



Save the Rhino International  
*Connecting conservation and communities*

Annual Review  
April 2010 - March 2011





## Chair's report

When Save the Rhino International was founded in 1994, black rhino numbers were at an all-time low, of around 2,410. Since then, with dedicated conservation efforts, numbers have steadily increased to 4,880, while white rhinos now number 20,165 (as at 31 December 2010). Range expansion programmes, new technologies, long-term and ongoing community conservation and environmental education programmes were all contributing to support population growth. The only way was up.

We didn't realise at the time that this was a "golden age" of rhino conservation, and that a poaching crisis to rival that of the 1980s and 1990s was on the horizon. Recent poaching has caused a substantial decline in the rhino population figures for Zimbabwe, and threatens to overtake the number of births in South Africa, sending rhino growth into reverse.

This isn't a reason to give up. We work with some excellent people in the field, and with political will and support from range state countries, the networks of corruption can be disrupted. Better, more joined-up investigations, courts producing deterrent sentences, along with a clampdown on illegal practices by South Africa's hunting industry are needed.

The hard nut to crack is addressing the demand from East Asian countries, particularly from China and Vietnam. We have no experience of working in these areas, and will be looking for partners with whom we can work to change attitudes. However, this could take decades, and meanwhile Africa's rhinos need upgraded protection and monitoring. We will do what we can to get financial support to where it's needed.

On behalf of the Trustees I would like to thank our amazing Director Cathy Dean and her incredible team for all their hard work and dedication.

*Tom Kenyon-Slaney*



## Director's report

The financial year 2010-11 has been our best to date, and it's just as well we have been able to generate so much funding to grant out, given the poaching crisis we face.

We are particularly grateful to our largest and longest-term funders, US Fish and Wildlife Service and Chester Zoo, whose support of our proposals is extremely valuable. As I've said before, we also enjoy and benefit from the collaboration with these organisations, and with the International Rhino Foundation and the African Rhino Specialist Group.

I am very fortunate to be able to work for a charity I love, supporting field personnel I admire, with the support of a great team in Save the Rhino's office in London. Current and former SRI staff all turn out to volunteer at our events, and the loyalty they show is wonderful. Save the Rhino's Trustees very kindly agreed to let me take a six-month sabbatical in 2011, where my husband and I were able to work with rhino programmes in Namibia and Zimbabwe, to share some of the office-based skills we have learned over the years. I am pleased to say that the rhino team, led by Lucy Boddam-Whetham, did a terrific job in my absence and I am confident that 2011-12 will be an even better one for Save the Rhino.

*Cathy Dean*



# Statement of Need

## Africa's rhinos face worst poaching crisis in decades

In March 2011, the press release reporting the outcomes of the latest African Rhino Specialist Group meeting highlighted that Africa's rhinos were facing the worst poaching crisis in decades, with the most serious poaching upsurges in South Africa, Zimbabwe and Kenya.

Well-equipped, sophisticated organised crime syndicates have killed hundreds of African rhinos - just for their horns.

South Africa alone lost 333 rhinos in 2010, compared with only 13 in 2007. Although population figures for both black and white rhinos have increased since 2007, the increase in poaching is giving grave concern for the rhinos' future. Black rhinos (*Diceros bicornis*) currently number 4,880 (up from 4,240 in 2007), whilst white rhinos (*Ceratotherium simum*) are more numerous, with a population of 20,170 (up from 17,500 in 2007).

Rhino experts urged greater cooperation, assistance and training from law enforcement, military, and judiciary agencies, assistance in developing new tools and technologies to detect and intercept rhino poachers and horn traffickers. There is also an urgent need for improved conviction rates and increased severity of penalties for rhino-related crimes.

Save the Rhino (SRI) is actively responding to these recommendations and continues to provide financial and in-kind support to over 15 field programmes. In the financial year 2010-11, 69% of our grants went to support anti-poaching and monitoring activities. SRI is also working to boost security responses in Namibia and Kenya by providing funding for a security workshop for the Kunene Region of Namibia, which holds an important black rhino population, and fundraising for a scene-of-the-crime training course in Namibia. Save the Rhino, together with USFWS and Dambari Wildlife Trust, also recently helped cover the costs of a series of workshops in Zimbabwe to develop a new national rhino strategy.

In consultation with country representatives, we are looking at the security needs of each of the four main rhino range states. We plan to launch an appeal later this year that will raise funds to meet the priority needs identified.

### Mission statement

Save the Rhino works to conserve viable populations of critically endangered rhinos in Africa and Asia. We recognise that the future of wildlife is inextricably linked to the communities that share its habitat. By funding field projects and through education, our goal is to deliver material, long-lasting and widespread benefits to rhinos and other endangered species, ecosystems and to the people living in these areas.

### Aims

- To increase the number of rhinos in genetically viable populations in the wild
- To enhance the integrity of ecosystems
- To ensure that local communities benefit from conservation activities

### Primary objectives

- To provide financial support for *in situ* projects focused on all five of the rhinoceros species
- To encourage and enable the sharing of information, experience and skills between rhino programmes, *ex situ* and conservation organisations
- To measure and improve the effectiveness of our grant-making and charitable activities
- To raise awareness of the need for rhino conservation and communicate the work of Save the Rhino

### Our approach

- We employ a pragmatic approach focused on viable populations, and are not sentiment-driven
- We support the sustainable use of natural resources for the mutual benefit of wildlife, habitat and local communities
- We support the sustainable use of wildlife (i.e. culling, cropping and hunting) provided it is legal and the profits are ploughed back into conservation
- We do not create or run our own programmes in the field; rather, we find rhino conservation programmes that we think are doing a good job, and then fund them
- We prefer to work with programmes on a long-term basis, rather than making one-off or ad hoc grants
- We believe in the value of partnership working with other *in situ* and *ex situ* NGOs and conservation organisations



One of the reconditioned rhino crates at the Ol Pejeta Conservancy in Laikipia, Kenya (OPC)



Rhinos released in Manas National Park, after a successful translocation, part of Indian Rhino Vision 2020 (WWF India)



