A close-up, front-facing photograph of a rhinoceros. The rhino's head is the central focus, showing its thick, wrinkled skin in shades of brown and grey. Its large, dark eyes are positioned on either side of its head. A single, sharp, light-colored horn points directly at the viewer. The background is a soft-focus view of a savanna landscape with dry grass and a blue sky with scattered white clouds.

Save the Rhino
International

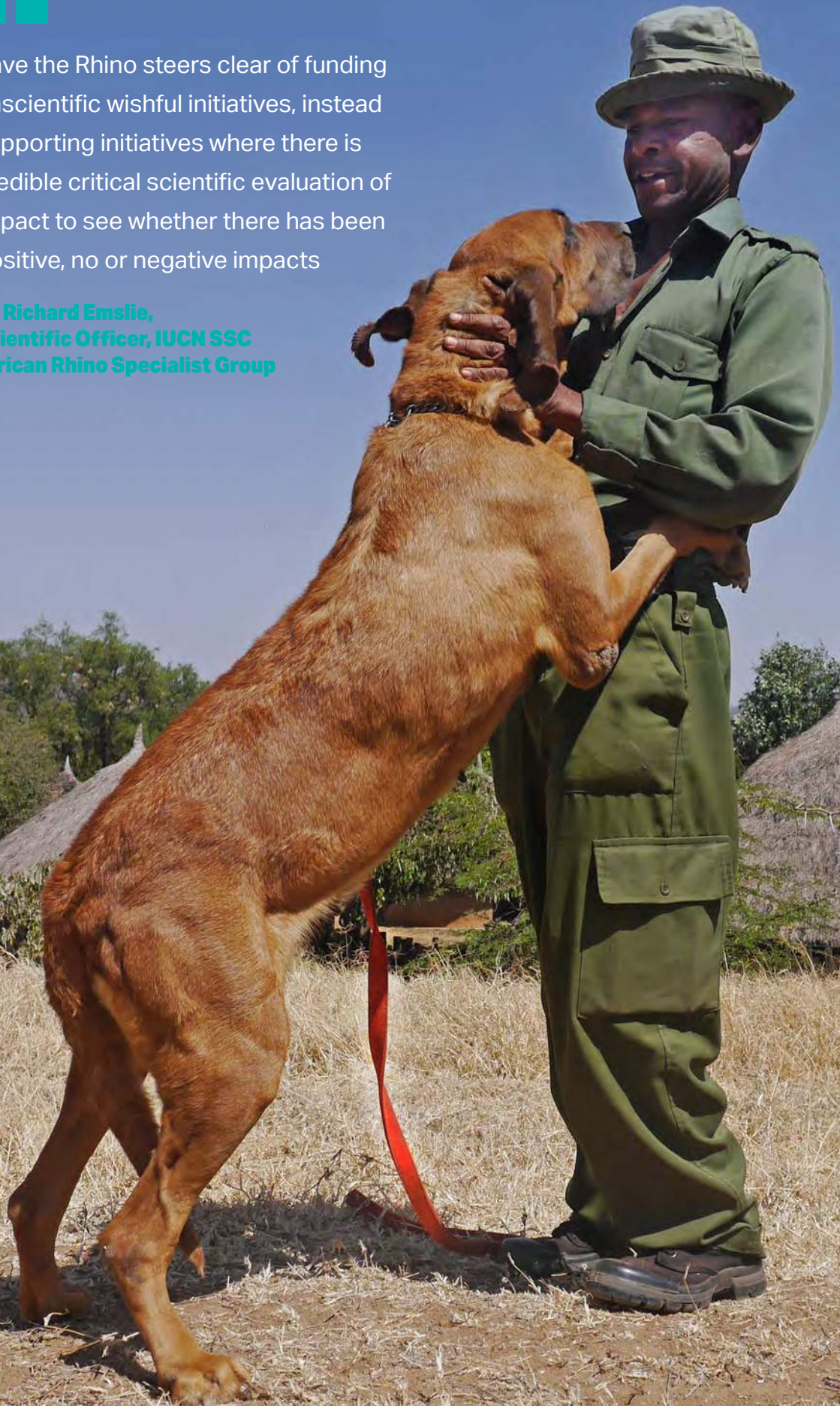
Impact Report
2016–17



“

Save the Rhino steers clear of funding unscientific wishful initiatives, instead supporting initiatives where there is credible critical scientific evaluation of impact to see whether there has been positive, no or negative impacts

Dr Richard Emslie,
Scientific Officer, IUCN SSC
African Rhino Specialist Group



Our year in numbers

£1,718,661
raised for
programmes
**protecting rhino
populations in
Africa and Asia**
and reducing
the demand for
illegal rhino horn

We continued provide
**financial and
technical support**
for two black-rhino-focused
**environmental
education** programmes

25 field
programmes
supported in
12 countries

Launched an
Instagram account,
which grew to
5,800 by Dec 2017

80% of grants
in 2016–17
**were in support of
rhino monitoring and
protection programmes:**
ensuring ranger teams
have the kit, skills and
infrastructure they need
to do their jobs

Worked with more than **130**
community fundraisers
completing and hosting
incredible events

10-day
**awareness
campaign**
in Viet Nam with actor
Paul Blackthorne,
held in conjunction
with Education
for Nature-Vietnam



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MAIN: NORTH LUANGWA RANGER, ZAMBIA | TRISTAN VINCE

“

With a lot of good contacts in Africa, we felt not only our money could be spent well, but we would be able to advise other charities within the UK as to where their money should be and will be most effectively spent. Save the Rhino International was born then.

**Dave Stirling, Founder Director and Trustee,
Save the Rhino International**

CEO's foreword

The vision of our founder, Dave Stirling, still lies at the very heart of Save the Rhino today.



More than 20 years later, we still concentrate on making sure the money we raise “will be most effectively spent”. We work with expert partners and use tested technologies and relevant scientific research to ensure our investments into rhino conservation have the greatest impact. We pride

ourselves on the fact that we do not simply follow the latest fads but make time and space for nuanced, well-researched funding decisions, whilst working to call out ‘fake news’ and ‘alternative facts’ that can spread rapidly across an online world.

The pressures on wild rhino populations are unsustainable. As Asia and Africa’s human population booms, so the habitats on which rhinos depend are inevitably squeezed. As the economies of the countries leading the demand for rhino horn grow, the international illegal trade continues.

Yet the successes we have seen from the field programmes we support, as well as the ongoing support of our donors, friends, and partners, even in the face of the enormous challenges, give us hope that all five rhino species will, eventually, thrive in the wild.

Throughout 2016–17, we focused our grants on supporting rhino monitoring and protection programmes: ensuring that the ranger teams have all the kit, training and motivation they need to protect rhino populations. We’re also championing community-led conservation, so people living near rhinos are inspired to protect wildlife too. Across the world we’re sharing information, ensuring that conservationists have the best skills possible to tackle the illegal trade in rhino horn at every point in the chain, including its root cause: consumer demand.

This review takes stock of what has been achieved through our funding decisions and what can be done next, given the challenges that the world’s rhinos face.

Cathy Dean
CEO Save the Rhino

Save the Rhino's Vision, Mission & Strategies

Vision

All five rhino species thriving in the wild

Mission

Collaborating with partners to support endangered rhinos in Africa and Asia

To do all of this, we're committed to evaluating and improving the effectiveness of our work, and to sharing our progress with you, the supporters who make it happen.



Strategies

Our five-pronged strategy for rhino conservation

Strategy 1

Saving rhinos

page 14

Strategy 2

Sharing information

page 20

Strategy 3

Involving communities

page 24

Strategy 4

Reducing the illegal horn trade

page 28

Strategy 5

Engaging support and
inspiring positive, urgent action

page 32



Funds from the **Rhino Dog Squad appeal** launched in 2015 have begun to make a real difference in Kenya



Overview and highlights **2016–17**

Saving rhinos

Our 2016–17 grants supported all five species of rhino in their native habitats, with an emphasis on the three Critically Endangered species: the black, Sumatran and Javan.

We paid for veterinary interventions – whether planned or emergency, for browse and supplements for rhino calves being hand-reared in bomas or bred in the Sumatran Rhino Sanctuary, for expansion of the bomas at Ol Jogi, and for transmitters and RFID tags to help track them in the wild. But by far the majority of our grants were for the people involved in monitoring and protecting rhinos.

LEFT: RHINO KITUI AND ISIAH GITONGA, LEWA WILDLIFE CONSERVANCY | SRI, TOP CENTRE: DE-HORNED WHITE RHINOS | JASON SAVAGE, BOTTOM CENTRE: LOLESHA LUANGWA STUDENTS, RIGHT: RANGER AND DETECTION DOG SARA | TRISTAN VINCE

Supporting rangers

Some 80% of our grants in 2016–17 were in support of rhino monitoring and protection programmes: ensuring ranger teams have the equipment, training and facilities they need to do their jobs.

In the last decade, more than 1,000 rangers worldwide have lost their lives in the line of duty. It's even more shocking they often didn't have the basic kit they need to protect rhino populations. That is where we can help.

By funding everything from good-quality shoes, socks and backpacks, to upgrading accommodation and ablutions blocks we help rangers stay safe and protect wildlife.

Building canine units

Tracking and detection dogs are an invaluable addition to field programmes' anti-poaching patrols and technologies. Many of the field programmes that Save the Rhino supports have canine units that work with their handlers to detect illegally smuggled wildlife products, track and apprehend poachers and find lost children and stolen property.

Funds from the Rhino Dog Squad appeal we launched in 2015 have now begun to make a real difference for canine units in Kenya.

Some field programmes have been able to expand their canine units, and poaching in Kenya in 2016 (10 rhinos killed) was significantly down on the 59 rhinos killed in 2013.



Involving communities

It takes more than high security and habitat protection to ensure that rhino populations thrive. Local community support is essential. Rural villages around park borders are precisely the areas from which the criminals involved in trafficking wildlife products try to recruit people to assist them.

