

## 2013 AAZK's BOWLING FOR RHINOS "Together in Conservation"

*Presented by Patty Pearthree  
National Bowling For Rhinos Program Manager*

### Introduction

The American Association of Zoo Keepers (AAZK) "Bowling For Rhinos" (BFR) fund-raiser has raised nearly **\$4.5 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. 2012 was a record breaking year raising over \$337,000 for conservation worldwide! In Kenya, we now protect over 1.5 million acres of white and black rhino habitat under Lewa's conservation charter. In Indonesia, we protect 1.4 million acres of crucial lowland rainforest habitat for the survival of the Javan and Sumatran rhinos and other species living in their ecosystems including Sumatran tigers, elephants, tapirs, Javan gibbons and sunbears. 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.

### Accomplishments through Our Conservation Partners

Our support of these conservation partners has allowed them to come together in conservation to help change the world. Black rhino were only one of a number of species that were likely to go extinct by the year 2000 had it not been for AAZK's BFR support. Black rhino have doubled to around 5,000 in number with BFR support. In 1990 we protected wildlife in Lewa's 10,000 acre Ngare Sergoi Rhino Sanctuary. We now protect 3 million acres of wildlife habitat. That is 25% larger than Yellowstone National Park!

All this comes at a price. Operation costs to protect wildlife in these areas increases at 10-15% per year. Combined with the ever increasing poaching pressure, this means we need to increase our overall 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, visit:

[www.rhinos.org](http://www.rhinos.org) and [www.lewa.org](http://www.lewa.org)

### Together in Conservation

The best conservation programs involve long-term commitment. Since 1990, AAZK's Bowling For Rhinos has been one of the world's most successful conservation programs raising over \$4.4 million for conservation worldwide! AAZK remains committed to its conservation partners: Lewa Wildlife Conservancy (LWC), International Rhino Foundation (IRF) and Action for Cheetahs in Kenya (ACK). 100% of BFR funding is being spent on conservation programs with 98% being designated specifically for conservation projects within rhino habitat. The remaining 2% of uncommitted funds is weighted heavily to favor rhino conservation programs and has now allowed us to support the conservation programs of the Indian rhino.

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 \$3.3 million annually and 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. Lewa is now home to 130 rhinos, 79 black and 51 white (June, 2012) and several rhino have gone to other areas to repopulate. OL Pejeta is home to 88 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.

Lewa's **core** rhino conservation program has always been the main focus of BFR funding. These core

operating costs now run about \$725,000 and AAZK contributes about 25 % of this annually. These funds are vital to rhino conservation and the survival of the species. AAZK's long term and continuous funding makes it an invaluable contributor to the success of LWC in conservation worldwide!

In June, 2013, Lewa Wildlife Conservancy became a UNESCO World Heritage Site and is part of the area called **Mount Kenya World Heritage Site**. This unique recognition is reserved "for places of outstanding universal value to humanity that, as such, have been inscribed on the list to be protected for future generations to appreciate and enjoy". The World Heritage Committee considered Lewa and Ngare Ndare for their outstanding natural beauty, as well as their varied and impressive ecosystems and biodiversity. Lewa and Ngare Ndare are all connected to Mount Kenya through an elephant corridor. Lewa was instrumental in the creation of this crucial migration passage that serves as a route for landscape connectivity.

### **Expanding Support to Indonesia**

In 1994, AAZK expanded its funding efforts when it began supporting Ujung Kulon National Park in Java Indonesia to save the Javan rhino. Ujung Kulon is home to the last 25-45 Javan rhinos on earth. 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 100 Sumatran rhinos remain, and because of their rapid rate of decline, they are considered the most threatened of all rhino species. All of our funding for the Indonesian rhino Programs now goes through IRF.

Currently, the IRF funds allow the operation of rhino protection units in Ujung Kulon National Park (NP), Way Kambas NP & 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 less than 100 Sumatran & perhaps as few as 25 Javan rhino remaining, these Patrol units are vital to the survival of both species.