An exchange visit between Laikipia Wildlife Forum and North Luangwa Conservation Programme focusing on environmental education (NLCP)



Sumatran rhinos are one of the rarest large mammals on Earth; their cousins, Javan rhinos, are even more scarce (Mark Carwardine)



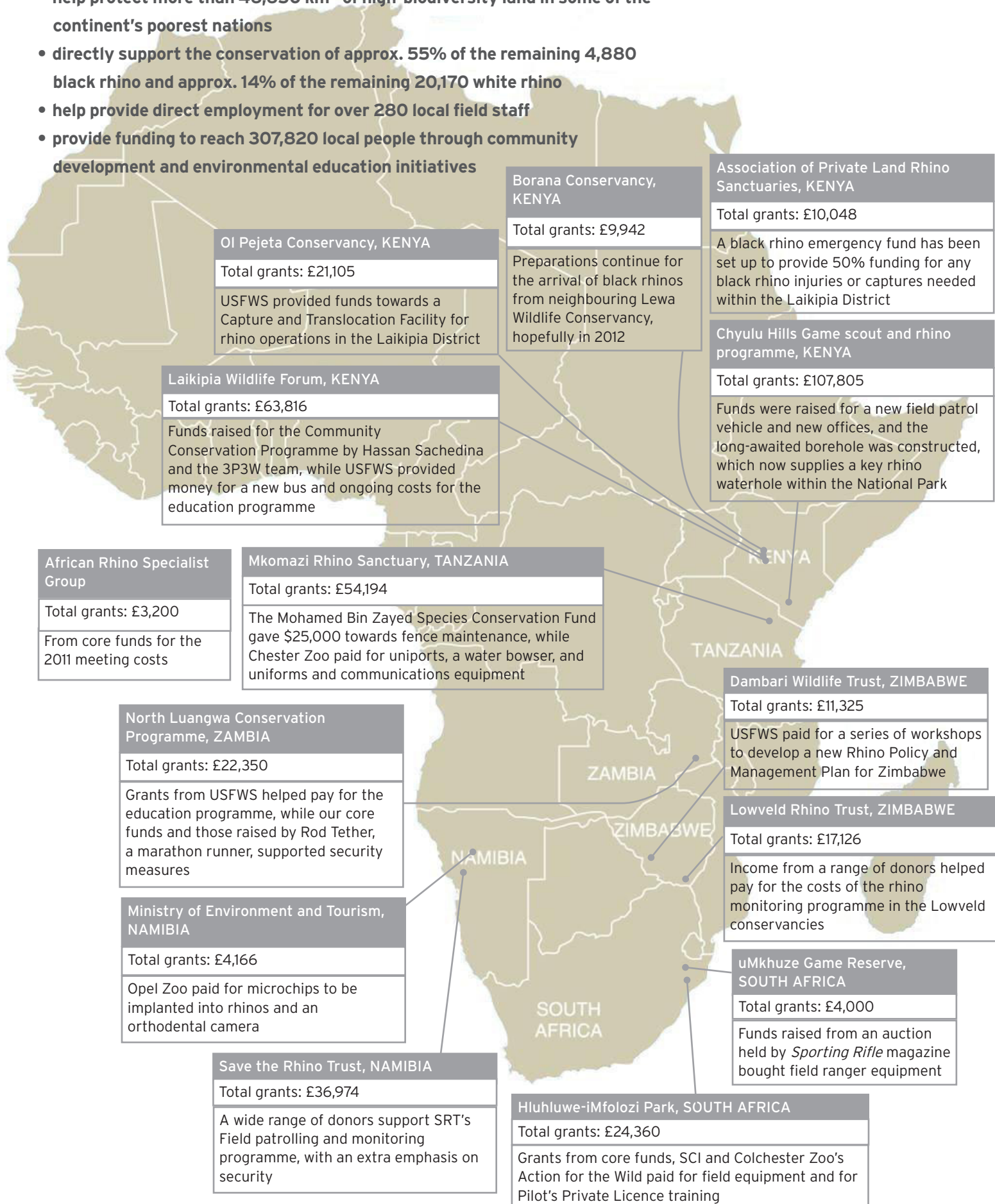
Maintenance of electrical fencing at Mkomazi Rhino Sanctuary helps to prevent rhinos straying (GAWPT)

# Objective 1

To provide financial and in-kind support for *in situ* projects focused on all five of the rhinoceros species - **GRANT-MAKING HIGHLIGHTS & ACHIEVEMENTS**

## In Africa we currently:

- help protect more than **46,650 km<sup>2</sup>** of high-biodiversity land in some of the continent's poorest nations
- directly support the conservation of approx. **55%** of the remaining **4,880** black rhino and approx. **14%** of the remaining **20,170** white rhino
- help provide direct employment for over **280** local field staff
- provide funding to reach **307,820** local people through community development and environmental education initiatives



**In Asia we currently:**

- help protect a total of 2,642 km<sup>2</sup> of high-biodiversity that is rapidly being lost due to logging and other illegal human activity
- help protect 0.4% of the remaining 2,850 Greater one-horned rhino and support overall efforts to save the species through IRV2020; 47% of the remaining 130-190 Sumatran rhino; and 100% of the remaining 37-44 Javan rhino
- help provide employment for over 105 local field staff

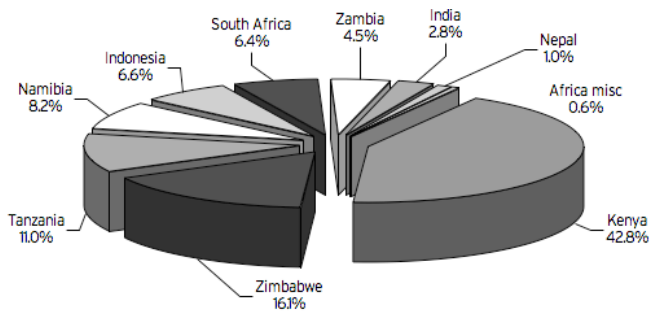
**Indian Rhino Vision 2020, INDIA**  
 Total grants: £14,080  
 Rhinos were successfully translocated from Pobitora Wildlife Sanctuary to Manas National Park

