



Save the Rhino International
Connecting conservation and communities

Annual Review
April 2011 - March 2012





Chair's report

We are pleased to report on the most successful year yet for SRI, which saw us improve substantially on all our fundraising targets, despite the recession that began in autumn 2008. We had a total income of £1,077,786 and gave away £658,844 in grants to conservation programmes, with another £226,864 held ready to give away in the coming financial year. We are also pleased to report that our governance costs were only £55,240 (5.1% of total income).

Against the very positive fundraising success we enjoyed, the global situation for rhinos has worsened, due to the increased demand for rhino horn, primarily from Vietnam and China, but probably also from other East Asian countries that use traditional medicine. In the calendar year 2010, 333 rhinos were killed in South Africa; in 2011 that rose to 448, and the upwards trend continues. Unfortunately, there are no indications yet that the poaching crisis is coming under control, though a series of arrests in South Africa may have interrupted the activities of some criminal networks.

The African Rhino Specialist Group has identified six main ways in which to tackle the crisis; there is no silver bullet. These are:

- To reduce illegal killing of rhinos and supply of other sources of illegal horn to end user-markets
- To reduce black market prices of rhino horn
- To reduce illegal demand for horn
- To create and maintain an enabling environment that will lead to continued expansion of rhino range and numbers
- To achieve rapid population growth rates and conservation of genetic diversity through appropriate biological management
- To enhance law enforcement and rhino protection and in particular to stop more poachers before they kill rhinos.

Save the Rhino has no expertise in dealing with the supply chains of illegal horn, reducing black market prices or reducing the illegal demand; other organisations such as TRAFFIC, WildAid and the Environmental Investigation Agency have much more experience in these areas. We are looking at whether we can partner with local NGOs working in China and Vietnam to mount education campaigns, but only if we can put in place sufficiently robust monitoring and evaluation systems that we can determine whether our grants and work are having any effect.

In the meantime, we continue to focus our energies and grants on the areas where we can have an impact; that is, funding the ongoing running costs of trusted field programmes with viable rhino populations, to protect what we've already got, and in putting together funding for national or international efforts, such as the Scene-of-the-crime training courses held in Namibia in February-March 2012, and the new technologies meeting we are helping to organise and fund, to be held in November 2012.

As always, my fellow Trustees and I would like to thank Save the Rhino's Director, Cathy Dean, and her team for their hard work and commitment to the charity's priorities. We are incredibly fortunate to have such effective and dedicated staff.

Tom Kenyon-Slaney



Statement of Need

Africa's rhinos face worst poaching crisis in decades

The most immediate and obvious threat to rhinos is the current poaching crisis, which is threatening to undo the conservation work of the last two decades. This problem is exacerbated by the current very high black market prices for rhino horn in South East Asian markets, and the involvement of well organised criminal syndicates.

Another longer-term risk to rhino - that would affect the ability to withstand poaching, rhino numbers and available range - would be a failure to adequately manage populations for optimum performance, i.e., biological management, involving habitat management, translocations to manage genetic diversity and sex ratios and, in some cases, range expansion. Most of the African range states, although improving, lack capacity and are dependent on significant inputs of expertise. Increased security costs and risks to people and rhinos, together with declining economic incentives, have coincided with increasing numbers of private owners getting rid of their white rhinos in the major range state South Africa.

If it continues and escalates, this trend threatens to limit and possibly reduce white rhino numbers and range in the main range state, as well as reducing funds available for field conservation action, precisely at a time of increasing need for enhanced law enforcement effort.

SRI funds all five rhino species (White, Black, Greater one-horned, Sumatran and Javan), though we prioritise black, Sumatran and Javan as they are classified by the IUCN's Red List as Critically Endangered. SRI also focuses on people-based projects (environmental education and community conservation programmes) in key rhino areas, but grants this year for these aspects were a lower percentage than normal, due to the need to step up monitoring and anti-poaching activities (77.5% of our grants) during the current rhino poaching crisis. We awarded 6.3% to capacity building; 8.7% to environmental education programmes; and 7.6% to captive breeding efforts and veterinary work.

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



Hundreds of rhinos are being illegally killed and dehorned across Africa for their horns (Lowveld Rhino Trust)



The rhino poaching crisis is worsening due to increasing demand for rhino horn in Asia (Traffic)



During 2011-12, 77.5% of our grants went to anti-poaching and monitoring work (Steve & Ann Toon)



Black rhinos remain critically endangered and under threat from poaching (Renaud Fulconis)



