



Save the Rhino International
Connecting conservation and communities

Annual Review
April 2012 - March 2013





Chair's report

The picture for rhinos is not good this year. The poaching trend, which began to rise in 2008-9, continued to increase and in 2012 a deeply worrying 668 rhinos were killed in South Africa alone, 29 rhinos killed in both Kenya and Zimbabwe, and similar numbers in India. The total number of rhinos killed in Africa in 2012 was 745. If the rate of poaching continues to accelerate at this level, we predict that overall African rhino numbers will go into decline in 2014-16, the actual timing depending on whether birth rates are closer to 5% or 9% per annum.

This crisis has been fuelled by growing demand for rhino horn, principally in Vietnam, where it is wanted for a range of traditional and non-traditional uses: as medicine for bringing down fevers, but also as a cancer cure, to prevent hangovers, and as a status gift. Vietnam's economy is growing rapidly, and there are fears that many more people may enter the market for modern rhino horn, sales of which are not allowed by the Convention on the International Trade in Endangered Species (CITES). Seizures in other East Asian countries indicate that Vietnam may not be the only consumer country for rhino horn; evidence is emerging that China is also heavily implicated, and there have been seizures of horn in Singapore, Thailand, Malaysia and the Philippines: whether those countries are conduits or end-destinations is not yet known.

As the crisis escalates, there has been much discussion over the best way to tackle it. Conservationists agree that there is no silver bullet that will solve the problem; rather, a combination of approaches is needed, including enhanced law enforcement and security, better legislation with tougher penalties for wildlife crimes, work with local communities in rhino range states, demand reduction programmes in consumer countries and international cooperation to investigate smuggling rings. One possible solution also being put forward is the legalisation of the trade in rhino horn; this option is likely to remain on the agenda in the years leading up to the next CITES meeting in 2016, but is proving deeply divisive in the conservation world.

Given the poaching epidemic and the increased security costs incurred by field programmes, it has therefore been reassuring that Save the Rhino International continues to benefit from a wide supporter base. Although total income (£944,978) is down a little on last year, our net surplus (after costs) remains high at £648,607, i.e., 68p in every £1 is available for grants to field programmes. We have been able to continue our vital support for the ongoing costs of field programmes in eight rhino range countries - Kenya, Tanzania, Zambia, Zimbabwe, Namibia, South Africa, India and Indonesia - as well as funding and coordinating particular projects, such as a workshop looking at new technology for rhino monitoring and security, and the 2013 IUCN SSC African Rhino Specialist Group meeting.

As ever, my fellow Trustees and I would like to thank Save the Rhino's Director, Cathy Dean, and the rest of the team for their hard work and commitment to the charity's objectives. We are extremely fortunate to have such effective and committed staff.

Tom Kenyon- Slaney



Statement of Need

Overall rhino numbers risk going into decline

The current rhino poaching crisis is affecting rhinos in almost all the range states: only Indonesia, Malaysia, Swaziland, Uganda and Zambia escaped with zero poaching losses in 2012 and 2013.

We fear that 2014 is going to be even worse than 2013 for rhinos. The Scientific Officer of the IUCN SSC African Rhino Specialist Group, Dr Richard Emslie, has produced models showing the acceleration of the African rhino poaching crisis, which predict that rhino deaths - from poaching and from natural mortalities - will overtake rhino births; i.e. overall numbers of black and white rhinos will decline in 2014.

There are some positive things on the horizon: the 2013 CITES Conference of the Parties gave Vietnam, Mozambique and South Africa specific measures to deliver, with a deadline of 31 January 2014, and there has been some progress towards those requirements. In February 2014, a 2-day symposium at the Zoological Society of London will focus on the illegal wildlife trade, followed by a heads of state summit on the same theme convened by the Prime Minister; the Royal Household, through its United for Wildlife initiative, will be actively involved with that. We also hope the Kenyan government will finally pass its new Wildlife Conservation and Management Act, providing much stiffer penalties for wildlife crime. Perhaps 2014 will be the year when international governments finally recognise that rhino poaching isn't "an animal problem"; it's a matter of organized crime linked with the drugs trade, money-laundering and international terrorism.

Lastly, let us not forget the lessons we've learned since 1994, when black rhino numbers were at an all-time low of 2,410. Since then, with sustained, coordinated effort by dedicated individuals and organisations in Africa and beyond, they have risen to 5,055 (as at 31 December 2012). It will be slow, it will be hard, and it will be expensive, but with international support, rhinos can recover from these dangerous times.

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 through fundraising for programmes and projects that are focused on the long-term conservation of the five species of rhinoceros and their habitat in the wild
- To encourage and facilitate the sharing of information, experience and skills between field programmes, conservation organisations and other bodies to enhance rhino conservation
- To engender a sense of ownership of and responsibility for rhino survival in range states, consumer countries and elsewhere by raising awareness and understanding of the need for and benefits of rhino conservation
- To measure and, where necessary, improve the effectiveness of our grant-making and charitable activities

Our approach

- 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
- 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



Rhino poaching is reaching a crisis point; it is predicted that African rhino populations will go into decline in 2014 (Steve and Ann Toon)



Over the last year, we allocated 63.9% of our grants towards anti-poaching and monitoring activities (SRI)



During 2012-13, 41% of our grants went towards black rhino conservation (Matt Brooke)



This year, SRI has given its first grant of £12,000 to Education for Nature Vietnam for its rhino horn demand reduction campaign (Education for Nature Vietnam)