In 2016–17, our grants supported an award-winning education programme at North Luangwa National Park in Zambia that engages local communities and supports the long-term security of the species and the park as a whole.

Funds went towards 351 lessons delivered across local schools, 1,950 Activity Booklets and 30 Teachers' Conservation Guides. Thanks, in part, to this education programme, during 2016–17 no rhinos were poached in North Luangwa National Park, and the rhino population is achieving more than 8% growth.

Aiding partners

Although not as obviously impactful as some of the other projects we support, this year we supported the IUCN SSC African Rhino Specialist Group (AfrSG) in a number of ways:

- editing the proceedings from the February 2016 meeting;
- supporting the costs of the AfrSG Secretariat; and
- helping cover the cost of issue 58 of *Pachyderm*, an international peer-reviewed journal about conservation and management of the African elephant and African and Asian rhino in the wild.

Our expert team organised various events for partners to help increase donations. We also facilitated a 10-day informant-and crime-management training course for 18 participants in East Africa.

Inspiring fundraisers

Our supporters constantly inspire us. This year, like every other, we have worked with some incredible community fundraisers. We have watched as one amazing family, including two toddlers, travelled around Europe in a rhino-themed campervan to raise funds to protect rhinos.

We witnessed incredible feats of human endurance including that by our London Marathon hero Liz Winton, who ran her third marathon for us in 2017 and has raised £10,000 for Save the Rhino across her three races. Whether it is a bake sale, a cycle or a run across the Yukon in Arctic Canada, we owe many thanks to these incredible people.

TOP LEFT: SCHOOL GROUP IN FRONT OF RAFKI WA FARU BUS | GEORGE ADAMSON WILDLIFE PRESERVATION TRUST, BOTTOM LEFT: LOLESHA LUANGWA CLASSROOM MURAL | TRISTAN VINCE, TOP CENTRE: RHINO AND ELEPHANT SUPPORT GROUP (RESG) MEETING | RICHARD EMSLIE, BOTTOM CENTRE: MANAGING INFORMANTS WORKSHOP | WAYNE EVANS, TOP RIGHT: CUMMINGS FAMILY CAMPER VAN AND SIGNERS | IAN CUMMINGS, BOTTOM RIGHT: LIZ WINTON IN RHINO COSTUME AT THE LONDON MARATHON | JIM HIGHAM

State of the rhino

Africa

The number of African rhinos killed by poachers declined slightly, for the first time in six years. Nonetheless, about 1,159 rhinos were killed by poachers across Africa in 2016.¹ This figure is lower than that for the previous year (1,346 rhinos killed across the continent), but poaching levels continue to be unsustainable.

Although the number of poaching incidents declined or remained the same in all African rhino range states, poaching patterns have shifted to focus on different populations as protection and law enforcement efforts strengthen the deterrent and response in certain sites.

For example, while the majority of incidents continue to occur in Kruger National Park in South Africa, the province of KwaZulu-Natal saw a sharp increase during 2016 as compared with the previous year. White rhino continue to be the main victim of poaching gangs, with 1,032 killed during 2016, as compared to 127 black rhinos killed. This discrepancy can be attributed to the more social nature of the white rhino, which is commonly found in small family groups, and to its dietary preferences, since it grazes on grass in the open rather than browsing in thick scrub like the more solitary black rhino.

Source

¹Data 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). These data are as at 31 December 2015



Rhinos and the IUCN Red List

Southern white rhino

Ceratotherium simum simum

In-situ population² 19,666—21,085

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>

Northern white rhino

Ceratotherium simum cottoni

Population 3 (Kenya, introduced)

IUCN RED LIST CLASSIFICATION

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

<CR>

Black rhino

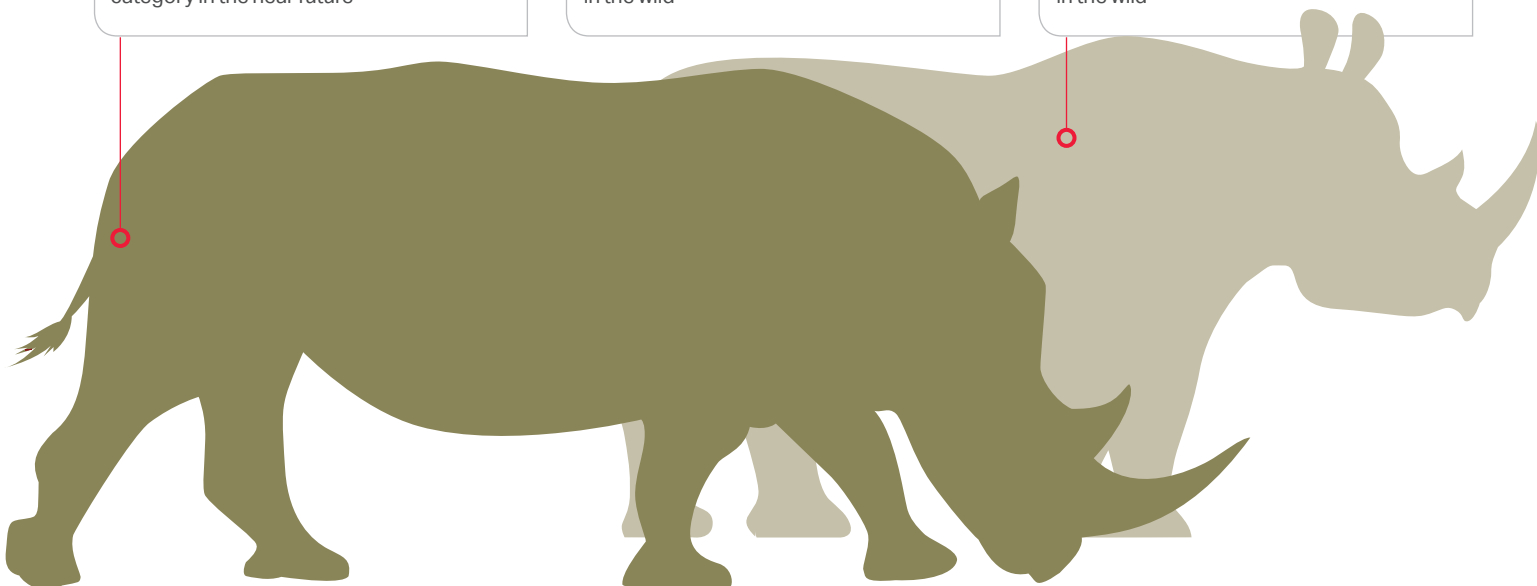
Diceros bicornis

In-situ population² 5,040—5,458

IUCN RED LIST CLASSIFICATION

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

<CR>



Asia

In Asia, each of the three species of rhino are fewer in number than the two African species. The Critically Endangered Sumatran rhino numbers have been revised down, based on better data, whilst the Critically Endangered Javan rhino population numbers have increased slightly on five years ago.

While the Sumatran and Javan rhinos do not suffer from poaching attempts – in so far as we can detect – the Greater one-horned rhinos are being poached in India and, to a much lesser extent, Nepal.

According to the IUCN SSC AfRSG / Asian Rhino Specialist Group (AsRSG) and TRAFFIC report to the CITES CoP17,

"Viet Nam continues to be the leading country of import, accounting for some 20% of the rhino horns by weight or number. Two-thirds of the seizures made by Viet Nam involved

African rhino horns arriving at international airports in Ha Noi and Ho Chi Minh City [...] China ranks second to Viet Nam as a destination, and together with Hong Kong SAR (a Special Administrative Region in China), nearly equals Viet Nam in terms of weight of the horns seized (nearly 19%), but actually surpasses Viet Nam in terms of the number of cases and rhino horns/horn pieces seized (more than 20%).

"To some degree Viet Nam functions as a supplier of rhino horn to China, with at least nine seizure cases made in China since 2010 noting Viet Nam as the source, while market surveys have shown Chinese citizens as major buyers of rhino products in Vietnamese markets. Most seizures in other Asian countries involve rhino horns in transit to Viet Nam and China. Likewise, in Europe (including Belgium, Czech Republic, France, Germany, the Netherlands, Slovakia and United Kingdom) and the United States, most rhino trade crime involves Vietnamese or Chinese nationals, indicating the global reach and linkages of criminal networks."

