



Save the Rhino  
International

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**Impact Report  
2017-18**





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In this era when the fight against rhino poaching is becoming more modernised, we tend to neglect the importance of the human element. There is a critical need to look after our most important assets: our staff. All the technology in the world means nothing without the correct application of the boots on the ground, and that's where the support of Save the Rhino and its donors has been so helpful.

**Eduard Goosen, Conservation Manager,  
uMkhuze Game Reserve, South Africa**

## OUR VISION

All five rhino species thriving in the wild

## OUR MISSION

Collaborating with partners to support endangered rhinos in Africa and Asia

## OUR STRATEGIES

- 1 Saving rhinos
- 2 Sharing information
- 3 Involving communities
- 4 Reducing illegal horn trade
- 5 Engaging support and Inspiring action

## A message from our CEO



Save the Rhino started with adventure: motor-biking from Nairobi to London for a 'rhino scramble' and climbing Mt Kilimanjaro to raise vital funds for

conservation programmes that were just beginning to come out of an intense two decades of poaching. Since Save the Rhino was registered as a charity in 1994, we have continued the adventure theme with supporters taking on challenges of all shapes and sizes. All for one reason: to help rhinos.

I'm proud to say that during the past year we have been able to give out our biggest sum of grants to date, totalling more than £2,000,000 and supporting 27 programmes across Africa and Asia. These funds have been used – among other things – to purchase boots, binoculars and beds for rangers, as well as essential anti-poaching and monitoring equipment so that wherever a rhino is, it can be protected.

We've also been strengthening our work across all five strategies, approaching all projects with these in mind to ensure that donors' funds are being spent effectively. It is thanks to all of our donors, supporters and partners that we can save the rhino, from protecting populations, sharing expertise between programmes, engaging local communities and tackling the demand for illegal horn. Poaching statistics are declining, slightly, but all five species remain vulnerable, and we need to build on all the successes we've been able to achieve.

The year ahead of us will not be simple. There will be hurdles to overcome and, as always, lots to accomplish. But for now, I am glad to be reflecting on all of the adventures that 2017-18 brought for Save the Rhino. Thank you, as ever, for your support.

A handwritten signature in blue ink, which appears to read 'Cathy Dean'. The signature is fluid and cursive.

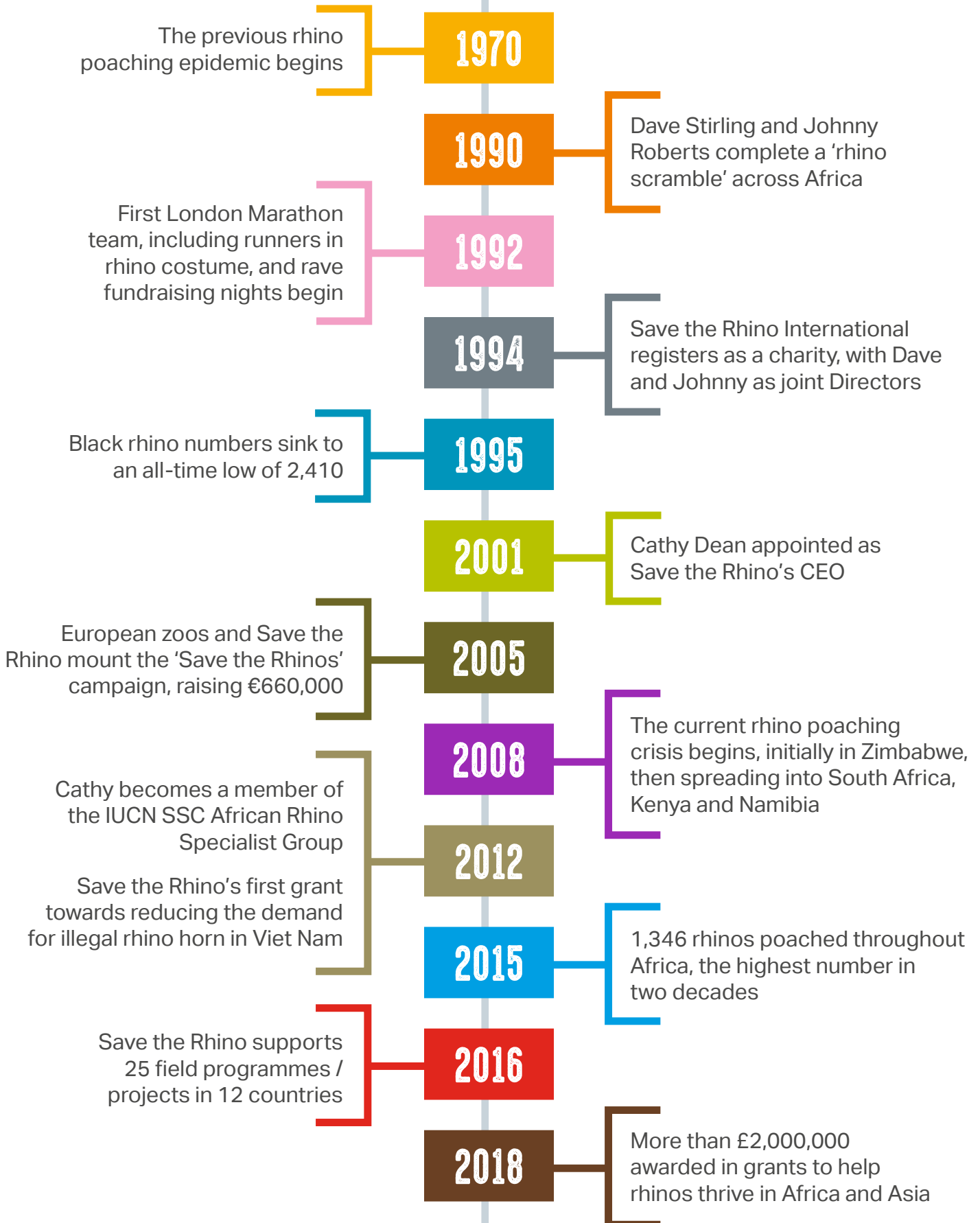
**Cathy Dean**  
CEO



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# RHINO MILESTONES





# OUR ACHIEVEMENTS

- £2,017,813 awarded in grants to help rhinos thrive
- Lowest number of African rhinos poached since 2013
- 13,842 students reached through outreach projects in Zimbabwe
- 8% annual population growth for North Luangwa National Park's rhinos and no rhinos poached in 2017-18
- 30 zoo conservation partners raising more than £97,000
- 29 exceptional volunteers helped us throughout the year
- Sumatran Rhino Sanctuary expanded to bring in new rhinos
- 38 rhino monitors trained
- 40 people gathered from 12 African countries to talk dog squads and wildlife protection
- 65 blogs published, reaching our supporters in the UK to share key rhino news
- More than 750 black rhinos now living in Kenya
- Public Service Announcements on 62 Vietnamese TV channels
- 55 London Marathon runners
- 300 community surveys analysed in Namibia to understand attitudes towards rhinos
- Six poaching attempts foiled in Namibia's Kunene region thanks to community support
- Tracking wildlife trade enforcement with partners in demand countries
- Collaborating with partners to reduce demand for rhino horn in China and Viet Nam
- £261,938 raised by our amazing community fundraisers
- Numerous business partners doing their bit for rhino conservation raising £91,941

# STATE OF THE RHINO

This year brought with it some good news: rhino poaching in Africa decreased – slightly – for another year. However, more than 1,000 rhinos were killed for their horn and the past 12 months have brought with them some devastating situations.

Thankfully for now, the global rhino population is still increasing or holding steady, but only just.

It is the dedicated work of rangers and conservation managers across Africa and Asia that we have to thank for this. They continue to do the best they can to keep rhino populations alive, saving these iconic animals for years to come.

Cathy Dean | CEO

## Africa

The current crisis took off – in terms of the impact of cases on national rhino populations – in Zimbabwe in 2008. Before this, in the early 2000s, poaching numbers across Africa had been at record lows.

Once the 'soft targets' in Zimbabwe were exhausted, poaching gangs turned their attention to neighbouring countries. South Africa, which is home to around 80% of Africa's rhinos, was hit hard, with huge increases from 2009 to 2014. Today, South Africa is still the country experiencing the highest number of rhino poaching incidents – 1,028 in 2017. Most of these incidents are taking place in Kruger National Park, but increasingly poachers are moving into other major parks and reserves, such as Hluhluwe-iMfolozi Park in the KwaZulu-Natal region.

On the plus side, poaching decreased in Kenya and South Africa in 2017. However, a total of 36 losses were seen in Zimbabwe, as compared to 30 in 2016. In Tanzania, while 2016 saw zero poaching, two rhinos were killed in 2017. Reports of incidents in Botswana in the first eight months of 2018 suggest that this could be the next target for the gangs. We know the figures won't disappear overnight, and unfortunately the syndicates' methods and networks also continually evolve. The fall in overall poaching numbers is a positive step, but we have a long way to go before rhinos are safe and thriving.



## Rhinos and the IUCN Red List

**White rhino**  
*Ceratotherium simum*  
In-situ population\* 19,682-21,077

**IUCN RED LIST CLASSIFICATION:**

**Near Threatened** Is close to qualifying for or is likely to qualify for a threatened category in the near future

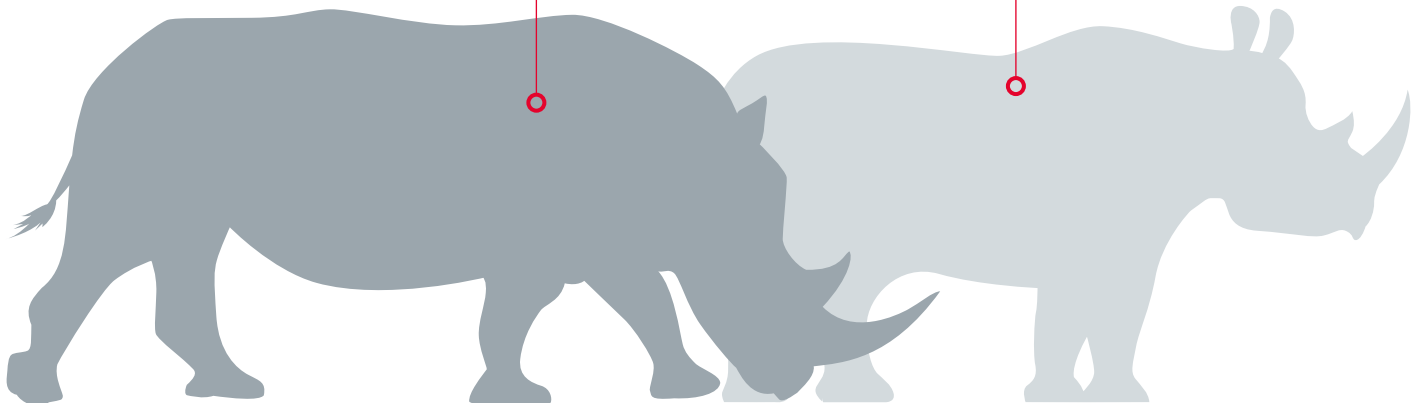
<NT>

**Black rhino**  
*Diceros bicornis*  
In-situ population\* 5,042 — 5,455

**IUCN RED LIST CLASSIFICATION:**

**Critically Endangered** Considered to be facing an extremely high risk of extinction in the wild

<CR>







IMAGES – LEFT TO RIGHT: WHITE RHINOS ARE THE RHINO SPECIES WITH HIGHEST POACHING NUMBERS, MAGDALENA BARAN; IN ASIA, GREATER ONE-HORNED RHINOS ARE TARGETED, STEVE AND ANN TOON.