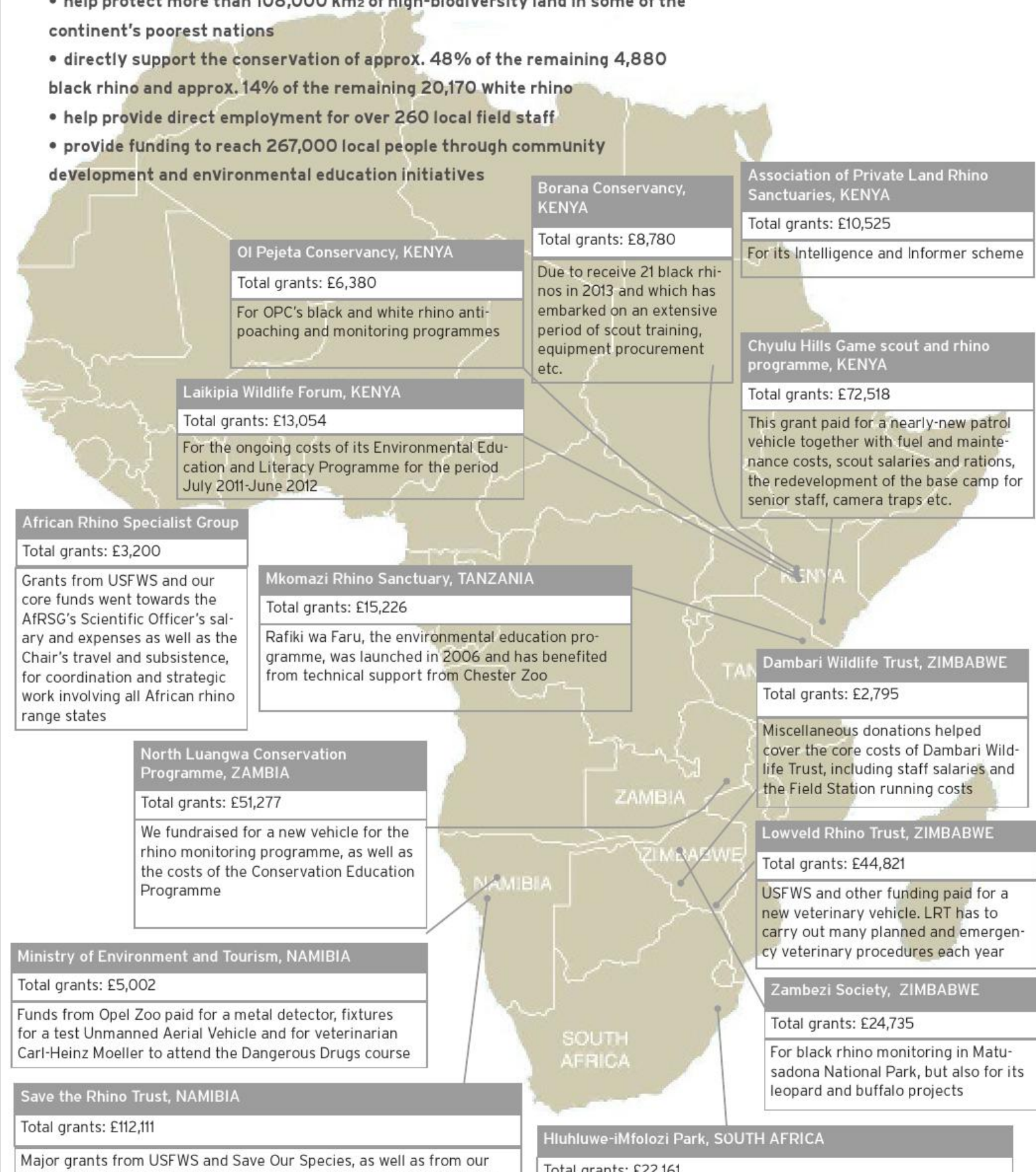
SRI also funds anti-poaching and monitoring patrols in Asia, where Rhino Protection Units work to protect Sumatran and Javan rhino populations (Cyril Ruoso)

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 108,000 km² of high-biodiversity land in some of the continent's poorest nations
- directly support the conservation of approx. 48% of the remaining 4,880 black rhino and approx. 14% of the remaining 20,170 white rhino
- help provide direct employment for over 260 local field staff
- provide funding to reach 267,000 local people through community development and environmental education initiatives



the crime training courses (aimed at participants from various organisations in Namibia)

can microchip, together with anti-poaching and herd equipment, including a microchip scanner, for the rangers and Anti-Poaching Units in the Park

In Asia We currently:

- help protect a total of 2,642 km² of high biodiversity that is rapidly being lost due to logging and other illegal human activities
- help protect 0.5% of the remaining 2,850 Greater one-horned rhino and support overall efforts to save the species through IRV2020; 45% of the remaining 200 Sumatran rhino; and 100% of the remaining 50 Javan rhino
- help provide employment for over 120 local field staff

Indian Rhino Vision 2020, INDIA

Total grants: £59

We gave some kit to the rhino monitoring team in Manas National Park (and agreed a bigger grant awarded in 2012-13)

Javan Rhino Study and Conservation Area, INDONESIA

Total grants: £25,125

Work includes fence building, the creation of wallows and waterholes etc., but also research into the best methods of eradicating the invasive arenga palm, which has replaced normal Javan rhino browse in many areas