Sumatran rhino
Dicerorhinus sumatrensis
In-situ population <100

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 population² 67

IUCN RED LIST CLASSIFICATION

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

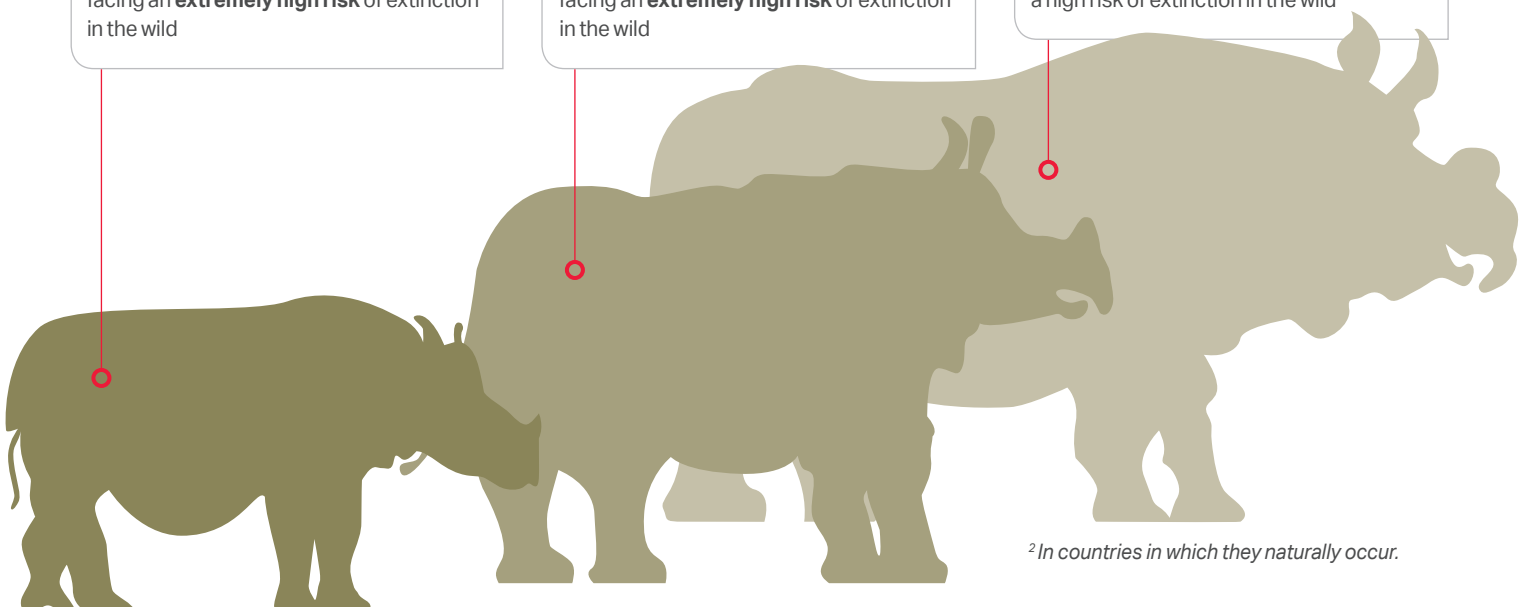
<CR>

Greater one-horned rhino
Rhinoceros unicornis
In-situ population² 3,500+

IUCN RED LIST CLASSIFICATION

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

<NT>



² In countries in which they naturally occur.

Where we work

In 2017 we supported 25 programmes and campaigns with £1,553,784

£114,992

Borana Conservancy, Kenya

Anti-poaching and monitoring,
environmental education

£21,920

Lewa Wildlife Conservancy, Kenya

Anti-poaching and monitoring

£103,154

Oi Jogi, Kenya

Anti-poaching and monitoring, captive
breeding and veterinary

£21,920

Oi Pejeta Conservancy, Kenya

Anti-poaching and monitoring

£119,210

Association of Private Land Rhino Sanctuaries, Kenya

Anti-poaching and monitoring,
capacity building, captive
breeding and veterinary

£46,885

Big Life Foundation, Kenya

Anti-poaching and monitoring

£20,142

Rhino Fund Uganda, Uganda

Anti-poaching and monitoring

£67,613

Mkomazi Rhino Sanctuary, Tanzania

Anti-poaching and monitoring,
environmental education

£405,714

North Luangwa Conservation Programme, Zambia

Anti-poaching and monitoring,
environmental education

£1,265

Dambari Wildlife Trust, Zimbabwe

Anti-poaching and monitoring

£18,262

Lowveld Rhino Trust, Zimbabwe

Anti-poaching and monitoring,
community conservation

£131,190

Ministry of Environment and Tourism, Namibia

Anti-poaching and monitoring,
capacity building

£87,961

Save the Rhino Trust, Namibia

Anti-poaching and monitoring,
capacity building

£101,930

Hluhluwe-iMfolozi Park, South Africa

Anti-poaching and monitoring

£44,078

uMkhuze Game Reserve, South Africa

Anti-poaching and monitoring

£10,762

Big Game Parks, Swaziland

Anti-poaching and monitoring

£5,415

**Regional Canine
Coordinator, Africa**

Capacity building

£51,507

**African Rhino
Specialist Group, Africa**

Capacity building

£10,411

IRV2020, India

Anti-poaching and monitoring

£9,579

RPU programme, Indonesia

Anti-poaching and monitoring

£48,865

**Sumatran Rhino Sanctuary,
Indonesia**

Captive breeding and veterinary

£21,413

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

Anti-poaching and monitoring

£54,813

TRAFFIC GMP, Viet Nam

Demand reduction

£33,787

Education for Nature, Viet Nam

Demand reduction

£1,000

Rhino Resource Center

Capacity building

Other grants were made to

£23,597

African Parks

£4,007

**Bioken /James Ashe
Antivenom Trust**

£1,547

**Environmental
Investigation Agency**

£288

Laikipia Wildlife Forum

£3,492

StopRhinoPoaching.com

£41,812

The Long Run

£3,465

**Welgevonden
Game Reserve**

£200

**Wildlands
Conservation Trust**

£70,007

Zeitz Foundation

Strategy 1

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



Save the Rhino raises funds to help protect and increase rhino numbers and population distribution in African and Asian range states. Our work is focused at a species level. 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 which 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 which 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, the impact we’d like to achieve – working in close cooperation with our partners – is that the status of the three Critically Endangered rhino species (black, Sumatran and Javan) will be down-listed to a lower category of threat on the IUCN’s Red List.

Case study

Lewa-Borana Conservancy, Kenya

Lewa Wildlife Conservancy and neighbouring Borana Conservancy are located in Laikipia and Meru Counties, just north of the Equator in Kenya. While the first rhino sanctuary in the country was created at Lewa, thanks to the foresight of Anna Merz and the Craig family, Borana had lost all of its rhinos in the poaching wars of the 1980s and 90s, and only regained them in 2013 when a founder population of black rhinos was reintroduced. Now they are thriving, and Lewa-Borana work closely with Ol Jogi and Ol Pejeta Conservancy to provide rhino monitoring and protection at landscape level.

Activity

We supported rhino monitoring and anti-poaching work on neighbouring rhino sanctuaries, Borana Conservancy and Lewa Wildlife Conservancy, which co-manage their black and white rhino populations across both properties. Our grants have supported ranger salaries and vehicle running costs, the canine unit based at Lewa, and new accommodation and ablution blocks for the rangers. Keeping motivation and morale high is key to preventing disaffection and insider involvement in poaching.

Inputs

- A total of £114,992 was awarded to Borana Conservancy in Kenya, thanks to grants of \$78,341 from the US Fish & Wildlife Service’s Rhino and Tiger Conservation Fund, \$25,847 from the Anna Merz Rhino Trust, \$20,000 came from the Charles Engelhard Foundation, £10,657 from Sporting Rifle’s readers, £500 from the Kiboko Trust, and various miscellaneous donations received from our supporters
- £21,920 for Lewa Wildlife Conservancy, raised via our 2015 Rhino Dog Squad appeal. Lewa’s canine unit includes Belgian Malinois and bloodhounds, who are used to track poachers as well as being deployed at roadblocks to search for rhino horn, ivory and weapons. The dogs’ assistance is frequently requested by neighbouring communities, who value the unit’s ability to help find lost or stolen property and livestock

TOP: BORANA APU ABOUT TO GO ON NIGHT PATROL | SRI

Outputs

- Four new accommodation and showerblocks were completed. One was built at Fox 3 on the western boundary of Borana. A second at November Golf in the east, a third at Papa Golf on the northern end, and the last was completed in Ngare Ndare. The accommodation upgrades have greatly contributed to the welfare of rangers, and eased the shortfall of housing that Borana has had since the introduction of rhino and the subsequent increase in its ranger numbers
- Average sighting frequencies remain at 1.3 (i.e. each rhino was sighted on average every 1.3 days)
- 3,650 day-time patrols as planned
- 1,460 night-time armed patrols / standing Observation Posts as planned (i.e. 4 per night)
- 12 anti-poaching aerial patrols totalling 18.5 hours, as well as a further 21 hours of general security-logged flying hours, making a total of 39.5 hours' flying time
- All rangers completed the training to a good level, and skillsets are being maintained with regular in-house refreshers, allowing good advancement in subsequent training
- 365 situation-reps compiled and submitted to Lewa as planned
- 365 daily counts were performed by scouts using Cyber Tracker and SMART software. These are fed into the greater Lewa database. 1 aerial game count was performed in conjunction with Lewa at a landscape level
- 4 quarterly reports produced as planned. These are now produced by the Lewa research team in accordance with the collaborative management plan between Lewa and Borana
- Daily training exercises or live deployments by Lewa's canine unit

Outcomes

The last poaching incident on Lewa-Borana was in July 2015; proof that very high standards of monitoring combined with frequent ranger training programmes, good quality equipment and decent living conditions can provide an effective deterrent against both insider corruption and external threats.

Lewa-Borana is well on the way to achieving Key 1 status for its black rhino population and will become an important donor of rhinos for other locations in Kenya, helping the country to achieve its long-term vision of 2,000 black rhinos. This will not only help Kenya to achieve its national target of 2,000 black rhinos but will also develop vital stakeholder relationships with the six Maasai villages in Il Ngwesi Group Ranch, creating jobs while empowering them to become rhino custodians.

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
Important 1	Population increasing or stable AND N=20-50	
Important 2	Population trend unknown or decreasing <25% (3-5 years) AND N=51-100	
Important 3	Population decreasing but N=20-50 in breeding contact, in a protected area	
Important 4	N=20+ dispersed outside or within a protected area with good potential for consolidation in an area that can take at least 20 founders	

“

The rhino programme on Borana was started in 2013, and has seen a founder population grow rapidly with nine births, as well as the amalgamation with Lewa to create East Africa's largest rhino sanctuary with the potential to be a Key 1 black rhino population.

None of this would have been possible without the incredible support of Save the Rhino international, which has raised vast amounts of capital, without which none of this would have been possible. They've done all this in a tiny office with incredibly enthusiastic staff and volunteers who are a pleasure to deal with.

Sam Taylor, Chief Conservation Officer, Borana Conservancy



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

Case study

North Luangwa Conservation Project, Zambia

The North Luangwa Conservation Project (NLCP), a Frankfurt Zoological Society project established as a Zambian NGO in 1986, adds capacity to, and works in partnership with, the Zambian Department of National Parks and Wildlife, specifically in the North Luangwa ecosystem with the National Park of the same name at its core. NLCP financially supports, technically advises and facilitates the Department in all aspects of the conservation and management of the National Park and the surrounding Game Management Areas, covering an operational area >26,000km².