## Asia

In Asia, the three species of rhino all exist in much smaller numbers than in Africa. Poaching continues to be a threat, but populations are also heavily affected by habitat losses. As far as we understand, no poaching incidents of Javan or Sumatran rhinos have taken place in recent years, but, with fewer than 100 of each species, they are at a tipping point. The crucial objectives for these two species are to improve breeding success, to prevent habitat loss, to consolidate Sumatran stragglers and to establish a second population of Javan rhinos.

For Greater one-horned rhinos, the story is a little different. There have been several dozen poaching incidents during the last decade and poachers in Assam are becoming increasingly sophisticated. Given the relative proximity of these areas to key rhino-horn markets (China and Viet Nam), community engagement is a critical path to success for the Greater one-horned rhino. Communication between anti-poaching teams and local villages is also vital to track down poachers and convict those found guilty. Without successfully prosecuting perpetrators, the incentive to poach will remain high.

### Sources

\* Data compiled by International Union for Conservation of Nature (IUCN) Species Survival Commission's (SSC) African Rhino Specialist Group (AfRSG). Formal continental population figures are only compiled every

2-3 years in time for the Convention on International Trade of Endangered Species of Fauna and Flora's (CITES) Conference of the Parties (CoP). This data is as of 31 December 2015

\*\* International Rhino Foundation  
In-situ population: in countries where rhinos naturally occur, i.e. rhino range states

#### Sumatran rhino

*Dicerorhinus sumatrensis*

In-situ population\*\* <80 individuals

#### IUCN RED LIST CLASSIFICATION

**Critically Endangered** Considered to be facing an extremely high risk of extinction in the wild

<CR>

#### Javan rhino

*Rhinoceros sondaicus*

In-situ population\*\* 67 animals

#### IUCN RED LIST CLASSIFICATION

**Critically Endangered** Considered to be facing an extremely high risk of extinction in the wild

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#### Greater one-horned rhino

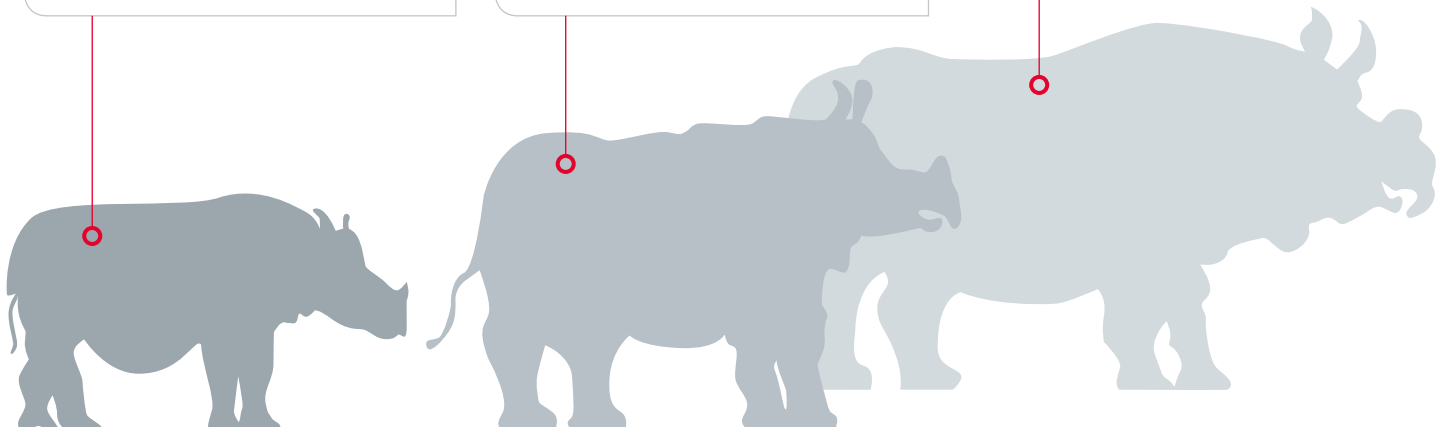
*Rhinoceros unicornis*

In-situ population\*\* 3,577+

#### IUCN RED LIST CLASSIFICATION

**Vulnerable** Considered to be facing a high risk of extinction in the wild

<NT>



# WHERE WE WORK

In 2017-18, we supported 27 programmes and projects with grants totalling £2,017,813.

£111,124

**Borana Conservancy, Kenya**

Anti-poaching and monitoring

£27,459

**Lewa Wildlife Conservancy, Kenya**

Anti-poaching and monitoring

£188,655

**Oi Jogi Conservancy, Kenya**

Anti-poaching and monitoring;  
Captive breeding and veterinary

£12,454

**Oi Pejeta Conservancy, Kenya**

Anti-poaching and monitoring

£12,852

**Northern Rangelands Trust, Kenya**

Anti-poaching and monitoring

£96,540

**51 Degrees Ltd, Kenya**

Anti-poaching and monitoring

£76,297

**Association of Private Land Rhino Sanctuaries, Kenya**

Anti-poaching and monitoring;  
Captive breeding and veterinary;  
Capacity building

£51,752

**Big Life Foundation, Kenya**

Anti-poaching and monitoring

£75,906

**Mkomazi Rhino Sanctuary, Tanzania**

Anti-poaching and monitoring;  
Environmental education

£620,353

**North Luangwa Conservation Programme, Zambia**

Anti-poaching and monitoring;  
Environmental education

£65,035

**Lowveld Rhino Trust, Zimbabwe**

Anti-poaching and monitoring

£142,411

**Ministry of Environment and Tourism, Namibia**

Anti-poaching and monitoring

£148,987

**Save the Rhino Trust, Namibia**

Anti-poaching and monitoring

£96,177

**Hluhluwe-iMfolozi Park, South Africa**

Anti-poaching and monitoring

£80,781

**uMkhuze Game Reserve, South Africa**

Anti-poaching and monitoring

£3,970

**Rhino Protection Unit programme, Indonesia**

Anti-poaching and monitoring

£15,092

**Sumatran Rhino Sanctuary, Indonesia**

Captive breeding and veterinary

£650

**Javan Rhino Conservation and Study Area, Indonesia**

Anti-poaching and monitoring

£13,501

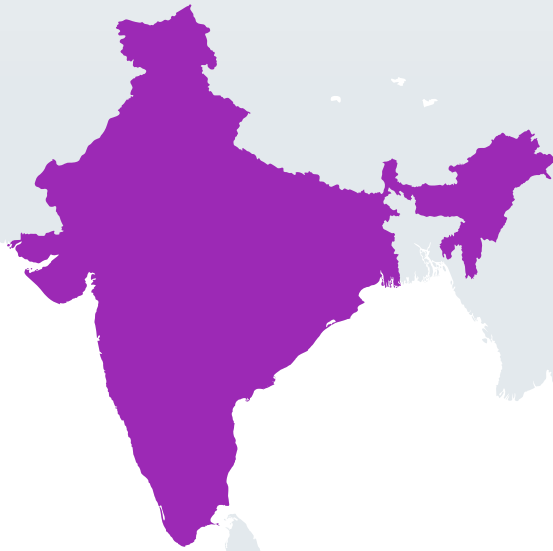
**Education for Nature-Vietnam, Viet Nam**

Demand reduction





IMAGES: A SUMATRAN RHINO MUD BATH, CYRIL RUOSO.  
WILSON IS A RHINO MONITOR IN KENYA.



£17,205  
**TRAFFIC, Viet Nam**  
Demand reduction

£21,039  
**Pachyderm**  
Capacity building

£1,000  
**Rhino Resource Center, UK**  
Capacity building

£15,756  
**African Rhino Specialist Group**  
Capacity building

£35,936  
**Regional canine coordinator, Africa**  
Capacity building

**OTHER GRANTS WERE MADE TO:**

£6,461  
**Rhino Fund Uganda, Uganda**  
The Long Run, Kenya. Total: £9,491

£65,018  
**Zambezi Society, Zimbabwe**

£193  
**Indian Rhino Vision 2020, India**  
Anti-poaching and monitoring

## STRATEGY 1 SAVING RHINOS

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

To achieve the biggest impact possible, our funding is focused on what are known as 'Key 1' and 'Key 2' populations of critically endangered rhinos, which bear all the hallmarks of successful, growing rhino populations.

We also fund populations that have the potential to become Key 2 within the next five years, populations that are smaller but have very good genetic diversity and could help re-stock other populations, or small populations that have the potential to grow or help protect habitat that can carry more rhinos as part of the country's rhino strategy.

Our aim is to channel funding to remove or significantly reduce the threats faced by these rhinos. In the long-term, we want to see the status of the three critically endangered rhino species (black, Sumatran and Javan) down-listed to a lower category of threat.

### CASE STUDY

## Lowveld Rhino Trust, Zimbabwe

The Lowveld Rhino Trust (LRT) undertakes rhino conservation activities in the Lowveld region of Zimbabwe, with a concentration of effort in Save Valley Conservancy (SVC) and Buby Valley Conservancy (BVC). In June 2018, the Lowveld conservancies had 474 black rhinos and 289 white rhinos, with three black rhino populations remaining 'Key 1' populations, with fewer than 100 in each.

The Trust's goal is to significantly increase their rhinos and extend their secure range in the Lowveld region, while maximizing the sustainable benefits that rhinos provide for Lowveld's community stakeholders.

### LRT has three key objectives:

- Conserve viable populations of rhinos in the Lowveld through intensive management, monitoring and facilitation of anti-poaching and law enforcement
- Facilitate community participation in wildlife-based land-use projects, with rhinos as 'flagship species'
- Support regional and international rhino conservation initiatives through advisory inputs

LRT's activities help provide an environment (in terms of habitat, land-use and stakeholder attitudes) that enables the growth of large populations of both species of rhinos, whilst also tackling immediate conservation needs for the species (monitoring, management, protection and community awareness). The Trust monitors all rhinos as well as taking on any planned or emergency management interventions (including translocations and veterinary treatments), while the burden of security and general area conservation (water provision, fencing, etc.) is shouldered by the conservancies, with some inputs by LRT for anti-poaching. From the outset, the Lowveld Rhino Trust has been committed to developing large populations (>100 rhinos in each) that breed effectively whilst retaining genetic diversity, ensuring the rhinos are within suitable habitat areas that show long-term economic viability of their wildlife-based land-use.