### **Action For Cheetah in Kenya**

In 2009, AAZK's BFR began supporting ACK under the direction of Mary Wykstra. This support 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](http://www.actionforcheetahs.org)

### **AAZK Conservation Resource Grant Helps Save All Five Species of Rhino**

Each year, the AAZK Conservation Resources Grant is awarded to an ex-situ or in-situ rhino conservation effort. In 2010 and 2011, IRF was awarded the AAZK Conservation Resources Grant of 2% of the balance of BFR funds raised. Funds provided radio collars for Indian Rhinos that were being translocated as part of the Indian Rhino Vision 2020 Program. This program 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!**

### **Growing BFR Events Over 25 Years**

In 1990, we raised \$138,000 from 35 chapters. Today, we have over 70 chapters participating raising over \$337,000 annually. We will soon pass the \$ 5 million raised mark and enter our 25<sup>th</sup> year of BFR! Our accomplishments are grand but we must keep pushing forward to help save wildlife for future generations. Together in conservation we can accomplish our goal and raise \$500,000 annually with 100% participation from all AAZK chapters!

### **2012 BFR Results**

**\$337,191** was raised by **71** chapters or institutions in 2012. This compares to 2011 with **280,015** raised by **65** chapters.

### **2013 BFR Results to date**

As of the writing of this paper July 30th, chapters were just beginning to turn in funds. The **2013 winners have not been determined** since the deadline for trip winners to turn in funds is September 1<sup>st</sup>.

**The 2012 Top ten Individual money raisers were:**

- #1- Jennifer Gonsman of Los Angeles AAZK with \$35,500 (**won 2 week trip to Lewa**).
- #2-Ashley Orr of Dallas AAZK with \$13,901 (**won 2 week trip to Lewa**).
- #3- Gil Myers of National Capital AAZK with \$10,817(**won 2 week trip to Indonesia**)
- #4-Logan Agan of Oklahoma City with \$9,589 (**won 2 week trip to Indonesia**)
- #5- Lindsay Ireland- Detroit-\$8,500
- #6-Patty Pearthree- North Carolina- \$9,005 (but only \$6,005 by Sept. 1)
- #7-Linda Stark- Indianapolis- \$3,577
- #8- Yvette Kemp- San Diego-\$1,058
- #9-Emily Hallford- Tulsa- \$1,000
- #10-Susie Turner- Heart of Illinois- \$550

Honorary Trip winner: Heather Strawn of the Cleveland AAZK Chapter for her years of dedication to organizing the event (**won one week trip to Lewa**).

Chapter award: Kansas City- Started BFR & have bowled every year since then!

**The 2012 top 3 money raising AAZK chapters were:**

- #1- Los Angeles-\$35,500 (all time record!)
- #2- Dallas- \$16,417
- #3- San Diego- \$16,109

**Top 10 money raising chapters since Bowling For Rhinos started in 1990:**

- 1) Oklahoma City- \$247,547
- 2) Portland-\$ 229,562
- 3) Dallas-\$193,403
- 4) Detroit-\$181 622
- 5) San Diego-\$173,512
- 6) Utah- \$139,889
- 7) Philadelphia- \$135,323
- 8) Lincoln Park-\$131,057
- 9) Los Angeles- \$130,898
- 10) Indianapolis- \$123,611

**Honorary BFR Trip Winner**

Each year, AAZK and Lewa 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. Lewa will host this winner in October at Lewa for one week.

The 2012 Honoary trip winner was Heather Strawn of the Cleveland Zoo. Heather has been one of the top 10 money raisers in the country a number of years. She has been the Cleveland BFR coordinator for nearly 10 years now raising over \$106,000 and making Cleveland one of the more successful events. She has consistently raised the most money in her chapter while she continues to organize the event. Heather's tireless efforts have not gone unnoticed in the conservation field. She was awarded with a free trip to visit Lewa Wildlife Conservancy in Kenya in October, 2013. She and a companion will be hosted by Lewa on their adventure to be first hand observers of the wildlife that benefits from Heather's hard work and dedication.