NLCP successfully managed the re-introduction of 25 black rhino (*Diceros bicornis minor*) in four phases from 2003-2010; and continues to manage security operations to ensure their survival; this has since become the most visible focus of the programme. But NLCP is a very broad-based project that is involved in all aspects of the management of the North Luangwa ecosystem: law enforcement anti-poaching, Park operations and infrastructure development, ranger training, management planning and engaging communities and youth through its conservation education programme (see Case study under Strategy 3).

Activity

Our grants paid for a new Toyota Landcruiser, for a Cessna 206 and Year 1 running costs, for law enforcement equipment, the construction of a new armoury to safely store weapons used by the Rhino Elephant and Protection Unit, for ranger training, and for the translocation of further rhinos from Victoria Falls Private Game Reserve in Zimbabwe to Zambia (scheduled for November 2017).

Inputs

- We awarded a total of £369,482 to NLCP in 2016–17 specifically for the monitoring and protection of the Park and its wildlife, thanks to grants of \$557,000 from the Wildcat Foundation (NB: some spent in FY 2015-16), £50,000 from Peter Lawrence and miscellaneous donations from other donors
- In October 2016, we also organised a talk in central London by NLCP's Technical Advisor, Claire Lewis, for donors to and supporters of the programme (see Case study under Strategy 5)

Outputs

- Firearms and spares are securely held at the armoury, improving their care, maintenance and security between patrols. This same armoury is used to store ammunition
- Law enforcement equipment was bought and distributed to all scouts and Officers working in North Luangwa National Park
- Two training courses were delivered, with more planned for 2017–18
- The Cessna 206 has been deployed and is working effectively alongside the Aviat Husky, while the old Cessna 182 has been donated to the Wildlife Crime Prevention Project in Lusaka for its improved and efficient access to critical Intelligence and Investigation Units, across the country and region
- The new Landcruiser was due to arrive in Lusaka in July 2017, ready for deployment to the Park in August 2017

Outcomes

Ensuring the long-term success of this programme requires sustained focus and activities across all five of NLCP's main strategies:

- 1 Enhanced effective protected area operations and capacity
- 2 Strengthened infrastructure development in support of effective operations
- 3 Monitored wildlife populations (specifically black rhino and elephant) and law enforcement / poaching effort
- 4 Improved community and educational awareness of conservation
- 5 Developed and implemented financial sustainability of NLE through policies and plans in support of effective ecosystem management

Save the Rhino's grants helped NLCP advance its work across the first three of these strategies (and see also Strategy 3's case study of Lolesha Luangwa).

LEFT: RHINO ANNA AND HER CALF, LEWA WILDLIFE CONSERVANCY | SRI



“

North Luangwa National Park and the surrounding area, which NLCP supports Zambia's Department of National Parks and Wildlife (DNPW) in protecting, is one of Africa's last truly great wildernesses, taking its name from the longest undammed river on the continent. From a largely unprotected area in the 1980s to Zambia's arguably best-protected National Park today, it is a huge testament to the men and women tasked with its integrity over the past nearly 30 years.

NLCP is working towards sustainability of the ecosystem for global future generations by developing an integrated business and tourism plan for the utilisation and protection of the National Park and surrounding areas. The black rhino are just one part of a whole, but without them there would be no whole.

**Claire Lewis, Technical Advisor,
North Luangwa Conservation Programme**

MAIN: RANGERS COOKING | TRISTAN VINCE

Strategy 2

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

We share information and help link rhino experts together, so that people working on the front-line of conservation benefit from the best skills and experience. We make sure that research and funding is channelled into projects that the people on the ground want and need; money is used wisely and makes the biggest impact on rhinos possible.

Case study

African Rhino Specialist Group

Activity

We supported the IUCN SSC African Rhino Specialist Group (AfRSG) in a number of ways: editing the proceedings from the February 2016 meeting; supporting the costs of the AfRSG Secretariat; and helping cover the cost of issue 58 of *Pachyderm*, an international peer-reviewed journal that deals primarily with matters relating to the vital conservation and management of the African elephant and African and Asian rhino in the wild.

The AfRSG's goal and objectives

Goal

The original project goal was promote the recovery and long-term management of the various African rhino species and subspecies.

Objectives

- 1 To provide the CITES Secretariat and CITES Parties with the best information to make informed and balanced decisions
- 2 To facilitate rhino conservation mechanisms through liaison
- 3 To recommend best practice and capacity building of Range States and their rhino programs
- 4 To facilitate the spread of information on rhino-related issues amongst Range States and civil society through enhanced communication and awareness activities
- 5 To cultivate and maintain a positive donor support base
- 6 To assist donors in making informed and strategic decisions on project applications by others
- 7 To assist in minimising illegal rhino-related activities by assisting investigation and prosecution efforts and enabling decision makers (judiciary) to make informed decisions

- 8 To enhance rhino conservation through the development of rhino conservation plans, strategies and policies
- 9 To manage all funds within budget and time constraints, and efficient project management
- 10 To deal with any miscellaneous rhino-related issues or queries arising

Inputs

- Approximately 20 days of the CEO's time to edit the 2016 meeting Proceedings
- A total of £33,717 for the core work of the AfRSG Secretariat, thanks to grants of \$15,000 from USFWS, \$5,000 from SRI Inc., £3,200 from our core funds, and a total of €7,203 from Dierenpark Amersfoort as well as other miscellaneous donations
- A total of £17,790 for *Pachyderm*, made from grants of \$6,584 from Save the Elephants, £2,070 from Aspinall Foundation, \$1,000 from the International Rhino Foundation, £1,000 from our core funds, \$2,550 from WWF-Kenya / WWF-Eastern Africa Programme Office, and \$11,962 from the Anna Merz Rhino Trust. The surplus funds were carried over to 2017–18

A sample of the outputs produced

- African Rhino Range States' African Rhino Conservation Plan completed and launched. Already approved by nine out of eleven Range States
- Kenyan national black rhino strategy 2018–22 drafted
- As usual, the Chair and Scientific Officer liaised with many organisations during period. CITES CoP17 provided many networking opportunities, but of particular value were discussions with stakeholders regarding a proposed re-establishment of a significant founder population of black rhino in Rwanda, on genetic issues and on law enforcement coordination meetings in the SADC region
- Another major joint IUCN / TRAFFIC rhino report produced for CITES CoP17 cites.org/sites/default/files/eng/cop/17/WorkingDocs/E-CoP17-68-A5.pdf

Outcomes

- Continued excellent reporting and advice, with greater knowledge of / attention to transit states (e.g. Mozambique, Tanzania and Czech Republic) and consumer countries (e.g. China as well as Vietnam) and their involvement in trafficking etc.



“

You play such a valuable and helpful role here

Dr Richard Emslie, Scientific Officer for the AfRSG
on the role played by Save the Rhino in supporting
the Specialist Group



- Continued growth or stabilisation of black and white rhino numbers, despite the severity of the poaching crisis
- Greater understanding by journalists (and hence the general public) of the complex nature of key rhino issues
- Continued exchange of information / support between AfRSG and donor organisations, as well as new funders / funding mechanisms
- Greater proportion of funds directed to Key 1 and Key 2 populations / other initiatives that will have major impact on increasing rhino numbers
- While lead times to court hearings remain lengthy and difficult to influence, more cases, at higher levels, are being heard, successfully prosecuted (using the full range of available offences) and convicted, with exemplary sentences and confiscation of assets resulting
- Completion of national plans for all rhino range states with annual timelines, action plans and regular reviews to assess progress made towards Key Performance Indicators

Facts

- The IUCN Species Survival Commission (SSC)'s AfRSG, formed in 1991, is the most internationally recognised and politically acceptable mechanism for providing the required strategic and technical direction, as well as the capacity building required for effective rhino conservation
- The AfRSG's Secretariat comprises a Chair (Dr M. Knight of SANParks, appointed in March 2011), Vice-Chair (Dr B. Okita of Save the Elephants, appointed March 2011) and a part-time Scientific Officer (Dr R. Emslie, appointed in 1994)
- Around 50 members, including rhino experts, conservation practitioners (including official rhino Range States' representatives), general specialists (such as economists, community specialists, geneticists, security experts, investigators, trade specialists, and private rhino owners) and representatives of key donor organisations
- Save the Rhino's CEO, Cathy Dean, is one of only four members based in the UK

TOP TO BOTTOM: CONVENTION ON INTERNATIONAL TRADE IN ENDANGERED SPECIES OF WILD FAUNA AND FLORA – CONFERENCE OF THE PARTIES (CITES COP17), RHINO ORPHANS, SOUTH AFRICAN DEVELOPMENT COMMUNITY RHINO MANAGEMENT GROUP (SADC RMG) MEETING, WHITE RHINO | RICHARD EMSLIE

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

Case study

Informant- and crime-management training course for rhino programme field managers and investigators in Kenya, Rwanda, Uganda and Zambia

Activity

A 10-day training course for 18 participants, including 10 people from the Kenya Wildlife Service, two from Rhino Fund Uganda, four from the North Luangwa Conservation Project in Zambia, and one person each from African Parks' project in Akagera National Park in Rwanda and from the Association of Private Land Rhino Sanctuaries in Kenya. The course was held in Nanyuki, Kenya, in October 2017; however the planning was all done during 2016–17.