*(NB: LRT benefits from support from many other donors, including the International Rhino Foundation, the Beit Trust, USAID and others.)*



IMAGES CLOCKWISE:  
RHINO TRACKING, CATHY DEAN;  
A RHINO ORPHAN IN THE LOWVELD, LRT;  
A RHINO QUIZ HELD BY LRT,  
SIMBARASHE CHISEVA.





## Our support for Lowveld Rhino Trust

Save the Rhino's support is primarily directed at LRT's ongoing rhino monitoring work, which we have helped fund since 2004.

This year we gave a total of £65,035 to LRT, with support from Dublin Zoo (€14,340), Rhino's energy (€2,000), David Hale (€1,000), Walt Brown (\$1,000), SUKULU (\$10,000) and the International Rhino Foundation (\$40,000), as well as many smaller donations and grants from our own core funds.

## LRT's year in numbers

- Monitoring databases were kept updated according to information from field observations by LRT's tracker units and aerial observations
- 11 black and 2 white rhino births were detected in SVC and 25 black and 7 white rhino births in BVC during 2017
- Reports on rhino mortalities (natural and poaching), rhino management operations and population status were submitted by LRT to the Zimbabwe Parks and Wildlife Management Authority
- Drug-dartings of 25 black and 8 white rhinos were undertaken during operations in BVC and 22 black and 1 white rhino in SVC in 2017, with no resultant mortalities. Most of these drug-dartings involved routine ear-notching, although 12 involved dehorning
- Seven emergency interventions were required in 2017, all for the treatment of a bullet-wounded black rhino cow in SVC: 5 immobilizations were for the cow and 2 for her calf to allow safe treatment of the mother. Tragically, it was eventually discovered (after LRT arranged x-rays) that her leg was broken, rather than nerve damage which is recoverable, and she was therefore euthanized in early 2018
- LRT supplied lucerne and game cubes for a black rhino calf being raised in the hand-rearing facility at BVC until his release back into a lion-free section of the Conservancy in May 2017
- Around SVC, 29 schools (4 in Buhera, 2 in Chipinge, 2 in Zaka, 8 in Bikita and 13 in Chiredzi Districts) and 20 schools around BVC (13 in Mwenenzi and 7 in Beitbridge Districts) participated in talk and film shows arranged by LRT. These 49 schools have a total of 13,842 pupils and 758 teachers, who were shown LRT's Rhinos for Africa film, with Shona narration. Exercise books (2,900), badges (275) branded 'Rhino Conservation Hero', and LRT-branded T-shirts (185) were distributed as incentives to students who actively participated in the talks and discussions on rhino conservation that ensued after the screenings

## Making a difference

The sustained effort of the rhino conservation work in the Lowveld Region of Zimbabwe has built up its black rhino population from 4% of the national total in 1990 to 89% as at mid-2018 (about 8% of the continental total).

Much credit for this effort is due to the determination of the teams at all conservancies, operating under difficult economic and political conditions, along with LRT's role in biological management, strategic rhino translocations, anti-poaching support, informer systems and legal actions against poachers.

Unplanned settlement that commenced during Zimbabwe's 'fast-track' resettlement programme continues to impact rhino habitat in SVC but, nonetheless, the available range in Lowveld conservancies remains sufficient to carry more than twice the current populations of both rhino species.

## What is a Key 1 or 2 population?

The classification scheme for rhino populations was developed by the International Union for the Conservation of Nature (IUCN). They meet the primary or secondary criteria, below.

Category	Primary criteria	Secondary criteria (OR)
Key 1	Population increasing or stable AND N>100	N>50% of the subspecies
Key 2	Population increasing or stable AND N=51-100	N=26-50% of subspecies
Key 3	Population decreasing (<25%) AND N<50	N<100 even if the population is decreasing

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



## CASE STUDY

### Sumatran Rhino Sanctuary, Indonesia

The Sumatran rhino is a species on the brink of extinction.

It is estimated that 30 years ago there could have been as many as 800 animals in the wild; today, fewer than 80 individuals remain, hanging onto existence in five small populations across the islands of Sumatra and Borneo. The decline of the species was initially caused by habitat loss and poaching for their horns, threats that continue to persist. Today, the isolation and fragmentation of these populations means that it is difficult for Sumatran rhinos to find other animals with which to breed.

The Sumatran Rhino Sanctuary is at the heart of efforts to ensure the future of the Sumatran rhino. Recognising the threat to the species, the Sanctuary was established to accommodate the few remaining Sumatran rhinos that were living in isolation in zoos around the world. Its objective was to improve population recovery by successfully breeding Sumatran rhinos that could eventually be reintroduced to the wild.

Set in Way Kambas National Park, the Sanctuary is home to the only reproductively viable captive population of Sumatran rhinos in the world. The facility currently hosts seven rhinos, who enjoy natural rainforest habitat alongside state-of-the-art veterinary care and nutrition.

The long-term goals for the Sumatran Rhino Sanctuary are for it to become “the Centre of Excellence for Sumatran Rhino Conservation, increasing the rhino population and benefitting wild populations and people” and for the facilities to serve a vital role in promoting “the survival of the Sumatran rhino by breeding as many rhinos as possible while ensuring the genetic health of the population”. To reach these goals, it is important to ensure the existence of a viable population of Sumatran rhinos that is safe and growing in number. With fewer than 80 left, each new birth represents a significant contribution to the global population.

#### Our support for the Sumatran Rhino Sanctuary

The success of the Sumatran Rhino Sanctuary in breeding these critically endangered animals meant that the Sanctuary reached its capacity and needed to expand in size to accommodate more animals.

In 2017-18, we awarded a total of £15,092 to the SRS. This included funds from Chester Zoo Act for Wildlife (£9,000), Wilhelma Zoo Stuttgart (£2,650), West Midland Safari Park (£1,347), James Domizio (£780), as well as many smaller donations and grants from our own core funds.

ALL IMAGES: SUMATRAN RHINOS WITHIN THE SRS, MARK CARWARDINE AND YABI.

## Achievements

Together with other partners, our donations have helped the Sanctuary to successfully expand in size. The first phase of this crucial expansion has now been completed:

- Designs were approved and finalised by all relevant authorities
- Roads have been reconstructed, land cleared, and fences installed
- New facilities have been built, including the new laboratory, which is now operational
- Other essential improvements, including the installation of energy-saving generators, have been fitted
- Additional animal enclosures including quarantine, maternity and ambassador areas have been created, effectively doubling the Sanctuary's capacity

## Making a difference

To date, funds from Save the Rhino International and our donors successfully contributed towards doubling the available space for captive breeding of Sumatran rhinos in their native habitat. We are hopeful for what is next to come.

“ The Sumatran Rhino Sanctuary is a lifeline for the species' future. It's thanks to the commitment and knowledge of everyone in the team that any successful breeding has been possible to date. This expansion is a crucial step to give Sumatran rhinos the helping hand they need to build their numbers to more sustainable levels.

Cathy Dean, CEO

Given the critically low numbers of the Sumatran rhino in the wild, it's essential that we can learn as much as possible about the species' basic biology, reproductive capacity, disease risks, nutrition and habitat requirements to aid the recovery of the species.

The Sumatran Rhino Sanctuary aims to add to the current knowledge base, becoming the global expert in Sumatran rhino breeding, veterinary medicine, applied research, and education. We envision that the Sanctuary will be a place where experts in many disciplines come together to learn, collaborate, and help to ensure the future of Sumatran rhinos.



## STRATEGY 2 SHARING INFORMATION

Sharing information and exchanging technical support between rhino conservation stakeholders



I am truly most grateful and appreciative for the privilege of being invited and sponsored to attend. Plus of primary significance, to me it filled a gap on the continent which is much needed.



We share information and help link rhino experts together, so that people working on the frontline of conservation benefit from the best skills and experience. This is an important part of our work to make sure that research and funding is channelled into the projects that people on the ground want and need, and that money is used wisely and makes the biggest impact on rhinos possible.

By encouraging this link between rhino conservation experts and those working to support them, including state agencies, we can build on knowledge and improve best practice, in turn making sure everyone is as effective as possible.

### CASE STUDY:

#### Canine workshop, South Africa

Dog squads have sprung up across African countries as an effective tool in fighting rhino poaching. Dogs can be trained to track down poachers for long hours, covering large distances across difficult terrain and in testing conditions. Side-by-side with rangers, they help apprehend criminals to protect rhinos and other wildlife. Dogs can also detect rhino horn at roadblocks or airports, aiding efforts to stop rhino horn trafficking and deter illegal activity.

The proven effectiveness of detection and tracking dogs as a tool in the fight against rhino poaching has led to a marked increase in canine units in a number of African countries. However, many of these programmes work in isolation from one another, with little information sharing across the borders.

To address this challenge, we funded and supported the coordination of a 'Working dogs workshop' in April 2018 in Johannesburg, South Africa (all preparations took place in 2017-18). We wanted to share participants' knowledge and expertise so that everyone could benefit from one another's canine unit experiences, ultimately maximising the effectiveness of these programmes.



**Across four days, the workshop addressed a number of key issues:**

**DAY 1:** The basics of maintaining healthy dog units: kennels, equipment, nutrition and veterinary care

**DAY 2:** Training detection and tracking dogs and motivating handlers despite challenges

**DAY 3:** Deploying dogs in live situations

**DAY 4:** Using canine evidence in court

**Our support for the workshop**

We provided vital funding and capacity to ensure the workshop was a success. To provide a workshop that helped build connections and share knowledge, we granted a total of £35,936. These funds were supported by \$35,383 from the US Fish and Wildlife Service, \$6,754 from the Anna Merz Rhino Trust and £1,852 from our own core funds.

One of our team members, Michaela Butorova, dedicated a portion of her time to coordinate the event and support the Regional Canine Coordinator, Kirsty Brebner with all preparations. We assisted with drafting the agenda, collating the invitation list and handling all registration inquiries, coordinating international bursaries and booking travel arrangements, facilitating discussion groups, and distributing workshop outputs.

At the workshop itself we were able to bring in expert trainer Steve White, who generously provided his expertise through four presentations, which all received excellent feedback from participants; he also helped to facilitate three discussion groups. Megan Parker from Working Dogs 4 Conservation generously provided her time and expertise pro bono prior, during, and after the workshop, which helped us to spend more funds effectively, such as by awarding travel bursaries to five delegates from field programmes based in Zambia, Rwanda, Namibia and Kenya.

“ Thank you again for giving me the opportunity to attend the workshop. Getting to meet and talk with other role players was extremely valuable to me and will certainly help in lifting our game in the fight to protect our wildlife.

IMAGES TOP LEFT: ATTENDEES OF THE CANINE WORKSHOP IN APRIL.

IMAGE RIGHT: JOSEPH AND NYOTA.

**How the workshop has helped**

- The workshop itself was attended by 40 participants from 12 African countries and two international experts from the US
- After the event, an online folder was created to share important documents and reports
- Canine unit information packs were disseminated
- Summary reports were written up from all discussion groups
- Participants continue to share stories about their latest canine projects through an online forum, keeping up momentum

**Making a difference**

The Workshop contributed towards creating an international, active network of rhino programmes sharing and learning from each other and international experts, facilitated by the Regional Canine Coordinator. Field programmes across Africa now have an access to knowledge, information and network of contacts they can utilise to maximise the effectiveness of tracking and detection dogs in protecting rhinos and other wildlife.