**Red Caps, NEPAL**  
 Total grants: £4,866  
 Supported production and distribution of a film addressing human-rhino conflict

**Small grants given to rhino programmes (irregular support)**  
 Grumeti Reserves (£225)  
 Lewa Downs Conservancy (£2,059)  
 Selous Trust (£521)  
 Somkhanda Game Reserve (£3,899)

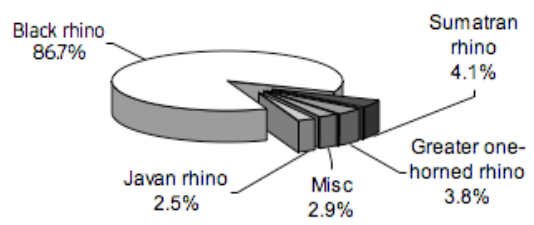
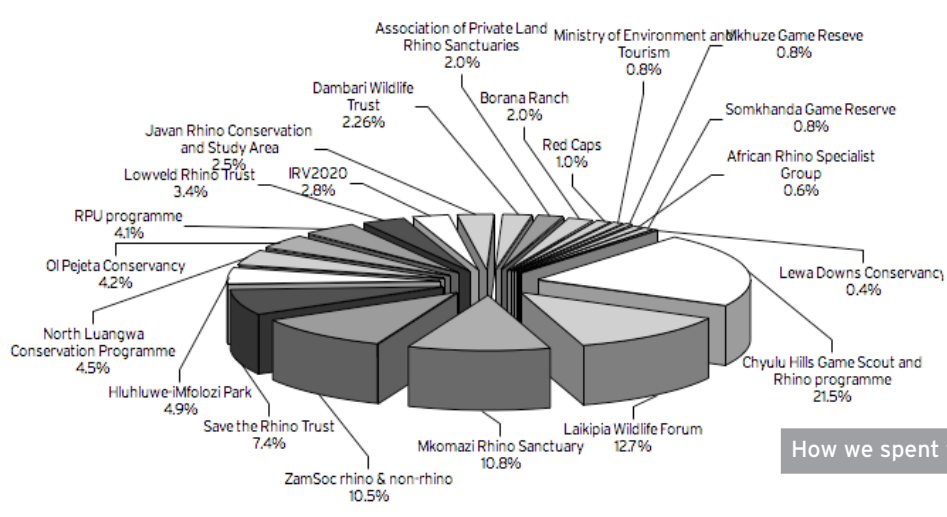
**Rhino Protection Unit programme, INDONESIA**  
 Total grants: £20,453  
 Support for the wild rhino populations in Bukit Barisan Selatan and Way Kambas National Parks from BBC Wildlife Fund and Chester Zoo

**Javan Rhino Study and Conservation Area, INDONESIA**  
 Total grants: £12,558  
 Donations from Stuttgart and Hilvarenbeek Zoos as well as via our Operation Javan Rhino Appeal



**Grants given to partner charities from joint fundraising efforts**  
 Environmental Investigation Agency (£1,605)  
 Motor Neurone Disease (£2,026)  
 Peaks Foundation (£15,813)  
 School of St Jude's (£24,452)  
 Wilderness Foundation (£806)  
 Support for International Change (£13,025)

How we spent the funds split by country



How we spent the funds split by rhino species

How we spent the funds split by field programme

Grants totalled £559,151. Further restricted funds held over for expenditure in 2011-12 totalled £213,590

# Objective 1

To provide financial and in-kind support for *in situ* projects focused on all five of the rhino species - **FUNDRAISING**

We set a cautious budget for the financial year 2010-11, mindful of the continuing recession. However, we exceeded expectations on all fronts, raising a total of £989,338 against an original target of £684,247. Our success was due to several factors:

## Fundraising highlights

- The London Marathon vastly exceeded expectations this year, raising a massive £83,710
- A team of six took part in the new Rhino Trek South Africa challenge in August 2010, walking from Somkhanda to Hluhluwe-iMfolozi Park. They told us it was "food for [their] soul"
- Several teams and individuals raised money for us, including two teams who took part in the Comrades Marathon running relay in rhino costumes, raising an incredible £58,000; two runners took part in the New York Marathon, raising £1,400; and Trustee Christina Franco attempted walking to the North Pole, raising £4,800
- We held the second of our PechaKucha dinners in October 2010, this time with an African theme. Clive Anderson was a wonderful host and Sir Max Hastings, Tim Butcher, Benedict Allen and others spoke about an African passion or experience, raising over £30,000
- In January 2011, Patron Mark Carwardine presented a special event on rhino conservation at the Royal Geographical Society with sponsorship from Abercrombie & Kent
- Our Around the Horn comedy night on a soggy night in January lifted our spirits, with headliner Dan Clark being joined by Pappy's, Idiots of Ants and Tom Wrigglesworth
- Also in January, a group of 11 women took part in the 3 Peaks 3 Weeks challenge, in which they climbed the three highest peaks in Africa, raising a fantastic £76,000
- A group climbed Mt Kilimanjaro and visited Mkomazi to see how the money was being spent, raising almost £20,000
- Finally for events, the Ninth Douglas Adams Memorial Lecture was a sell out, thanks to the hugely popular Professor Brian Cox. The event, introduced by Robin Ince, brought the universe to the RGS
- Fundraising from grant-making trusts and foundations raised just shy of £450,000 against a target of £297,200. The increase was largely due to the number of successful proposals submitted to US Fish & Wildlife Service's Rhino and Tiger Conservation Fund
- The remaining funds came from extremely valued repeat funders such as the Sainsbury family charitable trusts, Ernest Kleinwort Charitable Trust, The Marjorie Coote Animal Charities Fund, The Mary Heap Charitable Trust, Taiwan Forestry Bureau and BBC Wildlife Fund
- We continued to receive phenomenal support from European zoos such as Chester Zoo (giving an incredible £55,885), Amnéville Zoo, Dublin Zoo, Colchester Zoo, Knowsley Safari Park, Safaripark Beekse Bergen and Dierenrijk and Stuttgart Zoo
- We were also successful in applying to new funders including the Martin Wills Fund, the Mohamed Bin Zayed Species Conservation Fund, Van Tienhoven Foundation, Van der Hucht de Beukelaar Stichting and the Dischma Charitable Trust
- We continue to work with various corporate partners to increase revenue for rhino conservation including Victor Stationery, as well as holding two one-off campaigns with Continental Tyres and Animal Planet
- Revenue from donations was £97,000 against a budget of £40,000 including generous donations from Kenneth Donaldson, George Stephenson, Henry Chaplin and James Potter (on behalf of Virgin Money Giving). This figure also includes grants secured by our partner, the Zambezi Society

