

2009 AAZK's BOWLING FOR RHINOS- sponsored by Blue Rhino "Saving the Planet with Bowling For Rhinos"

*Presented by Patty Pearthree
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Introduction

The American Association of Zoo Keepers (AAZK) "Bowling For Rhinos" (BFR) fund-raiser has raised over **\$3.3 million US** since 1990 entirely through volunteer efforts. It is the hard work and dedication of these volunteers that make the difference in wildlife conservation efforts. Everyone should be proud to have taken part in such a successful program. We not only save four of the five remaining rhino species, but we also save some of the most unique ecosystems in the world! In Kenya, we now protect over 1.5 Million acres of white and black rhino habitat under Lewa's conservation charter. In Indonesia, we save 2,300 square miles of crucial lowland rainforest habitat for the survival of the Javan and Sumatran rhinos.

Why did we start BFR?

The black rhino had suffered the most drastic decline in total numbers of all rhino species. Between 1970 and 1992, the black rhino population declined by 96%. In 1970, there were about 65,000 black rhinos in Africa. By 1993, there were only 2,000. Intensive anti-poaching efforts like those at Lewa with BFR funds had encouraging results. Today, in part due to BFR efforts, there are now about 4,000 black rhinos surviving. Plus the Black rhino is the AAZK logo!

In 1990, BFR became an AAZK sponsored annual event. We started out supporting Lewa Wildlife Conservancy in Kenya- called Ngare Sergoi back in 1990 when it was 10,000 acres. AAZK paid for fencing, surveillance airplanes, transport trucks, etc. in the early years but have since moved to supporting the toughest to fund item- operating costs. Lewa's operating cost is now \$2.3 million annually & Lewa is 77,000 acres. Lewa also now manages the 90,000 acre neighboring ranch called Ol Pejeta. Rhinos disappeared from this area in the 1970's but Lewa reintroduced 15 black rhino in 1984. The 100th rhino was just born at Lewa in 2008. There are now 62 black and 42 white rhino on Lewa (2009) and several rhino have gone to other areas to repopulate. Lewa is now a globally recognized conservation initiative.

Expanding Support to Indonesia

In 1993, Anna Merz at Lewa asked if AAZK could expand our funding efforts to help save all 5 species of rhino. AAZK began supporting Ujung Kulon National Park in Java Indonesia in 1994 to save the Javan rhino. Ujung Kulon is home to the last 40-60 Javan rhinos on earth (with a small, nonviable population discovered in Viet Nam). AAZK expanded its funding efforts once again in 1997 to include Bukit Barisan Selatan National Park (BBS) in Sumatra, Indonesia where one of the largest populations of Sumatran rhinos live. Only about 300 Sumatran rhinos remain, and because of their rapid rate of decline, they are considered the most threatened of all rhino species. We decided not to expand further because we did not want to spread ourselves too thin. We began working with the MN zoo "Adopt A Park" program in 1994 and added IRF (International Rhino Foundation) in 1997. Once the MN Zoo's Indonesian Project ended, all our funding for the Indonesian rhino Programs went through IRF.

Currently, the IRF funds allow the operation of 3 rhino protection units in Ujung Kulon NP, 5

units in Way Kambas NP & 8 units in Bukit Barisan NP. Thanks to these Patrol units there has been no cases of Rhino or large mammal poaching in these parks for several years. With only 200 Sumatran & perhaps as few as 25 Javan rhino remaining, these Patrol units are vital to the survival of both species. AAZK's BFR supports 4 of the 5 species of rhino plus hundreds of other endangered species from orchids to elephants that live in their habitat. Had it not been for organizations like AAZK many of these species would not be around today!

Indonesia's RPU annual budget is now \$650,000 US including field, administrative and operations costs and those costs are escalating by about 10-15% per year. Lewa's annual budget runs \$2.3 million and increases at 12% per year. Lewa's tourism was drastically affected in 2008 due to the media misportrayal of the post election violence. Many of Lewa's maintenance projects had to be postponed in order to keep rhino protection up at the high standard that must be maintained. Together, this puts a drastic need for increasing our overall conservation dollars raised. We have made a huge difference but our challenge is to keep growing bigger & better each year so all this can be saved for future generations. For additional information on rhino conservation, see www.rhinos-irf.org and www.lewa.org.