“ All the ideas gained from the workshop will go a long way in helping us better handle our canine unit as they serve as an extremely valuable asset to our security teams that further support our capacity to secure our landscape.



**STRATEGY 2** Sharing information and exchanging technical support between rhino conservation stakeholders

## CASE STUDY:

### Association of Private Land Rhino Sanctuaries, Kenya

While a mid-term review of Kenya's previous strategy for black rhinos, covering the years 2012-2016, found that there had been average-to-good progress towards achieving its objectives, it also found that most actions were undertaken in an uncoordinated manner. The growth rate and the absolute number of black rhino were not on track to achieving the goal of 750 black rhino by end of 2016, largely due to the poaching crisis but also because rhino stakeholders in Kenya were not working as a unit under the Rhino Steering Committee's umbrella.

It was therefore agreed that the Association of Private Land Rhino Sanctuaries (APLRS) would recruit an Administrator to work alongside the Kenya Wildlife Service's (KWS) Rhino Programme Coordinator (RPC), to facilitate the implementation of the current and next black rhino strategies. In April 2016, with funding provided by the US Fish and Wildlife Service, Chester Zoo and Save the Rhino, Lincoln Njiru was appointed. We've been glad to be working alongside Lincoln since then.

As the APLRS Administrator, Lincoln supports the development and implementation of the current 5-year strategy, agreeing milestones, action plans and key activities to complete. Additionally, he collects, collates and disseminates information from APLRS members to support the conservation of Kenya's rhinos and work towards achieving the strategy's objectives.

#### Our support for the APLRS Administrator

During 2017-18, we awarded £11,971 to the APLRS for the role of Administrator, Lincoln Njiru, thanks to grants of \$8,054 from USFWS, £3,021 from Chester Zoo and \$3,793 from our core funds.

#### Key work in 2017-18

- Planning of APLRS and liaised with other national level rhino meetings (Area Rhino Management Committee and the Rhino Steering Committee) while ensuring that actions arising are implemented within the private sector
- Acting as the secretary to the APLRS meetings and providing draft minutes for the APLRS Secretary (Geoffrey Chege, Lewa Wildlife Conservancy) to disseminate to members after consultation with the APLRS Chair
- Maintaining records of accounts of the APLRS and prepared narrative and financial reports for the APLRS as required
- Collaboratively drafting donor funding applications and reports with the authority of the APLRS Chair (Jamie Gaymer, Ol Jogi)

- Communicating monthly with the APLRS Chair to update on work accomplished, ongoing projects, challenges and any other issues with regards to the job
- Providing quarterly reports to the APLRS Chair on the work activities accomplished during the previous quarter together with anticipated work commitments for the next quarterly period
- Attending rhino meetings as required by the APLRS Chair
- Delivering logistics for the Rhino Monitoring Instructors' training course, in which 38 instructors were successfully trained and accredited
- Participating in rhino ear-notching operation in Solio Conservancy. 37 rhinos were successfully ear-notched to enhance monitoring
- Delivering logistics for and participating in the USFWS-funded training course "Informant- and crime-management training course for rhino programme field managers and investigators in Kenya, Uganda and Zambia", 19 participants were successfully trained and qualified

#### Achievements

The APLRS Administrator has provided much-needed direction, strengthening working relations between the APLRS and the KWS to boost rhino conservation within Kenya. Regular communication has also been maintained with the APLRS Chair on work accomplished and upcoming activities, with further updates being shared during quarterly meetings.

In particular, the APLRS Administrator has coordinated and attended APLRS meetings, took part in the stakeholders' workshops to develop the Kenya Black Rhino Action (Plan 2017-2021), delivered the logistics for and participated in two training courses / workshops, and collated data from all rhino areas into harmonized databases at the National Rhino Office, resulting in readily available information and data on status of rhino in the country.

Thanks to these coordinated efforts, Kenya's black rhinos now number c. 750 individuals. We hope this upwards trend continues.

IMAGES CLOCKWISE: RANGER TRAINING BREAK, BORANA, 51 DEGREES; OL JOGI SCENERY; OL JOGI RANGERS; OL JOGI WHITE RHINO.



## STRATEGY 3 INVOLVING COMMUNITIES

Working with programme partners to develop community participation in rhino conservation initiatives at levels appropriate to each site

We recognise that it takes more than high levels of security and habitat protection to ensure rhino populations thrive. That's why we champion community-led conservation, so that people living near rhinos can understand the value that rhinos and their habitat bring to their communities, feel a sense of ownership and responsibility for wildlife, and are inspired and empowered to protect species like the rhino.

### CASE STUDY

## Save the Rhino Trust, Namibia

Save the Rhino Trust (SRT) in Namibia has been working to protect the critically endangered desert-adapted black rhino for more than 36 years. This unique, desert-adapted species is found across the Kunene and Erongo Regions in the northwest of the country and is the last truly wild population. The place these rhinos call home is remote and rugged, with few fences, no national park status and no control over who comes or goes.

### Our support

In the financial year 2017-18, we were able to award a total of £148,987 to SRT. Our grants typically pay for ranger salaries, rations and uniforms, for vehicle running and maintenance costs, for security workshops and for uniforms etc. for MET staff. Grants this year were made with the help of West Midland Safari Park (£1,606), Zoo Krefeld (€3,000), the Anna Merz Rhino Trust (\$17,129), Vanessa Buxton (£6,197), Cotswold Wildlife Park (£1,000), Journeys by Design (£6,100), USFWS (\$90,795), our sister non-profit Save the Rhino International Inc. (\$5,000), the American Association of Zoo Keepers Inc. (\$11,932), the Glen & Bobbie Ceiley Foundation (\$25,000), Niki Barbery Bleyleben (£2,688) as well as many other smaller donations, and grants from our own core funds.

We also sent our 10th Michael Hearn Intern, Rosie Cammack, to work with SRT staff for a month. During her time in Namibia, Rosie spent three weeks in the Swakopmund office, supporting Hannelie Turner, SRT's Fundraising Manager, with various administrative and fundraising tasks, including reviewing the digital strategy to identify areas for improvement and make suggestions to improve the Just Giving page used to collect donations online, as well as providing useful administrative help sorting through large amounts of reports and paperwork, organising it into a more efficient system. A further week was spent at SRT's field base at Mai Go Ha! working with field staff, observing SRT's field operations and assisting with inputting rhino-sighting data into the monitoring software.

### Community engagement

Rosie also supported Jeff Muntifering, SRT's Science Advisor, by transcribing over 300 community surveys, analysing local people's knowledge of and attitude to rhinos.

SRT has engaged fully with communities, training and employing local people as informants on any possible poaching activities. In doing so, they have built up a reliable intelligence network that can report wildlife crime and trigger action.

Thanks to this voluntary pre-emptive intelligence, six separate poaching attempts were foiled by law enforcement in 2017 and the poachers responsible for killing the last rhino that year were caught red-handed.

In addition, SRT has trained over 60 community game guards and 19 rhino rangers across ten conservancies, increasing the understanding of, and participation in, rhino conservation by the people that live next door to it.

The wider community also sees direct benefits through increased tourism. This connection is a steadfast defence against the growing temptation to join poaching activities, proving the animal is worth just as much (if not more) alive. Income generated from rhino tourism is distributed back to local communities, increasing substantially since 2012.

Embedding this community-led thinking into schools is another key aspect of SRT's work. To date, 12 Rhino Clubs run at local schools and 14 Youth Rhino Groups have been created, helping to promote awareness and inspire the next generation of conservationists. With activities including rhino-themed football and netball leagues, SRT has been able to engage with more than 800 unemployed youth (roughly 75-80% of the total estimated local youth population).

IMAGE LEFT: BLACK RHINO MONITORING.

IMAGES CLOCKWISE: DESERT ADAPTED BLCK RHINO;  
FIELD RANGERS AT SRT, ADAM BROWN; BLACK RHINO.



### Achievements

Given that the area covered by SRT is large (around 25,000 km<sup>2</sup>) and has no hard borders, it is testament to SRT's dedication that despite ever-present environmental challenges, poaching here has reduced by 80% since its peak in 2013. This has been achieved largely by a 360% increase in patrol effort and the marked rise in the number of trained and well-equipped conservancy-based rhino rangers, with 55 rangers across 13 conservancies.

Creating communities that champion rhino conservation is a crucial step in addressing the poaching crisis and keeping rhino numbers up. This, together with SRT's close working relationship with the Ministry of Environment and Tourism, Namibian Police, Traditional Leaders and other NGOs, has been key to the success in curbing poaching incidents. With SRT continuing to work in this way, the beautiful desert-adapted black rhino will be more protected than ever.



**STRATEGY 3** Working with programme partners to develop community participation in rhino conservation initiatives at levels appropriate to each site

## CASE STUDY

### Lolesha Luangwa, Zambia

Lolesha Luangwa (“Look after Luangwa”) is the conservation education programme that reaches communities in the Game Management Areas surrounding North Luangwa National Park in Zambia. It aims to win the hearts and minds of local communities, teaching them about flagship species such as the black rhino, and engaging them in positive environmental action to support the long-term security of these species. The programme content is carefully designed to align and integrate with the Zambian national curriculum to disseminate specific messages to communities, using schoolchildren as message multipliers.

#### The programme’s objectives are:

- To increase black rhino conservation awareness in, primarily, 21 schools local to North Luangwa National Park reaching c. 1,500 school children per year
- And, secondarily, through them to adult audiences (c. 5,000 people per year)
- To maintain a ‘none poached’ record against North Luangwa’s black rhino figures

#### Our support for Lolesha Luangwa

During the financial year 2017-18, we awarded a total of £38,023 to the programme, made up of two grants (\$24,460 from USFWS and \$23,705 from Disney Conservation Fund) to help cover the ongoing costs of Lolesha Luangwa.

We also paid for flights for a Masters student, Richard Hennerly, who is focusing his thesis and future work on developing an annual Participatory Realist Impact monitoring and evaluation cycle, as well as refining the curriculum to ensure deeper engagement. The Zoological Society of London also sent a staff member from its Discovery and Learning Department to work with the Lolesha Luangwa Officers on material delivery and utilization of resources, specifically focusing on the Park visits’ choreography and content.

#### Activities

Specific activities included the completion of delivery of the Module 4 black rhino presentations by the LL Schools Officer to all schools; visits to all schools to record data on curriculum delivery by Conservation Teachers; inputting of monitoring and evaluation (M&E) data for analysis by Zoological Society of London (ZSL); community events to raise awareness of NLCP and black rhino conservation (including support to a community-driven ‘Rhino Challenge Trophy’ football tournament); and visits by school groups into NLNP.

IMAGES: LOLESHA LUANGWA ENGAGES STUDENTS IN DIFFERENT WAYS TO SHARE INFORMATION ABOUT RHINOS, *TRISTAN VINCE*.