## Pro-bono highlights

A total of £46,415 worth of gifts-in-kind was generously given in the form of auction lots, raffle prizes, services and volunteer time, such as:

- Niki Lyons very generously halved the cost of making 10 new rhino costumes
- Google continue to support us through a Google grant which enhances the searchability of our website
- Interstate Associates and designer Alex Rhind continued to support us by completing design work at heavily discounted rates or free-of-charge
- British Airways very kindly provided three complimentary international flights to enable programme visits
- Substantial gifts were received as auction lots or raffle prizes from Wilderness Safaris, Natasha Archdale, Malcolm Stathers, George Stephenson and Tom Kenyon-Slaney
- And Chester Zoo and Givskud Zoo provided technical support for black rhino programmes in East Africa and in Zambia respectively



The Comrades Marathon team raised £58,000. The course stretches 56 miles from Pietermaritzburg to Durban in South Africa (Action Photo)



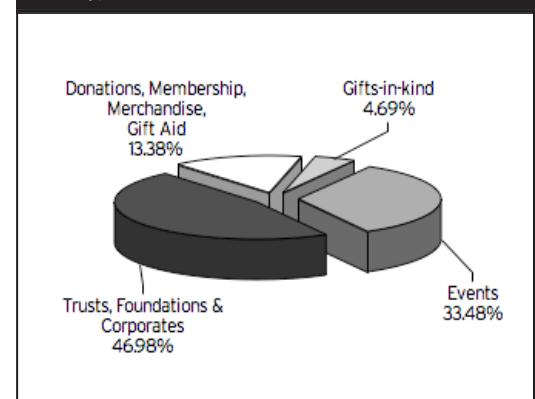
Richard Bonham received a new vehicle funded by USFWS for the Chyulu Hills rhino programme (MPT)



Brian Cox spoke at the Ninth Annual Douglas Adams Memorial Lecture, a sell-out event at the Royal Geographical Society



Our first-ever Rhino Trek South Africa challenge was completed by a group of six intrepid fundraisers (Mike Petchey)



The piechart above shows how much money we raise this year from different activities

# Objective 2

To encourage and enable the sharing of information, experience and skills between rhino programmes, *ex situ* and conservation organisations

As well as giving out grants, we believe that one of the most useful things we can do is to help build contacts between organisations involved in rhino conservation. After 16+ years of work in the rhino world, we have a good understanding of each others' areas of expertise, and are able to provide certain technical support ourselves.

## Collaborating with other conservation organisations

One of Save the Rhino's strengths has always been that we are very willing to work with other partners, where our skills and interests overlap and complement each other. In November 2010, Cathy was invited to the annual Board meeting of the International Rhino Foundation in the USA, where she heard updates about the field programmes led by the IRF, as well as presenting on Save the Rhino's work and initiatives, before taking part in a workshop to plan initiatives for the coming year, including the next joint appeal, Operation Stop Poaching Now!

In March 2011, Cathy attended the 10th African Rhino Specialist Group meeting, held in Mokala National Park in South Africa. She presented on Save the Rhino's activities and on development environmental education programmes that support and help deliver rhino conservation goals, and then acted as facilitator for a working group on developing a fundraising strategy for the AfRSG. As part of her sabbatical (February-July 2011 inclusive), Cathy volunteered to collate, edit and compile the proceedings for the meeting.

## Building links between field programmes

Arising from discussion with colleagues in other organisations, Save the Rhino put together proposals and raised funds for two multi-agency projects:

- A series of workshops, held in March 2011 in Harare, funded by USFWS, to develop a Rhino Policy and Management Plan 2011-2016 for Zimbabwe, involving the Parks and Wildlife Management Authority and Zimbabwean NGOs, as well as the Scientific Officer of the AfRSG, the Africa Programme Director for Fauna and Flora International, a security expert from Ezemvelo KZN Wildlife and other donor organisations
- An exchange visit, again funded by USFWS, involving rhino staff from the Namibian Ministry of Environment and Tourism, and the Kenya Wildlife Service, Chyulu Hills Game scout and rhino programme, Ol Pejeta Conservancy and Lewa Wildlife Conservancy (all from Kenya) to visit the Lowveld Rhino Trust in Zimbabwe. The visit actually took place in July 2011, during rhino operations in Save Valley Conservancy; a return visit to Kenya will take place in 2013. Such sharing of skills and expertise also help build staff morale, in what can be a monotonous, yet difficult and dangerous job

## Sharing expertise between *in* and *ex situ* organisations

Save the Rhino is well placed to build links between field programmes in Africa and Asia, and European funding bodies. We have seen an increasing number of zoos provide not just financial, but also technical, support. In August 2010, Givskud Zoo in Denmark signed an agreement to provide training, mentoring and support for the Conservation Education Programme in North Luangwa, Zambia. Meanwhile Chester Zoo's Education Department, led by Dr Maggie Esson, continues to assist the environmental education programmes run by the Laikipia Wildlife Forum in Kenya, and by the Mkomazi Rhino Sanctuary in Tanzania, as well as reviewing education provision and opportunities at Ol Pejeta Conservancy in Kenya. Monitoring and evaluation of Mkomazi's Rafiki wa Faru programme is showing excellent results. The partnership between Save the Rhino as prime fundraiser, and Chester Zoo as technical supporter, is working extremely well.