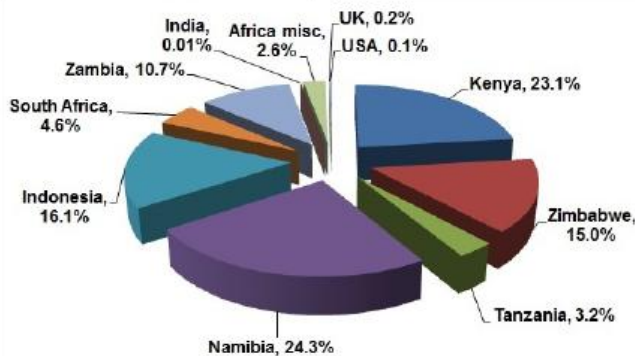
Small grants given to rhino programmes (irregular support)

- International Rhino Keepers' Association (£475)
- Lake Nakuru National Park (£125)
- Misc. South African organisations (£76)
- Rhino Resource Center (£900)

Rhino Protection Unit programme, INDONESIA

Total grants: £52,594

Supported salaries in Bukit Barisan Selatan and Way Kambas National Parks, and helped to recondition a patrol boat

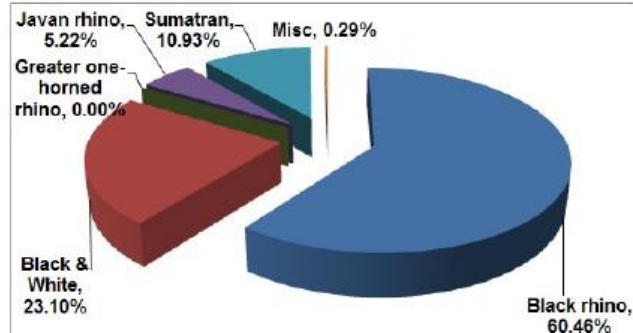
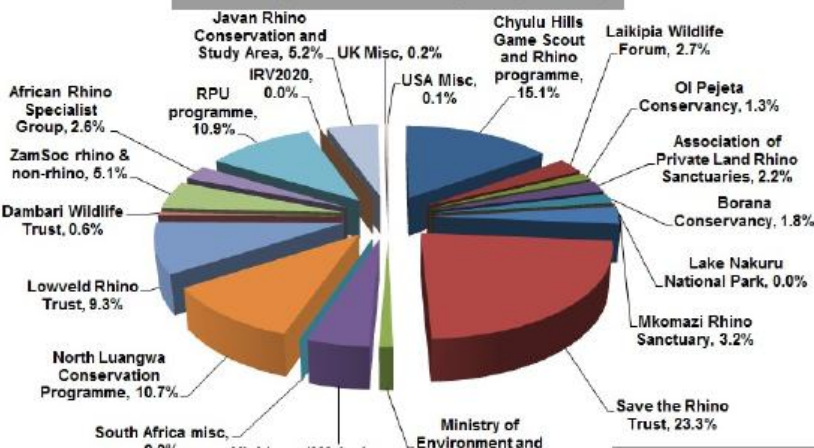


Grants given to partner charities from joint fundraising efforts

Grants given to partner charities from joint fundraising efforts

- EIA (£3,690)
- Peaks Foundation (£139,431)
- Silver Jungle (£2,000)
- Surrey Amphibian and Reptile Group (£500)
- Wildlands Conservation Trust (£31,852)

How we spent the funds split by country



How we spent the funds split by rhino species

Grants totalled 2030,044. Further restricted funds held over for expenditure in 2012 is totalled 2220,004.

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 2011-12, mindful of the continuing recession. However, we exceeded all expectations, raising a total of £1,077,786 against an original target of £677,974. This was the first time our income has exceeded £1 million, and our success was due to several factors:

Fundraising highlights

- Despite having a large number of dropouts from the 2011 Virgin London Marathon (due to injury and illness) our team went on to exceed their fundraising targets, raising over £81,000 of unrestricted funds. This helps pay SRI's overheads as well as creating core funds from which SRI's Trustees can make grants
- A group of 11 women climbed the three highest peaks in Africa in January 2012. The income from the event was over £94,000 against a budget of £4,000; we had expected the Peaks Foundation, a new charity, to be up-and-running and to have taken over control of the income, but delays to their registration meant that SRI was involved for another year
- Many individuals contacted us about personal sporting and fundraising challenges, notably Richard Vigne of OI Pejeta Conservancy in Kenya, who is taking part in the Gold Challenge (an Olympic-related series of events), and brothers Richard and Philippe Flamand, who ran the Dubai and Hong Kong marathons respectively in rhino costume. In total, income from miscellaneous endurance events was c. £13,000; over twice as much as the original budget of £6,000
- Once again, we held a successful dinner, this time at the Zoological Society of London, called PechaKucha Wild. Speakers included former Mayor of London Ken Livingstone, TV presenter Louis Theroux, and the BBC's security correspondent Frank Gardner. MC Clive Anderson conducted a live auction and raffle. We also benefited from a dinner hosted by supporter David Back at Lord's Cricket Ground, and raised a total income of £51,000 against an original budget of £38,000
- Several miscellaneous events took place, including the annual Rhino Mayday at the Zoological Society of London and Douglas Adams The Party, a sell-out event for over 3,000 people at the Hammersmith Apollo, to mark what would have been Douglas's 60th birthday. We partnered with Wildlands Conservation Trust to run an auction at Christie's in London and assisted the Rosita Trust with a fundraising event. We raised £151,000 against a budgeted income of £74,000
- 2011-12 was an impressive year for donations: we raised £137,000 against a budget of £58,000. It is difficult to predict our income from donations, as these are largely unsolicited, and perhaps the budgeted figure was over-cautious. However we received several large donations that we could not have anticipated, including a legacy of over £10,000, £20,000 from Port Lympne Wild Animal Park restricted to Javan rhinos and over £30,000 donated by Oxford University to ZamSoc. Website donations and miscellaneous donations were also much higher than we predicted
- Membership was on target at £14,000; Gift Aid was a little under, at £26,000 as opposed to £28,000; investment income was negligible as anticipated, while merchandise performed much better than expected, raising £5,000 (original budget £2,000)
- We set a challenging target of £315,000 for trust and foundation grants, and ultimately raised £451,758. £304,022 of this came from US Fish and Wildlife Service's Rhino and Tiger Conservation Fund, but another c. £67,000 was received in grants from UK and European zoos. Other significant funders during the year included the IUCN's Save Our Species Fund, the BBC Wildlife Fund and the Sainsbury family charitable trusts. Corporate fundraising achieved budget of £16,000

Pro-bono highlights

A total of £23,774 worth of gifts-in-kind was generously given in the form of auction lots, raffle prizes, services and volunteer time, such as:

- Google continue to support us through a Google grant which enhances the searchability of our website
- Designer Alex Rhind continued to support us by completing design work at heavily discounted rates or free-of-charge
- Saffery Champness provides virtually free VAT advice
- Substantial gifts were received as auction lots or raffle prizes from Wilderness Safaris, Malcolm Stathers, Alex and Diana Hunter, Wildlands Conservation Trust and Great Plains Conservation
- Many individuals assisted with Douglas Adams The Party, providing technical and production support, as well as performing on stage
- And Chester Zoo provided technical support for black rhino programmes in East Africa and in Zambia respectively



We had 10 new rhino costumes making a debut appearance at the 2011 Virgin London Marathon (Matt Brooke)



In January 2012, 11 women climbed the three highest peaks in Africa to fundraise for rhinos (Charlotte Peyrat)



Brothers Richard and Philippe Flamand ran the Dubai and Hong Kong marathons in rhino costume to raise money for rhino conservation (Richard Flamand)



From left to right: Ken Livingstone, Cathy Dean (SRI Director) and Richard Bonham at the 2011 PechaKucha Wild fundraising dinner (Juliette Mills)



In March 2011, we hosted Douglas Adams The Party to mark what would have been Douglas Adams' 60th birthday (Claire Bilyward)

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.

SRI's Director, Cathy Dean, and her husband, Kenneth Donaldson, continued their sabbatical (February-July 2011 inclusive), spending April, May and the first half of June in Namibia, working with the team at Save the Rhino Trust and joining the Ministry of Environment and Tourism in Etosha National Park for rhino operations. Cathy helped recruit and train Save the Rhino Trust's new Fundraising and Communications Manager, Sue Wagner, while Kenneth focused on working up the rhino strategy and management plan for Zimbabwe, following the series of workshops held in March, as well as on preparing for and facilitating a security workshop for the Kunene Region. In mid-June, Cathy and Kenneth moved to the Bulawayo area in Zimbabwe, to work with the Dambari Wildlife Trust, on fundraising proposals and strategy, as well as on the proceedings for the African Rhino Specialist Group meeting (held March 2011).

In December, Cathy joined Susie Ellis from the International Rhino Foundation, an American not-for-profit organisation with which we frequently partner, to deliver two fundraising workshops to NGOs based in Darjeeling and Kolkata, India. Cathy and Susie followed this with joint visits to Manas and Orang National Parks and Pobitora Wildlife Reserve.

Cath Lawson, SRI's former Office and Communications Manager, visited Dambari Wildlife Trust in Zimbabwe, where she worked on a fundraising strategy and on social media, later setting up a new website for DWT.

Lucy Boddam-Whetham, SRI's former Deputy Director, visited Mkomazi Rhino Sanctuary in Tanzania, where she held field programme personnel work on annual budgets and on USFWS grant applications.

Adam Brown, SRI's fifth Michael Hearn Intern, spent a month with the team from Save the Rhino Trust in Namibia, where he assisted with grant applications and report drafting, and taking the minutes from a rhino security workshop.

