

# Save the Rhino Fundraising Pack



NIAMH MCDONNELL



# All about rhinos

There are five different species of rhino, two from Africa and three from Asia.  
See below for a quick fact file of everything you'll need to know about the different species.

## African rhino species

### White Rhino

Population: Between 19,666 and 21,085

Status: Near Threatened

Range: South Africa, Botswana, Kenya, Namibia, Swaziland, Zambia, Zimbabwe, Uganda

Fun fact: The white rhino is the largest of all rhino species and can weigh up to 3,000kg



STEVE & ANN TOON

More about the species:

There are two subspecies of white rhino: the Southern white rhino and the Northern white rhino.

100 years ago, the Southern white rhino numbered just 50 individuals. Dedicated conservationists brought the species back from the brink of extinction, and they are now the most numerous of all rhino species. The Southern white rhino is mainly found in South Africa.

Sadly, the Northern white rhino has fared much worse, and has been eradicated from throughout its range in the Democratic of Congo, Sudan and Uganda. It was declared extinct in the wild in 2011, with only two remaining Northern white rhinos in the entire world.

### Black Rhino

Population: Between 5,040 and 5,458

Status: Critically Endangered

Range: Botswana, Kenya, Malawi, Namibia, South Africa, Rwanda, Swaziland, Tanzania, Zambia, Zimbabwe

Fun fact: Black rhinos tend to be solitary in the wild. They are also known for being shyer and more aggressive compared to white rhinos



MATT BROOK

More about the species:

Between 1960 and 1995, the black rhino population declined by an estimated 97.6%, with numbers falling to a low of 2,410 in 1995. This was mainly as a result of large-scale poaching. Since then, numbers have been steadily increasing across Africa to between 5,040 and 5,458 in 2015. Although this is great news, current numbers are still 90% lower than three generations ago. Historically there were four subspecies of black rhino. There are now only three: in 2011, the Western black rhino was formally declared extinct.

# Asian rhino species

## Greater One-horned Rhino

Population: 3,333

Status: Vulnerable

Range: India and Nepal

Fun fact: Greater one-horned rhinos are good swimmers and can dive and feed underwater

More about the species:

The Greater one-horned rhino is also known as the Indian rhino. They were once common across Asia, but the species declined sharply circa 1600 and 1900 and reached the brink of extinction at the beginning of the 20th century. The population is now increasing again as a result of strict protection; however, the rhinos still remain vulnerable from poaching and habitat loss. Greater one-horned rhinos are confined to fewer than 10 sites, and ongoing translocation projects are important for their future survival.



## Sumatran Rhino

Population: Fewer than 80

Status: Critically Endangered

Range: Sumatra (Indonesia) and Sabah (Malaysia)

Fun fact: The Sumatran rhino is believed to have been on earth longer than any other living land mammal. It is the closest living relative of the prehistoric woolly rhino of the ice-age.

More about the species:

The Sumatran rhino is the smallest of all five rhino species and is also particularly hairy. It is found in isolated forest fragments in Sumatra, western Indonesia and Sabah, Malaysia. Current efforts to protect this species are undertaken through Rhino Protection Units that patrol their habitat, and through (semi-) captive breeding programmes.



## Javan Rhino

Population: 67

Status: Critically endangered

Range: Java (Indonesia)

Fun fact: Javan rhinos are so rare, and so shy, that even the rangers responsible for monitoring and protecting them hardly ever see a live animal; most encounters are via camera traps.

More about the species:

The Javan rhino was declared extinct in Vietnam in October 2011. The last remaining population of Javan rhinos now survive in Ujung Kulon, Java. The greatest threats to Javan rhinos come from the invasive Arenga palm, which reduces the amount of food plant species available to them, and the risk of a natural disaster or disease outbreak that could wipe out the entire population.



# Threats to rhinos

Rhinos have become increasingly endangered. At the turn of the 19th century, there were about one million rhinos living across the world. In 1970, there were only around 70,000 left. Today, there are fewer than 29,000 rhinos surviving in the wild. The story today differs from species to species, and from country to country.

## Wild rhinos are threatened by:

- Habitat loss
- Human encroachment
- Climate change
- Political conflict
- Poaching (illegal killing) of rhino for their horns.  
This is currently the biggest threat to rhinos.

All of the five remaining rhino species are under threat

## In detail: the rhino poaching crisis

Rhino horn is made of a substance called keratin which is also found in human hair and nails. Rhino horn has long been used in Traditional Chinese Medicine to treat a variety of conditions including fevers, epilepsy and arthritis.