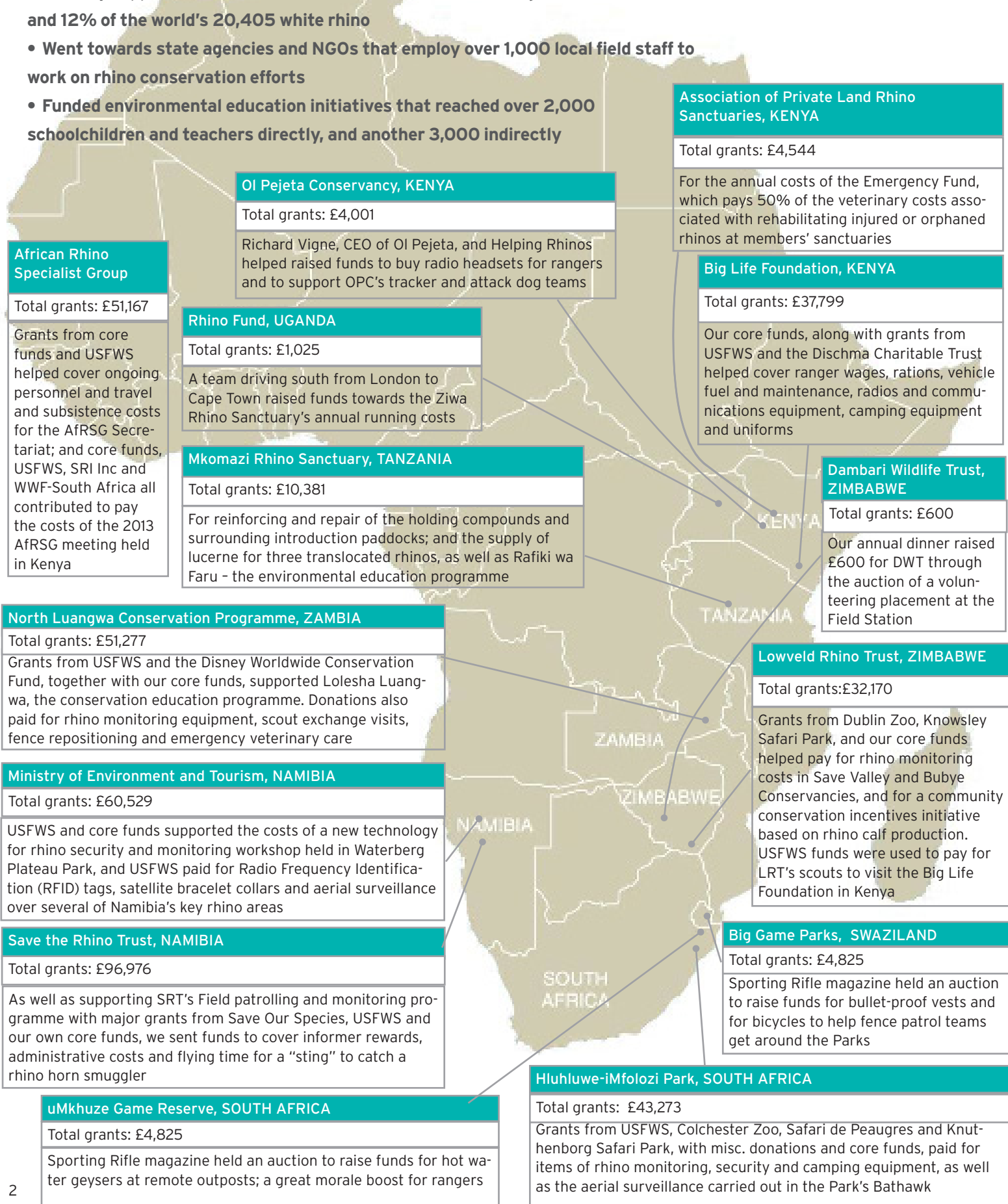
SRI continues to fund environmental education programmes in Kenya, Tanzania and Zambia (SRI)

Objective 1

To provide financial support through fundraising for programmes and projects that are focused on the long-term conservation of the five species of rhinoceros and their habitat in the wild

In Africa, our 2012-13 grants:

- Helped protect almost 60,000 km² of high-biodiversity land
- Directly supported the conservation of 54% of the remaining 5,055 black rhino and 12% of the world's 20,405 white rhino
- Went towards state agencies and NGOs that employ over 1,000 local field staff to work on rhino conservation efforts
- Funded environmental education initiatives that reached over 2,000 schoolchildren and teachers directly, and another 3,000 indirectly



In Asia, our 2012-13 grants:

- Helped protect over 7,000 km² of high biodiversity that is threatened by logging, encroachment and other illegal human activities
- Directly supported the conservation of 1% of the remaining Greater one-horned rhino, 82% of the world's Sumatran rhino and 100% of Javan rhinos
- Went towards state agencies and NGOs that employ over 130 local field staff to work on rhino conservation efforts

Education for Nature Vietnam, VIETNAM

Total grants: £12,527

A grant from core funds went towards a behaviour change campaign, run through various media by this Vietnamese NGO, to reduce demand for rhino horn in Vietnam

Indian Rhino Vision 2020, INDIA

Total grants: £11,800

Chester Zoo and our core funds paid for a new rhino monitoring vehicle for Manas National Park

Javan Rhino Study and Conservation Area, INDONESIA

Total grants: £939

Blair Drummond Safari Park and misc. donations contributed to the creation of the expanded habitat for Javan rhinos in Gunung Honje, adjacent to Ujung Kulon National Park

Small grants given to rhino programmes (irregular support)

- £7 for Laikipia Wildlife Forum
- £103 for Borana Conservancy
- £125 to Lake Nakuru National Park
- £3,430 for Wildlands Conservaton Trust
- £900 for the Rhino Resource centre to support its website, which hosts much valuable information and resources about all aspects of rhinos

