2011 AAZK's BOWLING FOR RHINOS "Making the Connection"

Presented by Patty Pearthree National Coordinator, AAZK's Bowling For Rhinos

Introduction

The American Association of Zoo Keepers (AAZK) "Bowling For Rhinos" (BFR) fund-raiser has raised nearly \$4 million 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. 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. AAZK's BFR supports ALL 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.

Making the Connection

The world had seen the black rhino population plummet from 65,000 in 1970 to only about 3,000 by 1987. That is when the keepers at the Kansas City Zoo began working on a fundraiser to help in the conservation effort of the critically endangered black rhino.

In 1989, The American Association of Zoo Keepers (AAZK) Board members voted to make "Bowling For Rhinos" a Nationally Sponsored annual event. Our first nationally sponsored event was in 1990 raising over \$138,000. Our best year on record was 2007 when we raised over \$316,000. To date BFR has raised nearly \$4 million for conservation worldwide!

Keepers made the connection from the animals they cared for every day to the animals in the wild. We made the connection between ex-situ conservation and in-situ conservation and the work continues today. We strive to give our animals in captivity the best possible care and we help to ensure their future on this planet by making this connection. In our spare time, we plan bigger and better events to raise money for "Bowling For Rhinos". We stretch our creativity to come up with "Wii for Rhinos", "Rummage for Rhinos" & "Run For Rhinos". All this helps "grow" the success of "Bowling For Rhinos".

As Keepers, we make the connection for people to see that the animals in captivity are worth saving. We tell people about our events and give the public a way to help save these animals in the wild through our in-situ conservation efforts. We show the public that by saving the rhino's habitat, we not only save the rhino, but hundreds of other plants and animals that live in that same habitat. By visiting the animals in our zoos, we show them our passion to help save wildlife worldwide. We help the public make the connection!

In Situ Conservation

We started out supporting Lewa Wildlife Conservancy in Kenya- called Ngare Sergoi back in 1990 when it was 10,000 acres. Anna Merz had gone to the Craig Family to ask if they would allow her to start a rhino sanctuary on part of their land using her funding and the partnership flourished.

AAZK paid for fencing, surveylance 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 \$3.3 million annually & Lewa is 72,000 acres. Lewa also now manages the 90,000 acre neighboring conservancy called Ol Pejeta. Rhinos disappeared from this area in the 1970's but Lewa reintroduced 15 black rhino in 1984. The 100th rhino was born at Lewa in 2008. There are now 65 black and 55 white rhino on Lewa (June, 2011) and several rhino have gone to other areas to repopulate. OL Pejeta is home to 85 black rhino, 11 Southern White Rhino and 4 of the last remaining Northern White Rhinos on the planet! 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 25-60 Javan rhinos on earth (with a small, nonviable population 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 in Ujung Kulon, 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 have been no cases of Rhino or large mammal poaching in these parks for several years. With only 2-300 Sumatran & perhaps as few as 25 Javan rhino remaining, these Patrol units are vital to the survival of both species.

Indonesia's RPU annual budget is now \$650,000 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. There has been a surge in rhino poaching in the past few years. After being the only rhino sanctuary in Kenya for 20 years not to have a loss due to poaching, Lewa lost 2 black rhino in December, 2009. Quick action had to be taken to add additional security adding to the overall budget. 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.

2010 BFR Results

\$256,420 was raised by 61 chapters or institutions in 2010. This compares to 2009 with \$256,785 raised by 53 chapters. 2010 was a record breaker with number of chapters.

2011 BFR Results to date

As of the writing of this paper June 6th, chapters were just beginning to turn in funds for 2011.

BFR 2011 Top Individual Money Raisers & Top Chapters

Due to the early date of the conference, the **2011 winners have not been determined** yet. Deadline for trip winners to turn in funds is September 1^{st} .

2010 winners were:

Dani Cremona from Los Angeles raising \$30,000 Melissa Kesler from Oklahoma City raising \$15,000

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 2011 winner is **Jacque Blessington of the Kansas City Zoo**. Jacque has been organizing the Kansas City BFR event since the beginning of BFR itself. That's 25 years! BFR could not be successful without volunteers such as Jacque Blessington!

See Appendix I (History of Funds Raised) on website: http://aazkbfr.org
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. 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!

"Growing" BFR events

In the past, the first \$160,000 raised went to LWC and the remainder was divided between MN Zoo Adopt A Park & IRF. As our success with "Bowling For Rhinos" grew to over \$300,000 annually, our funding distribution to benefactors was reevaluated. AAZK's work with the Minnesota Zoo Adopt-A-Park Program had ended in Indonesia by 2006. Bowling for Rhinos money continued to support Ujung Kulon National Park but funding now went through the International Rhino Foundation (IRF). These funds were used for the highest priority needs to conserve rhinos in the highest priority locations.

