources expended	
Costs of generating voluntary income	156,083
Costs of fundraising trading	464
Total costs of generating funds	156,547
Net incoming resources available for charitable activities	515,218
Charitable expenditure	
Project expenditure	454,574
Project support and education costs	39,730
Governance costs	64,058
Total charitable expenditure	558,362
Net incoming (outgoing) resources for the year	(43,144)
Balance of funds at 1 April 2009	229,753
Balance of funds at 31 March 2010	186,609

- Incoming resources and the net movement in funds are derived from continuing activities
- All recognised gains and losses are included in the Statement of Financial Activities

Trustees' statement

These summarised accounts are an extract from, and are consistent with, the Statutory Accounts but may not contain sufficient information to allow for a full understanding of the financial affairs of the charity. For further information, the full annual accounts, the auditor's report on those accounts and the Trustees' annual report should be consulted; copies of which can be obtained from Save the Rhino International's website. The full annual accounts were approved by the Trustees on 17 June 2010 and have been submitted to the Charity Commission.

Tom Kenyon-Slaney, Chair of Trustees, Save the Rhino International

Independent Auditors' statement

We have examined the summarised financial statements of Save the Rhino International set out on this page.

Respective responsibilities of trustees and auditors:

The trustees are responsible for preparing the summarised financial statements in accordance with the recommendations of the charities SORP. Our responsibility is to report to you our opinion on the consistency of the summarised financial statements with the full financial statements and Trustees' Annual Report. We also read the other information contained in the summarised annual report and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summarised financial statements.

Basis of opinion:

We conducted our work in accordance with Bulletin 1999/6 "The auditors' statement on the summary financial statement" issued by the Auditing Practices Board.

Opinion:

In our opinion the summarised financial statements are consistent with the full financial statements and the Trustees' Annual Report of Save the Rhino International for the year ended 31 March 2010 and are in accordance with the recommendations of the Charities SORP.

Paul Alexander, Accountancy Management Services Ltd

Trustees (As at 31 March 2010)

Henry Chaplin
Christina Franco
Tom Kenyon-Slaney (Chair)
Mark Sainsbury
George Stephenson
Sasha Weld Forester
Adam Wylie

Founder Patrons

Douglas Adams
Michael Werikhe

Patrons

Benedict Allen
Clive Anderson
Louise Aspinall
Nick Baker
Simon Barnes
Mark Carwardine
Chloe Chick
Mark Coreth
Dina de Angelo
Robert Devereux
Ben Hoskyns-Abraham
Angus Innes
Fergal Keane
Francesco Nardelli
Martina Navratilova

Julian Ozanne
Viscount Petersham
Robin Saunders
Alec Seccombe
Tira Shubart
James Sunley
William Todd-Jones
Jack Whitehall

Founder Directors

Johnny Roberts
David Stirling

Staff

Director: Cathy Dean
Fundraising Manager:
Lucy Boddam-Whetham
Events Manager: Fiona Macleod
Office and Communications Manager:
Cath Lawson
Michael Hearn Intern:
Laurence Smith/Laura Adams
Project Advisor: David Stirling



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Save the Rhino International is a UK-registered charity: number 1035072

Thanks

We would like to express our warmest thanks to the following individuals, companies and grant-making bodies for their generous support for our work over the last year. We could not achieve all that we do, without the time, goodwill, and financial and pro-bono support of them all. Our heartfelt thanks to:

Individuals

Benedict Allen, Alan Anderson, Ian Anderson, David Back, Jenny Barker, Benjamin Baume, Janet Beccaloni, Jakub Bijak, Mike Birkhead, Jelle Boef, Hazel Bowles, Neil Bridgland, Matt Brooke, Craig Brown, Rob Brown, Walt Brown, Jennie Burns, Adam Buxton, Dan Clark, Robin and Patricia Cooke-Hurle, Andrew Crellin, Dave Currey, Abigail Day, R N Dean & J C Dean, Samuel De Toro Arias, Robert Devereux, Cheryl Dhillion, Kenneth Donaldson, Petra Fleischer, Jeannie Foster, Rod Fox, Christina Franco, Dr Rodney Franklin, Henry French, Renaud Fulconis, Bamber Gascoigne, Nigel Goodman, Franco Granelli, Mike Gratton, Rob Green and family, Lone Harding, Reggie Heyworth, Tim and Alice Holmes, Ian and Wendy Hunter, Tony Husband, Darrell Hymel, Idiots of Ants, Jim Jeanes, P A Jones, Tom Kenyon-Slaney, Paul Kerensa, Bob Lawrence, Peter Lawrence, R J Lewis, Andrew Lindsay, The McCleery Family, Charles Merinoff, Martina Navratilova, Andi Osho, The Penny Dreadfuls, Laura Petetti, Hilary Puxley and Michael Crane, Alex Rhind, Cynthia Riginos, C.E. Robert-Tissot, J Saffron, Mark Sainsbury, Spencer Skinner, George and Lucilla Stephenson, Dave Stirling, Tira Shubart, Malcolm Stathers, Dave, Mona, Alex and Ian Taliaferro, Geraldine Taylor, Louis Theroux, Brian and Verity Thornton, Valentine Warner, Anthony West, Berry White, Lizzie Whitebread, Jack Whitehall, S M Wiles, Anthony Wilkinson, Tom Wrigglesworth, Adam Wylie.

Companies

2:09 Events, Abercrombie and Kent, Beastly Bags, Body Shop Foundation, British Airways Communities and Conservation, Brompton Bar and Grill, Centrepont Computer Services, Clipper Teas, Commonwealth Bank Australia, The Colourhouse, Discovery Initiatives, Ecotricity, Ed Victor, Evans Cycles, Everyclick, Exotic Paper Company, Explore, Give It Gifts, H Young and Co Ltd, Interstate Associates, Kalahari Pepper Company, KTB PR, Mountain Safaris, Naturetrek, Responsibletravel.com, Rhino Wine Gear, Rogavi, Saffery Champness, Serengeti Asset Management, Silver Jungle, StainlessRhino.com, Studio 51, Summits Africa, Synchronicity Foundation, Thornton Books, Vestergaard Frandsen Group, Victor Stationery, Wildlife Worldwide, The Zetter.

Charities, trusts and foundations, and other grant-making organisations

Amnéville Zoo, Ashden Trust, BBC Wildlife Fund, Arnold Burton 1998 Charitable Trust, Chester Zoo, COA, Colchester Zoo's Action for the Wild, Marjorie Coote Animal Charity Trust, Disney Worldwide Conservation Fund, Dublin Zoo, EAZA, Environmental Investigation Agency, Simon Gibson Charitable Trust, Sir Matthew Goodwin's Charitable Trust, Google Grants, Howletts and Port Lympne Wild Animal Park, International Rhino Foundation, JJ Charitable Trust, Ernest Kleinwort Charitable Trust, Simon Langton Grammar School, Zoo Leipzig, The Mark Leonard Trust, The Linbury Trust, The Mackintosh Foundation, Garrett and Mary Moran Charitable Foundation, P F Charitable Trust, Opel Zoo, RSPCA Overseas Fund, Rufford Maurice Laing Foundation, Safari Club International (London Chapter), Safari Club International Foundation, Safaripark Beekse Bergen and Dierenrijk, Salzburg Zoo, Save Foundation, Ruth Smart Foundation, Stuttgart Zoo, Synchronicity Foundation, The Swire Charitable Trust, Taiwan Forestry Bureau, Treasure Charitable Trust, UK Rhino Group, US Fish and Wildlife Service, Winchester Global Trust.

And all those who wish to remain anonymous.

Front cover image credit Richard Keyser