2008 BFR Results

\$273,279 was raised by 55 chapters or institutions in 2008.

2009 BFR Results to date

As of June 20, chapters were just beginning to turn in funds for 2009.

BFR 2008 Top Individual Money Raisers

Thanks to everyone for the outstanding effort this year! Here are the top 10 individual fund raisers:

Name	AAZK Chapter	Comments	Total Raised
Jennifer Davis	OKC	Wins LWC Safari	\$35,388
Christine James	Dallas	Wins LWC Safari	\$14,554
Jennifer Thomas	Detroit	Wins Indonesia trip	\$12,150
Rue Hewett	Miami	Wins Indonesia trip	\$11,000
Kim Sevier	Tulsa	Wins Indonesia trip	\$11,000
Susan Grohne	Philadelphia		\$10,298
Pam Finely	New Orleans		\$ 7,202
Mike Murray	Battle Creek		\$ 4,068
Linda Stark	Indianapolis		\$ 2,511
Patty Pearthree	North Carolina		\$ 2,382

BFR 2008 Top Money Raising Chapters

Thanks to everyone again! Here are the top 3 fund raising organizations:

AAZK Chapter or Organization	Zoo Affiliation or Comments	Raised Funds
Oklahoma City Zoo		\$35,388
Dallas		\$14,600
Detroit		\$12,150

Portland AAZK has raised the most since BFR started with over \$199,000!

See Appendix I (History of Funds Raised) for more information on funds raised.

See Appendix II for a comparison of events over the years.

See Appendix III for Distribution of funds

Making a Difference

Bowling For Rhinos is not only about saving rhinos. We save rhino habitat so we are saving everything from orchids to elephants! For example, Lewa has the second largest population of elephant in Kenya and 25% of the world's Grevy zebra population. Indonesia's Bukit Barisan Selatan National Park contains tracts of highly threatened lowland forests, which, in addition to Sumatran rhinos, is home to Sumatran elephants (fewer than 2,000 are left island-wide) and the Sumatran tiger, which numbers no more than 400 animals.

It is extremely important to have continued participation from everyone if we are going to continue in our success. It doesn't matter how little or how much money is raised by your event. All events and funds raised are important! For example, \$3,750 could pay for one Indonesia Rhino Protection Unit staff's salary for 1 year. Public awareness of the plight of the rhino is of utmost importance so whatever it takes to get the word out is incredibly helpful. Remember, it takes about 5 consecutive years for a fund-raiser to take hold where people start to count on it, so it's important to hold an event each year! It's also fun!

Holding an event each year is a huge undertaking similar to planning a wedding, without the honeymoon at the end...but what is the alternative? The alternative is having only pictures of animals from the past, not of the future. Thanks to everyone who has made the effort to continue with Bowling For Rhinos for so many years. **We have made a difference and will continue to do so!** Rhinos and elephants are just two animals that would no longer be around today without the extraordinary efforts of "AAZK's Bowling For Rhinos-sponsored by Blue Rhino".

New Funding Split for BFR 2008/2009

AAZK's work with the Minnesota Zoo Adopt-A-Park Program has ended in Indonesia. Bowling for Rhinos money will continue to support Ujung Kulon National Park but funding will now go through the International Rhino Foundation (IRF).

All monies raised in excess of the first \$160,000 that went to Lewa from the 2007 BFR event, went to IRF. Therefore, IRF received \$146,397 in 2008 from the 2007 BFR events. In 2008, \$160,000 went to Lewa and \$108,278 went to IRF. These funds were used for the highest priority needs to conserve rhinos in the highest priority locations.