Rhino Protection Unit programme, INDONESIA

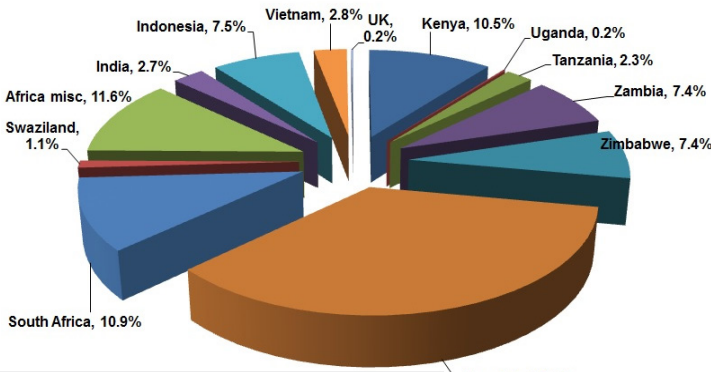
Total grants: £15,074

£10,000 from the BBC Wildlife Fund and the rest from core funds supported the ongoing costs (salaries, rations and vehicle running costs) of the RPU in Bukit Barisan Selatan and Way Kambas National Parks

Sumatran Rhino Sanctuary, INDONESIA

Total grants: £17,019

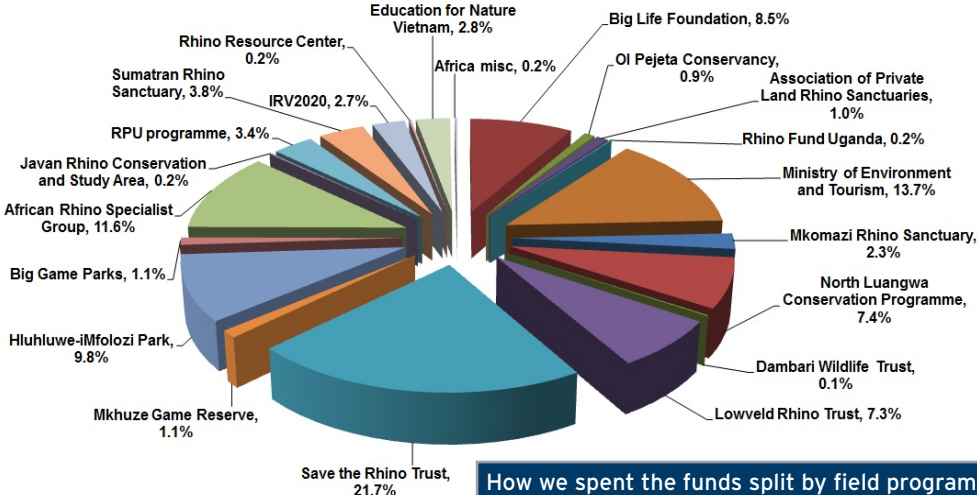
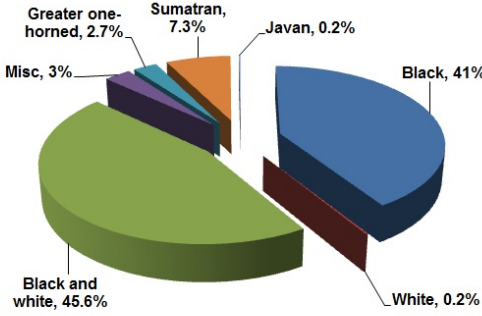
Core funds, Chester Zoo and Wilhelma Zoo Stuttgart all supported Sanctuary running costs for 2012



Grants given to partner charities from joint fund-raising efforts

Grants given to partner charities from joint fundraising efforts

- £7,000 for the Environmental Investigation Agency
- £7,000 for the Gorilla Organization
- £4,219 for Peaks Foundation
- £10,042 for the Zambezi Society



Grants totalled £473,995. Further restricted funds held over for expenditure in 2013-14 totalled £396,325

Objective 1

To provide financial support through fundraising for programmes and projects that are focused on the long-term conservation of the five species of rhinoceros and their habitat in the wild

Once again, we set a cautious budget for the financial year 2012-13, mindful of the difficult economic climate. However, we again exceeded expectations, raising a total of £944,978 against an original target of £748,680. (NB: Numbers below have been rounded)

Fundraising highlights

- This was a great year for Save the Rhino's events, kicked-off by one of the largest teams that we've ever entered into the London Marathon. The runners raised over £109,000, an outstanding team total. The money raised by the Marathon team is mostly unrestricted funds that can be used to make grants to rhino programmes worldwide or to help fund the core work of Save the Rhino
- It was also a record year for other endurance challenges. Supporters took part in a huge variety of challenges to raise money, altogether raising almost £30,000. Star fundraisers included the 'KilimanjaBRO' team who alone raised over £8,000 by taking a rhino costume to the summit of Kilimanjaro
- The Adventure! Dinner took place at the Zoological Society of London, featuring guest speakers Robert Penn, Christina Franco, Jon Culshaw, Helen Keen, Terry Waite and Jeremy Cooke and our brilliant MC Robin Ince. The event was a resounding success, with ticket sales, donations, an auction and raffle that raised almost £49,000
- Miscellaneous events that raised funds included our annual Rhino Mayday, a wine-tasting evening to mark World Rhino Day, an online auction and the 11th Douglas Adams Memorial Lecture. We were also particularly pleased to be chosen as the beneficiary of three parties held by The Last Tuesday Society
- We received a higher amount of donations than originally budgeted for, raising £87,000 against a target of £57,000, perhaps largely due to the prominence that the rhino poaching crisis is receiving in the international media
- Our membership scheme was a success, raising £19,000 against an original budget of £15,500, largely, we think due to the new website launched in March 2012
- Fundraising from grant-making trusts and foundation and zoos exceeded half a million pounds for the first time: £509,000 against an original target of £440,000. USFWS Rhino and Tiger Conservation Fund remains the single biggest grant-maker by some margin, with grants totalling £347,000, followed by Chester Zoo's Act for Wildlife's £30,000 through Save the Rhino. European zoos as a whole (including Chester Zoo) gave us a wonderful £83,000 in response to grant applications, plus other grants for our appeal
- We did better than expected for corporate fundraising, raising £38,000 against a target of £15,000, due to our increased focus on corporate fundraising and generous donations from companies such as £9,500 from Sporting Rifle, £5,000 from Victor Stationary, £3,000 from Vodafone and several smaller donations
- Our merchandise sales were very successful in 2012-13, raising £9,000 against an original budget of £3,000; again, the new website and online shop probably attributed to the increase in sales