Building links between field programmes

Arising from discussion with colleagues in other organisations, Save the Rhino put together proposals and raised funds for a multi-agency project: an exchange visit, 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 took place in July 2011, during rhino operations in Save Valley Conservancy, and staff also took part in a meeting to discuss security and anti-poaching operations, as well as visiting Gonarezhou National Park, where it is hoped that black rhinos will be re-introduced, and Malilangwe 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

As in previous years, we facilitated technical support from Chester Zoo and Givskud Zoo for environmental education programmes in Mkomazi Rhino Sanctuary in Tanzania and in North Luangwa in Zambia. Chester Zoo continued to support the development of the rhino monitoring database used by the Chyulu Hills Game scout and rhino programme in Kenya.



The group tasked with delivering Zimbabwe's new Rhino Policy and Management Plan, including SRI's Director, Cathy, who took part during her sabbatical visit (SRI)



A group in Kolkata practice writing a proposal during a training workshop delivered by SRI and the International Rhino Foundation (SRI)



SRI's Director, Cathy, helped recruit and train Save the Rhino Trust's new Fundraising and Communications Manager (Save the Rhino Trust)



SRI helped put together proposals and raised funds for a multi-agency project: an exchange visit. Here the group visits Gonarezhou National Park (SRI)



Chester Zoo continues to provide technical support for Mkomazi Rhino Sanctuary's environmental education programme (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 pre agreed criteria that relate back to our overall aims and objectives. The Director and Deputy Director assign scores against each criterion which are then totalled up to give an overall score for each field programme. Each criterion has an assigned priority weighting, which is applied when the scores are being totalled up. 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.

An example that arose during the year was Matusadona National Park in Zimbabwe, where large-scale poaching of the Park's rhino reduced them to levels that were no longer viable as a breeding population. We therefore agreed to continue to manage donations on behalf of the Zambezi Society, which monitored rhinos in Matusadona, but which continues to carry out important leopard and other species work in other parts of Zimbabwe. 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 Trustees 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.

Every grant that is given out is firstly discussed internally between the Director and Deputy Director and then presented and either approved or rejected by the Trustees during the quarterly meetings to ensure we follow good charity governance. Expert advice is also sought if needed.

Substantial effort is spent on staff recruitment, induction, training and continuing professional development. 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, described under Objective 2. 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 Annual Review for 2010-11, we review and reforecast our cash flow 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 continue to look for ways of cutting or reducing costs, often thanks to pro bono support from other organisations.

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.



SRI's Deputy Director, Lucy, visited Mkomazi Rhino Sanctuary in Tanzania, where she helped with annual budgets and funding applications (SRI)



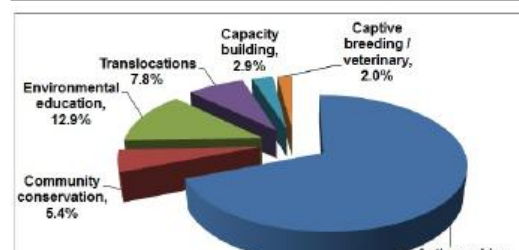
During 2011-12, 16% of our grants went to Indonesia for Sumatran rhino (pictured) and Javan rhino conservation efforts (Mark Carwardine)



As part of our monitoring process, SRI staff visit programmes that we are funding to share skills and knowledge and learn more about the field programmes (SRI)



60.46% of our grants were given out to support black rhino conservation programmes (Matt Brooke)



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.

Rhino Mayday

In May 2011, Save the Rhino hosted its annual Mayday event at the Zoological Society London, which is open to all members of the public, to learn more about rhino conservation issues. We had a variety of speakers discussing the current hot topics in rhino conservation and delivering programme updates from around the world. Speakers included Simon Tonge, Executive Director at Paignton Zoo, John Gripper from Sebakwe Rhino Trust in Zimbabwe, Nick Lindsay from ZSL, Nevin Hunter and Brian Stuart from the National Wildlife Crime Unit, Mark Jones from Care for the Wild International, Rebecca Perry from Colchester Zoo, Berry White - a rhino boma trainer, Maggie Esson Education - Programmes Manager at Chester Zoo and Felix Patton who spoke on Rhino Fund Uganda.

World Rhino Day

On 22 September 2011, we joined others from around the world to celebrate the second annual World Rhino Day, raising awareness of the plight facing rhino populations. We took six rhino costumes to the Vietnamese Embassy in London for a peaceful protest. We 'de-horned' one of our rhino costumes and used placards and nail clippings to demonstrate against the killing of rhinos for their horns used in Traditional Chinese Medicine. Vietnam has been increasingly implicated in the growing demand for rhino horn. We delivered a letter to the Vietnamese Ambassador to explain why we were there and help raise awareness of the problems that countries like Vietnam are causing for rhino populations. We also took to social media to spread the word.