Beginning with the 2009 events, Bowling For Rhino funds will have a new distribution schedule. The first \$160,000 from BFR events will go to Lewa. All \$5,000 Blue Rhino funds will go to the IRF. Once (if) the \$160,000 plateau has been achieved, AAZK shall divide the remainder of BFR funds based upon percentage under the following distribution guidelines to the following entities adopted and ratified by the AAZK Board of Directors:

International Rhino Foundation	50%
Lewa Wildlife Conservancy	40%
Cheetah Conservation Fund – Kenya	8% now called "Action for Cheetahs"
AAZK Inc Conservation Resources	2%

Current Events

Lewa now also manages the 90,000 acre neighboring conservancy called Ol Pejeta that is home to 80 black rhino (6/09). In 2009, it will also become home to the last remaining individuals of Northern white Rhino subspecies. In 1960, 2,000 remained. By 1984, poaching had decimated the population. By 2007, these animals had gone extinct in the wild. Fauna & Flora International, Dvur Kralove Zoo in Czech Republic, Back to Africa non-profit organization, and the Ol Pejeta and Lewa Wildlife Conservancies in Kenya have joined forces in a last attempt to save the Northern White rhino from extinction. In 2009, the remaining 4 breeding age animals from the Dvur Kralove Zoo will be sent to Lewa/Ol Pejeta in an effort to repopulate this subspecies of rhino. It is a great honor to be entrusted with this task and speaks for itself on the reputation of Lewa for being one of the most successful rhino sanctuaries in the world.

With Lewa's management of the neighboring wildlife conservancy called Ol Pejeta, the number of black rhino guarded by Lewa is 124 out of the national 480 population. Lewa also helps protect the wildlife in the Northern Rangeland Trust area.

Community efforts are one of the greatest assets of Lewa. School kids from the surrounding area go on field trips to Lewa to learn about conservation. Lewa has built lodges and taught local communities to run the lodges. These lodges are now owned and operated by the Massai Communities. Lewa has built schools and hospitals. So the surrounding communities are keenly aware that there are great benefits to conserving wildlife alongside Lewa.

For additional information see the Lewa website at <http://www.lewa.org> .

Cheetah Conservation Fund Kenya Renamed

The Cheetah Conservation Fund (CCF) was an international organization that used cheetahs as a focal species for conservation and community development. The Namibia parent organization had been in operation since 1990 under the direction of founder, Dr Laurie Marker. The Kenya project had been in operation since 2001 under the direction of Mary Wykstra. In 2009, CCF-Kenya was reorganized and is now called Action for Cheetahs in Kenya (ACK). 8% of annual funds from BFR after the \$160,000 Lewa portion has been met will now support ACK.

Honorary BFR Trip Winner

AAZK, Anna Merz and Lewa would like to reward an outstanding individual who has gone above and beyond in their extraordinary effort to organize BFR events. Often times, these behind the scene efforts go unnoticed. It takes a great deal of effort to hold successful BFR events year after year. Anna Merz will now host this winner in October at Lewa for one week. The 2009 winner is **Cindy Colling of the Detroit Zoo**. Cindy has helped organize Detroit's AAZK BFR for nine consecutive years and raised over \$100,000 for conservation worldwide. BFR could not be successful without volunteers such as Cindy Colling!

The International Rhino Foundation

The International Rhino Foundation (IRF) has sponsored two top money raisers to visit Indonesia's Bukit Barisan Selatan, Way Kambas, and Ujung Kulon National Parks for several years. However, in 2009, they are no longer able to fund these trips. They do hope to add the trips back once donations to IRF increase to levels that will allow them to do so.

Blue Rhino Gas Company

The Blue Rhino Gas Company became the **National sponsor of Bowling For Rhinos** beginning in 2004. The Blue Rhino gas company is extremely conservation oriented and uses the white rhino as their logo. They pledged to donate \$20,000 per year to Bowling for Rhinos through 2008. Beginning, 2009, this was scaled back to \$5,000 due to the rough economic times for gas companies. Blue Rhino is the leading cylinder gas recycler in the U.S. and keeps thousands of cylinders out of landfills each year. Some chapters have also received additional support from their local Blue Rhino Gas suppliers. See www.bluerhino.com for more information.