Again, as we grew, we had the opportunity to expand our funding to include a project in Kenya through the Cheetah Conservation fund whose name changed to "Action For Cheetahs in Kenya" or ACK.

In addition AAZK added the "Conservation Resource Grant" awarded to an ex-situ or in-situ rhino conservation effort.

In 2009 the division of BFR funds was revised. The division of funds is now:

The first \$160,000 raised each year will continue to go to LWC. Blue Rhino Gas \$5,000 donation is split between Lewa and IRF. Once 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 until a \$350,000.00 plateau is achieved:

International Rhino Foundation 65% Lewa Wildlife Conservancy 25%

Cheetah Conservation Fund (for ACK) 8% now called "Action for Cheetahs"

AAZK Inc Conservation Resources 2%

For BFR events that reach \$350,000-\$500,000 in a calendar year, the financial distribution follows:

\$160.000.00 LWC Dedicated Share \$50,000.00 IRF Dedicated Share

65% of Balance to IRF 25% of Balance to LWC 8% of Balance to ACK

2% of Balance to AAZK Conservation Projects

\$500,000.00 and above

45%	LWC	\$225,000.00
45%	IRF	\$225,000.00
8%	ACK	\$ 40,000.00
2%	AAZK	\$ 10,000.00

As one can see, our goal is to reach the \$500,000 annual level. All organizations benefit the more we can "grow" our events. We believe this is achievable but will take having everyone participate is some fashion every year. So come join us and let's grow together!

Lewa Expanding

With Lewa's management of the neighboring wildlife conservancy called Ol Pejeta, the number of black rhino guarded by Lewa is 150 out of the national 600 population. Lewa also helps protect the wildlife in the Northern Rangeland Trust area including the extremely rare Hirola antelope that numbers only 300.

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 or www.ilngwesi.com.

Action For Cheetah in Kenya

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. Mary is a long time AAZK member. BFR's support of ACK will add to the protection of not only cheetah but also Rhino through education and conservation of habitat that is home to both cheetah and rhino and creates a larger buffer zone of protection. See www.actionforcheetahs.org

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. In 2009 they were no longer able to fund these trips. They hope to add the trips back once donations to IRF increase to levels that will allow them to do so.

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 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.

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.

Saving All Five Species of Rhino

In 2010, the IRF was awarded the AAZK Conservation Resources Grant of 2% of the balance of BFR funds raised. This turned out to be \$1,828. This grant provided radiocollars for six Indian Rhinos. These were animals being translocated as part of the Indian Rhino Vision 2020 Program that aims to attain a population of 3,000 wild rhino in seven of Assam's protected areas by 2020.

So now BFR funds support all five species of rhino!

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 in 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.

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/ materials**, please contact: Robin Leckinger: leckingerge-sbcglobal.net
- -If your chapter would like "Patrols of Hope-The Last Sumatran Rhinos" CD, please contact Becky at $\underline{BeckyT@wogilman.com}$. 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.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 $\underline{\text{http://aazkbfr.org}}$) 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/

Appendix II: Bowling For Rhinos Fundraising Annual Comparisons

	Ü	#	r unur aising Annuai C				
Year	Total Raised	Events	Top Money Raisers	Amount	Chapter Affiliation	Top Chapter	Amount
1990	\$138,795	35				Portland, OR	\$14,659
1991	\$122,801	40	Patty Pearthree	\$4,877	Indianapolis Lincoln Park		\$12,697
			Brian McKenna	\$3,791	Lincoln Park		
1992	\$99,393	47	Cara Lance	\$4,977	Indianapolis Lincoln Park		\$11,102
			Debbie Palay	\$1,743	Lincoln Park		
1993	\$112,015	44	Richard Buthe	\$5,070	Philadelphia	Philadelphia	\$13,168
			Kathy Knowin	\$4,960	Lincoln Park		
1994	\$106,452	53	Diana Villafuerta	\$3,505	5 Lincoln Park Portland, OR S		\$10,821
			Christine Bobko	\$3,146	Denver		
1995	\$120,657	45	Patty Pearthree *	\$1,767	7 Indianapolis Portland, OR		\$11,398
			Katrina Osborn	\$1,488	8 Miami Metro		
1996	\$149,249	49	Bill Nelson	\$5,670	0 Dallas Dallas \$1		\$14,757
			Jay Weston	\$3,498	Hogle		
1997	\$128,604	43	Janet Wiard	\$6,256	56Oklahoma CityDallasS		\$10,865
			Mary Wykstra-Ross	\$5,240	Hogle		
1998	\$124,920	43	Norah Farnham	\$7,539	39 Lincoln Park Lincoln Park \$		\$12,653
			Kirk Nemecheck	\$5,406	06 Rolling Hills		
1999	\$135,625	38	Brenda Gunder	\$10,618	8 Rolling Hills Portland, OR \$		\$13,311
			Dolora Batchelor	\$6,245	Miami Metro		

^{*}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" a shot!

