



Impact
Report
2014 - 15

Save the Rhino International
Connecting conservation and communities



“ All five rhino species need our help now more than ever before ”

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Save the Rhino's Vision, Mission and Strategies

Vision

All five rhino species thriving in the wild for future generations

Mission

Collaborating with partners to support endangered rhinos in Africa and Asia

Strategies

To conserve viable populations of rhinos in the wild by:

- Raising funds to protect and increase rhino numbers and population distribution in African and Asian range states
- Facilitating the exchange of technical support and information between rhino conservation stakeholders
- Ensuring that local communities in key rhino areas benefit from employment, capacity building, education, outreach and the sustainable use of natural resources
- Developing and delivering behaviour-change campaigns to reduce the demand for rhino horn in consumer countries
- Raising awareness throughout the world of the need for urgent global action on rhino conservation

“

We have much pleasure in sharing our first Impact Report with you. In a conscious change from our previous Annual Report format, we have set out how – working in tandem with other agencies – our financial and technical support has impacted rhino conservation efforts through each of our five strategies.

Please do let us know your feedback: simply email cathy@savetherhino.org

”



Cathy Dean

(Bill Konstant)

State of the rhino: Africa

African rhino numbers are collated every two to three years by the IUCN SSC African Rhino Specialist Group (AfRSG), held in advance of CITES' Conference of the Parties (CoP). The last CoP was held in 2013, and therefore the most up-to-date rhino population numbers we have are correct as at 31 December 2012. Overall totals then were 20,405 Southern white rhinos and 5,055 black rhinos. Southern white rhinos are currently classified by the IUCN Red List as Near Threatened, though that seems likely to change next time the subspecies is assessed; black rhinos are Critically Endangered.

In view of the rhino poaching crisis, the AfRSG asks that country totals no longer be published. Some individual parks and reserves choose to publicise information about rhino numbers in their own areas, perhaps in order to attract tourists; however we prefer not to quote population sizes in specific locations.

The next CITES CoP is in September-October 2016, and the next AfRSG meeting is in February 2016. That meeting will therefore collate rhino numbers as at 31 December 2015. Until we have these data, it is not possible fully to assess the impact of the poaching crisis on overall rhino numbers.

Poaching Statistics 2014



Information provided by the IUCN SSC African Rhino Specialist Group

However, we do have an estimate of the annual number of rhinos killed by poachers throughout sub-Saharan Africa (see figures below). It is clear that South Africa, which has by far the largest rhino population, is the hardest hit, though Kenya is level-pegging in terms of the percentage of its rhino population that has been killed during the last two years.

2015 could be the year in which overall rhino numbers go into decline

From these poaching statistics, the AfRSG's Scientific Officer has calculated that if poaching continues to accelerate at the same rate it has done, then – depending on the underlying birth rate – 2015 could be the tipping point: the year in which poaching and natural mortalities overtake births, i.e. overall rhino numbers will go into decline.

Our emphasis is on protecting existing viable and wild rhino populations, supporting local Non-Governmental Organisations (NGOs) and state and national wildlife departments by helping cover ongoing costs such as ranger salaries, vehicle and aircraft fuel and maintenance, rhino monitoring and anti-poaching equipment, and ranger training.



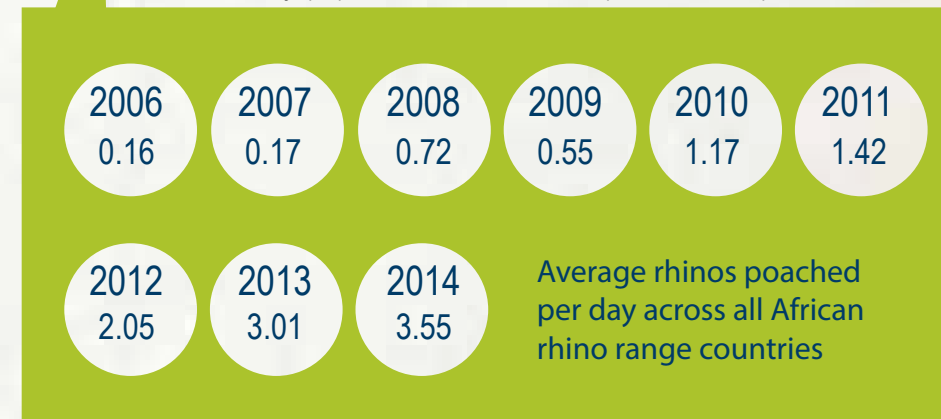
Poached rhino in Kenya (SRI)



White rhino

Status:
Near
Threatened
20,405

White rhino (Steve and Ann Toon)



Black rhino (Philip Perry)



Black rhino

Status:
Critically
Endangered
5,055

Black rhino (Philip Perry)



White rhino (Steve and Ann Toon)

State of the rhino: Asia

Greater one-horned rhinos

Greater one-horned rhinos, which are also known as Indian rhinos, are now found only in India and Nepal. As at 31 December 2012, there were 3,333 animals distributed across three locations in Nepal (Chitwan National Park, Bardia National Park and Suklaphanta Wildlife Reserve) and in three states of India: Assam, West Bengal and Uttar Pradesh. Greater one-horned rhinos are classified by the IUCN Red List as Vulnerable.

The strongholds for Greater one-horned rhinos are in Chitwan National Park and in Kaziranga National Park in Assam. Since the beginning of the 20th century, numbers have steadily grown in Kaziranga; although the Park has also been enlarged over the years, it has exceeded its ecological carrying capacity. In 2005, therefore, Indian Rhino Vision 2020 was launched: a partnership between the Assam Forest Department, the Bodoland Territorial Council, WWF, the International Rhino Foundation and the US Fish and Wildlife Service. Its goal is to have a wild population of at least 3,000 Greater one-horned rhinos in the Indian state of Assam – spread over seven protected areas – by the year 2020; an ambitious rhino range and population expansion programme, that would translocate animals from Kaziranga and Pobitora Wildlife Reserve and restock areas that had lost all their rhinos during previous poaching crises. Substantial capacity building, infrastructure development and community engagement will be required in each new area.

// No Sumatran rhinos have been recorded as poached since 2006 //

Sumatran rhinos

Sumatran rhinos number only around 100 animals, of which three are living in captivity in Sabah (Malaysia) on the island of Borneo. The remainder are in Sumatra, Indonesia, although camera trap images show that at least one animal survives in Kalimantan, the southern (Indonesian) part of Borneo. The Sumatran populations are distributed across three sites: Gunung Leuser, Bukit Barisan Selatan and Way Kambas National Parks. They are classified as Critically Endangered.