Pro-bono highlights

A total of £28,969 worth of gifts-in-kind was generously given in the form of auction lots, raffle prizes, services and volunteer time.

- Google continued to support us through a Google grant which enhances the searchability of our website
- Designer Alex Rhind continued to support us by providing design work, including our bi-annual Horn magazine at heavily discounted rates or free-of-charge
- Red Hen Creative provided free-of-charge design support and creative advice for our annual appeal
- Saffrey Champness has provided virtually free VAT advice
- Substantial gifts were received as auction lots or raffle prizes from Linton Park Wines, Jeffrey Pratt, Boutique Travel Marketing, Michelle Benjamin, Malcolm Stathers, George Stephenson, Steppes Travel, Ol Pejeta Bush Camp, Will & Emma Craig and Nick Mackman
- The UCL Grant Museum of Zoology provided a free venue and support for our Rhino Mayday event
- Starting in January 2013 creative agency 23red appointed Save the Rhino as its beneficiary charity for the next two years and will provide us with pro-bono work

Our very grateful thanks to all our donors and supporters. Please see the back cover for a list.



We had a record 17 rhino costume runners participate in the 2012 Virgin London Marathon (SRI)



Our guests thoroughly enjoyed our Adventure! Dinner which raised almost £49,000 for rhino conservation (SRI)



Adam Rutherford and Stephen Mangan spoke at this year's annual DAML lecture (SRI)



Team KilimanjaBRO raised over £8,000 by taking a rhino costume to the summit of Mount Kilimanjaro (Michael Brabant)



With our new website, we saw a large increase in our merchandise sales over the past year (SRI)

Objective 2

To encourage and facilitate the sharing of information, experience and skills between field programmes, conservation organisations and other bodies to enhance rhino conservation

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 19 years of work in the rhino world, we have a good understanding of each other's 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. Katherine Ellis, SRI's sixth Michael Hearn Intern, spent a month with the team from Save the Rhino Trust in Namibia, where she assisted with grant application and report drafting, and interviewing tourists on their desert-rhino tracking experiences. Susie Offord, our Deputy Director, attended the annual Board meeting of the International Rhino Foundation, the US-based not-for-profit with which we regularly partner, to share field programme news and fundraising ideas. We also worked with WWF-South Africa, the IRF and USFWS to piece together funding for key projects.

Building links between field programmes

We organised several workshops or exchange visits during the year to share information and experience between them. With funding from USFWS, we arranged for staff from Save the Rhino Trust in Namibia and the Lowveld Rhino Trust in Zimbabwe to visit the Big Life Foundation in Kenya, when trackers / rangers demonstrated basic scene-of-the-crime management and rhino tracking and identification skills.

Again with funding from USFWS, and hosted by the Ministry of Environment and Tourism in Namibia, we arranged a 4-day workshop, for some 45 people from eight rhino range states, to look at new technology for rhino monitoring and security, held in November 2012 in Waterberg Plateau Park. This was a very practical meeting, with an excellent field trip organised by MET, with extremely good feedback from all participants.

We also provided financial support and did all the logistics for the 2013 IUCN SSC African Rhino Specialist Group meeting, which took place over six days in Laikipia County in Kenya. 61 people attended the whole meeting, with an additional 15 Kenyan participants joining the meeting for a "Kenya focus" day. A field trip to Ol Pejeta Conservancy was a highlight. Managing the logistics for AfRSG meetings greatly frees up the AfRSG Chair's and Scientific Officer's time, meaning that they can focus on strategic input.

Sharing expertise between in and ex situ organisations

One of our most rewarding introductions was that between the Zoological Society of London's Discovery and Learning Department and the North Luangwa Conservation Programme in Zambia. ZSL agreed to mentor Lolesha Luangwa, the conservation education programme in the schools, and has contributed greatly to the redevelopment of the curriculum and teaching resources, to training and development of programme staff, and to developing and implementing a comprehensive monitoring and evaluation programme. ZSL staff visited the programme twice during the year, firstly to learn about the issues and secondly to help deliver workshops for teachers to introduce the new curriculum.

Finally, Save the Rhino paid for Dr Mike Knight, Chair of the IUCN SSC African Rhino Specialist Group, to attend the 2012 EAZA conference in Edinburgh, where he addressed the Rhino Taxon Advisory Group, to talk through the poaching crisis, potential solutions and priorities. Director Cathy Dean spoke at the same conference, to outline the ways in which zoos can provide practical and financial support for field programmes.