### Lolesha Luangwa's year in numbers:

- 445 lessons delivered by conservation teachers in participating schools (calendar year 2017): 102 lessons to 6 Mpika schools, 136 lessons to 8 Mukungule schools, 136 lessons to 8 Chama schools
- 613 Activity Booklets and 7 Teachers' Conservation Guides distributed to Chama zone; 749 Activity Booklets and 8 Teachers' Conservation Guides to Mpika zone; and 461 Activity Booklets and 8 Teachers' Conservation Guides distributed to Mukungule zone
- 12 park visits for 240 learners and 24 teachers
- Monitoring and evaluation: 91 post-curriculum questionnaires collected and inputted; 91 Activity Books sampled and 6 selected pages per book photographed to assess completion rates; 46 module feedback forms were returned; 12 self-reflective feedback forms completed after school visits into the park and another 16 on presentations given by the Lolesha Luangwa Officers in schools; 5 pre- and 5 post-park visit mind maps; 60 pre- and 60 post-park visit learner feedback forms; and 22 post-park visit teacher exit forms collected and analysed
- 2017: Michael Eliko visited UK / Europe to speak at the EAZA Rhino Taxon Advisory Group meeting in the Netherlands in September 2017; he also spent time with ZSL's Discovering and Learning Dept.; and his understanding of this role in conservation has grown immeasurably
- 2018: 3 teacher training Lolesha Luangwa workshops held in March-April 2018 for 14 teachers + 1 school administrator from Mukungule; 13 teachers from Mpika; and 14 teachers from Chama

### Achievements

- In 2017, the Lolesha Luangwa curriculum was delivered to 1,778 learners in 22 schools. After more than four years of monitoring and evaluation of the impact of the programme in increasing awareness of North Luangwa National Park, conservation and black rhinos, it is well established that the materials and methodology used by Lolesha Luangwa succeeds in achieving this objective.
- In 2017, the Lolesha Luangwa Officers reached out to approximately 5,000 members of 21 village communities. No formal monitoring and evaluation was carried out at these events, but we have now commissioned Richard Hennery, a Masters graduate, to develop a Participatory Impact Monitoring framework to collect this data
  - No black rhinos were poached in North Luangwa National Park 2017-18. Explicit rhino population figures are no longer publicised, but the Park's population is achieving well in excess of 8% annual growth



## STRATEGY 4 REDUCING ILLEGAL HORN TRADE

Supporting evidence-based demand-reduction work to disrupt and reduce the trafficking of illegal rhino horn into consumer countries



We tackle the illegal trade in rhino horn by focusing on its root cause: consumer demand. If fewer people want to buy rhino horn, then the incentive for poachers and traffickers will be reduced.

In one of the leading markets for illegal rhino horn, Viet Nam, we're using social marketing to persuade consumers not to buy horn.

### CASE STUDY

## Annual Wildlife Trade Symposium 2017

In the key consumer and trafficking countries for rhino horn – Viet Nam and China – high demand for horn and poor enforcement of wildlife laws is driving and facilitating the poaching of rhinos and illegal trade in rhino horn. More widely, the illicit trade in wildlife is worth estimated \$17 billion a year, posing a serious threat to critically endangered species worldwide. To address this pressing challenge, the Oxford Martin Programme on Illegal Wildlife Trade organised its first annual symposium in September 2017 in Oxford, UK.

Bringing together an international network of individuals and organisations working in this sphere, the symposium aimed to foster partnerships that could reduce the threat for wildlife.

The key objective of the first annual Wildlife Trade Symposium was to cultivate knowledge exchange by showcasing best practice. Participants shared new ideas and approaches for identifying key buyers of wildlife products, changing consumer behaviour, and evaluating the impact of interventions. The symposium offered a platform for people of varying backgrounds to connect and discuss their approaches to addressing the illegal wildlife trade (IWT), facilitating new partnerships and collaborations.





## Our support for the symposium

Understanding the importance and urgency of dismantling the illegal wildlife trade and reducing the demand for rhino horn and other wildlife products, we joined the Oxford Martin Programme in helping to organise this event.

We contributed staff time to support participant registrations as well as coordinate bursaries for six eligible attendees who would not otherwise have been able to participate in the event. We also shared information and raised awareness online in the lead-up to the event, using social media and other digital platforms. Naturally, we also took part in the symposium, engaging in a number of discussions to enhance our own understanding of best practice in tackling IWT whilst developing new collaborations.



IMAGES LEFT: THE CONFERENCE BROUGHT EXPERTS TOGETHER TO SHARE THE MOST EFFECTIVE STRATEGIES TO COMBAT CONSUMER DEMAND, *TRAFFIC*.

IMAGES CLOCKWISE: REDUCING THE DEMAND FOR RHINO HORN WILL HELP TO STOP POACHING AND ULTIMATELY IMPROVE THE CHANCE OF RHINOS THRIVING IN THE WILD, *STEVE AND ANN TOON, RENAUD FULCONIS, OLIVIA PUGH*.

## Making a difference

Rhino poaching across Africa is largely driven by the thriving illegal wildlife markets in South East Asia.

Participating in this symposium not only enabled more attendees to share knowledge and build connections, but it also helped the Save the Rhino team to learn more about why consumers buy rhino horn. Increasingly, horn is considered a symbol of power and wealth, associated with business success and high social standing. Though most consumers understand that purchasing rhino horn results in a rhino's death, they feel disconnected and do not see themselves as part of the rhino poaching crisis.

With this in mind, and alongside partner organisations, we can develop new behaviour-change campaigns that will really drive change and reduce demand.



**STRATEGY 4** Supporting evidence-based demand-reduction work to disrupt and reduce the trafficking of illegal rhino horn into consumer countries



## CASE STUDY

### Education for Nature-Vietnam, Viet Nam

Viet Nam has been identified as one of the countries of priority concern for the illegal trade in rhino horn, due to high demand within the country, contributing towards extensive poaching across Africa and Asia. Established in 2000, Education for Nature-Vietnam (ENV) has been working on reducing the demand for rhino horn within Viet Nam through a variety of creative and innovative strategies. ENV employs these strategies to influence attitudes and mobilise Vietnamese citizens to reduce demand for rhino horn.

#### **Our support for Education for Nature-Vietnam**

Since 2012, we've supported ENV in a number of ways, helping them to reach bigger audiences and spread awareness. Using our combined knowledge on behaviour change and influencing key consumers, our work with ENV has powerful messages at its heart.

In 2017-18, we gave a total of £13,501 to ENV. This amount included donations from Zoo-Berlin and Tierpark Berlin (€10,000), Zoo de la Barben (€4,000), and many smaller donations directly from our supporters as well as some of our core funds.

#### **Key activities**

##### **Reducing consumer demand**

In August 2017, ENV released a new rhino Public Service Announcement (PSA) featuring Vietnamese celebrities – famous singer Hong Nhung and top TV MC Phan Anh – urging the public to stop using rhino horn as a status symbol. The PSA was not only aired on 62 TV channels but also widely shared by both Hong Nhung and Phan Anh's fans on Facebook.

Working with a network of more than 300 Vietnamese journalists, ENV continued to share important stories, major events, and statements on critical issues with the media. A particular success this year was following kingpin Nguyen Mau Chien's arrest in late

April 2017, after the seizure of 33 kilograms of rhino horn at Hanoi Train Station. Two of Chien's associates were also arrested. A media statement celebrating success and calling for further legal action was picked up and 27 online newspapers covered the incident, plus radio and TV coverage. ENV continued to build and maintain momentum on the case, releasing a statement after the trial's outcome was declared, which has since generated more than 200 media articles.

Recognising the important influence of government officials in Vietnamese society, ENV's Wildlife Safety Zone initiative distributed newly designed rhino protection standees and posters to ten ministries in Hanoi, spreading the message "Rhino horn is not magic medicine nor a status symbol". Eighteen market banners were also hung at markets in big cities and provinces, including Hanoi, Hai Phong, Nghe An, Ha Tinh, Quang Binh, Quang Tri, Hue, Da Nang, Can Tho and Ho Chi Minh City.

##### **Strengthening enforcement**

ENV records rhino horn seizures in Viet Nam as part of its efforts to document wildlife crime. This helps promote greater transparency in enforcement and to ensure a sustained level of attention on wildlife crime. In 2017, ENV recorded 60 cases comprising of 63 violations. forty five of these cases involved advertising rhino horn on the internet, while the remaining 15 cases involved trafficking of rhino horns.

Volunteers conduct online searches to log any advertisements on social media and websites for rhino horn; if posted over a year ago, ENV focus on link removals but if current, the aim is to contact the link owner with an offer and coordinate with police to achieve a successful seizure. Of the 45 logged cases in 2017, 80% (37 cases) were successfully removed through warnings issued to website administrators or subjects advertising on social media.

##### **Strengthening policy and legislation**

A long-anticipated new legal instrument for wildlife protection in Viet Nam – known as the Penal Code – finally came into effect on 1 January 2018, providing more severe punishments as a deterrent to wildlife crime. The delay in implementing the new penal code had meant that courts were refusing to prosecute people trading rhino horn as a prohibited good after the relevant piece of legislation 'expired'. In response, ENV successfully campaigned to secure a new piece of legislation that guaranteed all rhino horn crimes would be prosecuted during the lead-up to the implementation of the new code.

##### **Advocating for policy that stops the rhino horn trade**

ENV advocates for rhino conservation via the Wildlife Crime Bulletin, which it publishes and distributes to bodies such as law-makers, enforcement agencies, courts and government ministries. The August 2017 edition featured the arrest of notorious kingpin Nguyen Mau Chien (mentioned above). Using Chien's case as an example of success, ENV called for in-depth investigations aimed at identifying and building cases against key figures in the senior ranks of the trafficking networks.



## WHAT IS A PSA?

Public Service Announcements are adverts aimed at informing and educating the public, in this case, to discourage the use of rhino horn. ENV has been working closely with 80 national and provincial TV channels in recent years, with more than 30 PSAs being aired on a regular basis. To further spread these important wildlife conservation messages, PSAs have been aired at venues such as cinemas, gyms and supermarkets, on trains, as well as being promoted and viewed on the internet.



IMAGE TOP LEFT: RHINO HORN SEIZURE FROM VIETNAMESE OFFICIALS, *NGOC LINH*.

IMAGES CLOCKWISE: PUBLIC SERVICE ANNOUNCEMENTS ARE A CRUCIAL PART OF RAISING AWARENESS FOR ENV, *ENV*; THE CHI CAMPAIGN WAS ANOTHER OF OUR DEMAND REDUCTION PROJECTS IN VIET NAM.

## STRATEGY 5 ENGAGING SUPPORT AND INSPIRING ACTION

Raising awareness of the challenges facing rhinos, engaging supporters and inspiring positive, urgent action



Connecting people within and outside the rhino world is crucial to spreading the message that rhino conservation matters. Encouraging people to get involved and help make a difference through their own actions is just as important.

By communicating with people through different mediums and styles, and reacting to events by sharing in-depth insights, we empower our supporters to know that they too can be part of the rhino conservation movement.