No Sumatran rhinos have been recorded as poached since 2006, but the main threats to the species are habitat loss and population fragmentation. Scientists have identified four key actions needed to conserve the world's remaining Sumatran rhinos:

- The need to manage the global population of Sumatran rhinos (both wild and captive) as a single metapopulation across national and international borders, in order to maximise breeding rates
- The continued deployment of Rhino Protection Units, which patrol wild Sumatran rhino habitat to detect and deter illegal activities. Experts agree that this has been achieved in all areas but needs strengthening, especially in northern Sumatra
- The creation of Intensive Management Zones with increased protection and monitoring in areas where Sumatran rhinos breed naturally. It has also been proposed that Sumatran rhinos outside of these areas should be moved to these areas to increase breeding potential. This action is still in the planning stages
- Use of captive breeding. The development of advanced reproductive technology is being pursued in Sabah, although it may take many years to develop a reliable technique.

In Sumatra, the Sumatran Rhino Sanctuary is currently home to five rhinos and breeding efforts resulted in the birth of Andatu in June 2012. Another calf is expected in May 2016.

Javan rhinos

Finally, Javan rhinos have now been comprehensively surveyed and number between 58 and 61 animals; again, they are classified as Critically Endangered. They are all found in one location, in the western tip of Java (Indonesia), in Ujung Kulon National Park and the adjacent Gunung Honje area. Perhaps the greatest risk facing them is a stochastic event such as disease or a tsunami, though with numbers so low, there is a risk of loss of genetic diversity.

// Javan rhinos are all found in one location, in Ujung Kulon National Park, Indonesia //

SRI supports all three Asian species by supporting the overall programme coordination and funding role played by our close partner, the International Rhino Foundation. Our grants have helped cover the cost of rhino translocations and infrastructure in Manas National Park and Laokhowa-Burachapori Wildlife Sanctuary, the creation of the Javan Rhino Study and Conservation Area in Gunung Honje, the ongoing Rhino Protection Unit programme in Sumatra and Java, and the Sumatran Rhino Sanctuary, the captive breeding centre in Way Kambas National Park.



Sumatran rhino

Status:
Critically
Endangered
Less than 100

Sumatran rhino (Cyril Ruoso)



Javan rhino

Status:
Critically
Endangered
58 - 61

Javan rhino (Alain Compost)



Greater one-horned rhino

Status:
Vulnerable
3,333

Greater one-horned rhino (Renaud Fulconis)

Where we work

This map shows the location of the programmes that Save the Rhino supported during 2014-15

Namibia

- Ministry of Environment and Tourism
- Save the Rhino Trust

South Africa

- Hluhluwe-iMfolozi Park
- uMkhuze Game Reserve

Swaziland

- Big Game Parks

Kenya

- Anthony King Conservation Leaders Trust
- Borana Conservancy
- Lewa Wildlife Conservancy
- Association of Private Land Rhino Sanctuaries
- Ol Jogi
- Ol Pejeta Conservancy
- Big Life Foundation

Tanzania

- Mkomazi Rhino Sanctuary
- Rafiki wa Faru

Zambia

- North Luangwa Conservation Programme
- Lolesha Luangwa

Zimbabwe

- Lowveld Rhino Trust
- Dambari Wildlife Trust

India

- Indian Rhino Vision 2020

Vietnam

- Education for Nature Vietnam
- TRAFFIC Vietnam

Indonesia

- Javan Rhino Study and Conservation Area
- Rhino Protection Unit Programme
- Sumatran Rhino Sanctuary

Worldwide

- IUCN SSC African Rhino Specialist Group
- Rhino technology meeting
- Rhino Resource Center

White



Botswana
Kenya
Namibia
South Africa
Swaziland
Uganda
Zambia
Zimbabwe

Black



Botswana
Kenya
Malawi
Namibia
South Africa
Swaziland
Tanzania
Zambia
Zimbabwe

Greater one-horned



India
Nepal

Sumatran



Indonesia
Malaysia

Javan



Indonesia



Rangers, Hluhluwe-Imfolozi Park, South Africa (SRI)



White rhino at Lewa Wildlife Conservancy, Kenya (Frank at Petersons)



Neil Galman speaking at the 2014 Douglas Adams Memorial Lecture (EIA)



Sumatran rhino wallowing in a mud pond (Cyril Ruoso)

Strategy

1

Raising funds to protect and increase rhino numbers and population distribution in African and Asian range states

Activity

We raised a total of £1,373,172 in 2014-15, enabling us to make grants totalling £848,854, with a further £566,739 of restricted funds ready to go out in 2015-16.

Inputs

Save the Rhino has six full-time and one part-time members of staff, all based at our office in London. We also benefit from the help of volunteers: over the year a total of 62 volunteers gave us c. 1,024 hours of support in our office and at our events.

Through a wide range of fundraising activities – the London Marathon, community fundraising, RideLondon 100, our annual dinner, miscellaneous events, applications to grant-making organisations and zoos, corporate fundraising, donations, membership, merchandise and Gift Aid – we had our most successful year financially since registering as a charity 21 years ago.



Dublin Zoo is one of the many zoos fundraising for Save the Rhino (Dublin Zoo)



Will and Johan completed their round-the-world Riding for Rhinos challenge, raising over £22,000 (Will Frazer)

Outputs

Through our grants, we were able to support 25 ongoing field programmes or *ad hoc* projects in 12 countries, covering all five species of rhino, including six of the 10 largest populations of black rhino.

Outcomes

Working in partnership with local NGOs and with other donor organisations in the UK, Europe, USA and the rest of the world, 70.7% (by value) of our grants supported the monitoring and protection of existing rhino populations in African and Asian rhino range states. A key strength of Save the Rhino is our willingness to provide core support for ongoing programme costs.



Our rhino costumes at the London Marathon (Matt Brooke)

Three of the five species of rhino are classified by the IUCN Red List as "Critically Endangered", i.e. they face an extremely high risk of extinction in the wild.

Activity

We have supported Save the Rhino Trust's field patrolling and monitoring programme in the Kunene Region of Namibia since our formation in 1994.

Inputs

Funding: A total of £141,693 given to Save the Rhino Trust in Namibia, comprising grants of \$112,895 from USFWS, \$33,551 from the Anna Merz Rhino Trust, \$25,019 from the Glen and Bobbie Ceiley Foundation, £21,175 raised by the Desert Heart party, and numerous smaller grants including those from Blair Drummond Safari Park and Zoo Krefeld as well as our own core funds.