Two years ago, via the pro-active Chair of EAZA's Rhino Taxon Advisory Group, Dr Friederike von Houwald, Cathy Dean and Lucy Boddam-Whetham, Dr Susie Ellis (International Rhino Foundation) and Dr Lesley Dickie (EAZA's Executive Director) discussed how to involve more European zoos in active support for *in situ* field programme work. We are now seeing the benefits of Friederike's efforts, with zoos including Knowsley and Blair Drummond Safari Parks, and Zoo de la Barben and Safari de Peaugres in France, making regular donations to programmes supported by Save the Rhino, which handles all transfers and grant reporting.

Lucy visited the Chyulu Hills Game scout and rhino programme in February 2011, where she worked with the Maasailand Preservation Trust's staff to carry out a threat analysis, teach PowerPoint skills and to work on grant reports and budgets. And Cathy Dean and her husband, Kenneth Donaldson, began their six-month sabbatical in February, based initially at Save the Rhino Trust's office in Swakopmund, Namibia, where they assisted with fundraising, budgeting and strategy.



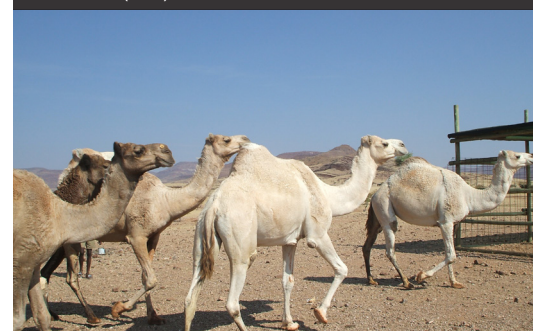
Lucy working on threat analysis, Powerpoint skills, grant reports and budgets with Fred Njagi of the Maasailand Preservation Trust (SRI)



Chester Zoo, home to both black and Greater one-horned rhinos, assists with environmental education in Kenya and Tanzania (SRI)



Exchange visits took place with representatives from Namibia and Kenya visiting the Lowveld Rhino Trust in Zimbabwe (SRI)



Camels at Save the Rhino Trust, Namibia, help to trek through the more difficult terrain in the Kunene Region (SRI)



Workshops to develop an updated Rhino Policy and Management Plan for Zimbabwe (SRI)

# Objective 3

## To measure and improve the effectiveness of our grant-making and charitable activities

As well as monitoring the impact of the grants we make, we are keen to ensure good governance internally, to become as efficient and effective as possible.

### Assessing the impact of our grants

Each year we carry out an assessment of the field programmes we support, using a range of criteria that relate back to our overall aims and objectives. The Director and Deputy Director assign scores against each criterion, which is weighted, and then multiplied out to give an overall score. The results are discussed at one of the quarterly Trustees meetings, when we pay particular attention to field programmes that have not scored so well, or where performance has dropped since the previous year, to see whether there is anything that Save the Rhino can do to assist, or assess whether we should continue to fund the programme.

Examples of problems that have arisen include changes of staff at the field programme and a resulting dip in capacity or knowledge, or large-scale poaching of a particular rhino population, to the point when it becomes no longer viable. Clearly, there are differences between temporary blips that can be resolved over time, and more permanent problems that are due to external factors, outside of our, or the field programmes', control. It is deeply disappointing to have to cease funding a field programme, but there are one or two in this category that we may have to deal with in the next 12 months. We are well aware that the grants are possible only because of the generosity of others, and that we have a responsibility to ensure that their money is used wisely and to best effect.

### Managing ourselves

We believe that our internal management systems are among the best in the charity sector, despite being a small charity.

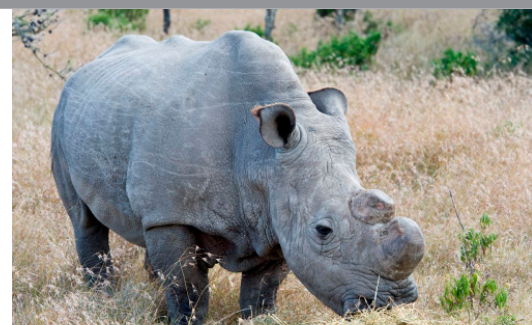
Our Trustee Board, which meets quarterly, is extremely engaged, with Trustees visiting field programmes at their own expense, as well as hosting fundraising events for us or bringing their networks to our annual dinner. Our Chair of Trustees, Tom Kenyon-Slaney, spends an afternoon in the office each month, talking with each member of staff in turn about their work, achievements and forthcoming tasks.

Substantial effort is spent on staff recruitment, induction, training and continuing professional development. In April 2010 we created the new post of Finance and Administration Assistant, in order to be able to cope with the increasing range of ways through which our supporters can now donate. Reconciling all the income and expenditure in three currencies is a major task and we recognised that the Office and Communications Manager could no longer do this as well as deliver all of our ambitions on the communications side.

Staff members are given an annual training budget of £500 per person, though from the second year of service, this is put towards overseas travel so that they may visit and assist at one of the field programmes. In 2010-11, Laura Adams spent four weeks with Save the Rhino Trust in Namibia, while Lucy Boddam-Whetham (Fundraising Manager and then Acting Director from February 2011) went to Assam in India and to the Chyulu Hills in Kenya. These visits build experience and morale for the staff members concerned, as well as giving us the first-hand knowledge that enables us to become better fundraisers.

As discussed in the previous year's Annual Review, we review and reforecast our cashflow every month, looking at every single budget line with the member of staff responsible. This means that we can predict, with a high degree of accuracy, the amount available for Trustees to grant out at any point in the year, as well as being aware of any likely shortfalls in time for us to do something to address them. We looked at all the suppliers to whom we pay more than £1,000 per year and found new providers for our magazine design, payroll and broadband, which will make combined savings of around £2,500 a year.

Our IT systems and databases are backed up frequently, and we review our Risk Assessment and Disaster Recovery Plan annually, to ensure that we have measures in place to mitigate any interruption to business, should a fire or flood or other problem affect our office.