Javan and Sumatran Rhino Conservation Program

The two kinds of rhinoceros in southeast Asia are the most endangered of the five surviving rhino species. There are no more than 65 Javan rhino – between 40 and 60 in Ujung Kulon and another 2-7 in Cat Loc Vietnam. Both species are listed as Critically Endangered on the IUCN Red List of Threatened Species (www.iucnredlist.org), and are of particular concern to the IUCN/SSC Asian Rhino Specialist Group (AsRSG).

Indonesia is the second most biodiverse country in the world behind Brazil. Indonesia has 1400 species on the IUCN Red List. BFR supports three National Parks in Indonesia which protect the Javan and Sumatran Rhinos: Ujung Kulon (Javan), Bukit Barisan Selatan, and Way Kambas National Parks (Sumatran). **Funds from a number of donors, including IRF, US Fish and Wildlife Service Tiger and Rhino Conservation Fund, WWF and AAZK have funded intensive protection of these species over the past 15 years – without this commitment, the Sumatran and Javan rhinos would surely have perished.** Highest priorities now are to continue intensive protection and to implement a metapopulation management strategy with the ultimate aim of increasing populations' demographic and genetic viability.

There is an Indonesian Rhino Conservation Program (IRCP); in Bahasa, Yayasan Badak Indonesia or YABI supported by IRF and partners like BFR. The IRCP includes all parks with rhino populations in Indonesia. This program coordinates funding so it is used on the highest priority needs in top priority locations to conserve wildlife. BFR is now part of this program. This allows the funding in any given year that goes through IRF to be allocated to these top priority locations. This allows BFR to expand the impact of its funding for maximum benefit of rhinos as well as Sumatran tigers and other threatened Indonesian wildlife. IRF assures AAZK that funds provided by BFR will be used to respond to the most critical needs of Javan and Sumatran rhinos.

Ujung Kulon National Park, Java, Indonesia

Ujung Kulon is a 300 square mile National Park that is home to some of the rarest plants and animals on earth. It is one of the last remaining lowland rainforests in the world with hundreds of endangered plants and animals including the Javan rhino.

Bukit Barisan Selatan National Park, Sumatra, Indonesia

This Park is a 1,377 square mile protected area on the southwest side of the island of Sumatra. Asian elephant, tiger, clouded leopard, Malayan sun bear, Indian wild dog, and a substantial number of the estimated 300 Sumatran rhinos live within this park. This Park likely has the 2nd largest population of Sumatran rhinos on the planet. They also have the highest plant diversity ever recorded- twice that of the Amazon Rain Forest. Despite this wealth of nature, Indonesia has one of the fastest rates of deforestation in the world and this trend is particularly intense on the island of Sumatra.

Way Kambas National Park

Way Kambas is a park of approximately 463 square miles on the south east side of Sumatra. It likely has the 3rd largest population of Sumatran rhinos in the world and is a crucial nucleus for the survival and recovery of the species. There are also 150-200 wild elephants in this park. Currently, the best use of and greatest need for the BFR funds is to support the anti-poaching teams in Way Kambas. Since 2003 BFR provided funds through IRF and the STCP to support anti-poaching teams in Way Kambas.