Inputs

- 10 days' training by instructors Wayne Evans and Rod Potter
- A total grant of \$59,411¹, thanks to grants of \$32,706 from USFWS RTCF, \$8,389 from Save the Rhino's own core funds, and \$18,315 from participants' own organisations

Outputs

- Assessment of participants at the end of the course.
The training course itself was evaluated using a variety of methods, mostly using written tests, product sampling and simulation. The pass mark was 80% for every evaluation and all students had to pass every evaluation; marks are not averaged out for the course as a whole
- Distribution of items to each participant: the detailed Training Course Manual, a Flash Drive with additional information, a contraband flipbook, digital voice recorder and mini forensic-field-pack containing a basic fingerprint-lifting kit, touch NDA kit, tweezers, evidence bags, seals and permanent marker

Outcome

The main outcome is that, in facilitating the competent management of informants and crime information, the course will contribute to better investigations and prosecutions in the wildlife sector. Upon competent completion of this course, participants possessed the skills necessary to confidently manage criminal informants in a safe, productive and legal manner.

As a result, we expect that information gained supports infiltration of criminal networks, leads to convictions, and ultimately disrupts the poaching of endangered species such as rhino and elephant and the trafficking of wildlife products.

¹Some of this paid out in 2017–18

BELOW: MANAGING INFORMANTS WORKSHOP, KENYA | WAYNE EVANS

RIGHT: BADLY DECOMPOSED BODY AT A RHINO CRIME SCENE | SRT



“

Feedback from participants on the course included...

"Instructors were professionals in all aspects, facilitation was excellent, equipment used for demonstration were excellent"

"Skills and practical knowledge especially on equipment easily available for the job which I didn't know about"

"It is very relevant to what I do and the increased knowledge will enhance capability in the work place"

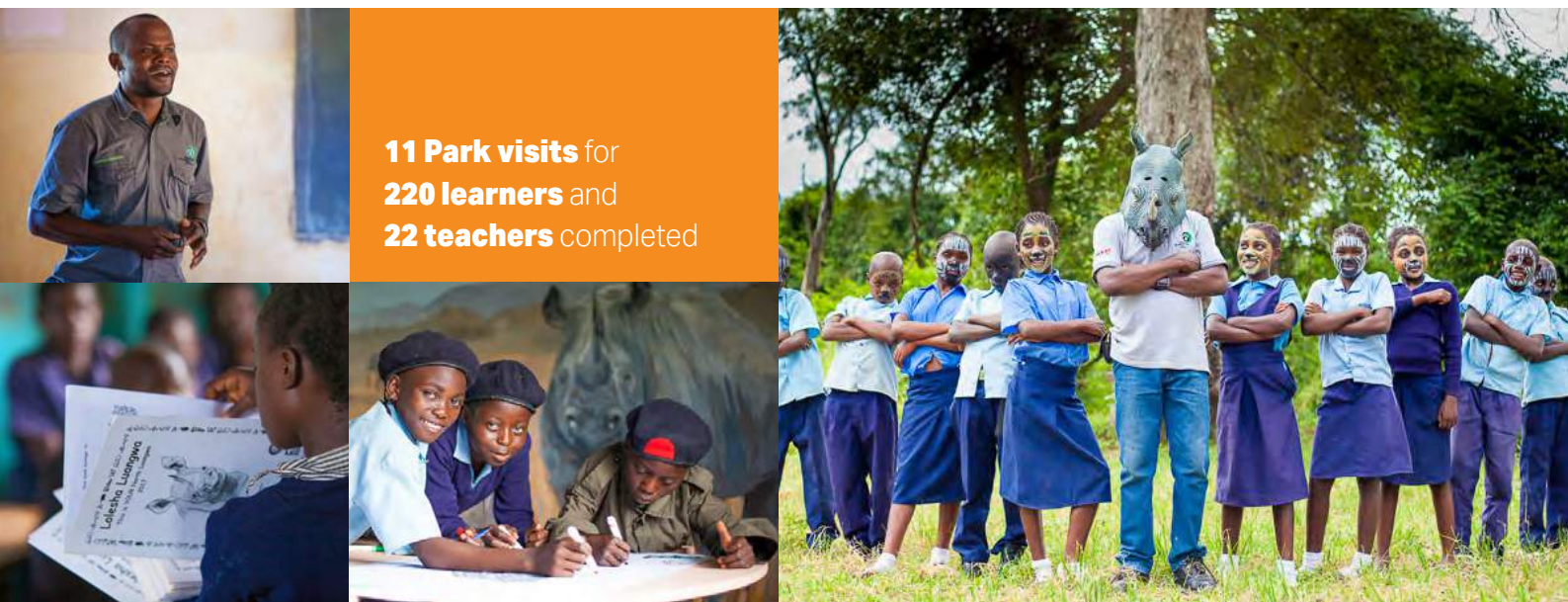
"The most thing that has been good about this course is that main topics has been good and the teaching as well good on different topics"

"Varied modes of presentation of course contents; PowerPoint as well as discussions and video clips to expound on some topics. Real practical sessions which were hands on, also added value to the course"



Strategy 3

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



11 Park visits for
220 learners and
22 teachers completed

We champion community-led conservation, so people living near rhinos understand the value that rhinos and their habitat can bring to their communities, feel a sense of ownership and responsibility for wildlife, and are inspired and empowered to protect it.

Case study

Lolesha Luangwa, Zambia

Activity

Lolesha Luangwa ("Look after Luangwa") conservation education programme targets communities in three 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 content is carefully designed to align and integrate with the Zambian national curriculum to disseminate specific messages to communities, using schoolchildren as message multipliers. Lolesha Luangwa began in 2003 and has been substantially revised, improved and expanded since Save the Rhino first funded it in 2006.

Inputs

- Total grant of £36,225, comprising \$22,780 from USFWS, \$25,200 from Disney Conservation Fund and £2,000 from Ales Weiner
- 42 days of mentoring and training support donated by Ruth Desforges from Save the Rhino's partner, the Zoological Society of London's Discovery and Learning Department

Outputs

Totals are for the year July 2016 to June 2017

- 351 lessons delivered.
In 2016: 6 Mpika schools x 4 lessons = 24;
8 Mukungule schools x 5 lessons = 40;
7 Chama schools x 1 lesson = 7; Total = 71 lessons.
In 2017: 6 Mpika schools x 12 lessons = 72 lessons delivered;
8 Mukungule schools x 11 lessons = 88;
8 Chama schools x 15 lesson = 120;
Total = 280 lessons
- 1,950 Activity Booklets and 30 Teachers' Conservation Guides printed; 627 Activity Booklets and 7 Teachers' Conservation Guides distributed to Chama zone; 658 Activity Booklets and 8 Teachers' Conservation Guides distributed to Mpika zone; 528 Activity Booklets and 8 Teachers' Conservation Guides distributed to Mukungule zone; 4 Teachers' Conservation Guides retained by NLCP for staff; 3 spare
- 21 x Rhino Races and Rhino Soccer Competitions completed in 2016

“

It's really nice that so many kids came out wanting to teach people about what they have learnt and also recognising that it is important that they should spread the message. Feedback overwhelmingly tells us that the learners have told their friends and family about Lolesha Luangwa, conservation in general and more specifically black rhinos.

When questioned what they had said, many responses focused on telling people not to cut down trees, kill animals, litter the environment, as well as encouraging people to protect water sources, care about conservation, and that North Luangwa National Park is very important.

Also, a big take home message from all Lolesha Luangwa interventions is that poaching is wrong and that they should report poachers, which is great because they know what actions they can take and to whom to report.

**Claire Lewis, Technical Advisor,
North Luangwa
Conservation
Programme**

- 11 x Park visits for 220 learners and 22 teachers completed
- 112 x pre- and 153 x post curriculum questionnaires collected and inputted; 162 Activity Books sampled and 6 selected pages per book photographed to assess completion rates; 51 module feedback forms were returned; 12 LLEO (Park visit) self-reflective feedback forms and 9 LLSO (school presentations) self-reflective feedback forms; 5 x pre- and 5 x post-Park visit mind maps; 60 x pre- and 60 x post-Park visit learner feedback forms; 22 post-Park visit teacher exit forms; and no interview data collected in 2016. Detailed and extensive monitoring and evaluation report by Ruth Desforges of ZSL produced
- Sylvester Kampamba, former Lolesha Luangwa Education Officer came third in the "Education and Awareness" category of the GRAA's Rhino Conservation Awards 2016, and he was made a Disney Conservation Hero in 2016
- Detailed assessments and feedback given by Ruth Desforges to the Lolesha Luangwa team, following her visit to North Luangwa in September 2016

Outcomes

- Preliminary analysis of 2016 monitoring and evaluation data indicates that participants' knowledge base on North Luangwa National Park, conservation and black rhinos increased
- In the reporting period, no black rhinos were poached in North Luangwa National Park, and the rhino population is achieving >8% growth

ALL IMAGES: MICHAEL ELIKO, LOLESHA LUANGWA'S EDUCATION OFFICER AND HIS STUDENTS LEARN ABOUT LOLESHA LUANGWA'S WILDLIFE | TRISTAN VINCE



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

Case study

Rafiki wa Faru, Tanzania

Activity

The Mkomazi Rhino Sanctuary is 55 km² enclosed within a 40km-long perimeter fence and situated inside Mkomazi National Park in NE Tanzania, on the border with Kenya. Mkomazi falls within the Tsavo ecosystem and has prime habitat for black rhino. A black rhino reintroduction and breeding programme began in 1997.

The main threat to the rhino is poaching for the international illegal trade in rhino horn. Fortunately, but perhaps surprisingly, the Mkomazi Rhino Sanctuary – managed by Tony Fitzjohn of the George Adamson Wildlife Preservation Trust, in conjunction with the Tanzanian National Parks authority – has not, yet, been targeted by rhino poaching gangs. However, elephant and lion poachers, as well as commercial bush meat poachers, are operating in the area (using firearms and snares), and the risk remains very real.

The Sanctuary practises a multi-faceted approach to rhino security, including traditional protection methods such as alarmed fencing, anti-poaching patrols, aerial surveillance, training scouts and, since August 2015, deploying a canine unit. "Fortress conservation" has a vital role to play during the rhino poaching crisis; but winning the hearts and minds of local communities, teaching them about flagship species such as the black rhino, and engaging them in positive environmental action are also necessary to ensure the long-term security of these species.