2000	\$143,083	37	Kirsten Christensen	\$12,201	-		\$12,201
			Tim Hays	\$6,816	Rolling Hills		
2001	\$192,789	42	Jay Pratte	\$10,161	Dallas Dallas		\$17,877
			Debie Mangrum	\$9,467	Oklahoma City		
2002	\$158,456	40	Victoria Zahn	\$16,607	Oklahoma City	City Oklahoma City	
			Bethany Lutz	\$9,200	Hogle/Utah		
2003	\$188,643	44	Mary McFarland	\$13,593	3,593 Oklahoma City Puget Sour		\$16,462
			Jason Peterson	\$11,500	Hogle		
2004	\$214,271	42	Todd Bridgewater	\$17,680	Oklahoma City	Detroit	\$19,494
			Michelle Pratt	\$13,435	Detroit		
			Bethany Lutz	\$12,000	Hogle		
			Mike Connolly	\$6,000	Tulsa		
2005	\$233,950	47	Chrislyn Newton	\$18,074	Oklahoma City	Oklahoma City	\$18,704
			Crystal Derusha	\$14,000	Utah		
			Jessica Scallan	\$9,000	Tulsa		
			Alex Vasquez	\$8,706	Dallas		
2006	\$250,577	53	Amy Stephens	\$21,025	Oklahoma City	Oklahoma City	\$21,025
			Kelly Wilson	\$18,478 Detroit			
			Jane Larson	\$14,200	Utah		
			Eric Flossic	\$13,000	Tulsa		
2007	\$316,397	53	Jaimee Flinchbaugh	\$31,091	Oklahoma City	Oklahoma City	\$31,091
			Ruth Ann Prey	\$28,359	Detroit		
			Rana Bayrakci	\$14,088	Puget Sound		
			Heather Strawn	\$12,498	Cleveland		
						Oklahoma	
2008	\$273,279	55	Jennifer Davis	\$35,388	Oklahoma City	City	\$35,388
			Christine James	\$14,554	Dallas		
			Jennifer Thomas	\$12,150	Detroit		
			Rue Hewett	\$11,000	Miami Metro		
			Kim Sevier	\$11,000	Tulsa		
2009	\$256,785	53	Nicole Miller	\$30,101	\$13,327 Dallas		\$30,101
			Gina Garza				
2010	\$256,420	61	Dani Cremona	\$30,000	Los Angeles	Los Angeles	\$30,000
			Melissa Kesler	\$15,000	Oklahoma City		

^{*}Ken Smith won trip w/ \$850 as each person can only win trip once. Bold denotes record holders.

Appendix III: Bowling For Rhinos Distribution of Funds

	ution of Fund	Indonesian	Programs		
Year	LWC	Through Adopt- A- Park	Through IRF	ACK	AAZK Conserva- tion
1990	\$138,795				
1991	\$122,801				
1992	\$99,393				
1993	\$112,015				
1994	\$106,452				
1995	\$100,000				
1996	\$100,000	\$20,600			
1997	\$100,000	\$49,250			
1998	\$100,000	\$14,302	\$14,302		
1999	\$100,000	\$12,460	\$12,460		
2000	\$100,000	\$17,813	\$17,813		
2001	\$105,000	\$21,541	\$21,541		
2002	\$100,000	\$43,895	\$43,895		
2003	\$100,000	\$29,228	\$29,228		
2004	\$110,000	\$44,321	\$54,321		
2005	\$130,000	\$47,453	\$57,453		
2006	\$130,000	\$47,055	\$57,055		
2007	\$160,000	\$55,387	\$65,387		
2008	\$160,000	\$0	\$156,397		
2009	\$196,714	\$0	\$50,893	\$7,343	\$1,836
2010	\$185,355	\$0	\$61,923	\$7,314	\$1,828
Total	\$2,556,525	\$403,305	\$642,668	\$14,657	\$3,664