Katherine Ellis (right), SRI's sixth Michael Hearn Intern spent one month assisting Save the Rhino Trust in Namibia. Pictured left is Anne Hearn and Simson Uri-Khob centre (SRI)



With funding from the USFWS, we arranged a 4-day rhino technology workshop, hosted by Namibia's Ministry of Environment and Tourism (SRI)



The 11th IUCN African Rhino Specialist Group meeting was held in February 2013 in Laikipia County, Kenya. Pictured is an anti-poaching bloodhound demonstration (SRI)



SRI continues to work with other partners to share skills, information and experience. Pictured is a ranger at Ol Pejeta, Kenya explaining items of rhino monitoring kit (SRI)



The Zoological Society of London has contributed to the development of Lolesha Luangwa; North Luangwa's Conservation Education Programme in Zambia (SRI)

Objective 3

To engender a sense of ownership of and responsibility for rhino survival in range states, consumer countries and elsewhere by raising awareness and understanding of the need for and benefits of rhino conservation

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 2012, experts and concerned rhino supporters gathered at University College London for Save the Rhino's annual Rhino Mayday event. This year, the Grant Museum of Zoology kindly agreed to jointly host the event with ourselves. We had eight different speakers update on their areas of expertise, followed by a panel discussion on thorny issues in rhino conservation. Speakers included Mary Rice, Executive Director of the Environmental Investigation Agency; Gary Minns, President of the Register of Chinese Herbal Medicine; Jennie Cook, Senior Keeper at Colchester Zoo; Steve and Ann Toon, photojournalists and Nevin Hunter, Head of UK National Wildlife Crime.

Press coverage

Over the year, Save the Rhino received press coverage for a variety of its own activities and events, as well as providing external comment, information and photos to journalists and the media. We have been featured in a variety of publications including *Africa Geographic*, *The Guardian*, *The Metro*, *The Evening Standard*, *Sky News*, *The Times*, *NBC Science*, *ITV News*, and *Science*. We have also been approached by many smaller news outlets for comment and interviews. Many of our supporters around the world have also secured coverage in their local press documenting their activities in support of Save the Rhino. There was good amount of press interest in 'The International Year of the Rhino' which was declared by the President of Indonesia on 5 June 2012.

In early 2013 SRI worked with the BBC Natural World and WWF to promote the 'Flight of the Rhino' documentary and raise funds for Hluhluwe-iMfolozi Park. The documentary was aired on the BBC in February, and we were able to raise fund and awareness for rhino conservation by carrying out a live social media commentary during the show.

We had the exciting opportunity to work with ASICS who wished to feature an inspirational rhino costume runner in their 2013 advertising campaign. In March 2013, long term supporter and veteran rhino costume runner Vinny O'Neill featured in ASICS online campaign video, which was translated into several languages and received 63,000 views in just one week!

Online communications

Over the past year, we have been busy adding content to our newly launched website, including detailed information about all the programmes and activities that SRI helps to support, along with how people can get involved. In June 2012 we launched a re-design of our online newsletter RhiNEWS, in a more modern user-friendly format. The new ezine aims to highlight the top most relevant news stories from the month, as well as providing updates on SRI's activities, events, programme grants, and corporate partnerships. We now produce weekly news stories on our own website, to raise awareness of the wider issues in the rhino conservation world. Our social media presence continues to rapidly grow reaching thousands of people every week.

Appeal

In June 2012, a young rhino named Andatu made history by becoming the first ever Sumatran rhino to be born in captivity in Indonesia in the Sumatran Rhino Sanctuary. To raise much-needed funds for the Sanctuary, we launched our 'I Will Survive' appeal, with the pro-bono support of creative agency Red Hen Creative. We used Andatu's story to raise funds and awareness for the critically endangered Sumatran rhino population, of which fewer than 100 are estimated to remain. The appeal raised over £17,000, thanks to generous public donations and also great support from several zoos, most notably Wilhelma Zoo in Stuttgart and Chester Zoo.

Communications strategy

Work has started on developing a comprehensive communications strategy for SRI, including identifying our current supporter groups, reviewing our current activities and identifying areas for improvement and development. The communications strategy will be fully launched in 2013.

Overseas engagement

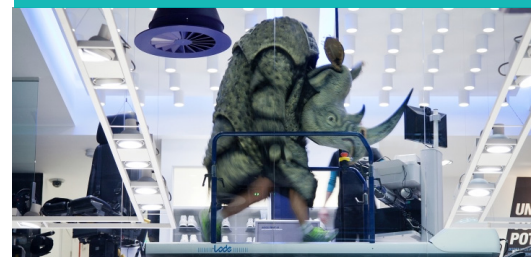
By working with our overseas partners, we continue to support environmental education and community conservation schemes across Africa. This year, our grants have focused on Lolesha Luangwa; the North Luangwa Conservation Education Programme and 'Rafiki wa Faru'; Mkomazi Rhino Sanctuary's environmental education programme. In 2012, we also gave our first grant of £12,527 to Education for Nature Vietnam for its rhino horn awareness campaign, which will engage with Vietnamese citizens to raise awareness of the damaging effects of the illegal demand for rhino horn.



Our 2012 Rhino Mayday event was a huge success, with eight different speakers updating a large audience on their areas of rhino expertise (SRI)



We worked with the BBC Natural World to promote its 'Flight of the Rhino' documentary to raise funds for Hluhluwe-iMfolozi Park (Jo Scofield)



Long-term supporter Vinny O'Neill featured in the ASICS 2013 promotional video, reaching massive new audiences around the world (Pitch PR)



In 2012, we launched our 'I Will Survive' appeal following the birth of Sumatran rhino, Andatu, to raise funds for the Sumatran Rhino Sanctuary (Dedi Candra, YABI /IRF)



Tanzanian schoolchildren participate in a rhino lesson as part of Mkomazi Rhino Sanctuary's Rafiki wa Faru Environmental Education Programme (SRI)

Objective 4

To measure and, where necessary, 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

During the year, we worked closely with a volunteer - a graduate from Imperial College's MSc in Conservation Biology - to develop an annual programme evaluation system, that would look at and assess factors around our three aims - growing rhino populations, protecting ecosystems and benefitting local communities - as well as overall project management. Save the Rhino staff and field programme managers carry out independent evaluations; the results are then compared and significant differences in perception of performance explored further. Proposals received from new programmes in rhino-range states are evaluated using this system before being tabled for the Trustees' consideration.