As part of our monitoring process, SRI staff visit programmes that we are funding, to share skills and knowledge (Mark Cawardine)



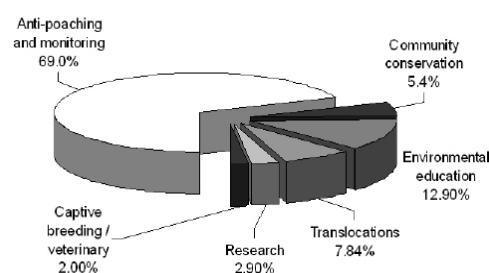
Cathy Dean and Lucy Boddam-Whetham receive a donation from Taiwan Forestry Bureau (SRI)



The Idiots of Ants at Save the Rhino's Around the Horn Comedy Night, this year at the Comedy Store (SRI)



A London Marathon rhino runner celebrates with family at the finish line (SRI)



The piechart above shows an analysis of grants made split between different types of activities



# Objective 4

To raise awareness of the need for rhino conservation and communicate the work of Save the Rhino

An important part of our work is to inform and engage the general public about rhinos, rhino conservation efforts and the field programmes that we support.

## Awareness raising

Throughout the year we have endeavoured to present on rhino conservation issues. Director Cathy gave talks on Sumatran and Javan rhino conservation at the Zoological Society of London, on Hluhluwe-iMfolozi Park at Colchester Zoo, and on Save the Rhino's work generally to Imperial College MSc students and to Fauna & Flora International's North West members.

## Press coverage

This year, we aimed to increase our media presence by actively responding to and providing comment and information for a range of journalists, securing coverage in range of outlets including *The Ecologist*, *The Sunday Times*, *The Times*, *Daily Telegraph*, *Msafiri* (the Kenya Airways in-flight magazine), Sky News and *Scientific American*. The series *Anna's Welsh Zoo*, in which TV celebrity Anna Ryder Richardson visited Laikipia Wildlife Forum and Ol Pejeta Conservancy, was shown on ITV1 Wales (and available on ITV Player) in January. Save the Rhino helped facilitate the filming and was mentioned in the film and credited in the end titles. We also facilitated filming by Windfall Productions for National Geographic of the last phase of black rhino reintroductions to North Luangwa National Park in Zambia.

## Online communications

Taking the opportunity of the special visit by SRI Patron Martina Navratilova and Director Cathy Dean to the Laikipia District in December 2010, we commissioned the production of a 10-minute video about Save the Rhino's work. Another SRI Patron, Mark Carwardine, the well-known photographer, author, guide and TV presenter, provided a voiceover, and the resulting film was launched at the 9th Douglas Adams Memorial Lecture in March 2011 at the Royal Geographic Society. This footage shows Martina visiting Ol Pejeta Conservancy to see black, Southern white and Northern white rhinos, as well as meeting people involved in the Laikipia Wildlife Forum's environmental education and community conservation programmes. She was particularly impressed by the drip irrigation and medicinal herb nursery projects that she visited. This short film provides an excellent introduction to our work, and we hope to use it in a range of places to help raise awareness of the activities carried out by rhino conservation programmes.

Our social media presence has gone from strength to strength, with an active and growing presence on Twitter and Facebook. We use Twitter to relay interesting rhino news stories almost every day, and Facebook has proved a great way of communicating with our London Marathon team and overseas supporters. These free platforms let us chat with rhino enthusiasts in a much more informal and interactive way than our printed literature.

## Operation Javan Rhino Appeal

In September 2010, we launched our second online appeal to be held in conjunction with the International Rhino Foundation, this time to raise funds to support Javan rhino conservation, specifically through the creation of a Javan Rhino Study and Conservation Area in Gunung Honje, adjacent to Ujung Kulon National Park in the western tip of Java. We budgeted conservatively because of the lack of compelling images and stories associated with the little-known Javan rhino, but against an initial budget of £5,000, we raised £8,307 and funds continue to be donated.

## Demographic survey

A survey of our active supporters was carried out both online (using Survey Monkey and promoted via our ezine, RhiNEWS) and by post, through a questionnaire printed on the back of *The Horn's* address cover sheet. This was the first time we had carried out such a survey. Questions were designed to find out, for example, why our supporters are interested in our work and how they would prefer to interact with SRI, donate and which fundraising events are preferable. The results have been analysed and we will take account of the findings when we draw up a communications strategy.



Save the Rhino's fantastic ele, 'Never Forget' one of hundreds of elephant statues placed around London for Elephant Parade (SRI)



Deputy Director Lucy Boddam-Whetham gave a talk at the Liverpool Veterinary College (SRI)



John Tyszkiewicz became our first rhino runner in the Beirut Marathon (John Tyszkiewicz)



Martina Navratilova at Laikipia Wildlife Forum, a trip which was filmed as part of Save the Rhino's new promotional video (SRI)



Our PechaKucha Africa dinner raised over £30,000 and was a fun evening too (SRI)

# Looking Ahead

## Plans for 2011-2012

**Objective 1 - To provide financial and in-kind support for *in situ* projects focused on all five of the rhinoceros species**

After raising a phenomenal amount in 2010-11, we have budgeted to raise a cautious £677,974 for the next financial year. We hope that the Virgin London Marathon will continue to be our largest fundraising event and are also looking forward to another PechaKucha event in November, as well as a larger Douglas Adams Memorial Lecture in March 2012 to mark the 10th year of Memorial Lectures; March 2012 would also have been Douglas's 60th birthday. The Gold Challenge - a new charity challenge where people take part in Olympic sports - will tie in to the Olympics and give our supporters another way to raise funds for us. We are also going to put more emphasis on community fundraising and UK challenges to encourage our supporters to hold events in aid of Save the Rhino.

We will continue to seek repeat funds from funders including USFWS and Chester Zoo, but will also approach new prospects. We have budgeted to grant out £374,000 to field programmes in 2011-12.