Ever-shifting peaks of trade between China, Japan, South Korea and Taiwan meant that between 1970 and 1985, almost 85% of the world's rhino population was killed. By the mid 1990s, virtually all countries had rhino horn trade bans in place and rhino numbers started to recover worldwide. Between 1990-2005, on average only 14 rhinos were poached each year in South Africa.

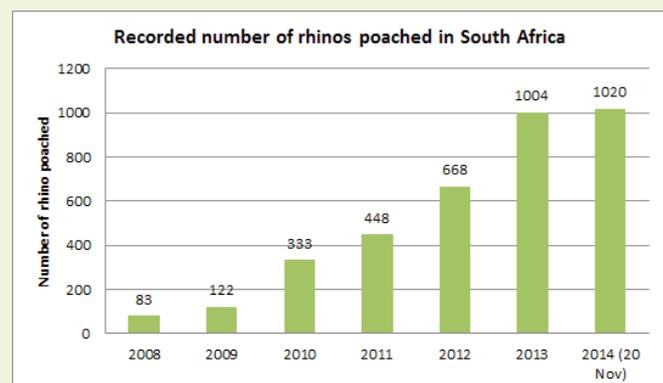
Over the past few years demand for rhino horn from Asian countries has soared, despite rhino horn having no proven medicinal benefits. The recent surge in demand is thought to be because of an increasing number of wealthy consumers in Vietnam, a country which in 2011 saw its own Javan rhino population declared extinct. Several new types of users have been identified who use rhino horn for non-traditional purposes; some believe it is a miracle cancer cure, or that it has 'detoxification properties' following the excessive consumption of alcohol or rich food.

The rhino poaching crisis in South Africa has reached an unprecedented level, with increasingly ruthless organised criminal syndicates supplying Asian countries with valuable rhino horn. Those involved in rhino poaching will employ merciless tactics to shoot the rhino and saw off its horns, often while the animal is still alive. While the trade in rhino horn is illegal in Vietnam, once the horn enters the Vietnamese market, the country's weak legislation and penalties around illegal wildlife trade mean that dealers and users get away with their criminal offences.

### Since 2006, over 4,400 rhinos have been poached across Africa

with rhino poaching increasing dramatically since 2010. In 2014, at least 1,089 rhinos were killed in Africa: that's one poached every 8 hours. Most of these rhinos were killed in South Africa. The graph to the right shows the rapid increase in South African poaching over the past seven years.

India is also experiencing an increase in poaching, with criminals targeting rhinos in National Parks. This shows that the poaching problem is not limited to African rhino species.



# Reasons to save rhinos

## 1. Rhinos have been around for more than 50 million years

Rhinos have been an important part of a wide range of ecosystems for millions of years; we must not let them join the dodo in extinction.

## 2. Rhinos are an integral part of the ecosystem

Rhinos are huge mega-herbivores and impact greatly on their environment by shaping the landscape. By browsing and grazing they open up access for other species, enabling the survival of a variety of different animals. Rhinos also create wallows, which are used by other species for bathing and drinking, and rhino dung is an important fertiliser and source of food for smaller insects and other organisms.

## 3. Rhinos are an umbrella species

When protecting and managing a rhino population, rangers and scientists take into account all the other species interacting with rhinos and those sharing the same habitat. When you protect the rhino, you help protect all the other species that share their habitat.

## 4. Protecting rhinos provides community benefits

Funding rhino conservation programmes provides direct community benefits through employment, engagement and education. Rhinos are also one of the 'Big Five' and are incredibly important for tourism, which brings money for national parks and local communities.

## 5. Rhino conservation programmes need our help

Protecting and managing a rhino population is a real challenge that costs energy and money. Rhino-range countries need our financial support, and benefit from shared expertise and exchange of ideas.

## 6. Humans have caused the drastic decline in population numbers

The decline in rhino populations is due to humans. Poaching, land encroachment, illegal logging, political conflict and climate change are all human induced problems. It is up to us to halt this decline.

## 7. Rhinos are critically endangered

Rhinos are on the brink of extinction and need our urgent help to save them. If poaching continues at the current rate, then overall rhino populations could start to decline in less than two years. At this rate rhinos will be extinct by 2026. It is important we preserve rhinos for future generations.

## 8. Rhino populations have recovered in the past

One hundred years ago, there were only around 50 Southern white rhino left, however concerned conservationists brought the species back from the brink of extinction, and there is now over 20,000 individuals. This proves that well-planned and executed measures really can work, and that is why we must not stop now.