Managing ourselves

At SRI even though we are a small charity we work hard to have very high standards in our internal management systems and review these regularly.

We know how important it is to have the right team so we put substantial effort in recruiting the right staff, with formal induction programmes. In 2012-13 we recruited four new members of staff successfully. Staff members are given an annual training budget of £500 per person to ensure they develop within their role. In their 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.

Our IT systems have been updated to ensure they are more efficient and reliable, 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. We have also been reviewing our communications strategy and business plans.

At SRI we are incredibly proud of our financial processes; we set a formal budget for the year and then review and reforecast our cash flow every month against this budget, 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, spending very little on our running costs, in 2012-13 we spent 7.6% on our governance costs. We are also extremely grateful to receive pro bono support or discounted rates from other organisations.

Every grant that is given out by SRI 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. The Board of Trustees are incredibly engaged and have often visited field programmes at their own expense. They also review the charities progress towards its objectives. 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.



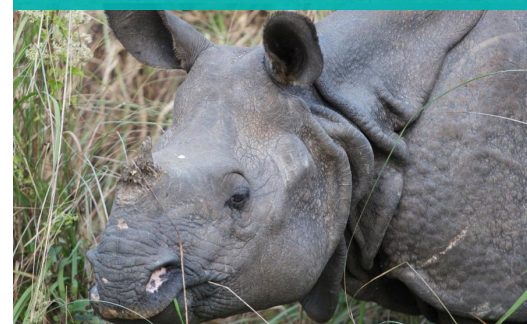
We pride ourselves in being a small but effective charity. Pictured above is the team in early 2013 (SRI)



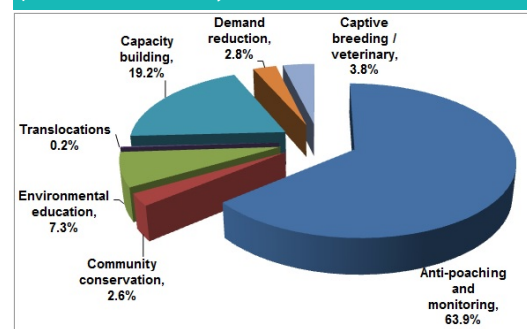
As part of our ongoing programme monitoring and staff development, staff are able to visit a rhino conservation programme during their second year at the charity (SRI)



We spend very little on our governance costs; just 7.6% during 2012-13, so that we can send as much money to the field programmes we support (Dambari Wildlife Trust)



Each grant that is given out by SRI is discussed internally between the Director and Deputy Director before being presented to the charity's Trustees (Renaud Fulconis)



This chart above shows an analysis of grants made, split between the different activity types

Looking Ahead

Plans for 2013-2014

Objective 1 - To provide financial support through fundraising for programmes and projects that are focused on the long-term conservation of the five species of rhinoceros and their habitat in the wild

After another £900,000+ year, we have budgeted to raise a cautious £813,000. Virtually all of the grants we receive are for one year only, and although we have cultivated good relationships with our donors, we are only as good as our last grant report, and their own financial circumstances may change. We can never relax.

As always, we expect the Virgin London Marathon to be our most profitable fundraising event of the year, though we also have guaranteed places for a new annual event, the Prudential RideLondon100 cycle event. Funds from these two events are almost all unrestricted and these events play a key part in covering our operating costs each year. We will hold another annual dinner at ZSL in November 2013, and the Douglas Adams Memorial Lecture in March 2014. As usual, we expect to raise around £400-450,000 from grant-making organizations, particularly USFWS and zoos. Director Cathy Dean will attend the annual EAZA conference in September to continue to build contacts and relationships. We have decided to reorganise the main categories in our monthly management accounts to include a line especially for community fundraising; all the initiatives by individual supporters to raise funds for rhino conservation. Some supporters do these through events, others through talks or school fundraising efforts, and our community fundraisers will be supported by our Events Manager or Communications Manager accordingly. Finally, we have decided to recruit a new post, that of Corporate Relations Manager, to deal with an ever-increasing number of enquiries from companies wishing to explore partnerships with Save the Rhino and to improve on the £38,000 we raised in 2012-13

Objective 2 - To encourage and facilitate the sharing of information, experience and skills between field programmes, conservation organisations and other bodies to enhance rhino conservation

2013-14 will be an interesting year in terms of rhino conservation efforts, against the background of rising rhino poaching. Director Cathy Dean will attend the Sumatran Rhino Crisis Summit in April in Singapore, and then the Rhino Keepers' Workshop, organised by the International Rhino Keepers' Association in May 2013. Staff from Indian and Indonesian rhino programmes will attend these conferences, making them good opportunities for updating ourselves on Asian rhino work. Susie Offord is leading on developing and fundraising for programmes to reduce the demand for rhino horn, with a planned visit to Vietnam for a workshop on this subject. As usual, our next Michael Hearn Intern, Josephine Gibson, will spend the month of May in Namibia working with Save the Rhino Trust, this time with a specific brief to capture content (video, information and photographs) for our 2013 appeal, which will be in aid of SRT.