The 2013 winner will be announced at the AAZK conference this year.

**Eight different chapters have been the top money raising chapter in the past 22 years. Trip winners have won trips with as little as \$850 (1995) to as much as \$35,500 in 2012. Trip winners have been from 14 DIFFERENT zoos. If we include the honorary trip, that number would be 16 DIFFERENT zoos.**

**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**

### **BFR Division of Funds**

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 (IRF)	65%
Lewa Wildlife Conservancy(LWC)	25%
Action for Cheetahs Kenya (ACK)	8%
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 in some fashion every year. So come join us and let’s grow together!

### **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.

**-Use Social media** to advertise your event

**-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 or gather email

addresses)

- 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 when they talk up event!)
- Post info next to **rhino/elephant exhibits** about your upcoming event and how to join!
- If you are going for the trip prize, **let potential sponsors know they could help you win the trip!**
- Send out letters/emails to friends and family seeking donations.**
- Check out <http://aazkbfr.org> or <http://aazk.org/committee/bowling-for-rhinos/>
- Lewa Promo CDs & materials, "Patrols of Hope-The last Sumatran Rhino" CD, how to hold a successful event info and more can be found here. For additional Lewa promo materials, contact: Robin Leckinger: [leckingerjr@sbcglobal.net](mailto:leckingerjr@sbcglobal.net) or Ginger Thompson at [ginger@lewa.org](mailto:ginger@lewa.org) and for additional IRF promo materials, contact: Bill Konstant at [BKonstant@rhinos.org](mailto:BKonstant@rhinos.org)**
- **contact Patty Pearthree at: [ppear3@gmail.com](mailto:ppear3@gmail.com) or 919-678-0449**

#### BFR Fund-raising Guidelines

- If possible, Events should be held between March 1- August 1<sup>st</sup> (optimal for PR is 1<sup>st</sup> 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, see <http://aazkbfr.org> for information, send your event coordinator contact info, date of event,etc, and let me know the number of sponsor sheets to send: [ppear3@gmail.com](mailto:ppear3@gmail.com)
- \*If you have never held an event, see "how to hold an event" on the web site: <http://aazkbfr.org>.
- 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@gmail.com](mailto:ppear3@gmail.com) 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.

**\* 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 and the Blue Rhino Gas Company sponsors a local Bowling For Rhinos event annually in Winston-Salem,NC. See [www.bluerhino.com](http://www.bluerhino.com) for more information.

\*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.

**Appendix II: Bowling For Rhinos Fundraising Annual Comparisons 2013**

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 Brian McKenna	\$4,877 \$3,791	Indianapolis Lincoln Park	Lincoln Park	\$12,697
1992	\$99,393	47	Cara Lance Debbie Palay	\$4,977 \$1,743	Indianapolis Lincoln Park	Lincoln Park	\$11,102
1993	\$112,015	44	Richard Buthe Kathy Knowin	\$5,070 \$4,960	Philadelphia Lincoln Park	Philadelphia	\$13,168
1994	\$106,452	53	Diana Villafuerta Christine Bobko	\$3,505 \$3,146	Lincoln Park Denver	Portland, OR	\$10,821
1995	\$120,657	45	Patty Pearthree* Katrina Osborn	\$1,767 \$1,488	Indianapolis Miami Metro	Portland, OR	\$11,398
1996	\$149,249	49	Bill Nelson Jay Weston	\$5,670 \$3,498	Dallas Hogle	Dallas	\$14,757
1997	\$128,604	43	Janet Wiard Mary Wykstra-Ross	\$6,256 \$5,240	Oklahoma City Hogle	Dallas	\$10,865
1998	\$124,920	43	Norah Farnham Kirk Nemecheck	\$7,539 \$5,406	Lincoln Park Rolling Hills	Lincoln Park	\$12,653
1999	\$135,625	38	Brenda Gunder Dolora Batchelor	\$10,618 \$6,245	Rolling Hills Miami Metro	Portland, OR	\$13,311
2000	\$143,083	37	Kirsten Christensen Tim Hays	\$12,201 \$6,816	Oklahoma City Rolling Hills	Oklahoma City	\$12,201
2001	\$192,789	42	Jay Pratte Debie Mangrum	\$10,161 \$9,467	Dallas Oklahoma City	Dallas	\$17,877
2002	\$158,456	40	Victoria Zahn Bethany Lutz	\$16,607 \$9,200	Oklahoma City Hogle/Utah	Oklahoma City	\$16,607
2003	\$188,643	44	Mary	\$13,593	Oklahoma	Puget Sound	\$16,462