Press coverage

Throughout the year, a growing media focus on the rhino poaching crisis meant that we have been frequently approached by journalists and the media looking to source information. We have responded actively and frequently to these enquiries, growing SRIs presence worldwide. We have secured coverage in a range of outlets including *The New York Times*, *The Evening Standard Online*, *The Metro Online*, *Hello Magazine*, *Voice of America*, *The Times*, and *Eureka Magazine*,

We also provided information for *The BBC World Service*, *BBC Natural World*, *The One Show*, *PlanetSave*, *The Daily Telegraph*, *The Guardian*, *NBC* and *Africa Geographic*. Several of our supporters have also received coverage in local newspapers through their challenge and fundraising events for SRI.

SRI's Director, Cathy, has given several live radio interviews: for *Talk Radio 702, South Africa*, about the poaching crisis; for *John Talk radio* (online); and for the *BBC Radio Norfolk Breakfast Show*. SRI has also provided advice and guidance to a number of TV documentary production companies (mainly from South Africa) who are researching possible programmes on the rhino poaching crisis.

Online Communications

Starting in June 2011, work started on a new website for SRI, needed to replace the old system which was out of date and lacked functionality. SRI worked with website designers tictoc, to produce a much improved, modern website with new features and pages. The website went live in March 2012, and since the launch we have received an increasing number of visitors to the site. We continue to update the website with project news, 'thorny issues' debates on controversial rhino subjects, events listings and much more!

Our social media presence is ever increasing, with a growing number of followers on both twitter and facebook. We continue to post daily updates on both of these sites, with global rhino news and SRI information. We are also growing our video collection on our YouTube channel, with recent uploads for World Rhino Day and Douglas Adams The Party.

Operation Stop Poaching Now Appeal

In July 2011 we launched our Operation Stop Poaching Now appeal in collaboration with the International Rhino Foundation. The appeal focused on raising funds to combat the rising poaching levels in the big four rhino range states: South Africa, Namibia, Zimbabwe and Kenya. The appeal was launched in response to the African Rhino Specialist Group's call for greater co-operation, assistance and training from law enforcement, military, and judiciary agencies, particularly assistance in developing new tools and technologies to detect and intercept rhino poachers and horn traffickers.

Funds raised from the appeal will be used to fund a range of needs including equipment, training, field



Save the Rhino's Annual Mayday event had a wide variety of speakers discussing different rhino conservation issues (SRI)



This year SRI took to the streets for a peaceful protest outside the Vietnamese embassy to mark World Rhino Day (SRI)



Rangers at Hluhluwe-iMfolozi Park show some of the equipment that a grant from SRI helped purchase to help anti-poaching and monitoring patrols (Dave Robertson)



In March 2011, SRI launched its new website, with an improved design and user interface (SRI)



This year we launched our Operation Stop Poaching Now appeal in collaboration with the International Rhino Foundation (SRI)

Looking Ahead

Plans for 2012-2013

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

We expect the 2012 Virgin London Marathon to be successful, as we have quite a few additional places carried over from 2011. We have other events planned in the calendar that should also go well: the annual dinner, this time called Save the Rhino Adventure!, the Rhino Trek South Africa in May 2012 (last held in 2010), and the 11th Douglas Adams Memorial Lecture, which will be given by biologist Adam Rutherford at the Royal Geographic Society. Trusts and foundations have a big target of over £440,000, of which the majority is expected to come from USFWS RTCF, followed by UK and European zoos - all very important and long-standing donors. We have budgeted to increase our membership and merchandise sales, following the launch of our new website in March 2012, with a greatly improved ecommerce function.



We anticipate our 2012 Virgin London Marathon team to be successful, as we have a few additional places to carry over from 2011 (Matt Brooke)

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

An important part of our work is cooperating and sharing information with other conservation partners, and many of our field programme visits in the coming year will be made in tandem with others. Our sixth Michael Hearn Intern, Katherine Ellis, will visit Namibia in May to spend a month working with Save the Rhino Trust. In August, Susie Offord will visit the North Luangwa Conservation Programme in Zambia together with Paul Bamford of the Zoological Society of London, which has agreed to act as mentor to the Conservation Education Programme, to review, develop and mentor the CEP. Cathy will visit Kenya in September, with Dr Roger Wilkinson and Dr Maggie Esson of Chester Zoo, to discuss black rhino conservation and education priorities. In November, Susie will attend the International Rhino Foundation's annual Board meeting, which allows time to discuss joint plans and interests. At the same time, Cathy will travel to Namibia, to facilitate a technical meeting for rhino programme managers from Kenya, Tanzania, Malawi, Zambia, Zimbabwe, Namibia and South Africa. Finally, Susie and Cathy will attend the African Rhino Specialist Group meeting, to be held in February 2013 in Kenya. These are all excellent opportunities to discuss priority funding needs, problems and to bring in external expertise, as well as being the greatest motivator that we can possibly give to our team.



We will continue to encourage and enable the sharing of information and skills between organisations, such as the African Rhino Specialist Group (SRI)

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

Key tasks for the coming 12 months will be to induct new staff: Lucy Boddam-Whetham, who began as Office and Communications Manager nearly four years ago, then promoted to Fundraising Manager, to Acting Director while Cathy Dean was on sabbatical, and finally to Deputy Director, left Save the Rhino in early February, and has been replaced by Susie Offord. Susie's tasks include steering Save the Rhino through a new business plan and communications strategy, as well as day-to-day team management etc.