We also sent our Michael Hearn Intern, Rory Harding, to work with Save the Rhino Trust (SRT) for a month. Spending two weeks in the office in Swakopmund, Rory worked alongside the Fundraising and Administration Manager, Lorraine Tjazuko, on creating a unified filing system both on and offline. He also helped teach Lorraine how USFWS reporting works and presented on Save the Rhino's fundraising and events strategies. Rory then spent two weeks in the field, assisting the Science Advisor with compiling information for a report and creating graphs for data analysis on rhino patrol times. His visit also coincided with a 3-day ranger training course and he was able to help with a GPS training workshop. Finally, Rory spent time at Desert Rhino Camp observing the direct relationship between SRT and Wilderness Safaris, and the value that tourism can afford rhinos. Here, Rory attended and contributed to meetings discussing strategies for cultivating donors from visitors to the Camp.

Outputs

Save the Rhino Trust's trackers patrol some 25,000 km², monitoring one of Africa's Key 1 black rhino populations. Our funding helped cover core, ongoing costs including tracker salaries, benefits and rations, vehicle fuel and running costs, equipment repair and replacement and aerial surveillance.

Outcomes

Save the Rhino Trust has been monitoring the Kunene Region's black rhinos for over 30 years but, with the rise in poaching incidents in Namibia, its remit has expanded to cover illegal human activity. Our flexibility on the use of our grants helped SRT to redeploy its tracker teams in late 2014 to respond to this crisis. At the time of writing (August 2015), just one rhino has been killed by poachers in the Kunene Region this year; unfortunately the dependent calf also died. However, this represents a substantial improvement on the situation last year.

SRT monitors the largest free-ranging population of black rhino on land that is not formally protected.



Desert-adapted black rhino bull in Namibia's Kunene region (Steve and Ann Toon)



Save the Rhino Trust trackers at Desert Rhino Camp (Steve and Ann Toon)



Black rhino cow and calf drinking at night (Steve and Ann Toon)



SRT trackers monitoring Namibia's desert-adapted black rhinos (Steve and Ann Toon)

Case study

Scene-of-the-crime training, Kenya



Police, Prosecutors and Magistrates meeting (Rod Potter and Wayne Evans)



Team planning during a practical exercise (Rod Potter and Wayne Evans)



Jamie Gaymer presents to the participants (Rod Potter and Wayne Evans)



Participant Naeku indicates a 'find' during a search exercise (Rod Potter and Wayne Evans)

Activity

In February 2015, we provided funding for a scene-of-the-crime training course at Mpala Research Center and Wildlife Foundation in Kenya, taught by wildlife investigators from KwaZulu-Natal in South Africa.

Inputs

Funding: £6,110 from Chester Zoo Act for Wildlife and £5,340 from our own core funds and our Operation Stop Poaching Now appeal paid the costs of the two trainers, Rod Potter and Wayne Evans. Together, Rod and Wayne have 53 years of practical experience in wildlife conservation and investigations with formal institutions and NGOs. Jamie Gaymer, Warden of Ol Jogi, kindly assisted with local logistics.

Outputs

Nine participants from the Kenya Wildlife Service (Nairobi National Park, Naivasha Training Institute and KWS HQ), Lewa Wildlife Conservancy, Ol Jogi, Borana Conservancy, Big Life Foundation, Ol Pejeta Conservancy and Mara Elephant Project took part in a 10-day Advanced training course; with 5 of them being graded as "Extremely competent", i.e. 90+%.

Outcomes

This course will enable participants to:

- Ensure better collection of evidence at future crime scenes, leading to a greater chance of successful convictions
- Make stronger cases against the granting of bail for those arrested and charged with rhino crimes
- Obtain aggravated sentences for convicted rhino poachers

Strategy

2

Facilitating the exchange of technical support and information between rhino conservation stakeholders

// I learned new things or skills lifting footprints or shoeprints, dusting water bottle for fingerprints, things that I have never done before. The entire course was brilliant. I propose to do more training in future. I suggest every year we do one course. //

RHINOS killed in Kenya

59



2013



35



2014

Activity

Lolesha Luangwa, which means "Look after Luangwa", is an award-winning conservation education programme delivered to 21 schools surrounding North Luangwa National Park in Zambia.

Inputs

Funding: A total of £39,963 in grants, comprising \$19,550 from Disney Conservation Fund, \$19,515 from USFWS, \$12,000 from the Mohamed Bin Zayed Species Conservation Fund, £5,000 from the de Brye Charitable Trust, and the remainder from Rhinos' energy, miscellaneous donations and our own core funds.

The team from North Luangwa Conservation Programme (Claire Lewis, Technical Advisor, Sylvester Kampamba, Schools Officer, and Michael Eliko, Curriculum Officer) were supported with technical expertise from Ruth Desforges at ZSL's Discovery and Learning Department, who assisted with training, mentoring and monitoring and evaluation skills.

Outputs

- 4 special presentations delivered by the Lolesha Luangwa Outreach Officer to 21 participating schools = 84 school visits
- 17 lessons delivered by 21 schools' Conservation Teachers = 357 lessons
- Tailored resources printed and distributed: Teachers' Conservation Guides and students' Activity Booklets
- Park visits for school groups into North Luangwa National Park introduced
- Triangulated, longitudinal monitoring and evaluation of Lolesha Luangwa's impact guided by ZSL

Number of rhinos poached in North Luangwa National Park since the reintroductions began in 2006 = zero

0

Outcomes

The short-term and long-term benefits of enabling school children to learn about conservation are vital to the success of the whole project, namely:

- Increased proportion of the next generation understanding the importance of conservation issues
- Good educational standards support the continuity of Zambian Wildlife Authority officer tenure at remote outposts, leading to better intelligence regarding potential poachers
- Increased security for North Luangwa National Park as a whole, and for the black rhino population in particular
- Positive actions to improve the home environment encouraged (e.g. composting food waste, washing clothes away from water sources etc.)
- Increased wildlife numbers in conservation areas
- Endangered species conservation strategies supported

Lessons learned from Lolesha Luangwa are being shared with the wider zoo education community via a co-authored article for the International Zoo Yearbook.

