

A day in the life of Rhino HQ

We thought we'd theme this issue around a day in the life – or perhaps a life in the day – of the people whose work we support. Rhino conservation throws up many weird, wonderful and sadly woeful surprises, and it really is true that no two days are the same.

Cathy Dean | Director

Let's take my day, yesterday 28 February, here in the office. As usual, it began with a skim through emails, replying to urgent ones and parking others until later. Then a trawl of my Google alerts so that I could tweet the most interesting stories. The IUCN press release from the African Rhino Specialist Group (AfRSG) meeting I participated in last week has generated a lot of coverage, as has the imminent CITES Conference of the Parties, starting in Bangkok on 4 March.

Next was our monthly reforecast of our cashflow. I sat with each team member in turn, as we went through our entire budget and updated our income, expenditure and predictions up until the end of the year on 31 March; it gets easier as the time remaining contracts. Numbers for this year are looking pretty healthy – not as good as last year, when we raised over £1 million – but still good. That's important, as it means we can give out more grants to field programmes.

Over lunch, we held one of our weekly team development talks. These can be tutorials on a particular field programme, or a debrief from a training course, but this time Katherine led us through media responses to a range of current hot potatoes:

the reasons for our withdrawal from Defra's *If They're Gone* campaign; our position on trophy hunting; and the potential legalisation of the trade in rhino horn. (You can read our position statements in the 'Thorny issues' section of our website, under 'Rhino Info'.)

With a dramatic change of style, and with the help of lovely volunteer Emma Knott, we recorded our 'Save the Rhino does the Harlem Shake' video, now available on youtube: <http://bit.ly/Y4ikDH> Rhino conservation has many grim days these days, and we all need cheering up occasionally.

Josephine and I then worked on typing up some discussion from the AfRSG meeting – on Kenya's proposal to CITES that a temporary export ban be placed on rhino horn trophies – to email to the Chair of the AfRSG. Dr Mike Knight will write to the Kenyan Minister with feedback, as requested, from the Specialist Group.

Katherine and I dialled into a conference call with the PR agency that is working on the 2013 ASICS campaign: our rhino-costumed record-holder for running a marathon, Vinny O'Neill, stars in one of the films. The video will be launched next week and there are plans for in-store events, including a technical analysis of just how much harder it is to run in rhino cozzie.

The press started calling: a paper has been published in the journal, *Science*, advocating the legalisation of the trade in rhino horn, and what do we think? Our lunchtime planning had come in handy.

And then home for a run. I'm in training for the Brighton Marathon on 14 April, as a precursor to running the Comrades in June in South Africa. Another typical day in the office...

Rhino HQ: (left to right)
Meera, Yvonne,
Josephine, Cathy,
Katherine, Laura, Susie



Events Schedule



Virgin London Marathon 2013	Sunday 21 April 2013
Rhino Mayday 2013	Wednesday 1 May 2013
Prudential RideLondon-Surrey 100	Sunday 4 August 2013
World Rhino Day 2013	Sunday 22 September 2013
ING New York City Marathon	Sunday 3 November 2013
Save the Rhino Annual Dinner	Wednesday 6 November 2013
Save the Rhino Christmas auction	December 2013
Douglas Adams Memorial Lecture 2014	Tuesday 11 March 2014
Virgin London Marathon 2014	April 2014
Rhino Climb Kilimanjaro	Dates to suit 2013 and 2014
UK challenges	Various dates

For more information about any of these events, please visit www.savetherhino.org/events or email laura@savetherhino.org or call +44 (0)20 7357 7474