### CASE STUDY

#### John Hume's rhino horn auction

In August 2017, the world's largest private rhino breeder, John Hume, held an online auction to sell some of his rhino horn stockpile. Knowing the event was coming up, we wrote a detailed article for our website to share our thoughts about this sale and what it meant for rhino conservation. Some of these thoughts are set out below.

#### About the auction

While the international ban on trading rhino horn continues to be in place, Hume's ability to sell horn lies in the fact that he, with others, won a court challenge against the South African government in April 2017, permitting domestic trade in the country once again.

Although the details of auction lots were only available to those who had parted with R100,000 (c. US \$7,600), reports circulated about the amount of horn for sale and how pricing would be determined. According to one South African publication, just over 500 kg of horn would be for sale, in 250 separate lots.

IMAGES: SOUTH AFRICA HOLDS 80% OF THE WORLD'S RHINOS, MOST OF THESE BEING SOUTHERN WHITE RHINOS, STEVE AND ANN TOON, JASON SAVAGE, MAGDALENA BARAN.

### What sold? And, to whom?

Since the auction took place, no details have been published as to the number of bidders, or number or value of lots sold. Following the auction, a brief statement by Hume's lawyer simply stated "the auction yielded fewer bidders and fewer sales than anticipated", blaming South Africa's Department of Environmental Affairs for its delay in issuing buyers' permits.

Yet, given the demand for rhino horn in South Africa is low, who would be buying horn anyway? The auction site itself appeared to be aimed at a global market, with Mandarin and Vietnamese versions of the main English-language site. The website was clear that prospective buyers must hold a permit obtained from the DEA in order to make a purchase. The DEA itself would only provide permits to South African nationals or those with residency status in South Africa. There was no information on whether and how Hume and Van's Auctioneers would be able prevent cartels from engaging in price fixing.

### Our concerns

While the auction itself was entirely legal, the concern for us at Save the Rhino was that the auction took place before new legislation for the domestic sale of rhino horn could be brought into force. This meant that there were no set rules or general understanding of how the trade would be policed, creating opportunities for laundering or rhino horn leaking into the illegal international trade.

Furthermore, with the huge global impact at stake – in terms of both international regulations and rhino conservation – those selling rhino horn should be transparent about the bidders and prices paid, as well as how the income would be used. Surely it would have been in Hume's best interest to be openly sharing how his funds raised would directly benefit rhino populations and, in turn, reduce illegal poaching and the underground trade?

Our vision is to see rhino populations thriving in the wild. As it stands, they are not. With three species classified as critically endangered, and the other two continuing to be threatened, we continue to require more efforts to protect rhinos from key threats. Given the evidence available to us, we do not currently see a quick fix for rhino conservation by enabling a legal trade – internationally or domestically. In the specific case of John Hume and South Africa, we question how the legal trade can effectively be enforced while there continues to be so many seizures of rhino horn being trafficked out of the country, given that these will only be a fraction of the total figure.

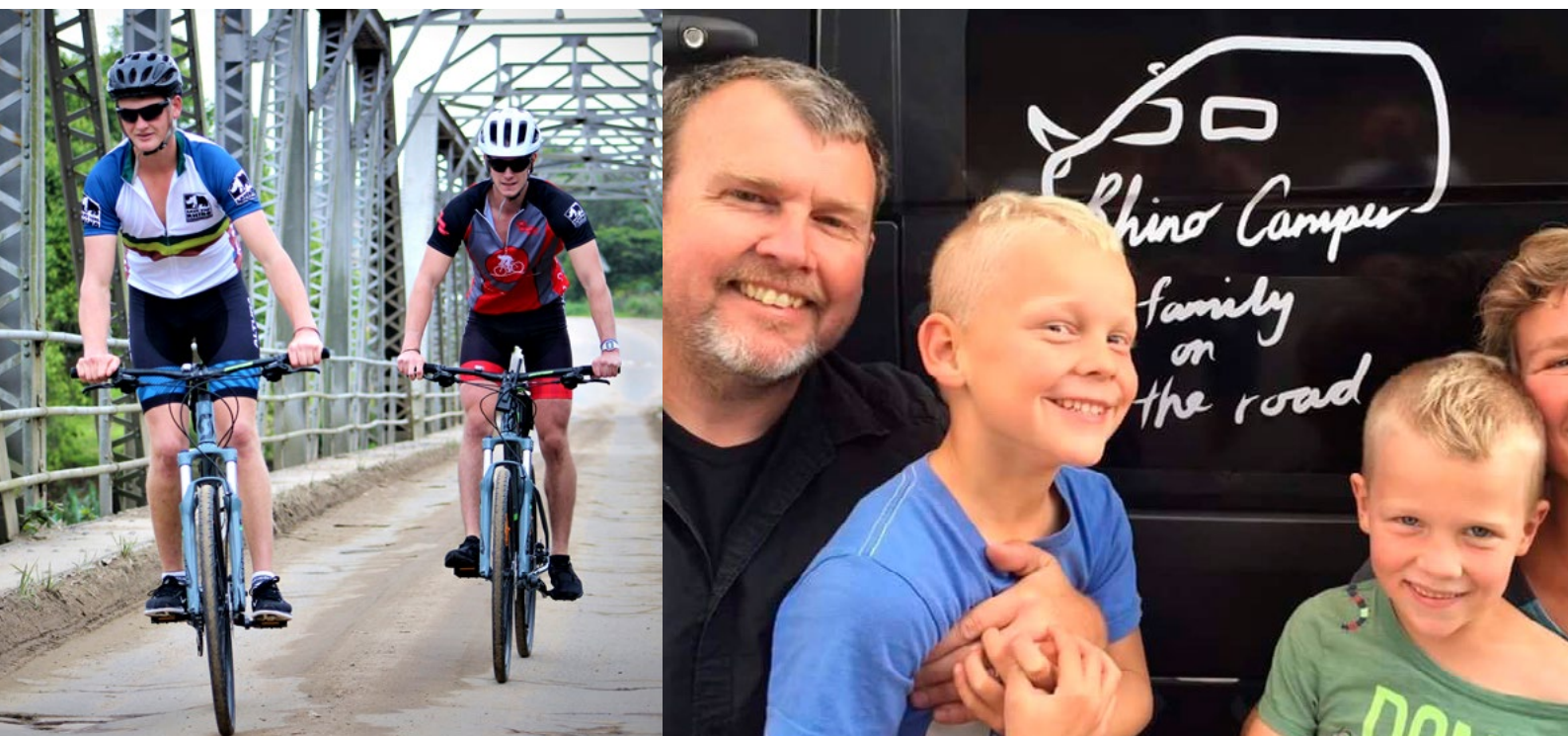
Since Hume's online auction of August 2017, there have been a number of further developments, including the launch of a cryptocurrency based on rhino horn.

### Our response

Sharing our response far and wide was important to our supporters, ensuring that they can understand the current events in rhino conservation and stay up to date with such news. As a result of our early preparations, we were able to reach new audiences via radio interviews and online media.



**STRATEGY 5** Raising awareness of the challenges facing rhinos, engaging supporters and inspiring positive, urgent action



## CASE STUDY

### Community fundraising and support

Community fundraising has long been a staple for Save the Rhino. It is a great way to raise funds for and awareness of our cause, whilst attracting new supporters and engaging the wider community. This year has been no exception: we are constantly left in awe by the strength, passion, and sometimes the madness, of our incredible community of fundraisers. The willingness to get involved from our supporters, and their friends, families and colleagues, is key to making a difference.

#### How they did it!

2017-18 was an excellent year for community fundraising, raising a total of £261,938 from a wide and wonderful range of community-led events.

#### Running for rhinos

From 5 km trots to ultra-marathons, our incredible supporters participated in races across the UK and internationally. For some, such as first-time rhino runner Jan den Hartog taking on the picturesque Two Oceans Ultra-marathon in Cape Town, South Africa, there was the added challenge of wearing our iconic rhino costume. Elsewhere, Brad Schroder and Greg Canning ran Sydney, Australia's Blackmore's marathon, followed by the Kaapsehoop marathon in Nelspruit, South Africa – their fourth and fifth races in our costumes.

#### Enduring the ultimate

More than ever, our supporters are embracing the outdoors in a wide variety of endurance challenges: often demanding, occasionally terrifying, but always an adventure. In a year of record-breaking snowfall in Norway, Nick Hill completed the N60° Expedition, a four-day alpine tetrathlon in sub-zero temperatures. We also saw a few cyclists go the distance. Novice riders Rory Hopkinson and Hugh Carthew conquered their 2,100 km journey through South Africa from Durban to Cape Town, and Tony May raced a 3,000 km Haute Route in Europe. Sponsored walks also proved popular, as an activity to be enjoyed by many. Mother-and-daughter team Deborah and Eleanor hiked the neck of England along Hadrian's Wall from Carlisle to Newcastle upon Tyne.

#### Starting young

School groups and young fundraisers are always proving that whatever your age, there are lots of different ways you can get involved. We have seen young supporters, such as Isla Davel, dedicate birthday celebrations towards collecting donations for rhino conservation, and groups such as Crash Kids Against Poaching organise and host their very own fundraising social event.

#### Everything in between

Fundraising activities appear in all shapes and sizes. Amongst popular events such as bake and craft sales, we have seen other creative fundraising ideas from author Alka-Lea Margerison through sales of her Rhumbi Rhino books, or Shrove Tuesday's



pancake-making fundraiser and sales of homemade marmalade from London antiques and bespoke furniture store Howe.

### Fundraising ForRangers

Contributing to the success of community fundraising in 2017-18 is the 'ForRangers' initiative, a dedicated group of individuals who raise money for the welfare of rangers who risk their lives daily to protect Africa's endangered species.

Amongst completed challenges, such as the 250 km Jungle Ultra in Peru, 1,000 km derby across Mongolia and a 1,000 km kayaking expedition down the Yukon River, you can now add an 8,000 km cycle from Johannesburg to Nairobi and a 250 km Desert Ultra in Namibia to the ever-growing list of esteemed feats.

Signing off 2017 in style, ForRangers – supported by Save the Rhino International – held the ForRangers Dinner and Auction at LSO St Luke's – the second fundraising dinner that ForRangers have held in London. The black-tie event hosted guests from FTSE 100 CEOs to persons of military and technology backgrounds, and even British royalty.

IMAGES CLOCKWISE: RORY AND HUGH'S DURBAN TO CAPETOWN CYCLE, JOHAN EVERT; RHINO CAMPERVAN WITH THE CUMMINGS FAMILY; MARMALADE SALES, HOWE LONDON; SKYDIVING WITH CRYSTAL MUNCHIN; BRAD SCHRODER'S RHINO RUNNING IN SYDNEY.

# FUNDRAISER SPOTLIGHT

## Interview with Emma Wain



IMAGES CLOCKWISE: EMMA WAIN MARATHON, DOUG GOODMAN; KNITTED RHINOS, EMMA WAIN; WHITE RHINOS, EMMA WAIN.