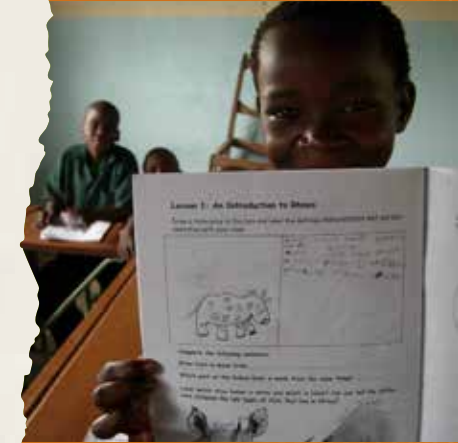
// An MSc thesis by Jessica Bray reported that there is "evidence of a higher prevalence of attitudes conducive to pro-environmental behaviour where the [conservation education programme] is present, compared to communities that have not experienced the intervention. //

Case study

Lolesha Luangwa, Zambia



Pupils participate in a Park visit through Lolesha Luangwa (NLCP)



A child with their conservation education exercise book (NLCP)



The annual Conservation Celebration Day attracts a huge audience (NLCP)



A class during a Lolesha Luangwa school visit lesson (NLCP)

Case study

Indian Rhino Vision 2020, India



Greater one-horned rhino in Kaziranga National Park (Kelly Russo)



Piglets have been provided to villagers closest to Manas National Park as a sustainable livelihood incentive (Bill Konstant)



A young Greater one-horned rhino (Kelly Russo)



Greater one-horned rhino with her calf in Kaziranga National Park (Steve and Ann Toon)

Activity

Grassroots conservation activities around the boundaries of Manas National Park and Laokhowa-Burachapori Wildlife Sanctuary.

Inputs

Funding: \$7,500 from SRI Inc., £1,847 from Chester Zoo Act for Wildlife and £803 from misc. donations and core funds.

The grant was awarded to Aaranyak, a conservation NGO based in Guwahati, Assam, and then managed at local level through two NGOs: Manas Ever Welfare Society (MEWS) and Laokhowa-Burachapori Conservation Society.

Outputs

Piglets provided by MEWS to villagers around Manas National Park; an equivalent (suitable for an area that is predominantly Muslim) presented to those in Laokhowa / Burachapori.

Outcomes

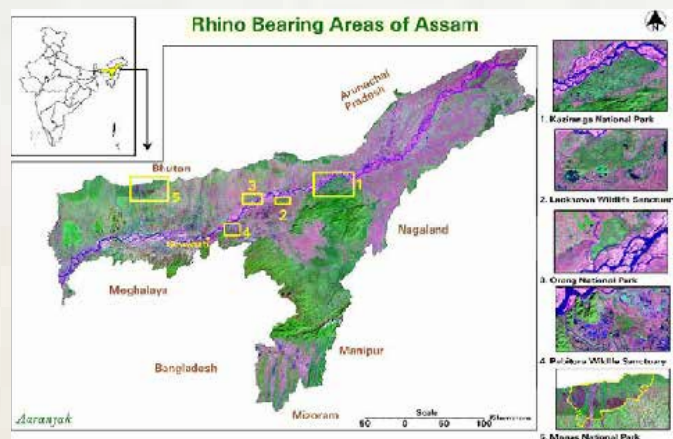
- Capacity building (including project and grants management) of the two local NGOs engaged in the conservation activities through this small grant initiative
- Fringe communities of Manas and Laokhowa-Burachapori will understand the need for rhino conservation and lend their support for securing the future of rhinos by sharing intelligence and extending goodwill to rhino conservation and management

Strategy

3

Ensuring that local communities in key rhino areas benefit from employment, capacity building, education, outreach and the sustainable use of natural resources

- Small livelihood support to fringe communities from this small grant through local NGOs will make local communities realise that they are receiving support because of the existence of rhino in their 'neighbourhood' and that they, as community members, play a critical role in ensuring safety of the rhinos if they stray out of the Park / Sanctuary into villages



Activity

The Lowveld Rhino Trust in Zimbabwe has established a rhino conservation incentive scheme amongst communities in and around the South East Lowveld conservancies. The scheme aims to make rhinos more relevant to communities living alongside them, with annual tangible benefits delivered.

Inputs

Funding: A total of £13,110 was granted for the community incentives scheme, including €5,000 from Dublin Zoo and £8,000 from Knowsley Safari Park (along with another £37,197 for rhino monitoring activities by the Lowveld Rhino Trust).

The Lowveld Rhino Trust employs a Community Liaison Officer, Simbarashe Chiseva, to work with the communities living near to Save Valley and Bubye Valley Conservancies.



School Rhino Quiz competition, Save Valley – what is a rhino's horn similar to? (Lowveld Rhino Trust)

The Lowveld Rhino Trust monitors two of the largest nine black rhino populations in Africa.

Outputs

Benefits were delivered via 88 primary schools within a 10km zone of the boundaries of Save and Bubye Valley Conservancies in the form of exercise and text books and Rhino Quiz Day events in participating schools. As a gesture of appreciation for information provided by a community that resulted in the arrests of four rhino poachers in 2013, the Lowveld Rhino Trust arranged the donation of an additional of 2,560 exercise books to this community's school, Mbuyanehanda Primary School.

Outcomes

The Rhino Quiz Day prize offered to winning schools increases in proportion to the growth in the neighbouring rhino population each year, linking community benefits with successful rhino conservation.



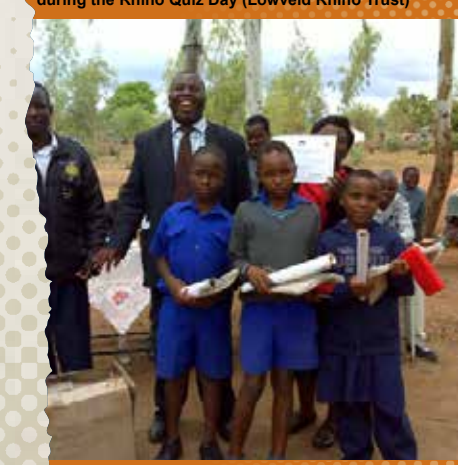
Children take part in many competitions during the Rhino Quiz Day (Lowveld Rhino Trust)



Certificates presented to the winning school at the Rhino Quiz Day (Lowveld Rhino Trust)



Local schoolchildren take part in a gymnastics display during the Rhino Quiz Day (Lowveld Rhino Trust)



Prizes are given out to the winning school team (Lowveld Rhino Trust)

Case study

Lowveld Rhino Trust, Zimbabwe

Case study

TRAFFIC-Vietnam



A panel of experts answered questions during the campaign launch (TRAFFIC)



This poster reads "A successful businessman relies on his will and strength of mind. Success comes from opportunities you create, not from a piece of horn"



The posters are targeted at successful wealthy businessmen in Vietnam



A series of posters have been created in Vietnamese (UK translation shown here)

Activity

An evidence-based, social-science approach was used to develop a behaviour change campaign called the 'Chi' campaign. This campaign aims to change the behaviour of one of the key consumer groups of rhino horn.