Objective 3 - To engender a sense of ownership of and responsibility for rhino survival in range states, consumer countries and elsewhere by raising awareness and understanding of the need for and benefits of rhino conservation

Along with fundraising events, we will focus on our two annual awareness-raising events: Rhino Mayday, a day of presentation and debate for rhino supporters, and World Rhino Day on 22 September, when we plan a march through central London past the embassies of most of the rhino-range states. We will continue to develop and promote our "Thorny issues" section on our website, which tackles some of the big issues in rhino conservation, such as the debates around legalising the trade in rhino horn, poisoning horns to deter poachers, etc. We will be fully implementing our new communication strategy, which will analyse our current communication activities to all supporter groups and identify where improvements can be made. This will be an ongoing guidance document for the charity.

During 2013-14 we will be developing our community fundraising resources, providing more information and tools for supporters to raise funds and awareness on behalf of SRI. This includes materials such as posters, leaflets and community fundraising guides. Our supporters are integral in spreading rhino conservation messages to a wider audience. We are continually aiming to grow our social media following, to raise awareness and encourage support for Save the Rhino. We are looking to develop videos for our YouTube channel with the support of filming volunteers.

Objective 4 - To measure and, where necessary, improve the effectiveness of our grant-making and charitable activities

Key tasks for the coming 12 months will be: implementing the first 12-months of our 3-year Business Plan; the recruitment and induction of the new Corporate Relations Manager; the continued support for the Communications and Events Managers, who are relatively new in post; the promotion of the new Prudential RideLondon100 event, to see how we can maximise the opportunities from the event; sorting out our IT hard- and software, to become more effective and risk-free; introducing a new appraisal system; developing an Invitation to Tender for a replacement database; and developing and implementing our Communications Strategy.

As ever, it promises to be a busy year.



Next year we have guaranteed places for a new annual event, the Prudential RideLondon100 cycle event (Prudential RideLondon100)



Over the next year we will be developing our community fundraising strategy, to provide more support to those taking on various fundraising initiatives (Peter de Wit)



In April 2013, Director Cathy Dean will attend the Sumatran Rhino Crisis Summit in Singapore, where experts will meet to discuss plans to save the species (YABI / IRF)



We will continue to develop our "Thorny Issues" section on our website which tackles some of the big issues in rhino conservation (Lowveld Rhino Trust)



More than ever, rhino conservation programmes need our support. 2013-14 promises to be a very busy year! (Steve and Ann Toon)

Statement of financial activities for the year ended 31 March 2013

	£
Incoming resources	
Donations	662,713
Fundraising events	225,054
Gifts in kind	28,969
Annual memberships	19,116
Trading activities	9,003
Investment income	123
Total incoming resources	944,978
Resources expended	
Costs of generating voluntary income	163,808
Costs of fundraising trading	2,403
Total costs of generating funds	166,211
Net incoming resources available for charitable activities	778,767
Charitable expenditure	
Project expenditure	473,995
Project support and education costs	58,493
Governance costs	71,665
Total charitable expenditure	604,153
Net incoming (outgoing) resources for the year	174,614
Balance of funds at 1 April 2012	359,440
Balance of funds at 31 March 2013	534,054

- 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 3 December 2013 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 2013 and are in accordance with the recommendations of the Charities SORP.

Paul Alexander, Accountancy Management Services Ltd

Trustees (As at 31 March 2013)

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

Founder Patrons

Douglas Adams
Michael Werikhe

Patrons

Polly Adams
Benedict Allen
Clive Anderson
Louise Aspinall
Nick Baker
Simon Barnes
Mark Carwardine
Giles Coren
Mark Coreth
Dina de Angelo
Robert Devereux
Ben Hoskyns-Abraham
Friederike von Houwald
Angus Innes
Fergal Keane
Francesco Nardelli

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, Shannah Adams, Sue Adams, Lauren Alexander, Nadia Alnaimi and Team Rhino, Roshini Aluwihare, Louise Aspinall, David Back, Trina Barrett, Richard Bartsch, Ben Baume, Larissa Benbow, Michelle Benjamin, Alyson Beaumont, Jan Beccaloni, Michelle Benjamin, the late Stephen Blackman, Michael Briselli, Hannaa Bobat, Lucy Boddam-Whetham, Sam Bond, Simon Borad, David Boynette, Iona Brandt, Matt Brooke, Suzi Bullough, Barry Butler, Kristen Burdett, Chris Carey, M Cappiello, Maggie Carlier, Henry Chaplin, John Chatfield-Roberts, Neil Christian, Tamara Cohen, Jeremy Cooke, Carolanne Crook, Paul & Fiona Cuddeford, Jon Culshaw, Peter de Wit, Robert Dawson, Damian Dewhurst, Charles Dixon, Kenneth Donaldson, Carla Dray, Bernie Duffy, Richard Emslie, Suzette Field, Georgie Fordham, Christina Franco, Rodney Franklin, Stephen Fry & the Olives, John Gill, Doug and Celia Goodman, Sammy Gostling, Doug and Celia Goodman, Mike Gratton, David Gray, Patricia Hall, Peter Hall, Richard Hall, Neil, Katie & Rebecca Harnby, Andrea Hazeldine, Patricia Holland, Tim & Alice Holmes, Lynette Homer, Max Hoy, Nevin Hunter, Francesca Hurdley, Harriet Ibbett, Simon Jones, Andrew Kay, Helen Keen, Neil Kelsall, Tom Kenyon-Slaney, Helen Knapman, Jim Knight, Emma Knott, Henrik Krogerus, Aaron Kulakiewicz, Shawn Lamprecht, Dr Peter Lawrence, Cath Lawson, Cyrielle Leturgeon, George Lloyd-Roberts, Renata Loj, Horst Lubnow, Neil Macaskill, Nick Mackman, Nicholas Macrae, Dirk Maggs, Tanya Mancini, Stephen Mangan, Lona Marais, Fiona McLeod, Scott McLeod, Douglas Metcalfe, Diane Mitchell, Shaithal Moodley, Gary Minns, A & J Mogford, Harriet Morley, Susan Murrin, Francesco Nardelli, Martin Nelson, Morgan Nicholls, Patric Nisbet, Christopher Noon, Vinny O'Neill, Mark Ormiston, Andrew Oswald, Nancy Partington, Daniel Patterson, Jo Paulson, Matthew Peck, Rob Penn, Mike Petchey, Samantha Potter, Jeffrey Pratt, Matthew Preston, Keith Prigg, Rosanna Randall, Matthew Reynolds, Vivian Rees, Rachel Rennie, Mary Rice, Angus Rissik, Laura Roberts, Adam Rutherford, Mr J Saffron, Mark Sainsbury, Roy Sarkin, Meera Shah, Tira Shubart, Jonette de Sousa, Kristian Slater, Frank Smits, Beryl Snashall, P Spratt, Malcolm Stathers, George & Lucilla Stephenson, Dave Stirling, Dave, Mona, Alex & Ian Taliáferro, Aílsa Tavares, James Thrift, Steve & Ann Toon, Ollie, Ania & Gosia Tovey, Wim van den Heever, Tolene van der Merwe, Richard Vigne, Jaco Voges, Cathy Volsteedt, Fiona Wace, Terry Waite, Richard Walker, Lara Ward, Cecilia Wee, Ales Weiner, Michael Welch, Simon Wilson Stephens, Peter de Wit, Joy Wixley, Gerald & Janis Woods, Steve Woolley, Mark Worsfold, Viktor Wynd, Team Kilimanjaro