MRS has therefore developed an environmental education program: Rafiki wa Faru (RwF), which means "Friend of rhino" in Swahili, targets schools and communities in 14 villages surrounding the National Park. The content of Rafiki wa Faru (initiated in 2008) is carefully designed to disseminate specific messages to communities, using schoolchildren aged 13-14 as message multipliers; this age group has been chosen as their understanding and language skills are developed enough to tell a reliable story about their learning experiences with family members including younger siblings and elders; children are recognised as important message multipliers in families and communities. Decision-makers at a district government and village community levels are important secondary audiences for the programme.

Rafiki wa Faru's content includes introduction to black rhino as a species and their importance in an ecosystem; leading on to discussion of the local extinction of the black rhino and the reasons why this occurred; and culminating in the security measures needed to monitor and protect these populations.

Other issues covered are of particular relevant to Mkomazi National Park: the wild dog breeding programme, water conservation and habitat restoration. Rafiki wa Faru also emphasises the benefits that come from having black rhinos in the National Park, through employment of rangers / officers and tourism, and demonstrates the high level of security around the black rhino area and how individuals' choices and actions can impact on the environment, as well as suggesting positive steps that the schoolchildren, their families and local communities can take to support conservation.



Inputs

£16,080 in grants, comprising \$19,742 from USFWS, £2,000 from longstanding supporter Ales Weiner, and other small donations received via our website.

Outputs

- 30 bus visits into the National Park (26 for secondary school students, 2 for village leaders, 1 for a teacher group and 1 visit for a small class of primary school students camping in Mkomazi National Park)
- 866 learners reached: 731 students, 80 teachers and 54 village elders
- 910 Activity Booklets in Kiswahili distributed to Rafiki wa Faru participants, visiting dignitaries and TANAPA management
- 6 more schools have started up Wildlife Clubs; many schools have now started up Environmental Clubs
- Data are collected after every bus trip and some of these are now being translated back to English and will be sent to Chester Zoo Education Department for analysis and feedback

Outcomes

- Improved knowledge of Mkomazi National Park, conservation and black rhinos in primary target audience, with higher levels of knowledge and engagement as compared to the early years of Rafiki wa Faru
- Improved knowledge of the same in secondary audiences (teachers and village leaders) and anecdotal evidence that conservation messages instilled in school children during visits to the Park are being disseminated throughout the wider community
- No black rhinos poached in Mkomazi Rhino Sanctuary
- The number of black rhino in the Sanctuary increased by +5% during the year

LEFT: RAFIKI WA FARU ACTIVITY BOOKLET BELOW: SCHOOL GROUP VISITS THE RAFIKI WA FARU PROGRAMME | GEORGE ADAMSON WILDLIFE PRESERVATION TRUST



Strategy 4

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

Case study

Education for Nature, Viet Nam

Inputs

A total of £33,787 went to Education for Nature-Vietnam (ENV) for its work to reduce the demand for illegal rhino horn, thanks to the \$21,884 raised by Paul Blackthorne's #SavetheRhinoVietnam campaign through the sale of special T-shirts, €10,000 from Zoo-Berlin and Tierpark Berlin, £6,105 from our core funds and raised by staff member Josephine Gibson, who took part in the "Run for Wildlife", and €3,000 from Zoo de la Barben.

Activities and Outputs

#SavetheRhinoVietnam

In 2016, Save the Rhino International and Education for Nature Vietnam joined forces with Paul Blackthorne, a Hollywood actor and film producer (Paul is best known for his role as Captain Lance in the TV series 'Arrow'). Together we ran the #SavetheRhinoVietnam campaign that aimed to raise funds for ENV's work; and support from young people in Viet Nam. The campaign was supported by many celebrities including Aaron Ramsey, Alex Kingston, Matt Smith, Aamir Khan and many more.

As part of the campaign, Susie Offord-Woolley and Paul visited ENV for a 10-day campaign in Hanoi. Paul gave talks to students at Thang Long University, the British International School, to corporate leaders, held meetings with government agencies, embassies as well as Arrow's fan club. The campaign was covered on 82 news segments on TV, radio, online and printed newspapers reaching millions of people in Viet Nam. The campaign was a great opportunity to mobilise young people in Viet Nam to speak out against the consumption of rhino horn.

Outputs

Public Service Announcements (PSA)

Of all media channels, television is irrefutably the greatest way to convey messages to a large audience of different age groups and occupations in Viet Nam. Therefore, ENV has constantly contributed resources to develop visual public service announcements (PSAs) to spread important wildlife protection messages.

In August 2016, ENV released a Public Service Announcement (PSA) focusing on rhino horn consumption. The PSA features a conversation between a father and his son. Being gifted a piece of rhino horn from the son, the father immediately refuses the gift and emphasises that rhino horn does not have any medicinal value as many people falsely believe. The father also delivers the message that people who buy and consume rhino horns not only support the killing of rhinos, but also embarrass themselves and their entire country.

Through the importance of parenting in Vietnamese culture, the PSA uses a father's words to his son to emphasise that gifts of wildlife products are a misguided way to show respect.



So far, the PSA has aired on 76 national and provincial TV channels across Viet Nam, including major channels like VTV1 and popular cable channels. The PSA is available to watch at bit.ly/2duoxLw

In mid-January 2017, ENV filmed the "Tacky Man" PSA featuring a wannabe celebrity at a red carpet event. He is "trying hard" to look successful and fit in with the A-list guests, but receives no attention. He then displays a rhino horn and mistakenly thinks he is finally getting recognition. However, he is being completely ignored as the cameras and attention are, in fact, focused on the arrival of famous MC Phan Anh. The PSA ends with singer Hong Nhung's message "Rhino horn doesn't impress anyone". The PSA is planned to air in the second quarter of 2017.

Run for Wildlife

More than 600 runners took to the streets on 11 December 2016 to participate in the "Run for Wildlife" hosted by the Hanoi Red River Runners in partnership with ENV. Different races were hosted to allow runners of various age groups and abilities to get together and engage in a healthy activity and spread wildlife messages, specifically rhino protection. Among the participants running for wildlife were representatives of the U.S., British and French Embassies, the Delegation of the European Union to Viet Nam, and U.S. Agency for International Development.

ENV's corporate partners, including Pan Pacific Hanoi, NETCO Post and Cargo Company, and teams from the NGO community also joined the event. Unexpectedly, there were other famous public figures that joined the run and voiced their support for wildlife and particularly rhinos, namely Mr Do Ngoc Minh, a businessman who starred in the popular Vietnamese TV show "Daddy, where are we going?", Ms Ngoc Cham, a famous female soccer player, and Ms Trang Ha, an influential blogger and writer.

References

¹ This does not include a fair number of smaller seizures of pieces of horn for which weights were not recorded.

² This included one kingpin from whom 36 kg of rhino horn were seized.

Data via ENV.

LEFT: PAUL BLACKTHORNE AND SRI UNDERCOVER AT NHI KHE VILLAGE,
SA EMBASSY | SRI

Weight of horn
seized in Vietnam

582 kg¹

Number of horns

485

Number of worldwide
seizures implicating
Vietnamese individuals

48

Number of convictions in
Viet Nam | 2010 to present

7²

Number of
seizures in Viet Nam

39

Number of cases resulting in
imprisonment of
one or more offenders

3



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

Case study

TRAFFIC GMP Viet Nam: The Chi Campaign



Activity

In 2013, TRAFFIC in Viet Nam, the wildlife trade monitoring network and a partner of Save the Rhino, had commissioned research into rhino horn consumers.

The research gave insights into the most prolific consumer: named Mr L, he is typically a wealthy urban male who cares about his health and prefers natural products. He enjoys being seen as a leader at work, within his community and amongst his friends. Importantly, he doesn't care about the extinction of rhinos; their horn is a luxury good to be exploited. He uses rhino horn to show off his status and wealth to peers and superiors in his networks.

These insights, alongside other research, helped to develop an initial phase of the Chi Initiative, an 18-month marketing campaign funded by Save the Rhino and the UK government's Illegal Wildlife Trade Challenge Fund. A key focus of the campaign was to establish strong partnerships and disseminate messages and materials through TRAFFIC's existing networks.

Inputs

£54,813 to TRAFFIC-Vietnam, for final stages of the current phase of the Chi Campaign, thanks to grants of £39,803 from the UK government's Illegal Wildlife Trade Challenge Fund, £71,72 from our core funds, £5,000 from the Simon Gibson Charitable Trust, £2,037 from miscellaneous donations and €1,000 euros from Rhino's energy.

Outcomes

On 22 September 2017, TRAFFIC released a briefing paper outlining initial survey results for the Chi Initiative. It explains that for the initiative to have an effective reach, i.e. to achieve the desired behaviour, the target audience should be exposed to the Chi messaging at least three times. Partnerships with Vietnamese civil society organisations (CSOs) were shown to have had the largest impact on the success of Chi's effective reach.

There is also evidence of altered attitudes among the main consumer groups, with 64% of survey participants saying they would recommend that colleagues, peers, family and friends do not consume rhino horn. This is a way of assessing the extent to which the respondents are attitudinally prepared to recommend not consuming rhino horn, to their peers, colleagues, family, friends, etc. and a sign that Chi's 'mixed methods' approach is achieving resonance, not just reach.

The report showed a significant decline in self-reported rhino horn from 27.5% in 2014 to 7% in 2017, with other research also showing a steady decline in reported consumption. However, the briefing paper notes that this does not correlate with a reduction in the amount of rhino horn being trafficked in Viet Nam and may be a demonstration of the increased law enforcement effort, with consumers being more aware that rhino horn is illegal.

Next steps

TRAFFIC in Viet Nam is now in Phase Two of the Chi Initiative and will continue to evaluate the impact on consumers' attitudes and behaviours.