Inputs

Funding: A total of £111,251 was granted during the year, including £101,241 from the UK government's Illegal Wildlife Trade Challenge Fund (the grant is for a 26-month project in total) and £10,010 from Save the Rhino's own core funds.

Work on the ground has been managed and coordinated by TRAFFIC-Vietnam, while Save the Rhino provided administrative and reporting support for the project.

Outputs

A strategy to deliver a behaviour change demand reduction campaign has been developed. As part of this strategy, the Chi campaign was designed and launched through a range of mechanisms including online, direct mail and at events using influencers.

Outcomes

There is now a better understanding of what approach is needed to reach one of the target group of consumers.

“ It takes time to change people’s behaviour but if we want to secure the future of rhinos we need to stop the demand from countries like Vietnam. I believe these are some of the best behaviour change campaigns and we are already starting to see positive results ”
 Susie Offord, Deputy Director, Save the Rhino International

Strategy

4 Developing and delivering behaviour-change campaigns to reduce the demand for rhino horn in consumer countries



SOCIAL STATUS

TRAFFIC's consumer research in Vietnam in 2013 identified that successful businessmen living in urban areas over the age of 40 tend to be the main users of rhino horn.

Activity

A range of activities were delivered to reach a wide audience in Vietnam to reduce social acceptance of consumption of rhino horn and therefore reduce the overall demand for rhino horn.

Inputs

Funding: A total of £5,859, which comprised €2,500 from Association Ecofaune Virement and €5,600 from Ales Weiner.

Coordination and project delivery on the ground was done by Education for Nature Vietnam (ENV), established in 2000 as Vietnam's first NGO focused on the conservation of nature and protection of the environment. ENV's mission is to foster greater understanding amongst the Vietnamese public about the need to protect nature and wildlife. One of its three strategic programmes is to reduce consumer demand for wildlife products through investment in a long-term and sustained effort to influence public attitudes and behaviour.

Outputs

Campaign messages about the use of rhino horn were delivered through adverts that were shown on TV, air time on the Voice of Vietnam, exhibitions in shopping centres, seminars at universities and partnering with companies to display messages about rhino horn. Additional work was done to support law enforcement and review legislation and policy.

Outcomes

There is increased awareness amongst different audiences in Vietnam that buying and consuming rhino horn is having a negative impact on rhinos and the communities that live near rhinos. There is increased support from the general public to stop the demand for rhino horn in Vietnam.

“ Being Vietnamese, all of us should shoulder the responsibility to protect wildlife. In my opinion, rhino horns cannot cure all the fatal diseases that some people believe. It is not worth wasting a huge amount of your money to purchase rhino horns. If anyone has the intention of spending on rhino horns, they should contribute that money to other useful jobs for our society instead. Hence, we should say “No” to rhino horn consumption. ”
 Pham Van Ha, Education for Nature Vietnam

Case study

Education for Nature Vietnam



An ENV rhino exhibit at Royal City Shopping centre (ENV)



A flyer displayed at a car show room aims to raise awareness of the plight of the rhino (ENV)



Vietnamese Traditional Medicine shop (SRI)



A short film by ENV features the a popular Vietnamese comedian (ENV)

Case study

World Rhino Day



Our supporters got creative for our #Nailit4Rhinos campaign (Le petit brush)



Supporters from all over the world painted their nails for World Rhino Day (Caroline Graelin)



Groups of friends got together for nail painting (Rachel Haydon)



There were many fantastic rhino themed nails (Elinoprivat)

Activity

To celebrate the fifth annual World Rhino Day on 22 September 2014, Save the Rhino launched its 'Nail it for Rhinos' campaign.

Inputs

The Nail it for Rhinos campaign aimed to encourage new and existing supporters to get involved in raising funds and awareness for rhino conservation by painting their nails on World Rhino Day and sharing the image on social media. We promoted the campaign on our website, social media and by encouraging other partners, websites and celebrities to get involved.

Outputs

Nail it for Rhinos was widely shared across the world, with individuals, zoos, companies, field staff and the online blogging community getting involved in painting their nails and sharing messages and images online. Over 400 images tagged with #Nailit4rhinos were shared on social media.

Outcomes

The message that rhino horn is made from keratin, the same material found in human nails, was widely shared. The fun and engaging campaign helped us reach new supporters to raise awareness of the threats facing rhinos, as well as raising unrestricted donations



Strategy

5 Raising awareness throughout the world of the need for urgent global action on rhino conservation

During World Rhino Day week



572,499 people reached on Facebook

New weekly Facebook likes up by

45%



Twitter favourites up by

115%

£700

worth of donations received specifically for Nail it for Rhinos

Activity

Our 2014 appeal 'Help a Ranger, Save a Rhino', was in aid of the black and white rhino populations of Hluhluwe-iMfolozi Park in South Africa.

Inputs

We received creative and design input from 23red. A series of short films were made by Tom Rowland and Samuel Luke Bond; and narrative and photographic content was captured during a field visit by Office and Communications Manager Katherine Ellis in March 2014.

Dirk Swart, Section Ranger for Manzibomvu Section in Hluhluwe Game Reserve, acted as host during the field visit, and introduced Katherine and the filmmakers to other Section Rangers, the Anti-Poaching Units and Park management.

Outputs

Help a Ranger, Save a Rhino was launched to zoos in July 2014 and online to the general public in September 2014. We encouraged donations and fundraising to purchase essential kit items for the rangers. In total, the appeal helped raise £44,480 for Hluhluwe-iMfolozi Park (some of which was held over for the financial year 2015-16 as the appeal exceeded its original target). Total grants during the year added up to £72,355.

Outcomes

Funds raised from the appeal allowed the purchase of kit and equipment for the Park's rangers to be out in the field 24/7 protecting and monitoring black and white rhinos.



Case study

Help a Ranger, Save a Rhino

Surplus funds raised will help cover the cost of a replacement light aircraft following the crash of the Bathawk in March 2015, allowing routine aerial surveillance over the Park to resume, and the purchase of thermal imaging equipment and a new vehicle.

“Your continued unwavering support during this extremely difficult period in conservation history has had a significant impact. Your contributions to our Park has provided us with much needed equipment, and more importantly, talking to the Rangers in the field, it is clear that Save the Rhino donations provide a massive morale boost on a regular basis.”
Patrick Sibeko, Conservation Manager, iMfolozi Game Reserve.