In addition, recent history has shown us that demand reduction measures can be successfully achieved in Asia. Demand for rhino horn has reduced in countries such as Japan, Korea and Taiwan. So we are positive that this can - and will - be done again.



For more about the current status of each rhino species, there's a wealth of information on the Rhino Info section of our website [www.savetherhino.org/rhino\\_info](http://www.savetherhino.org/rhino_info), including population figures, fact files about each of the rhino species and more on the different threats to rhinos.

You can also read the latest updates from Save the Rhino daily on our Twitter account @savetherhino

# What does your money go to support?

The funds we raise are used to support projects that address rhino conservation through a number of measures:

Anti-poaching and monitoring patrols, which detect and deter poachers and gather information about rhino ranges and numbers

£10

will buy a foam mattress for a ranger to sleep whilst out on patrol

Community conservation programmes that develop sustainable methods by which local communities can creatively manage natural resources

£20

will buy a pair of handcuffs to detain a poacher

Environmental education programmes that teach children and adults about the importance of preserving natural resources and address human-wildlife conflict issues

£55

will buy a sleeping bag for a ranger on patrol

Translocations, so that rhinos from established populations can be reintroduced to former habitats

£75

will fund the supplies and vet care for a tracker dog in Kenya

Veterinary work, such as the implanting of transmitters into horns, or removal of snares

£110

will buy a tracking tag for one rhino horn

Captive breeding programmes are used when rhino species fall to incredibly low numbers, such as the Sumatran Rhino Sanctuary

£25

funds a day's food in the Sumatran Rhino Sanctuary



£100

will buy a metal detector for scene of the crime and anti-poaching work to search for ammunition and snares

Demand reduction activities, which aim to reduce the demand for rhino horn in Asian countries such as Vietnam, through public awareness campaigns and wildlife crime units

# An example:

## Save the Rhino Trust, Namibia

### Location:

Northwest of the Kunene and Erongo Region

### Rhino species:

Black rhino (*Diceros bicornis bicornis*)

### Size of protected area:

25,000 km<sup>2</sup>

### Activities:

Anti-poaching and monitoring, translocations, community game guard training, wildlife-based tourism

Save the Rhino Trust carries out important anti-poaching and monitoring work protecting the desert-adapted Black rhino in the Kunene region of Namibia. Rhino populations in Namibia were decimated during the early 1980s, but thanks to the formation of the Trust and 30 years of hard work, rhino numbers in the region quadrupled, and the Kunene is home to the largest free-roaming black rhino population in the world.

Teams of trackers regularly patrol the remote and rugged terrain by foot, vehicle, camel, donkey and air surveillance. The teams collect detailed data on individual rhino, other wildlife and poaching threats. The data forms one of the longest-running and most comprehensive databases on black rhino in the world.

Collaboration is the key to success, and Save the Rhino Trust works with local communities to protect the rhino population; they have trained and audited over 60 Community Game Guards in seven communal conservancies over the past few years. They also work closely with tour operators, government and the international community.

Sadly, Namibia has not escaped the current poaching crisis, with 20 rhinos killed in 2014 (as of November). This indicates just how crucial Save the Rhino Trust's work is and will continue to be as the poaching crisis continues.



You can read more details about all the rhino programmes we support at [www.savetherhino.org/our\\_work](http://www.savetherhino.org/our_work)

Or see our recent grants at [www.savetherhino.org/grants](http://www.savetherhino.org/grants)

# Getting started...

## Ideas to get you started with your fundraising

Save the Rhino fundraisers have come up with lots of ways to raise money. Here are just some ideas that you could try.

### Take on a challenge!

Runs  
Walks  
Swims  
Triathlons  
Cycles  
Ultra-marathons

### Put on an event...

Mini-sports day for friends  
Local gig  
BBQ  
Bingo  
Weekend brunch  
Open garden day  
Pub quiz



### Fundraising testimonial

Name: Katherine Ellis

Describe a bit about your event:  
A cake sale at our offices. I put posters up a couple of weeks before and chose to do the sale on Monday lunchtime, as it meant I could spend the Sunday afternoon before baking. I asked a few friends to help me with my baking. The cake sale lasted an hour and by the end, nearly all the cakes had sold out!

How did you raise money?  
I sold cakes for between £1-£2 each and also had a donations tin.

How much did you raise?  
Altogether I raised £125 – £90 from cake sales and £35 from donations

Were there any costs?  
The ingredients cost around £20

What was the best bit?  
Receiving compliments about my cakes. Getting to know the other office staff and also raising a great amount of money for rhinos.