**Objective 2 - To encourage and enable the sharing of information, experience and skills between rhino programmes, *ex situ* and conservation organisations**

Director Cathy Dean and her husband Kenneth Donaldson will continue their programme support work during their sabbatical up until the end of July. Tasks include strategic and fundraising support to Save the Rhino Trust in Namibia, writing up the proceedings from the African Rhino Specialist Group meeting, assisting with the development of a new Zimbabwe Rhino Policy and Management Plan 2011-16, and support for Dambari Wildlife Trust in Zimbabwe. Our Communications Manager, Cath Lawson, will also visit Dambari in June to offer assistance with fundraising initiatives and communication activities and will assist Lowveld Rhino Trust in creating a new website. And Michael Hearn Intern, Adam Brown, will spend a month with Save the Rhino Trust in Namibia, as part of his Internship, helping with grant applications and reports, and learning more about the work and challenges facing the field patrol teams.

The exchange visits planned between field staff in Zimbabwe, Kenya and Namibia will begin in July 2011.

After a gap of two years, we plan to hold Rhino Mayday in May 2011, and Save the Rhino staff will give talks about the charity's work and rhino conservation issues at other events in the UK and overseas.

In regards to current rhino issues, such as the debate on legalising the trade in rhino horn, we will consider both sides and assess whether it is necessary for SRI to take a position.

**Objective 3 - To measure and improve the effectiveness of our grant-making and charitable activities**

We will continue to measure and improve the effectiveness of our grant-making and charitable activities. In 2011-12 we will again undertake our annual assessment of our field programmes and research areas for improvement, as well as attend courses on how to measure and monitor our impact. We will look again at all our suppliers to see if we can cut any costs or renegotiate any contracts, in order to send an even higher proportion of income to the field at this stage.

**Objective 4 - To raise awareness of the need for rhino conservation and communicate the work of Save the Rhino**

SRI will continue to raise awareness of the need for rhino conservation and the work of SRI. We do this through Twitter and Facebook, which attract followers and fans in ever-growing numbers. Our magazine, *The Horn*, which is published twice a year, regularly attracts praise, both for its design and the content, but we are very conscious that our website (launched April 2006) now looks dated and does not allow visitor interaction. In the coming year we will draw up a brief, invite website companies to tender, commission the new site, and then build content and test the site, before launching in time for the start of the next financial year.

We expect to have 10 new rhino costumes ready for the Virgin London Marathon in April 2011 and plan to make more use of the costumes for publicity opportunities, particularly around the Gold Challenge. We also plan to launch an appeal with our partners, the International Rhino Foundation, to raise awareness of, and much-needed funds for, the rhino poaching crisis.

With rhino poaching the worst it has been for decades, we must keep up the pressure on all fronts to raise funds, cut costs, and get as much money out to the field as possible.



Niki Lyons painting one of ten new rhino costumes which will take part in the London Marathon and other challenge events (BBC)



There are many debates in rhino conservation as we look ahead, including the discussion over legalising trade in rhino horn (Steve and Ann Toon)



Gold Challenge will celebrate the Olympics coming to the UK, raising money for charity by challenging fundraisers to try Olympic sports



Black rhino gains over the last 20 years are threatened by the poaching crisis (Dave Robertson)



Stick Communications produced a compelling 'Big Four' series of advertisements (Stick Communications)

# Statement of financial activities for the year ended 31 March 2011

<b>Incoming resources</b>	<b>£</b>
Donations	595,452
Fundraising events	331,260
Gifts in kind	46,415
Annual memberships	12,806
Trading activities	3,379
Investment income	26
<b>Total incoming resources</b>	<b>989,338</b>
<b>Resources expended</b>	
Costs of generating voluntary income	199,583
Costs of fundraising trading	1,647
<b>Total costs of generating funds</b>	<b>201,230</b>
<b>Net incoming resources available for charitable activities</b>	<b>788,108</b>
<b>Charitable expenditure</b>	
Project expenditure	559,151
Project support and education costs	50,128
Governance costs	62,579
<b>Total charitable expenditure</b>	<b>671,858</b>
<b>Net incoming (outgoing) resources for the year</b>	<b>116,250</b>
<b>Balance of funds at 1 April 2010</b>	<b>186,609</b>
<b>Balance of funds at 31 March 2011</b>	<b>302,859</b>

- Incoming resources and the net movement in funds are derived from continuing activities
- All recognised gains and losses are included in the Statement of Financial Activities

## Trustees' statement

These summarised accounts are an extract from, and are consistent with, the Statutory Accounts but may not contain sufficient information to allow for a full understanding of the financial affairs of the charity. For further information, the full annual accounts, the auditor's report on those accounts and the Trustees' annual report should be consulted; copies of which can be obtained from Save the Rhino International's website. The full annual accounts were approved by the Trustees on 15 September 2011 and have been submitted to the Charity Commission.

Tom Kenyon-Slaney, Chair of Trustees, Save the Rhino International

## Independent Auditors' statement

We have examined the summarised financial statements of Save the Rhino International set out on this page.

Respective responsibilities of trustees and auditors:

The trustees are responsible for preparing the summarised financial statements in accordance with the recommendations of the charities SORP. Our responsibility is to report to you our opinion on the consistency of the summarised financial statements with the full financial statements and Trustees' Annual Report. We also read the other information contained in the summarised annual report and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summarised financial statements.

Basis of opinion:

We conducted our work in accordance with Bulletin 1999/6 "The auditors' statement on the summary financial statement" issued by the Auditing Practices Board.

Opinion:

In our opinion the summarised financial statements are consistent with the full financial statements and the Trustees' Annual Report of Save the Rhino International for the year ended 31 March 2011 and are in accordance with the recommendations of the Charities SORP.