The appeal helped purchase:

- 1 x metal detector
- 1 x vehicle security canopy
- 2 x night-vision equipment
- 6 x bullet-proof vests
- 8 x pairs of Bushnell binoculars
- 12 x sets of camping cooking equipment
- 12 x sleeping mats
- 13 x tents
- 14 x sleeping bags
- 21 x sets of eye / ear protection for rifle practice training
- 22 x 40-litre camping backpacks
- 24 x wide brimmed hats
- 43 x LED torches
- 45 x basic first aid kits
- 110 x rain / wind-proof jackets
- 120 x LED headlamps
- 120 x pairs of canvas boots



White rhinos in Hluhluwe-iMfolozi Park (SRI)



Rangers with equipment purchased from Save the Rhino donations (Dirk Swart)



A young white rhino calf in Hluhluwe-iMfolozi Park (SRI)



New torches for the anti-poaching rangers (Dirk Swart)

Financials

Statement of financial activities for the year ended 31 March 2015

Incoming resources

Donations	£ 997,603
Fundraising events	309,131
Gifts in kind	28,278
Annual memberships	21,456
Trading activities	16,557
Investment income	147
Total incoming resources	1,373,172

Resources expended

Costs of generating voluntary income	£ 223,905
Costs of fundraising trading	4,656
Total costs of generating funds	228,561

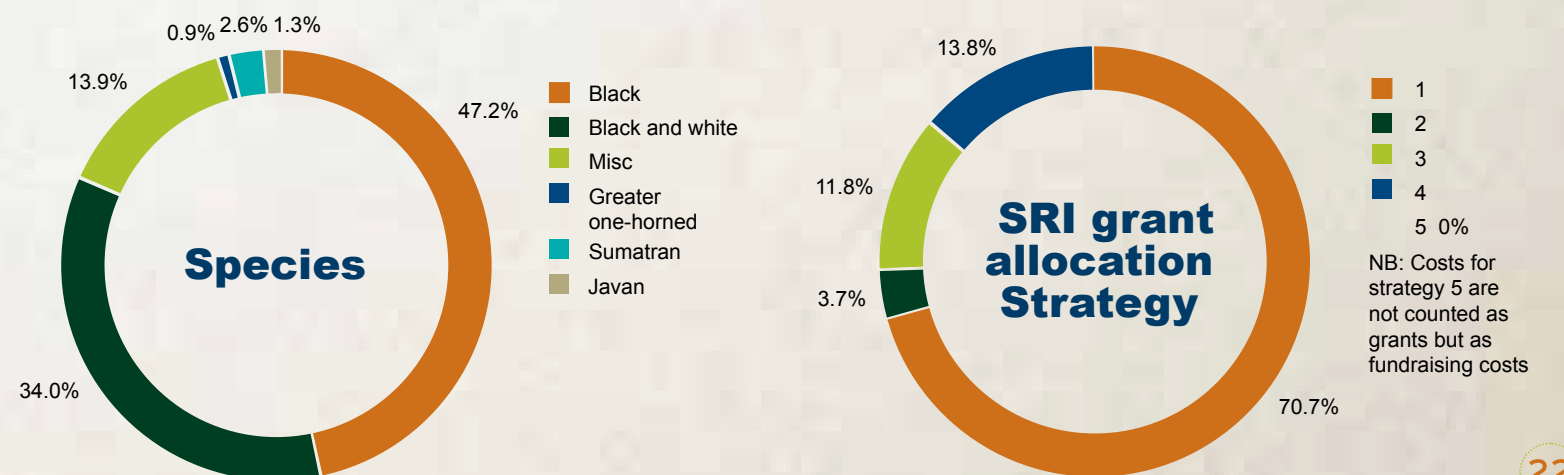
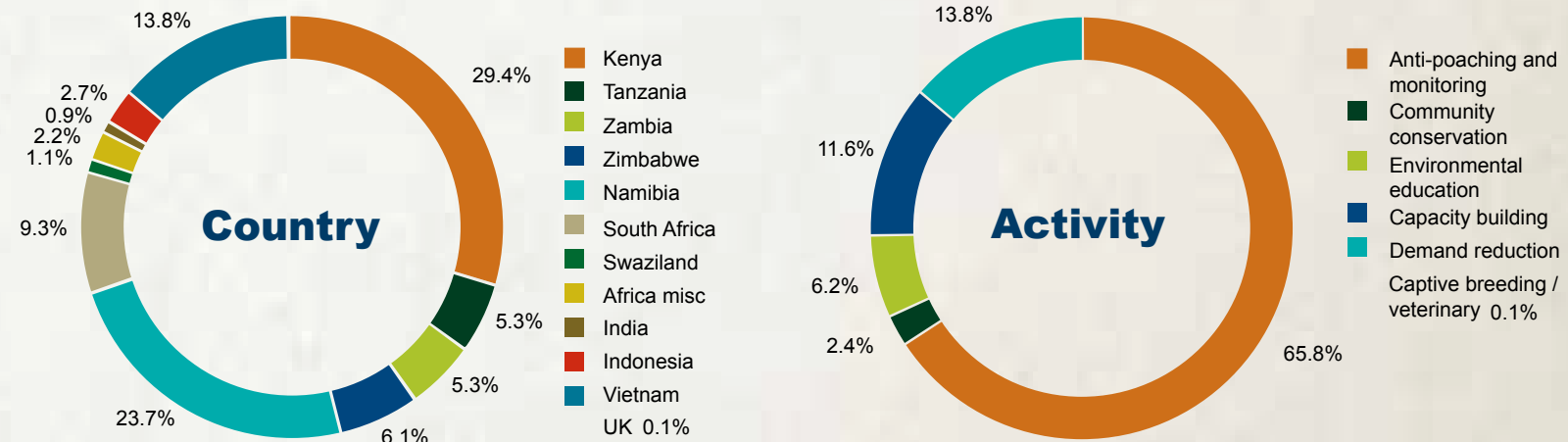
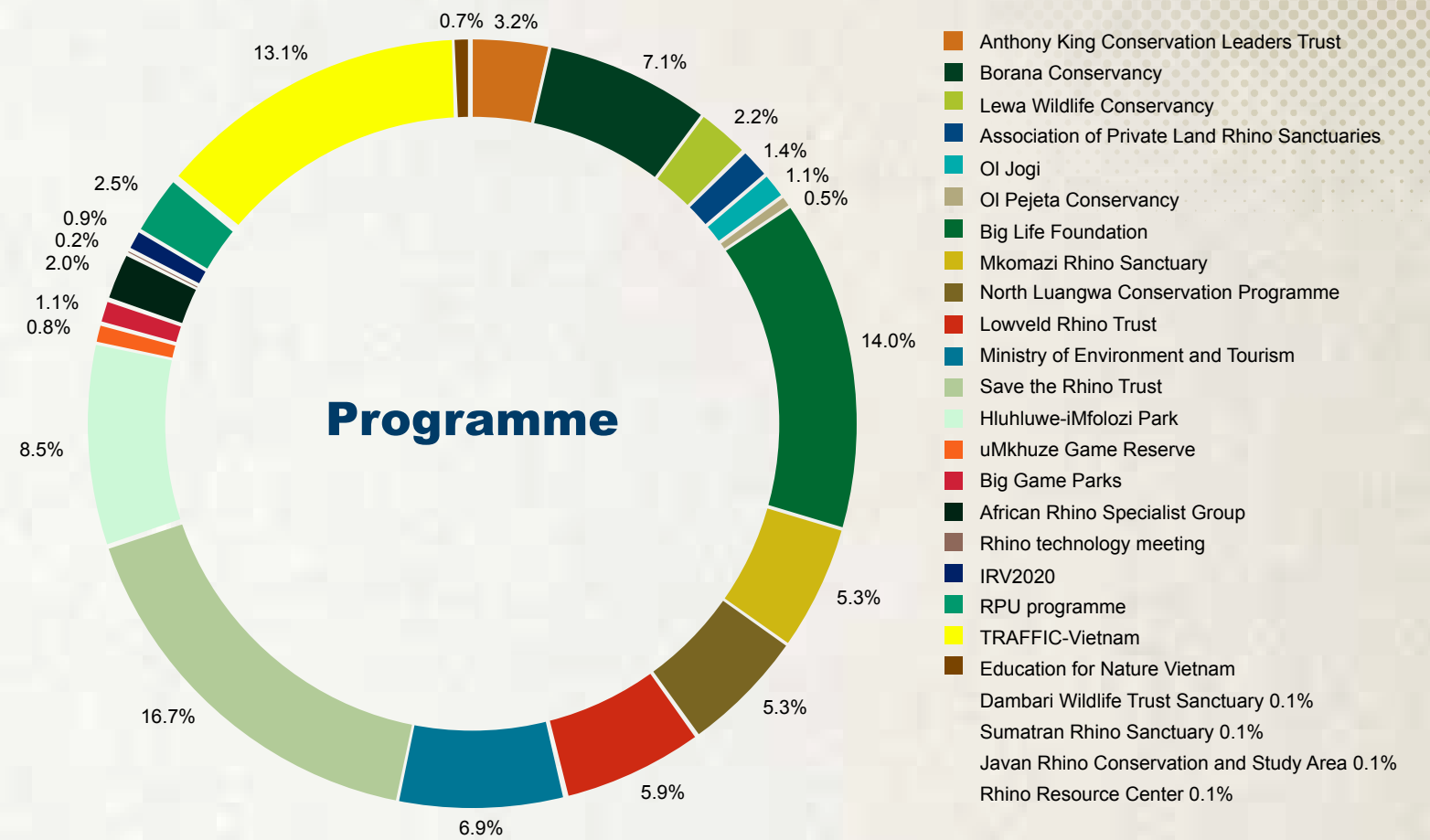
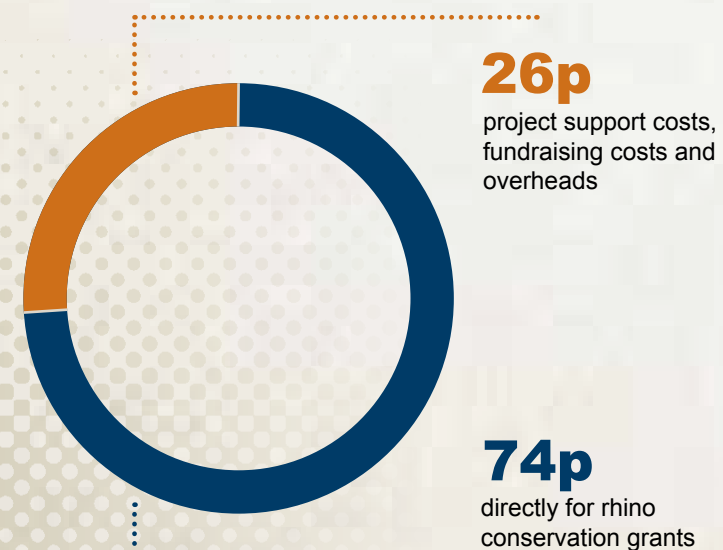
Net incoming resources available for charitable activities **1,144,611**