Stopping the demand for rhino horn by consumers is a vital tool aimed at tackling the trafficking and consumption of rhino horn; however, it will take time before we can see the impact on poaching. We need a 'twin-track' approach to tackling this crime: one track focusing on strong law enforcement and the other delivering strong, tailored behaviour-change messaging issued by those influential with consumer groups and other target audiences. If both of these approaches are delivered effectively, we will start to see the impacts on trafficking and eventually on rhino poaching itself.

ALL IMAGES: CHI EVENT WITH VCCI DA NANG, EVENTS AT GOLF CLUBS AND SIMILAR VENUES
ALONGSIDE POSTER CAMPAIGNS | TRAFFIC



Viet Nam was identified as a key consumer and trafficking country for rhino horn in 2012, yet the poaching crisis has continued to escalate.

This might lead some people to ask what is being done and whether it is working.

We are only now at the point where we are able to start evaluating the impact of some of the behaviour-change efforts.

**Susie Offord-Woolley, Managing Director,
Save the Rhino International**



Strategy 5

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

Case study

Khaki nights

One of the challenges of making our supporters feel connected with the field programmes they help fund is that of distance: taking donors to see rhino conservation efforts in the field is time-consuming and expensive.

To mitigate this, whenever field programme staff come to the UK (for a meeting or conference), we try to arrange an event, a 'Khaki night', to which we can invite 30–40 donors.

BELOW LEFT: MADELON WILLEMSSEN, BELOW RIGHT: FORMER SRI MICHAEL HEARN INTERN
ROSIE CAMMACK AND NATASHA ANDERSON, RIGHT TOP: KHAKI NIGHT,
RIGHT BOTTOM: SAM TAYLOR AND SRI CEO CATHY DEAN | ALL JIM HIGHAM,
RIGHT CENTRE: ED SAYER, CLAIRE LEWIS AND KIDS WITH RHINO KANGO | NLCP

Inputs

- Save the Rhino staff time to organise the events
- The help of, for example, Investec, Virgin Money and the Gonville Hotel in Cambridge for offering venues free-of-charge

Khaki Nights with...

Sam Taylor, Chief Conservation Officer, Borana Conservancy in Kenya

Natasha Anderson, Rhino Monitoring Coordinator, Lowveld Rhino Trust in Zimbabwe

Claire Lewis, Technical Advisor, North Luangwa Conservation Project in Zambia

Madelon Willemsen, Head of Office, TRAFFIC GMP Viet Nam

Outcomes

Khaki Nights provide a great way to connect Save the Rhino's supporters with the field programme staff with whom we work. The format – a drinks reception, followed by a 30-minute presentation and Q&A and then further chat afterwards – provides a low-key, informal chance for conversations about conservation.

Field programme staff are often very isolated from the business of fundraising, apart from the experience of completing grant application forms. For them, the chance to talk with potential and actual donors allows them to understand better the questions or concerns of that supporters might have.



“

Thank you very much indeed for your hospitality on Tuesday and for such an interesting evening.

Claire's talk was fascinating – indeed inspirational – and it was extremely good to meet her and yourself, as well as many others involved with your programme.

Dr Charles Mackworth-Young,
Senior Warden, Society of Apothecaries



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

Case study

The poaching incident at Zoo de Thoiry

Activity



A shocking poaching incident occurred near Paris in March 2017, in which a four-year-old white rhino named Vince was shot for his horn at Parc zoologique de Thoiry. This was the first time a rhino has been killed for its horn in a European zoo, demonstrating the importance of security for rhinos not just across range states in Africa and Asia, but across the world.

Since the attack, no arrests known to have been reported and a number of zoos have been increasing their security over the years. The attack illustrates the cross-border operations of criminal networks involved in the illegal wildlife trade and this new development in the rhino poaching crisis must be tackled with strong and effective law enforcement worldwide.

The brazen approach of the poachers breaking into the Parc zoologique de Thoiry, shooting the rhino and hacking his horn off before fleeing shows the lengths that criminals are taking. The perceived high value of rhino horn is considered to be one of the driving factors of the poaching crisis.

Outcomes

Media interviews



Save the Rhino's former Communications Manager, Katherine Johnston, gave interviews for NBC's Today programme in the USA, Al Jazeera's news hour, ITV's Good Morning Britain, Turkish news channel TRT (as was CEO Cathy Dean) and Sky News, and Partnerships Manager Josephine Gibson spoke to BBC Radio Stoke

Press release and statement

"Rhino poached in European Zoo",
Save the Rhino's website¹

Advice

To the European Association of Zoos and Aquariums's Rhino Taxon Advisory Group, concerning security measures that could be taken by zoos in response to the poaching incident, together with introductions to field experts

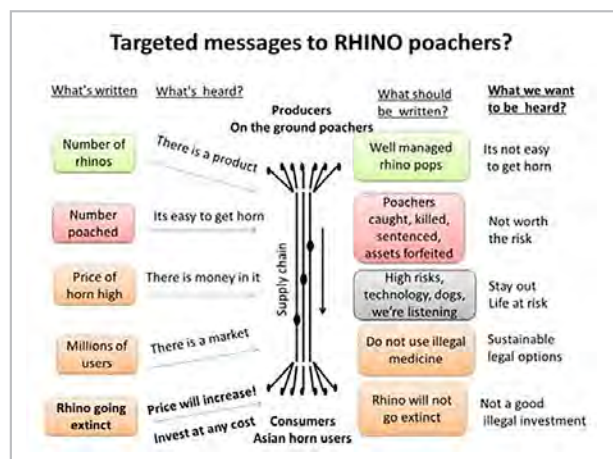


You have also kept an open mind and made decisions on rational grounds, not just pandering to western emotions and to satisfy what a western public wants to hear.

Dr Richard Emslie, Scientific Officer of the IUCN SSC African Rhino Specialist Group

Thorny issue

In response to numerous questions from journalists concerning the value of rhino horn, Save the Rhino consulted with AfrSG members and produced a **"Thorny issue" article** for our website²



Save the Rhino International does not publicise the market value of rhino horn, following recommendations of the IUCN's SSC African Rhino Specialist Group. The Specialist Group believes that communicating the price of rhino horn on the black market could result in increasing the consumer demand for rhino horn, with the risk that individuals looking for a luxury item could be willing to pay higher prices for a perceived scarce resource.

Furthermore, communicating the market value of rhino horn may also cause more poaching, as criminal networks could be tempted by the high prices and be drawn in to rhino horn poaching and trafficking. As an item traded on the black market, any stated value risks being highly inaccurate.

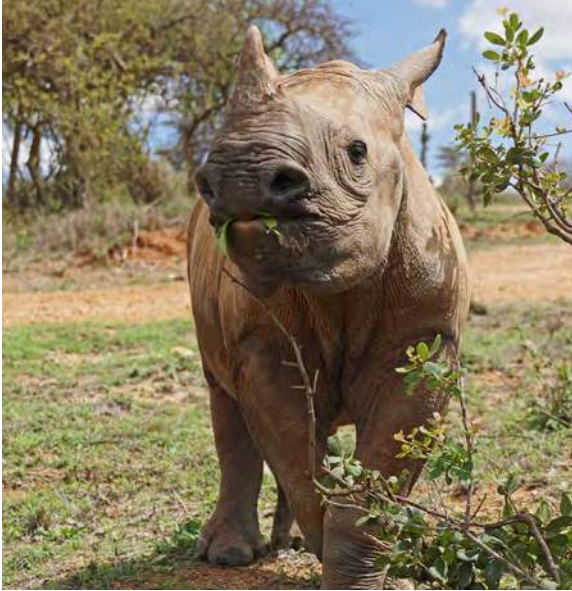
We believe that our communications about the rhino poaching crisis should be responsible and scientifically based.

References

¹ www.savetherhino.org/latest_news/press_centre/press_releases/1641_rhino_poached_in_european_zoo

² www.savetherhino.org/thorny_issues/the_value_of_rhino_horn

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' website¹

apps.charitycommission.gov.uk/Showcharity/RegisterOfCharities/CharityWithPartB.aspx?RegisteredCharityNumber=1035072&SubsidiaryNumber=0

¹ Summary information is presented on these pages.

ABOVE: RHINO MIMI | SRI

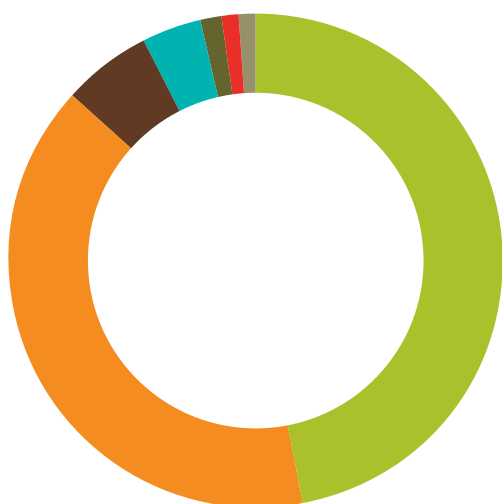
Statement of financial activities

For the year ended 31 March 2017

Incoming resources	£
Donations and legacies	949,687
Charitable activities	753,955
Other trading activities	14,876
Investments	143
Total incoming resources	1,718,661
Resources expended	
Raising funds	316,299
Charitable activities	1,753,634
Other	4,605
Total expenditure	2,074,538
Net income for the year	(355,877)
Transfers between funds	0
Net movement in funds for the year	(355,877)
Balance of funds at 1 April 2016	990,701
Balance of funds at 31 March 2017	634,824