We aim to provide information, and raise awareness and discussion of controversial rhino issues such as dehorning (Dambari Wildlife Trust)

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 and also through new social media platforms. We also hope to redesign and improve the content of our monthly newsletter *RhiNEWS*, and also include more news stories from Save the Rhino on our website. Our magazine, *The Horn*, will continue to be published twice a year, which regularly attracts praise, both for its design and content.



We are hoping to grow our involvement and fundraising from zoos. Pictured here is the Knowsley Safari Park Rhino Rally held in August 2011 (Knowsley Safari Park)

We will be developing and improving the content on our new website and encouraging visitor interaction by developing a 'thorny issues' section on controversial rhino conservation topics and updating regular blog posts.

We will continue to hold important awareness events such as Rhino Mayday and hope that World Rhino Day attracts growing attention as a worldwide event. We will also again be partnering with the International Rhino Foundation to launch a summer appeal to raise funds for the Sumatran Rhino Sanctuary in Indonesia.

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.



Rhino poaching is also hitting Asian countries, threatening to undo conservation success stories, such as the population gains in Greater one-horned rhino (SRI)

Statement of financial activities for the year ended 31 March 2012

Incoming resources	£
Donations	624,447
Fundraising events	410,435
Gifts in kind	23,773
Annual memberships	13,953
Trading activities	5,040
Investment income	138
Total incoming resources	1,077,786
Resources expended	
Costs of generating voluntary income	253,018
Costs of fundraising trading	3,001
Total costs of generating funds	256,019
Net incoming resources available for charitable activities	821,767
Charitable expenditure	
Project expenditure	658,844
Project support and education costs	51,102
Governance costs	55,240
Total charitable expenditure	765,186
Net incoming (outgoing) resources for the year	56,581
Balance of funds at 1 April 2011	359,440
Balance of funds at 31 March 2012	302,859

- 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 18 September 2012 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 2012 and are in accordance with the recommendations of the Charities SORP.

Trustees (As at 31 March 2012)

Henry Chaplin
Christina Franco
Tim Holmes
Tom Kenyon-Slaney (Chair)
George Stephenson
David Stirling