Charitable expenditure	£ 848,854
Project expenditure	52,413
Project support and education costs	80,178
Governance costs	981,445
Total charitable expenditure	163,166

Net incoming (outgoing) resources for the year

Balance of funds at 1 April 2014	£ 552,101
Balance of funds at 31 March 2015	715,267

For every £1 donated to Save the Rhino:



Looking ahead

As ever, we have a busy year ahead, with some major tasks planned under each of our five strategies:

1. Raising funds to protect and increase rhino numbers and population distribution in African and Asian range states

- We have set a target of raising a minimum £1.1 million, with at least £728,000 of that to be available for making grants to field programmes and projects
- We hope to achieve this through our usual fundraising activities: events, donations, corporate partnerships, trust and foundation proposals, membership, merchandise, VAT and Gift Aid reclaim etc.

2. Facilitating the exchange of technical support and information between rhino conservation stakeholders

- We will be working on the logistics for the 2016 IUCN SSC African Rhino Specialist Group meeting, to be held in February 2016 in Kruger National Park, South Africa. This involves booking flights, transfers, accommodation and conference facilities for up to 70 participants from over a dozen countries, as well as then collating, editing and compiling the proceedings from the meeting
- We will be planning for a training course entitled “Informant- and crime-management training course for rhino programme field managers and investigators in Namibia”, to be held in June 2016

3. Ensuring that local communities in key rhino areas benefit from employment, capacity building, education, outreach and the sustainable use of natural resources

- We will continue ongoing work with Chester Zoo and the Zoological Society of London to support and mentor field programme staff working on environmental education programmes – Rafiki wa Faru in Mkomazi National Park in Tanzania, and Lolesha Luangwa in North Luangwa National Park in Zambia
- We hope to work with the Lowveld Rhino Trust and other local partners in Zimbabwe on major funding proposals that would facilitate the implementation of a Joint Venture business model and adaptive land-use planning framework to integrate wildlife, livestock and the local community in a semi-arid mixed-use region, achieving more sustainable use of natural resources along with socio-economic gains for stakeholders