Paul Alexander, Accountancy Management Services Ltd

**Trustees** *(As at 31 March 2011)*

Henry Chaplin  
Christina Franco  
Tom Kenyon-Slaney (Chair)  
George Stephenson  
David Stirling  
Sasha Weld Forester

**Founder Patrons**

Douglas Adams  
Michael Werikhe

**Patrons**

Benedict Allen  
Clive Anderson  
Louise Aspinall  
Nick Baker  
Simon Barnes  
Mark Carwardine  
Chloe Chick  
Mark Coreth  
Dina de Angelo  
Robert Devereux  
Ben Hoskyns-Abraham  
Angus Innes  
Fergal Keane  
Francesco Nardelli  
Martina Navratilova  
Julian Ozanne  
Viscount Petersham

Mark Sainsbury  
Robin Saunders  
Alec Seccombe  
Tira Shubart  
James Sunley  
Nick Tims  
William Todd-Jones  
Jack Whitehall

**Founder Directors**

Johnny Roberts  
David Stirling

**Staff**

Director: Cathy Dean  
Acting Director / Fundraising Manager:  
Lucy Boddam-Whetham  
Events Manager: Jo Paulson  
Office and Communications Manager:  
Cath Lawson  
Michael Hearn Intern:  
Laura Adams / Adam Brown  
Finance and Admin Assistant: Yvonne Walker

**Save the Rhino International**

16 Winchester Walk  
London SE19AQ

T: +44 (0) 20 7357 7474  
F: +44 (0) 20 7357 9666  
E: [info@savetherhino.org](mailto:info@savetherhino.org)  
W: [www.savetherhino.org](http://www.savetherhino.org)

Save the Rhino International is a UK-registered charity: number 1035072

**Thanks**

We would like to express our warmest thanks to the following individuals, companies and grant-making bodies for their generous support for our work over the last year. We could not achieve all that we do, without the time, goodwill, and financial and pro-bono support of them all. Our heartfelt thanks to:

**Individuals**

Polly Adams, Benedict Allen, Alan Anderson, Natasha Archdale, David Back, Dave Barker, Janet Beccaloni, Kathy Bloom, Steve Bloom, Hannah Boardman, Matt Brooke, Tim Butcher, Johan Buys, Gillian and Grahame Carstens, Mark Carwardine, David Casbon, Henry Chaplin, Robin and Patrizia Cooke-Hurle, Giles Coren, Dan Clark, Brian Cox, Dina de Angelo, Robert Devereux, Kenneth Donaldson, Lord John Doune, Maria Escayola, Maggie Esson, Darlene Fisher, Pippa Evans, Petra Fleischer, Alastair Fothergill, John Fothergill, Nicolas Franco, Rodney Franklin, Nick Garbutt, William Gascoigne, Mike Gratton, Soiya Gecaga, Hannah Grist, Sarah Harper, Tom Hallifax, Kirsten Harris, Max Hastings, John Hennessy, Alice Hewlett, Chris Hill, Kerim Hilmi, David Hughes, Gail Humberstone, Idiots of Ants, Robin Ince, Rodrigo Jazinski, Michael Jodrell, Tom Kenyon-Slaney, Paul Kerensa, Peter Lawrence, James Learmond, Andrew Lindsay, Horst Lubnow, Niki Lyons, Fiona Macleod, Marc McCool, Douglas Metcalfe, Susan Murrin, Francesco Nardelli, Simone Niederhäuser, Andrew Nisbet, Claire Owen, Pappy's, Michael Petchey, Laura Petetti, Katie Phillips, Hilary Puxley and Michael Crane, Ann O'Connor, Chloe Osterloff, Alex Rhind, Adam Rigby, Mark Sainsbury, Ben Sangster, Sharples Science College, Stefan Schroeter, Maddy Simpson, Laurence Smith, Alastair Smith, Charles Speke, Nicky Springthorpe, Malcolm Stathers, George Stephenson, Lucilla Stephenson, Dave Stirling, Cherry Taylor, James Thrift, Jane Thrift, Tim Trevail, James Tyas, Edward Warren, Sasha Weld Forester, Anthony West, Lizzie Whitbread, Joe Wilkinson, Olly Williams, Suzi Winstanley, Kirstie Wielandt, Kerre Woodham, Charlotte Wolseley Brinton, Tom Wrigglesworth, Leigh Wright.

**Companies**

2:09 Events, Abercrombie and Kent, Animal Planet, Beastly Bags, BP Amoco Corporation, British Airways Communities and Conservation, Centrepoint Computer Services Ltd, Clipper Teas, Continental Tyre Group Ltd, The Colourhouse, Creative Vision, Disney Theatre Productions, Ed Victor Ltd, Environmental Investigation Agency, Everyclick, Expert Africa, Give It Gifts, Google, H Young and Co Ltd, Heene Road Vets, Howletts and Port Lympne Wild Animal Park, Interstate Associates, Kalahari Pepper Company, Kings Place Music Foundation, Macquarie Securities, Responsibletravel.com, Rhino Wine Gear, Saffery Champness, Silver Jungle, Sound Mix, The Southbank Art Company, Sporting Rifle, StainlessRhino.com, Steppes Discovery, Stick Communications, Summits Africa, Synchronicity Foundation, Travel Africa Magazine, Victor Stationery, Wilderness Safaris, Wildlife Worldwide, ZSL Whipsnade Zoo

**Charities, trusts and foundations, and other grant-making organisations**

Annéville Zoo, A S Butler Charitable Trust, Balmain Charitable Trust, BBC Wildlife Fund, The Bower Trust, Chester Zoo, Colchester Zoo's Action for the Wild Fund, The Dischma Charitable Trust, Dublin Zoo, Ernest Kleinwort Charitable Trust, Fauna & Flora International North West Group, Givskud Zoo, International Rhino Foundation, The JJ Charitable Trust, The Linbury Trust, The Mackintosh Foundation, The Marjorie Coote Animal Charities Fund, The Mark Leonard Trust, The Martin Wills Fund, The Mary Heap Charitable Trust, Mohamed bin Zayed Species Conservation Fund, Opel Zoo, The Rufford Maurice Laing Foundation, Safari Club International (London Chapter), Safari Club International Foundation, Safaripark Beekse Bergen and Dierenrijk, The Samuel Storey Family Charitable Trust, Save Foundation, Simon Gibson Charitable Trust, Stuttgart Zoo, The Swire Charitable Trust, Taiwan Forestry Bureau, Treasure Charitable Trust, US Fish and Wildlife Service, Van Tienhoven Foundation, Van der Hucht de Beukelaar Stichting, Zoo Krefeld

And all those who wish to remain anonymous.

Front cover image credit Philip Durant