			McFarland Jason Peterson	\$11,500	City Hogle		
<b>2004</b>	\$214,271	42	Todd Bridgewater Michelle Pratt Bethany Lutz Mike Connolly	\$17,680 \$13,435 \$12,000 \$6,000	Oklahoma City Detroit Hogle Tulsa	Detroit	\$19,494
<b>2005</b>	\$233,950	47	Chrislyn Newton Crystal Derusha Jessica Scallan Alex Vasquez	\$18,074 \$14,000 \$9,000 \$8,706	Oklahoma City Utah Tulsa Dallas	Oklahoma City	\$18,704
<b>2006</b>	\$250,577	53	Amy Stepens Kelly Wilson Jane Larson Eric Flossic	\$21,025 \$18,478 \$14,200 \$13,000	Oklahoma City Detroit Utah Tulsa	Oklahoma City	\$21,025
<b>2007</b>	<b>\$316,397</b>	53	Jaimee Flinchbaugh Ruth Ann Prey Rana Bayrakci Heather Strawn	\$31,091 \$28,359 \$14,088 \$12,498	Oklahoma City Detroit Puget Sound Cleveland	Oklahoma City	\$31,091
<b>2008</b>	\$273,279	55	Jennifer Davis Christine James Jennifer Thomas Rue Hewett Kim Sevier	\$35,388 \$14,554 \$12,150 \$11,000 \$11,000	Oklahoma City Dallas Detroit Miami Metro Tulsa	Oklahoma City	\$35,388
<b>2009</b>	\$256,785	53	Nicole Miller Gina Garza	\$30,101 \$13,327	Los Angeles Dallas	Los Angeles	\$30,101
<b>2010</b>	\$256,420	61	Dani Cremona  Melissa Kesler	\$30,000  \$15,000	Los Angeles Oklahoma City	Los Angeles	\$30,000
<b>2011</b>	\$280,015	65	Cori Monetti  Holly Ray	\$32,000  \$14,232	Los Angeles Oklahoma City	Los Angeles	\$32,000
<b>2012</b>	\$337,191	<b>76</b>	<b>Jennifer Gonsman</b> Ashley Orr	<b>\$35,500</b> \$13,901	<b>Los Angeles</b> Dallas	<b>Los Angeles</b>	<b>\$35,500</b>

\*Ken Smith won trip w/ \$850 as each person can only win trip once.

Bold denotes record holders.

**Appendix III: Bowling For Rhinos 2013  
Distribution of Funds**

Year	LWC	Indonesian Programs		ACK	AAZK Conservation Grant
		Through Adopt-A-Park	Through IRF		
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
2011	\$191,254	\$0	\$77,260	\$9,201	\$2,300
2012	\$206,208	\$0	\$115,850	\$13,705	\$3,426
2013		\$0			
2014		\$0			
<b>Total</b>	<b>\$2,953,987</b>	<b>\$403,305</b>	<b>\$835,778</b>	<b>\$37,563</b>	<b>\$9,390</b>