4. Developing and delivering behaviour-change campaigns to reduce the demand for rhino horn in consumer countries

- We plan to continue our support for the behaviour change campaigns being run by Education for Nature Vietnam and TRAFFIC-Vietnam, and to share lessons learned from them with other NGOs. We hope to raise funds to support law enforcement efforts in Vietnam, to increase the number and proportion of seizures of rhino horn and of successful prosecutions
- We also hope to compile a summary report on China’s involvement in the illegal wildlife trade, which can be used to inform the African Rhino Specialist Group, TRAFFIC and CITES, in time for the 2016 Conference of the Parties

5. Raising awareness throughout the world of the need for urgent global action on rhino conservation

- We will be holding a series of events to highlight the work being done in the field, including the annual Rhino Mayday – this year held in conjunction with Chester Zoo and the International Rhino Keepers’ Association – and small events for our supporters in central London, at which field programme staff will give presentations
- We will continue our programme of developing “Thorny issues” discussion pieces published on our website, which examine controversial subjects in the rhino conservation world, such as synthetic rhino horn and the role of transportation industries in the illegal wildlife trade

Internally, our main challenge during the coming year will be to maximise the potential of our new customer-relationship-management database, Salesforce, which went live on 1 April 2015. With internal and external training sessions planned, we hope to overhaul many of our internal processes, so that routine tasks can become automated, leaving us free to explore and develop other income-generating activities.



Ranger at Borana Conservancy, Kenya (SRI)



Black rhinos at Ol Pejeta Conservancy, Kenya (SRI)



Community conservation in Zambia (NLCP)



Sumatran rhino Credit (Mark Carwardine)



Thanks

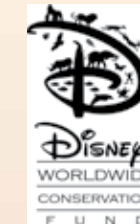
Individuals

Kerrigan Abbott, Peter Allen, Brenda Athukorale, R Atwater, Steve Auton, William Averdieck, Christopher Bachofen, Lorenzo Baldo, Erin Bargate, Susan Barrington, Sandy Barton, Kerry Bean, Steven Bell, Thea Bellhouse, Kelly Berber, Ross Berber, Renee Berber, Andrew Berry, Elizabeth Berry, Iain Bishop, Edward Bishop, Rohan & Katherine Blacker, Iain Bloomfield, Samuel Bond, Howard Bourne, Lucy Bowditch, M Bowe, Sue Brace, Helen Bracey, Graeme Bradstock, Claire Branagh, Pavel Brandl, Henry Brockman, Walt Brown, Victoria Brumpton, Suzi Bullough, Marianne Burbridge, The late Melissa Burchell, John Burton, Barry Butler, Vanessa Buxton, Myrto Bylos, Peter Carr, Jeff Collins, Lizzie Cranfield, Paul Cuddeford, Naiomi Cullen, Sophie Curle, Michael Cutter, Giles Davies, Rob De Bruin, J De Clermont-Tonnerre, Ivan De Klee, Juan Manuel Delfin, Robert Delve, Helen Dennis, Stuart Diesel, Kenneth Donaldson, Johan Du Plessis, Deleen Du Toit, Joshua Dunlop, Tom Dunn, Antonia Ede, David Edwards, Katherine Ellis, Frances Kate Ewer, Jack Fairhurst, Roderick Farnworth, Sarah Ferris, Bernard Fisher, Richard Flamand, Will Frazer, Michael French, Mark Geduldt, Stuart Gillett, Megan Greenwood, Jimmy Greenwood, John Griffiths, Hannah Griffiths, Marlene Groen, Richard Haigh, John Hall, Rory Harding, Chris Hardingham, Neil, Katie & Rebecca Harnby, Sharon Harper, Mat Hartley, Lois Hastings, Will Headly, Tom Headly, Nick Headly, Jim Hearn, Kris Hekhuis, Bryan & Hannah Hemmings, Alistair Herring, Neil Herron, Jim Higham, Amy Hitchinson, Quintin Hogg, Charlotte Holgate, Martyn Holman, Tim Holmes, John Holmes, Matthew Hopkins, Tracey Housdon, Liam Humphries, Angus Innes, David James, Richard Janes, Matthew Jarvis, Allice-Azania Jarvis, Iona Jeffrey, Katie Jowett, Richard Jowett, Sushil Kanwar, Tom Kenyon-Slaney, Clementine Keyes, Adrian Kidd, Delphine Malleret King, Leanne Kitchin, Lara Kruger, Nick Laing, Peter Lawrence, Heather Lazzeri, Terence Le Poer Trench, Cornell Le Roux, Chin Ling, Rob Lower, Andrew Martin, Ben Matthews, Craig McDonnell, Grant McEwan, Stuart McKechnie, Elly McMeehan, Vic Mencner, Valerie Merrin, Mandy Middleton, Christopher Milliken, Makiko Miyauchi, Gareth Morris, Tom Morris-Eyton, Caroline Mulvin, Emily Muncey, Emma-Louise Nicholls, Bianca Nicholson, Sara Oakeley, Alex O'Connor, Ayo Olaseinde, Adam Onishi, Julie Papay, Matthew Pentecost, Katya Pereira, Dr Lloyd J & Mrs Jane H Peterson, James Pethica, Juliet Pierrot, Alex Rabeau, Sean Ramsdell, Erin Ranney, Liz Rayner, Victoria Rees, Steve Renny, William John & Christine Olson Robb, Gordon Robinson, William Rome, Christi Saltonstall, Roy Sarkin, Malcolm Stathers, Philip Saxby, Roy Schofield, Bradley Schroder, Madeleine Scott, Hugo Sells, Rod Sheard, Anne Sigel, James Sims, Alex Smith, Charlotte Somerville, Adelaide Sprague, Alison Squance, George Stephenson, Pauw Steyl, Gregory Stiles, Dave & Fi Stirling, Chris Sturgeon, Sarah Sumner, Devan Swart, Guy Thornton, Ben & Emma Thornton, Matthew Tipper, Abraham Truter, Michael Turner, John Verkerk, Jose Vieira, Daniel Walsh, Tom Ward, Sam Webb, Ales Weiner, Andrew Whelan, Rosie While, Thomas White, Jr, Oliver Whiteway, Jon Williamson, Jonathan Winterbourn, Elizabeth Winton, Hollie Woodhouse, Stephen Woolley, Mark Worsfold, Mark Worsfold, Lewis Wright, Andrea Yancey

Thanks

Organisations

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