What was the worst bit?(if any?)  
Having to bake so many cakes and not eat them myself!

What would be your advice for someone giving this a go?  
Get friends and family involved in the baking and spread the word about your cake sale to get as many people to attend as possible.

## Invite your friends for a night of...

Karaoke

Cheese and wine

Films

Wii sports

## Sell unwanted items

Hold your own auction through eBay

## Need sponsorship?

Ask work if they do match funding

Bag pack at a local supermarket

Car boot sale

Sweepstake at work

## Do something crazy or crafty...

Leg wax

Make cakes or cards to sell

Jail break  
(get sponsored to blag your way to a foreign city)



LONA MARAIS



AARON KULAKIEWICZ

## Fundraising testimonial

Name: Aaron Kulakiewicz

Describe a bit about your event: A sponsored head shave with the additional bonus that if over £500 were raised beforehand I would shave my eyebrows.

How did you raise money? Through Just Giving and in a collection bucket at the event. I emailed and facebooked everyone I knew.

How much did you raise? £640

Were there any costs? No - my friend supplied the shaving equipment and the room was lent to me for free.

What was the best bit? The event itself was very amusing, especially people's comments whilst the shaving was taking place.

What was the worst bit? Having a very cold head for a while after the event.

What would be your advice for someone giving this a go? Don't be shy, go for it, you'll look ridiculous but it's tons of fun and keep nagging people if they've promised to sponsor you and haven't.

# Fundraising events

Events don't have to be huge to work. The key is to make them fun and interesting: something that will inspire people to get involved!

If you are nervous about the idea of hosting an event, why not share the organising with a group of friends?



## What sort of event?

Try to put yourself in the position of those you want to come along, and think about what sort of event they would like to attend. Tailor your event, choosing something your friends and family will be enthusiastic about.

## Promotion

If your event is open to anyone, make sure you promote your event as widely as you can and as early as you can. Tell your friends and family; put up posters in your local supermarket / sports centre / post office; spread the word on Facebook and Twitter; promote it at work / school / university; contact your local newspaper and radio station. Remember that people usually need more than one reminder before they commit to coming along to your event, so don't be afraid to remind them. You are doing something incredibly special and worth telling everyone about!

## Create a budget

It's important to make a budget as one of the first tasks that you do, before making any other arrangements for your event. This way you can be sure that the event you are planning will raise money. Look at any costs that might be involved, and what you expect to raise from the event.

**Costs:** Think about what you will need – food, drink, volunteers, music, venue, decoration, prizes, collection boxes...

**Income:** Decide how you're going to raise funds. Are you going to ask for donations during your event? Will there be an entrance fee? Are you going to hold a raffle or a competition? Be realistic – people might be put off if you ask for too much, but don't miss any opportunities for people to get into the spirit of the cause and donate and learn more. This will help maximise the income you can make.

## Need more advice?

Get in touch and ask us for more detailed advice on running an event:

[www.savetherhino.org](http://www.savetherhino.org) 020 7357 7474



# Need sponsorship for a challenge?

Perhaps you are undertaking a challenge where you require sponsorship. Here are some of our top tips...

## Who should I ask?

- **Friends and family**
- **Your company:** Many large companies do sponsorship matching for their employees, where they will match the total that you raise. It's worth checking, as it can double your sponsorship
- **Other companies:** Some companies will give donations to fundraisers taking on challenges, but be aware many will be approached by lots of people. If you have links to specific companies through work or socially, this is often the best route
- **Get the community involved:** You are doing an amazing thing for a good cause, and local people should be proud and willing to help you out

## When?

**Don't be afraid to ask people. The worst they can do is say no.** Be proud that you have taken on a challenge for charity (and make sure everyone knows about it!). A month or so before your challenge, email or write to everyone to remind them and let them know how they can follow your progress. You usually need to remind people several times in order to get a donation, so don't be disheartened if your first email doesn't get much of a response.

**Ask people again immediately after the event.** An email or letter to your supporters is great as you will still be hyped-up and your enthusiasm will show in your correspondence.

## How to ask

- **Letters, e-mails and phone calls:**  
People are normally very willing to donate to charity, but are also forgetful. Make it easy for them to give to you straight away, rather than making a vague promise that will take a lot of time to chase up. If you need sponsorship forms, please get in touch.
- **Publicity:**  
Contact your local paper or company newsletter to run a story on you and then add your contact details and / or a link to your online fundraising page
- **Online fundraising:**  
This is the easiest and quickest way for people to sponsor you. You can raise your sponsorship money without even leaving home. Create your own online donation page, email it to all your friends and get them to donate online with a credit or debit card. Anyone can visit your page and make a donation towards your fundraising event or challenge. You can add the URL to the bottom of all your emails, and it is an easy way to monitor the amount you have raised. The sites will collect Gift Aid, and secure servers mean all card information is totally safe.