“ When I send my monthly donation, or a lump sum following a charity event, I trust that Save the Rhino will ensure that money has the greatest chance of making a difference. They deal with things sensibly and focus on the root of the problem. They don't go for quick-wins over proper, long-term solutions. As a result of all this dedication and hard work, they aren't afraid to explain themselves and to educate others, because they have confidence in their actions.

Emma is a Save the Rhino member, an incredible volunteer and a fundraising event enthusiast, helping out with many rhino events over the years. Emma thrives on doing something practical to help rhinos and relishes the opportunity to spend time with other rhino enthusiasts.

### When did you first get involved with Save the Rhino?

I became a member in 2012 and took part in the London Marathon that Spring. As I got to know the charity and the individuals behind it, I became hooked on helping Save the Rhino protect these incredible animals, volunteering at as many of their events as I could.

### What made you want to help save rhinos?

Nearly everyone has an animal or two that for some reason, perhaps inexplicably, sparks their curiosity, their affection, or their admiration. For me, that animal is the rhino. All five species of rhino give me that warm gooey feeling, they are just superb animals in every way. The Sumatran rhino is my favourite, but don't tell the other four.

### What do you think about the work of Save the Rhino?

Save the Rhino is my charity of choice because their thinking is rational and level-headed; they never lose sight of the most effective course of action, even if it's not an easy route. I will always be proud to support Save the Rhino, for this reason plus many more.

### How have you supported Save the Rhino over the years?

Besides volunteering to help staff some of their events, I have completed a number of fundraising events for Save the Rhino including the London Marathon in 2012, 2014 and 2018! I have also

done other less back-breaking fundraising activities such as when I knitted 29 (bespoke) rhinos for a minimum donation of £10 each, including one that was wearing a giant panda onesie for a panda-mad friend. The British Museum where I worked at the time looked like it had been invaded by a huge crash of small colourful rhinos!

### How have you found volunteering at events?

I get involved with every single Save the Rhino event that I can. If I miss a volunteering opportunity it's only ever because I couldn't physically make it to the event. I enjoy helping to staff the events enormously for so many reasons and in so many ways, but if I had try and pin down why then these are the top four:

- I feel like I am doing something practical to help the rhinos of the world. If it were cleaning sewer pipes, I'd still enjoy the feeling that I was helping to save these magnificent animals. Thankfully they haven't asked me to do that though
- I thoroughly enjoy being in a room of rhino experts and other rhino enthusiasts. The chance to 'geek out' with rhino people, to listen to their talks, watch their footage, and bombard them with questions, is just fantastic
- When you volunteer for Save the Rhino, no matter how small a contribution you are making or you feel you are making, the staff never fail to make you feel like you're really valued and that you're part of the team. This means so much to me
- Every person I have ever met that works for Save the Rhino has been the embodiment of a wonderful personality; so warm, caring, friendly, and with great humour... they are just super to spend time with! I come away from every Save the Rhino event really looking forward to the next one and hoping I have a reason to see them in between times



## ENABLING STRATEGY 6

### Improving efficiency

To measure, evaluate and improve effectiveness across all areas of the charity, the way we work internally, our general efficiency and productivity, as well as the way we work with external contacts and suppliers

How a charity uses its resources has always been at the heart of developing trust with supporters. Our goal is to make use of our resources in the best possible way in order to keep administration and fundraising costs to a minimum. To do this we regularly review and improve our internal systems in order to make operational improvements that allow us advance our internal processes, stay on top of new technology and developments and ensure we keep meeting – and where possible exceeding – standards, whilst boosting efficiency and improving stakeholder relationships.

In the last financial year, we've taken on a number of projects to achieve this, implementing new systems for cyber security, accounting, database management and fraud prevention. Not only does this help make us more efficient at what we do, but it also makes sure that our donors can feel safe in the knowledge that their money is giving real impact for rhinos.



## FUNDRAISING AND FINANCIALS

Our annual accounts are independently audited by Accountancy Management Services Limited, and can be downloaded from our entry on the website of the Charity Commission for England and Wales<sup>1</sup>

<sup>1</sup> Summary information is presented on these pages.

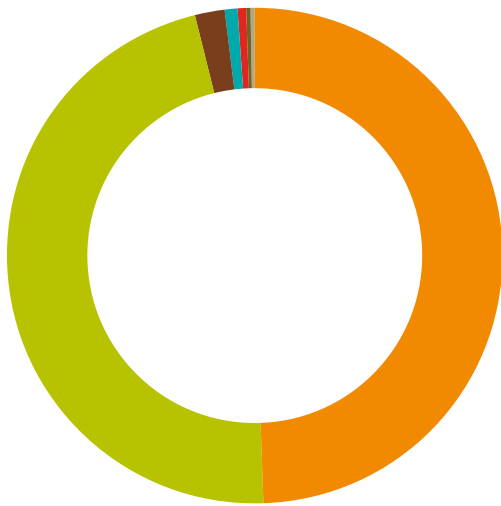
### Statement of financial activities

#### For the year ended 31 March 2018

<b>Incoming resources</b>	<b>£</b>
Donations and legacies	949,479
Charitable activities	1,830,981
Other trading activities	15,719
Investments	75
<b>Total incoming resources</b>	<b>2,751,254</b>
<b>Expenditure</b>	
Raising funds	407,680
Charitable activities	2,196,405
Other	5,093
<b>Total expenditure</b>	<b>2,609,178</b>
Net income (expenditure) for the year	142,076
Transfers between funds	0
<b>Net movement in funds for the year</b>	<b>142,076</b>
<b>Reconciliation of funds</b>	<b>634,824</b>
<b>Total funds carried forward</b>	<b>776,900</b>

## By rhino species

### Total grants awarded 2018<sup>1</sup>



White and black	£970,408	49.9%
Black	£914,823	47.1%
Miscellaneous	£31,706	1.6%
Sumatran	£19,062	1.0%
White	£6,641	0.3%
Javan	£650	0.0%
Greater one-horned	£193	0.0%

## By country

### Total grants awarded 2018<sup>1</sup>

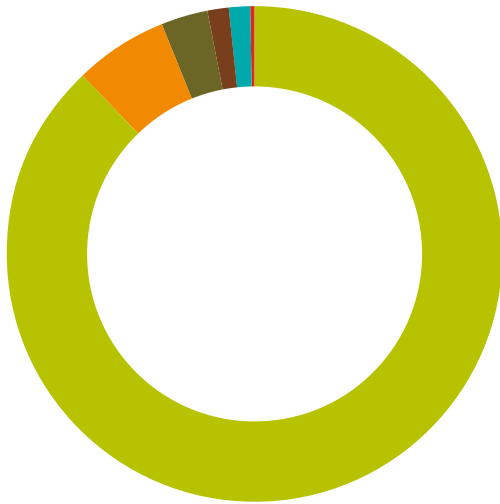


Zambia	£620,353	31.9%
Kenya	£582,852	30.0%
Namibia	£291,397	15.0%
South Africa	£176,958	9.1%
Tanzania	£75,907	3.9%
Africa (miscellaneous)	£73,730	3.8%
Zimbabwe	£65,035	3.3%
Viet Nam	£30,706	1.6%
Indonesia	£19,712	1.0%
Uganda	£6,461	0.3%
India	£193	0.0%

<sup>1</sup> Includes some grants given to other charities (see below)

## By category

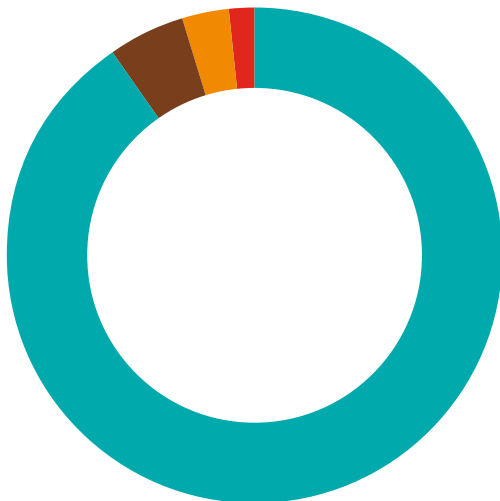
### Total grants awarded 2018<sup>1</sup>



● Anti-poaching and monitoring	£1,721,964	88.6%
● Capacity building	£106,219	5.5%
● Environmental education	£55,591	2.9%
● Demand reduction	£30,706	1.6%
● Captive breeding/veterinary	£27,075	1.4%
● Community conservation	£1,749	0.1%

## By strategy

### Total grants awarded 2018<sup>1</sup>



● Strategy 1 Saving rhinos	£1,758,477	90.5%
● Strategy 2 Sharing information	£97,767	5.0%
● Strategy 3 Involving communities	£56,353	2.9%
● Strategy 4 Reducing the illegal horn trade	£30,706	1.6%
● Strategy 5 Engaging support	nil	0.0%

# Fundraising and financials

Keeping administrative and governance costs as low as possible

By law, all registered charities in England and Wales with a turnover of £10,000 or more must prepare annual financial statements in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) and with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

This means, in effect, that one can go to the website of the Charity Commission for England and Wales, search for any registered charity, and compare like-with-like. Detailed guidance is provided as to how charities should show particular types of income and expenditure.

Expenditure is classified into three types:

## Fundraising £407,680

Our biggest costs are the London Marathon Gold Bond places, venue hire for dinners etc., our magazine, website and other PR costs, and then a proportion of staff salaries and office overheads calculated on the percentage of time each staff member spends on fundraising.

## Project support and education costs £178,592

Our biggest costs are our grants to field programmes, but we also have to allocate a proportion of staff salaries and office overheads, calculated on the percent of time each staff member spends on project support and education.

## Support £180,781

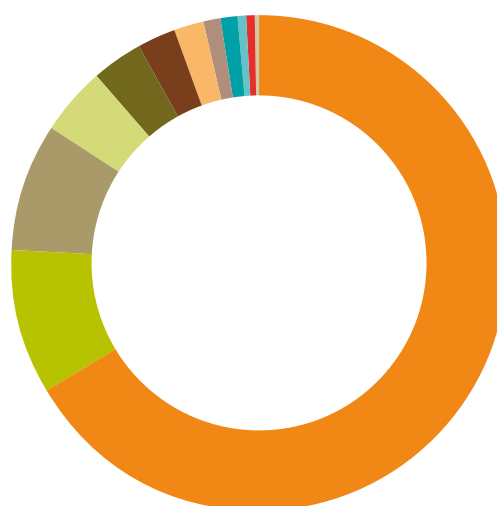
Our biggest costs are the proportion of staff salaries and office overheads, calculated on the percentage of time each staff member spends on charity administration and governance.