Founder Patrons

Douglas Adams
Michael Werikhe

Patrons

Polly Adams
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

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, Sue Adams, Shannah Adams, Will Adams, Nadia Alnaimi and Team Rhino, Alan Anderson, Clive Anderson, Rachel Ashton, Louise Aspinall, Tim Audin, David Back, Mir Bahmanyar, Andrew Balfour, Adam Banks, David Barker, Eve Beadnell, Alyson Beaumont, Paul Beavis, Jan Beccaloni, Alex Bertram-Smith, Sanjeev Bhaskar, Claire Bilyard, Brian Bishop, Stephen Blackman, Steph Blakemore, Roy Bleasdale, Lucy Boddam-Whetham, Karen Boers, Richard Bonham, Hazel Bowles, Sue Brace, Lisa Brand, Gary Brooker, Matthew Brook, Matt Brooke, Martyn Brown, Dave Bronze, Mike Bruford, Margo Buchanan, Suzi Bullough, Jenny Burgess, Daniel Butler, Prof. Pete Carey, Peter Carr, Sophie Carnegie, Mark Carwardine, Chris Cassell, Margot Chamberlain, Stephanie Cheung, Bridget Cohen, Lorraine Coley, Giles Coren, Mark Coreth, Brian Cox, Jo Crocker, Paul and Fiona Cuddeford, Jon Culshaw, Richard Curtis, The Damon Family, Christopher Davies, Kevin Jon Davies, Liam Davies, Jo Daykin, Marysa De Veer, Angus Deayton, Guy Dviri, Kenneth Donaldson, Kirsten Douglas, David Fathi, Daniel Farrow and students from the MTA, Jess Ellis, Tony Ellis, Maggie Esson, Byron February, Andy Fell, David Felis, Fossie Ferreira, Michael Fenton-Stevens, Fossie Ferreira, Michael Frape, Stephen Fry, Frank Gardner, David Gilmour, Julie Gnaczynski, Doug and Celia Goodman, Nigel Goodman, Mike Gratton, Chris Green, John Gripper, Roy Grutters, Patricia Hall, Peter Hall, Vlok Hanekom, John Harmer, A Haworth, Alex Hearn, Terry Heller, Bryan Hemmings, William Hill, Susan Hingley, Bertel Humlen, Thomas and Emma Hunt, Arif Hussain, Anthony Hynes-Allen, Jasper Humphreys, Nevin Hunter, Robin Ince, David James, Chadley James, Diane Jamieson, the late Irene Margaret Jelcic, Richard Jenkin, Nicholas Jelley, Geraldine Joaquin, Simon Jones, Terry Jones, Melissa Kane, Helen Keen, Graham Klippel, Florian Krassa, Maurice Land, Tilly Lavenas, Gavin Lay, Peter Law, Leonie Lawrence, Peter Lawrence, Cath Lawson, Samantha Lewins, Alison Lewis, Stephen Leach, Andrew Lindsay, Nick Lindsay, Nick Lyons, Jody Linscott, Ken Livingstone, John Lloyd, Sarah Lloyd, Karma Lochrie, Renata Loj, Fiona Mcleod, Matt Long, Anthea Mackenzie, Dirk Maggs, Theo Maggs, Tolly Maggs, Tom Maggs, Darren Maley, Oliver Marschner, Jessica McConnell, Anna McKay, the McCleery family, Rory McGrath, Robbie McIntosh, Jocelyn McNulty, Lee-Anne Menzies, Robert Menzies, Douglas Metcalfe, Juliette Mills, Leia Mills, Holly Miller, Hamish Milne, Neil Mitchard, Susan Murrin, Daniel and Anna Mulholland, Paul Nathan, Mark Neale, Arabella Neville-Rofe, Emma-Louise Nicholls, Debbie Nicholls, Dominic Nicholls, Werner Oeder, Guy Ottewell and, Berry Overvalde, Kevin Parker, Michael Parker, Felix Patton, Nicola Paulson, Rebecca Perry, Mike Petchey, Laura Petetti, Jodi Pettit, Matthew Preston, Colin Pink, Philip Pope, Manuel Proetel, Katherine Proudlove, Hilary Puxley and Michael Crane, Lynne Raddall, Simon Raddall, Alison Rankin, Alex Rhind, Ben M Rogers, Claire Russon, Richard Ryan, J Saffron, Mark Sainsbury, Ben Scales, Gillian Schiller, Duncan Sharp, Susan Sheridan, Simon Singh, Martin Smith, Hayley Smith, Frank Smits, Owen Smith, Debbie Sonenblick, Jeff Spinks, Bhuvana Srinivasan, Joseph Starkey, Malcolm Stathers, Cam Steele, Alasdair Stevens, Hayley Stevens, Brian Stuart, Carole Symington, Jo Swainson, Dave and Mona Talianferro, Geraldine Taylor, Richard Taylor, Richard Terry, Louis Theroux, Bronwyn Thrift, James Thrift, Jane Thrift, Maddy & Louisa Thorp, Matthew Todd, David Todd-Jones, Simon Tonge, Lillian Todd-Jones, William Todd-Jones, Oliver Tovey, Matt Thomson, Louisa Thorp, Oliver Tovey, Jon Treadway, Hayden Turner, James Vause, Michelle van Schalkwyk, Richard Vigne, Carolyn Waldwyn, Richard Walker, Tom Walker, Tolene van der Merwe, Martin Waltham-Smith, Edward Warren, Berry White, Debbie White, Lizzie Whitebread, Wix Wickens, Kirstie Wielandt, Chris Whitworth, Graham Wright, David Worstold, Mark Worstold, Viktor Wynd

Companies

2:09 Events, Aardman Animations, Alex Rhind Design, Apple, Association for the Promotion of Tourism to Africa, Borana Ranch, Black Rhino Capital, BP Amoco Foundation, Bush and Beyond, Centrepont Computer Services, Christie's The Colourhouse, The Colourhouse, Computer Disposals Limited, Ecotricity, Everyclick, Expert Africa, Giveacar, Give It Gifts, Google, Great Plains Conservation, Headcast Animation, Insiders Africa, Joya Collection, Kalahari Pepper Company, Linton Park Wines, Lion Television, The London Speaker Bureau, Macmillan Publishers, Mile End Sports Stadium, Missionfish, Ol Donyo Wuas, The Radio Theatre Company, Responsibletravel.com, Rhino Wine Gear, Rogavi Network, Safarilink, Saffery Champness, SATOA, Silver Jungle, Sporting Rifle, Smokesilver Travel, StainlessRhino.com, Steppes Discovery, Stick Communications, Sound Mix, TicToc, Victor Stationery, Wilderness Safaris Namibia, ZSL Whipsnade Zoo, Wingleave Yeats

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

Annéville Zoo, Aspinall Foundation, The Ashden Trust, Balmain Charitable Trust, Parc Zoologique de la Barben, BBC Wildlife Fund, Safaripark Beekse Bergen and Dierenrijk, British Rowing, Chester Zoo, Colchester Zoo's Action for the Wild, Dambari Wildlife Trust, Disney Worldwide Conservation Fund, The Dischma Charitable Trust, Dublin Zoo, Ernest Kleinwort Charitable Trust, European Association of Zoos and Aquariums, Simon Gibson Charitable Trust, Givskud Zoo, Howletts and Port Lympne Wild Animal Park, International Rhino Foundation, The JJ Charitable Trust, Ernest Kleinwort Charitable Trust

Viscount Petersham

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

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Johnny Roberts
David Stirling

Staff

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

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