## Online fundraising links

Virgin Money Giving - [www.virginmoneygiving.com](http://www.virginmoneygiving.com)

Our top choice. As a not-for-profit site, Virgin make sure more money reaches each charity

Other sites: Just Giving [www.justgiving.com](http://www.justgiving.com)

Collects donations in multiple currencies & people can text donations to support you!

First Giving [www.firstgiving.com](http://www.firstgiving.com) (US\$) Crowdrise [www.crowdrise.com](http://www.crowdrise.com) (US\$)

# Guidance for fundraising

Below is some guidance to help you fundraise safely and lawfully.

## Collecting funds

You need a license from your local authority to collect funds on the street, in a public place, or to collect from house to house. It is illegal to do this without a license, and there are special rules about collection buckets so please do contact your local authority if you are thinking of fundraising in this way. If you want to do a collection on private property (such as in a shopping centre, or at a London Underground station) you should also contact the owner to see if this is possible and to get their permission.

## Raffles and lotteries

There are strict and complex laws relating to raffles and lotteries. For more information please contact Emma or Katherine at Save the Rhino before you organise a raffle or lottery. Or you can find out more at [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

## Organising events safely

- It is your responsibility to ensure that your event is organised efficiently and safely (Save the Rhino does not accept any responsibility for your event nor for anyone who participates in it)
- You should conduct a risk assessment to ensure that you have proper plans for the safety of participants. The Health and Safety Executive has further information [www.hse.gov.uk](http://www.hse.gov.uk)
- Please make sure participants are fully briefed about the event, including (where relevant) any risks, fitness requirements, special equipment or clothing required and standards of behaviour expected
- Ensure that your event is properly and adequately supervised. Where children are involved, this includes:
  - Providing proper adult supervision
  - Checking that the child's parents/guardians have given their permission for their child to take part
  - Carrying out appropriate background checks if adults are to have unsupervised access to children
- Consider what insurance cover you need for your event
- Check whether you need any special licensed; e.g. a public entertainment license or license to sell alcohol

## Gift Aid

Gift Aid is a scheme that enables charities to claim tax back on all donations made by individual UK taxpayers. All we need from your sponsors/donors is their full name and home address, and their authorisation by ticking the appropriate box alongside their name. We cannot emphasise strongly enough the value of this scheme to Save the Rhino. For every £1 in sponsorship we receive from individuals, we can claim at least 25p at no extra cost to the donor.

Please try your very best to ensure that all donations are Gift Aided and reassure your sponsors that we will never use these details to contact them; they are only needed so that the HMRC can find out who they are and confirm that they are eligible.



## Fundraising materials and publicity

Please make it clear that you are fundraising 'in aid of' rather than on behalf of or any alternative wordings.

# Sending your fundraising to Save the Rhino

There are a number of ways you can send in the money you raise from fundraising events or challenges.

## The best way to send money to us is via bank transfer

Please get in touch with us and we will send you our bank details.

## You can also send your money to us by post.

If you are sending cheques or CAF vouchers, please make sure they are made out to 'Save the Rhino International' or 'Save the Rhino'. If you are sending a large cheque, consider sending this by recorded delivery. Please do not send cash in the post.



These are the best ways because 100% of your donation will come to Save the Rhino!

## You can also send your fundraising through the donation pages on the Save the Rhino website [www.savetherhino.org](http://www.savetherhino.org)

or online pages such as Virgin Money Giving [www.virginmoneygiving.com](http://www.virginmoneygiving.com) or Just Giving [www.justgiving.com](http://www.justgiving.com). However, please note that they will all charge some fees to Save the Rhino for processing the online transaction.

If you live outside the UK, please get in touch and we can send you more information about options to send your money to us.

All funds collected should be sent to Save the Rhino within one month of collection. Expenses must not be deducted from the sums collected unless you have approved this with us and made it clear to your donors.

## How to contact us

Contact us via email:  
[fundraising@savetherhino.org](mailto:fundraising@savetherhino.org)

Call our office:  
+44(0)20 7357 7474

Write to us:  
Save the Rhino International  
Unit 3, Coach House Mews  
217 Long Lane, London  
SE1 4PR