



The Case Study → Namibia



 Desert-adapted Black rhino mother and calf

→ Background

Save The Rhino first visited Namibia in 1992, and spent an incredible week in Damaraland, the arid north-western section of the country, which is the home of a unique group of desert-adapted black rhino. Looked after by Save The Rhino Trust, the local rhino organisation run by Blythe Loutit, Save The Rhino saw how the last genuinely wild rhino population left in the world were protected by a sensitive blend of local involvement and directed international support.

As is so often the case, the black rhino of Damaraland owes its survival to the inspiration and vision of one individual, Blythe, backed up by support from money channelled in from Namibia, as well as further afield.

At the outset, Save The Rhino International supported Blythe's programme by donating a vehicle, and the salary of a volunteer, Mike Hearn, who helped co-ordinate office-to-field logistics for a year, before he became a full time employee of Save The Rhino Trust.



🦏 Community conservation in action

→ Growth

Responsible distribution of support is the greatest challenge that confronts non-profit organisations that donate to delicate environments and cultures in Africa. The search for the ideal funding format took Save The Rhino from the desert rhino in Damaraland to another remarkable area in the centre of Namibia, the Waterberg Plateau, home to small populations of black and white rhino.

As in Damaraland, the inspiration behind the success was just one person, Trygve Cooper. A tough and resilient man, Trygve is one of the most experienced conservationists in the Namibian Ministry of Environment

and Tourism (MET), and is respected for his achievements around the world.

Trygve introduced Save the Rhino to the concept of wilderness; protected areas where man could enter only on foot, horse or canoe, without the material and technological distractions of the modern world.

Through a combination of his considerable knowledge, Save The Rhino's experience in the areas of fundraising and fund distribution around the world, and the general evolution of non-profit support for Africa, the Namibia Black Rhino Fund was formed.



🦏 White rhino at Waterberg

→ Structured Support...

→ A Perspective From The Field

There is no doubt that wildlife and wilderness in the world is in crisis, but drama and sentiment are not always the best solutions to crisis and can result in the proverbial throwing of petrol onto fire. Wildlife managers like Trygve Cooper need solid consistent support for their efforts, not the one-off knee-jerk reactions and quick-fix solutions so popular to the western world.

In short, they need responsible giving. The Namibian Black Rhino Fund is an endowment fund for Namibia and since its inception in 1993, it has contributed regular, steadily increasing funding into key areas with the minimum of fuss.

In the words of Trygve, "It is difficult and time consuming to find funds for smaller items of expenditure, such as rangers' equipment and performance bonuses, informer payouts and vehicle maintenance costs. The Namibian Black Rhino Fund helps to fund these critical areas and allows rangers to concentrate on vital protection and monitoring work."



 Trygve Cooper

→ A Perspective From The Donor

In the past, it has been easy for donors to make a conscience donation and then not bother about the effects of their money in the field.

Slowly the climate of giving is changing to a more responsible format, as donors become more accountable and more involved. The endowment style of the Namibian Black Rhino Fund offers complete peace of mind. The fund capital is managed in a safe, secure financial environment for income growth. Each year a target 10% of the capital fund is distributed to field projects such as Waterberg.

This way donors are making a responsible, consistent, well-planned contribution to the field, which lasts, quite

simply, forever. This pioneering form of cyclical support is the future for giving to fragile environments and cultures like Waterberg in Namibia; so much so that Save the Rhino has launched the Global Rhino Fund, to raise US\$21 million, and set up US \$1 million funds for every country that is clinging onto its rhino populations, such as Namibia.

In the words of Alastair Holberton, Chairman of NAMCO and Chairman of the NBRF, "The NBRF was the first country specific fund. It has started the process of responsible giving. Nothing is more satisfying than supporting the rangers who have dedicated themselves to such vital field work."



 Rhino monitoring taken to extremes

→ Save The Rhino Funding For Namibia: An Historical Perspective

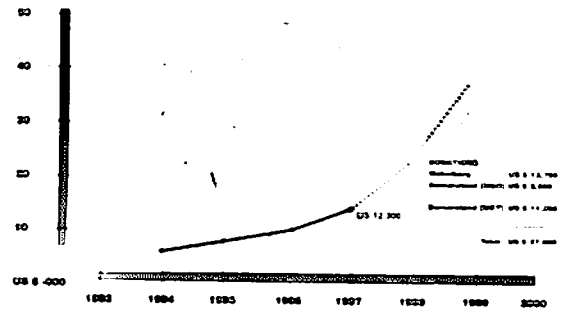
Actual Total of Global Rhino Fund

→ US \$107,750

Committed Total of Global Rhino Fund

→ US \$157,750

N.B.R.F. DISTRIBUTION [ENDOWMENT ACCRUAL] TARGET : U.S. \$100,000 PER ANNUM



Damaraland → The Desert-Adapted Black Rhinoceros Global Rhino Fund Support 1993/97

- 1993/95 US \$3,000 per annum
- 1996/97 US \$4,000 per annum
- Total US \$17,000

Goods in kind support

- 1992/93 US \$20,000

Direct project support

- 1992/97 US \$50,000

Waterberg → The Desert-Adapted Black Rhinoceros Global Rhino Fund Support 1993/97

- 1993/95 US \$3,000 per annum
- 1996/97 US \$4,000 per annum
- Total US \$17,000

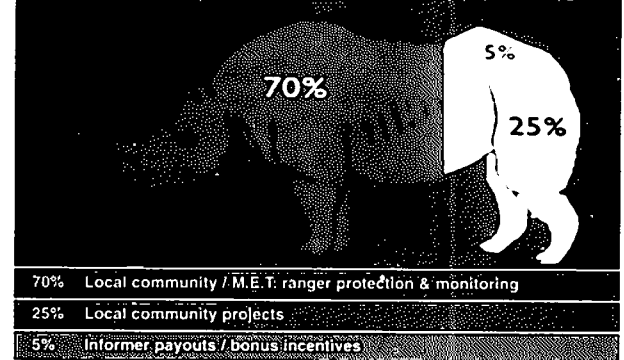
- Grand Total US \$104,000

NAMIBIAN BLACK RHINO FUND

THE N.B.R.F. CAPITAL BASE GROWS STEADILY - TOWARD ED ANNUAL



Estimated percentage projected breakdown of field project funding



- Conclusion** → Investors know that by contributing to the Namibian Black Rhino Fund, they are making a cyclical commitment to work with the local community to promote the people and wildlife of Namibia. Protecting the environment is a leading issue of our times and this programme of responsible-giving shows that the investor has demonstrated that it is prepared to invest in the area to contribute to that region's long-term well-being.