Bowling For Rhinos Tips for Success

- Set a date early** so that it can be advertised in as many newsletters, fliers as possible. Info should be placed in **zoo newsletters** at least 4 times, **zoo volunteer newsletters**, zoo guild communications, **zoo maps or fliers**, etc.
- Check with your **Chamber of Commerce** prior to setting date to find out events that could conflict. Once you choose the date, inform your Chamber of commerce.
- Talk to your **zoo volunteers at an organized luncheon** to let them know they can join the event or sponsor someone (have your forms ready).
- Put registration fliers in an area where volunteers may see them-in their "check -in" area
- Talk to your Zoo Guild or other organization that helps at the zoo
- Have fliers that you can hand out so they can fill out later
- collect door prizes**. Seek the big airline prizes 4-6 months in advance (write thank yous)
- Restaurants are easy to get prizes from. **Go in person with letter of donation request in hand**.
- send out **invites to previous bowlers** (addresses listed on sponsor forms from prior year)
- ask Blue Rhino Gas folks in your area to join your event (& possibly sponsor)
- ask Rhino Linings folks in your area to join your event (& possibly sponsor)
- Let people know your event is **open to the public**
- Seek **donations** for pizzas and t-shirts
- See if your zoo will offer a **Day off work** for the team who raises the most \$ (ex. Graphics team, Maint. Team, etc)
- Seek help from your zoo's **special events people, graphics**, etc. to get the word out.
- circulate the current **list of prizes** as they come in wherever possible
- INVITE CELEBRITIES** to bowl at your event (especially TV/radio- free advertising)
- Post info next to **rhino/elephant exhibits** about your upcoming event and how to join!
- If you are going for the prize, **let potential sponsors know they could help you win the trip!**
- Send out letters to friends and family seeking donations**.
- If your chapter would like a "**Lewa Promo**" CD, please contact Linda Millard: Linda.millard@gmail.com .
- If your chapter would like "Patrols of Hope-The Last Sumatran Rhinos" CD, please contact Becky at BeckyT@wogilman.com . This is a DVD with Javan & Sumatran rhino footage.
- There is a multimedia BFR CD for any participating chapter or institution that requests a copy. This CD includes the above videos, BFR powerpoint presentations & slide shows w/ scripts.
- See <http://aazkbfr.org> or contact **Patty Pearthree at: ppear3@pear3.org or 919-678-0449**

BFR Fund-raising Guidelines

- Events should be held between March 1- August 1st (optimal for PR is 1st week of May).
- I send out fliers in AKF requesting info on your upcoming event. This helps me in case people in your area call me for info.
- If interested in participating, send for an information packet (or see <http://aazkbfr.org>) and let me know the number of sponsor sheets to send.
- *If you have never held an event, see "how to hold an event" on the web site.
- There is a **\$25 administrative fee** to participate, which should be made out to "AAZK, Inc." and mailed to Patty prior to obtaining sponsor forms. This fee covers indirect costs incurred by AAZK, Inc. due to

BFR (phone, postage, faxes, and bank fees). Administrative fees are waived for the first year a chapter participates.

- **To win the trips, all money must be sent in to Patty by September 1st!**
- **Please try to have all money sent within 30 days of your event.**
- If a chapter does not wish to send their checks certified mail, the following is the only way to insure that your check is not cashed by anyone other than AAZK, Inc.! **Please write “For Deposit Only” on the back signature area of all checks. This will ensure only AAZK can deposit it instead of just anyone who may intercept it!**
- Please make out one check payable to **“AAZK, Inc.-Bowling For Rhinos”**, include a copy of your financial form & a copy of sponsor sheets from **all members raising at least \$1,000** and mail to:
Patty Pearthree c/o Bowling For Rhinos
318 Montibello Dr. Cary, NC 27513
(919) 678-0449 ppear3@pear3.org web site <http://www.aazkbfr.org/>

*It is very important to remember that we advertise **100% of all donations go towards conservation**. All donations from donors must be submitted to AAZK Bowling For Rhinos for this to be true. This means that your organization must cover any expenses for this event. This can be done by charging a fee for bowlers, through silent auctions, door prize raffles, your local organizations funds, etc.

*Anyone can join the Bowl-a-thon so **don't limit yourselves to only zoo people. However, be sure it is clear that only National AAZK members are allowed to win the trips.** If you have a potential winner, ask them to join AAZK.

* Don't forget to use **Blue Rhino Gas** for any grilling needs- they help save rhinos too! Any publicity for them will help increase their future support of BFR.

***No matter how small the chapter is or how few bowlers you have, every dollar helps so don't be afraid to give “AAZK's Bowling For Rhinos-sponsored by Blue Rhino” a shot!**