Companies

180 Amsterdam BV, 23red, 2:09 Events, Acacia Africa, ASICS, Apple, Beastly Bags Limited, Black Rhino Capital, Boutique Travel Marketing, Centrepoint Computer Services, Clipper, The Colourhouse, Ecotricity, Elephant Pepper Camp, Erinvale Estate Hotel and Spa, Everyclick, Expert Africa, Gaucho Restaurant, Global Innovation, Google, Great Rail Journeys, Idube Game Reserve, Insiders Africa, Isibindi Africa, Joya Collection, Kicheche Valley Camp, Lewa Downs, Linton Parks Wines, The London Speaker Bureau, Lukimbi Safari Lodge, M & J Engineering (Pty) Ltd, Marine Dynamics, Michelle Benjamin, Microsoft, Missionfish, Nature Picture Library and Bluegreen Pictures, NCM Finance Limited, Ocean View House, Ol Donyo Wuas, Ol Pejeta Bush Camp, One&Only Cape Town, Pitch, Pitney Bowes South Africa, Pure Smile, Red Hen Creative, Responsibletravel.com, Rhino GB, Rhino Lacrosse, Rhino Rugby, Rhino Wine Gear, rhino's energy GmbH, RM Capital Markets Ltd, Saffery Champness, SATOA, Silver Jungle, Sporting Rifle, Steppes Discovery, Steppes Travel, Supercrease Incorporated USA, The Colourhouse, The Last Tuesday Society, The London Speaker Bureau, The Zetter Hotel and Townhouse, Trans Africa Safaris, Victor Stationery, Wilderness Safaris, Wildlands Conservation Trust

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

Amnéville Zoo, Aspinall Foundation, The Ashden Trust, Association of Veterinary Students, Balmain Charitable Trust, Parc Zoologique de la Barben, BBC Natural World, BBC Wildlife Fund, Safaripark Beekse Bergen and Dierenrijk, Blair Drummond Safari Park, Chessington World of Adventure, Chester Zoo, Claverham Community College, Colchester Zoo, Colchester Zoo's Action for the Wild, Dambari Wildlife Trust, Dschma Charitable Trust, Disney Worldwide Conservation Fund, Dublin Zoo, England and Wales Cricket Board, Ernest Kleinwort Charitable Trust, European Association of Zoos and Aquaria, Foundation Friends of Safaripark Beekse Bergen and Dierenrijk, Hartismere School, Simon Gibson Charitable Trust, International Rhino Foundation, Knowsley Safari Park, Knuthenborg Safaripark, KZN Wildlife, The Mark Leonard Trust, Opel Zoo-Kronberg, Paradise Wildlife Park, Parc Zoologique de la Barben, Safari de Peaugres, Save Our Species, Save the Rhino International Inc, Simon Gibson Charitable Trust, St Peter's Girls School, Stuttgart Zoo, Taiwan Forestry Bureau, The Ashden Trust, The Environmental Investigation Agency, The Grant Museum of Zoology, 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 Samuel Storey Family Charitable Trust, Treasure Charitable Trust, US Fish and Wildlife Service, Villiers School, Vivat Bacchus, Vodafone World of Difference, Wildlands Conservation Trust, Wilhelma Zoo Stuttgart, Woburn Safari Park, WWF-SA, Zoo d'Amnéville, Zoo Krefeld, Zoological Society of London, Zoologischer Garten Schwerin, ZSL Whipsnade Zoo, ZSL London Zoo

And all those who wish to remain anonymous.

Martina Navratilova
Julian Ozanne
Viscount Petersham
Mark Sainsbury
Robin Saunders
Alec Seccombe
Tira Shubart
James Sunley
William Todd-Jones
Jack Whitehall

Founder Directors

Johnny Roberts David Stirling

Staff

Director: Cathy Dean
Deputy Director: Susie Offord
Events Manager: Jo Paulson / Laura Adams
Office and Communications Manager:
Laura Adams / Katherine Ellis
Michael Hearn Intern:
Katherine Ellis / Josephine Gibson
Finance Manager: 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
W: www.savetherhino.org

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

Front cover image credit Steve and Ann Toon