## There are different ways of assessing our performance in terms of expenditure vs income generated:

- The first is to look at overall income during the year (£2,751,254) and to see what the surplus was, having deducted costs incurred (£412,773) during the year: £1,984,201. Via this method, we were able to give 72 pence in the pound out in grants
- A second method is to calculate support costs (£180,781) as a percentage of total income (£2,751,254), which works out at 6.6% for 2017-18
- Or one can look at the value of grants awarded during 2017-18: £2,017,813

## Income by revenue stream

For the year ended 31 March 2018



● Trusts and foundations	£1,830,981
● Community fundraising	£261,938
● Donations	£229,359
● London Marathon 2017	£119,354
● Corporate fundraising	£91,941
● Gift Aid	£66,331
● Dinners / parties	£55,922
● Gifts in kind	£31,130
● Membership	£27,338
● RideLondon100	£21,166
● Merchandise	£15,719
● Investment income	£75
<b>Total revenue</b>	<b>2,751,254</b>

## LOOKING AHEAD

After an incredible year in 2017-18, when we raised c. £2.7 million, we have budgeted to raise £2.4 million in 2018-19 and hope to improve on that target. As ever, we have a busy year ahead with some major tasks planned under each of our five rhino conservation strategies and internal enabling strategy.

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

- We hope for an even more successful London Marathon than in previous years, and are particularly excited to have rangers from field programmes in Zambia, Zimbabwe and Malawi taking part
- We will hold the first-ever ForRangers Ultra in August 2018, which we hope will become an annual fundraising event. Up to 50 runners, including the charity's CEO, Cathy Dean, will run more than 200 km through four of the rhino conservancies that we support in Kenya
- Our annual dinner will be held at the Guildhall in central London in November, with exceptional speakers from different spheres, as well as the Namibian National Rhino Coordinator
- We plan to develop a wide range of grant applications for existing donors like the US Fish and Wildlife Service as well developing connections for new opportunities
- Our annual appeal, 'On the Edge', will benefit all of our rhino conservation efforts, rather than a specific programme
- We will be looking closely at the field programmes we support, refining our priority areas as the ongoing poaching crisis means that our resources need to be concentrated to those places where they can have maximum impact

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

- We will continue our work from the Working Dogs Workshop in April 2018, following up to create an active and engaged network of canine unit handlers
- We will support the organisation of and logistics for the IUCN SSC African Rhino Specialist Group's next meeting, scheduled for February 2019 in Namibia
- Some of our UK team will be visiting programmes and sharing knowledge and skills with people in the field, such as our Finance and Office Manager Camilla Massara and Michael Hearn Intern Susie Phillips visiting Save the Rhino Trust in Namibia in September, and CEO Cathy Dean and Events Manager David Hill going to rhino conservancies in Laikipia, Kenya, during the ForRangers Ultra
- CEO Cathy Dean will be reviewing workplans and budgets for the sites short-listed for Rhino Impact Investment projects
- We will make use of contacts with academics at e.g. the Durrell Institute of Conservation and Ecology at the University of Kent, at the Oxford Martin School and at Imperial College to help develop our networks and critical thinking
- Finally, we plan to complete and publish research into the UK trade in rhino horn antiques during 2017, to highlight loopholes that may be allowing the laundering of modern rhino horn in the UK

## Working with programme partners to develop community participation in rhino conservation initiatives at levels appropriate to each site

- We plan to develop logical frameworks for both the black-rhino focused conservation education programmes that we support, Rafiki wa Faru in Tanzania, and Lolesha Luangwa in Zambia, that will inform future grant applications
- In particular, we will liaise with Richard Hennery, who has taken over monitoring and evaluation of Lolesha Luangwa from the Zoological Society of London after five years of support

## Supporting evidence-based demand-reduction work to disrupt and reduce the trafficking of illegal rhino horn into consumer countries

- In response to an anticipated legacy of c. £250,000 for demand reduction efforts, we will develop proposals with our partner TRAFFIC to tackle the demand for illegal rhino horn in Viet Nam and, for the first time, in China
- We will also participate in events around the London IWT Conference 2018, to be held in October 2018

## Raising awareness of the challenges facing rhinos, engaging supporters and inspiring positive, urgent action

- A major project is the launch of our new website, replacing a site from 2012 that was not mobile-enabled. With this, we plan to generate lots of new content, including videos, 'thorny issue' articles, blogs etc. and make the site much easier to use for supporters
- In addition to our annual magazine, *The Horn*, and Impact Report, we plan to publish regular impact updates online, sharing the important work that some of our grants help to achieve

## Measuring, evaluating and improving effectiveness across all areas of our work

- We will continue to hold fundraising strategy review meetings, and monitor progress against our business plan
- We plan further integration between our bank accounts, accounting package (Xero) and fundraising database (SalesForce)

IMAGE: RANGER LOOKING OUT INTO THE KUNENE REGION.



## RHINO HQ

Rhino conservation is truly a team effort



This year, 29 volunteers were involved in our UK-based work. From the supporters' getting involved in our office to the teams making our events happen, volunteers made a huge difference by giving up their time to help our charity be as productive as possible. As part of volunteering, we endeavour to make sure everyone gains something back too – whether that be skills and experience to aid future careers, learning more about the rhinos they're passionate about, or simply having fun (we hope our events are fun!) with like-minded people. As a growing charity, volunteer support is more valuable than ever.

Every bit as loved are our pro bono supporters. A significant part of our work, their professional skills enable us to get so much more done than would ever be possible within the scope of our small team. As ever this year we received support on a variety of areas - creative campaigns, design, HR, project management skills, accountancy, partnerships, and data protection, to name just a few. You can see just how much difference this makes in our Gifts in Kind totals in the financials section above.

Save the Rhino's team comprises nine staff in the UK, all working to deliver the many aspects of our objectives, Business plan, and Fundraising / Communications strategies. This year we welcomed several new staff and together achieved some outstanding results, of which you've been reading throughout this report.

We're very proud of our impact in 2017-18, but we'll never stop working to make sure we're as efficient as we can possibly be and look forward to the challenges of the year ahead.

IMAGE: SAVE THE RHINO INTERNATIONAL TEAM AT ZOOLOGICAL SOCIETY EAST ANGLIA'S AFRICAALIVE!



## A HUGE THANK YOU!

As well as our brilliant supporters, Save the Rhino would like to express our warmest thanks to the following individuals, organisations, companies and grant-making bodies, and those that wish to remain anonymous, for their generous support for our work in 2017-18. We know we can only keep up our vital conservation efforts thanks to your dedicated support and passion for rhinos; thank you!

### £1,000+

51 Degrees Ltd, A E Fuddy, Abby Gould, African Fund for Endangered Wildlife, Alan Wicks, Ales Weiner, Alexander Rhodes, Alexander van Leeuwen, American Association of Zoo Keepers Inc, Amy Crowsley, Angus Jones, Anthony Deal, Anthony May, Antoinette Sandbach, The Aspinall Foundation, Barbara J Jones, Ben Cuttle, Berry White, Bioparc Valencia, Brent Gatewood, Bruce Rowles, Bryony Jenkin, Callum Duncan, Carolanne Crook, Cecilia Wiggin, Charities Trust, Chase Franklin, Christi Saltonstall, Christopher Bachofen, Colchester Zoo Action for the Wild, Cotswold Wildlife Park, Craig Pullen, Craig Ridsdale, David Hugh Dickson, Deborah Lanham-Rees, Decon Laboratories, Inc., Donald Mudge, Doug Monroe, Dublin Zoo, Duncan Bolt, Ed Sayer, Ed Victor Ltd, Elizabeth Cohen, Elizabeth Winton, Elly McMeehan, Elm Green Preparatory School, Fiona Mylchreest, Florence O'Hara, Folly Farm, Fondation Le Pal Nature, Fortel Services Limited, Gerald Gradwell, Givergy, Greater Good, Heather Luckhurst, Helen Rhodes, Henrietta Breitmeyer, Ian Cash, ICON Germany, Indasa USA, Isabelle Berner, Jack Gradidge, James and Astrid Findlay, James Boyd, Jamie Gaymer, Jane Davis, Jem Winston, Johnny Beveridge, Jono Douthwaite, Josh Cook, Just Wheels And Tires TSW Black Rhino Wheels, Keith Richardson, Keith Roberts, Klaudia Gebert, Lauren Tooms, Lavinia Beveridge, Leigh Fletcher, Lewis Brown, Lisa Ferguson, Liz Simmonds, Lucy Hattingh, Luis Septien, Mahlatini Luxury Travel, Makiko Miyauchi,

Malcom Bell, March to the Top, Marco Maissen, Marcus Newton, The Marjorie Coote Animal Charities Fund, Mark Arnold, Mark Evans, Mary Brockman, Matthew and Jo Turner, Maurice Schutgens, Michael and Lauren Clancy, Michael Colclough, Michael Dobson, Michael Schmid, Michael Sullivan & Associates LLP, Michelle Brown, Microgaming, Mika Simelius, Mike McQuaid, Miles Apthor, Nick Cammack, Nick Collins, Nick Hill, Nicole Sireilles, Niel Joubert, Niki Barbery Regner-Bleyleben, Oliver Tovey, Parc de Lunaret - Zoo de Montpellier, Parc zoologique de la Barben, Paul and Fiona Cuddeford, Paula Vinton, Pete Newland, Peter Carr, Ecko China, The Ranworth Trust 1985, Rhino Aluminium, rhino's energy AG, Richie Sutherst, Rob Surminski, Rory Hopkinson, Ross Jones, Rotterdam Zoo (Diergaarde Blijdorp), Roxy Dukes, Rupert Fane, Ryan Pape, SafariBookings, Salzburg Zoo, Samantha Potter, Samuel Bond and David John Young, Sarah and David Hale, Sarah Lee, Save the Elephants, Shearwell Data, Simon Gibson Charitable Trust, Simon O'Malley, Sinead Stewart, Soren Christensen, St Raphaela's Secondary School, Stichting Wildlife / Safaripark Beekse Bergen and Dierenrijk, SUKULU, Supercrease, The Swire Charitable Trust, Tallinn Zoo, Thomas Able Smith, Tierpark Berlin-Friedrichsfelde, Tim Vestey, Tom Wilson, The Treasure Charitable Trust, Trevor Cudmore, Trevor Hill, Trevor Kearney, Valeria Jimenez, Vanessa Buxton, Venetia Robinson, Victor Stationery, Victoria Rees, Victoria Sujata Charitable Fund, Vincent O'Neill, Volvo Penta, Walter Brown, Wes Stanton, West Midland Safari & Leisure

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### £10,000+

Alfie Fletcher, Amelia Bainbridge, The Anna Merz Rhino Trust, Beyond the Ultimate, Bradley Schroder, Chester Zoo, Disney Conservation Fund, Ernest Kleinwort Charitable Trust, Gordon Sondland, The Glen and Bobbie Ceiley Foundation, Horni underwear, HRH, The Duke of Cambridge, Illegal Wildlife Trade Challenge Fund, International Rhino Foundation (IRF), Jim Hearn, Joe MacHale, Kenneth Donaldson, Michael Spencer, National Philanthropic Trust-UK, Oak Philanthropy (UK) Limited, Peter Taylor, Phillip Ihenacho, Robert I. Glimcher, Sam Taylor, Save the Rhino International Inc., Sporting Rifle, Susan Harte, Theo Bromfield, The Worshipful Society of the Apothecaries of London, Yorkshire Wildlife Park Foundation.

### £100,000+

The Royal Foundation of The Duke and Duchess of Cambridge and The Duke and Duchess of Sussex, US Fish and Wildlife Service, The Wildcat Foundation.



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