By rhino species

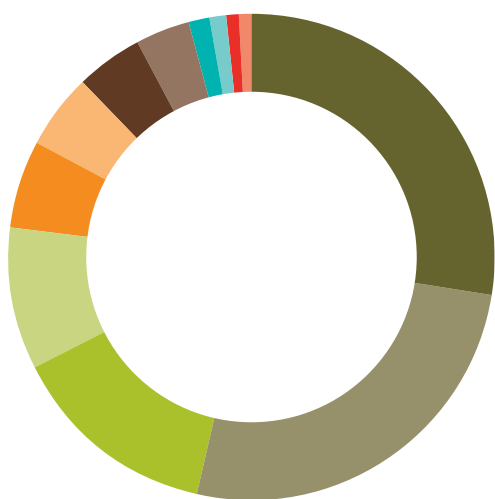
Total grants awarded 2017¹



Black	£734,571	47.3%
White and black	£619,199	39.9%
Miscellaneous	£89,605	5.8%
Sumatran	£58,444	3.8%
Javan	£21,413	1.4%
White	£20,142	1.3%
Greater one-horned	£10,411	0.7%

By country

Total grants awarded 2017¹

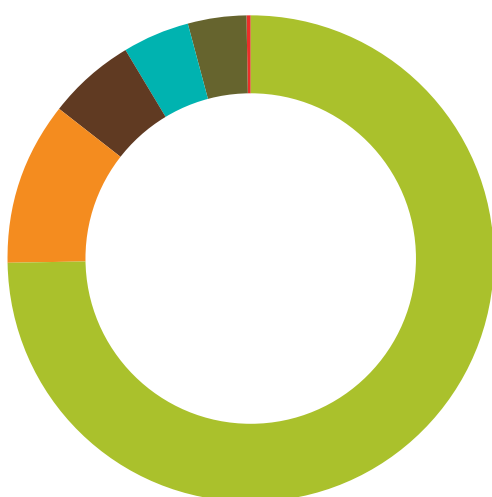


Kenya	£428,082	27.6%
Zambia	£405,714	26.1%
Namibia	£219,151	14.1%
South Africa	£146,009	9.4%
Vietnam	£88,600	5.7%
Indonesia	£79,857	5.1%
Tanzania	£67,613	4.4%
Africa (miscellaneous)	£57,922	3.7%
Uganda	£20,142	1.3%
Zimbabwe	£19,527	1.3%
Swaziland	£10,762	0.7%
India	£10,411	0.7%

¹ Includes some grants given to other charities (see page 38w)

By category

Total grants awarded 2017¹



Anti-poaching and monitoring	£1,164,549	74.9%
Capacity building	£167,891	10.8%
Demand reduction	£88,600	5.7%
Captive breeding/veterinary	£70,600	4.5%
Environmental education	£60,320	3.9%
Community conservation	£1,824	0.1%
Translocations	nil	0.0%

By strategy

Total grants awarded 2017¹



Strategy 1 Saving rhinos	£1,235,149	79.5%
Strategy 2 Sharing information	£167,891	10.8%
Strategy 3 Involving communities	£62,144	4.0%
Strategy 4 Reducing the illegal horn trade	£88,600	5.7%
Strategy 5 Engaging support	nil	0.0%

¹ Grants given to other charities	£
African Parks	23,597
Bioken / James Ashe Antivenom Trust	4,007
Environmental Investigation Agency	1,547
Laikipia Wildlife Forum	288
StopRhinoPoaching.com	3,492
The Long Run	41,812
Welgevonden Game Reserve	3,465
Wildlands Conservation Trust	200
Zeitz Foundation	70,007
Subtotal grants given to other charities	148,415

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 £316,299

Our biggest costs (i.e. £10,000+) are the London Marathon Gold Bond places (£18,237); venue hire for dinners etc. (£113,653); our magazine, website and other PR costs (£11,984); and then a proportion of staff salaries and office overheads (£160,493, calculated on the percentage of time each staff member spends on fundraising)

Project support and education costs

Our biggest costs (i.e. £10,000+) are our grants to field programmes (£1,702,203); and a proportion of staff salaries and office overheads (£51,431, calculated on the percent of time each staff member spends on project support and education)

Support £15,376

Our biggest costs are the proportion of staff salaries and office overheads (£51,431), calculated on the percentage of time each staff member spends on charity administration and governance. These costs were particularly low in 2016–17, thanks to exchange rate fluctuations that worked on our favour

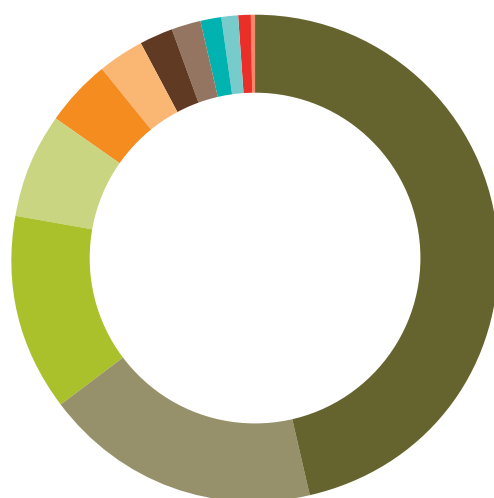
There are two ways of calculating our performance, in terms of keeping costs low.

■ The first is to look at overall income during the year (£1,718,661) and to see what the surplus was, having deducted costs incurred (£327,786) during the year: £1,345,786. Via this method, we were able to give 78 pence in the pound out in grants. This is our preferred metric.

■ A second method is to calculate Support costs (£15,376) as a percentage of total income (£1,718,661), which works out at 0.9% for 2016–17.

Income by revenue stream

For the year ended 31 March 2017



Trusts and foundations	£801,343
Donations	£312,800
Community fundraising	£224,430
London Marathon 2016	£121,319
Corporate fundraising	£74,438
Dinners / parties	£51,924
Gift Aid	£36,964
Gifts in kind	£33,912
Membership	£24,518
RideLondon100	£20,300
Merchandise	£14,876
Miscellaneous events	£1,694
Investment income	£143

Total revenue	£1,718,661
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Our people



One of the things that we never tire of hearing at Save the Rhino is that we punch well above our weight. Many people are so surprised that we are only eight people (seven up until December 2016).

Every member of the team is expected to work to an incredibly high standard and we are constantly reviewing where improvements can be made. This year, a lot of effort went into planning Save the Rhino's 3-year Business Plan and Fundraising Strategy. Fundraising trends change all the time and we have grown substantially in the last couple of years, so it is important to plan our activities for the next couple of years.

We needed to look at how to handle changing technology and how to ensure we are delivering what donors want and expect from a charity. The team spent time ensuring they really understood our donors, what we are doing well and where we need to improve.

With the pro bono support of Ian Seath, an Improvement Skills consultant, we held a series of internal meetings analysing where the charity was performing well and what areas need improvement. In March 2017, Ian facilitated a workshop at Ernst and Young's offices with 10 experts from different fields of expertise and who had already demonstrated great support to the charity. The workshop was a great success and the team left with a clear plan of priorities to focus.

A fundraising strategy plan was developed with each of the team responsible for delivering different aspects. Progress towards meeting the fundraising strategy is reviewed every quarter. The strategy means that the charity is proactively ensuring it is financially secure during the next five years and that we are raising the maximum amount of funds for the field programmes each year.



[The Michael Hearn Internship Programme] is an excellent all-round introduction to the conservation charity sector, designed to honour the memory of the late Michael Hearn, by giving other budding conservationists some of the experiences he gained during his short but impressive career working to protect rhinos. Quite simply, entry level opportunities don't come much better than this.

Rosie Cammack, 2016–17 Michael Hearn Intern

Volunteers

40 volunteers helped at 7 events

These volunteers helped raise £4,280.67 through selling raffle tickets and merchandise, and collecting donations

6 volunteers helped out in the office

6 volunteers helped out at a planning workshop

Developing careers of young conservationists

The legacy of the late Michael Hearn, former Research Director of our programme partner Save the Rhino Trust in Namibia, continues via the Michael Hearn Internship Programme. The Internship gives young people passionate about rhinos the chance to experience working for a conservation charity and to contribute towards Save the Rhino's activities, including managing the London Marathon team, coordinating our membership scheme and being responsible for merchandise. Grace Dibden (our ninth Michael Hearn Intern between September 2015 and August 2016) played an invaluable role, managing a team of 50 runners at the London Marathon who raised a grand total of £121,318.

The Internship also includes the opportunity to join Save the Rhino Trust's team in Namibia for one month, assisting with rhino monitoring and tracking activities, sharing skills and supporting the team with an extra set of hands.

TOP: SRI STAFF WITH RANGERS | LUCA LATROFA

Our thanks go to...

Save the Rhino would like to express our warmest thanks to the following individuals, companies and grant-making bodies for their generous support for our work in 2017

£1,000+

Accountancy Management Services Ltd, Sarah Aird, Michael Alen-Buckley, Sundeep Bahanda, Andrea Bailiff-Gush, Balmain Charitable Trust, Parc zoologique de la Barben, Stephen Bason, Julie Bateman, Bayer Solicitors, Ben Cuttlet, The Bernard Sunley Charitable Foundation, Elizabeth Berry, James Boyd, Graeme Bradstock, The Bran Tub, Henry Brockman, Theo Bromfield, Walter Brown, Michelle Brown, Peter Butler, Bytes Software Services, Rita Cabases Goni, George Cadbury Fund B, Jessica Cairns, Georgia Cap, Jennifer Cohen, Colchester Zoo, Harry Cory Wright, Paul Cuddeford, Curriculum Safari Earth, Jane Davis, Decon Laboratories, Inc., John Densmore, Robert Devereux, Denise Dillon, Michael Dobson, Kenneth Donaldson, Dublin Zoo (ZSI), Dynamic Lives Ltd, Ed Victor Ltd, Victoria Elliott, Endurance Estates Ltd, Jack Fairhurst, Paul Fletcher, Folly Farm, Christina Franco, Chase Franklin, Gaucho Productions, Kirsty Giles, Godolphin Stables, The Gonville Hotel, Abby Gould, Luke Grad, David Gray, Christopher Gwilliams, Vanessa Hall, Lucy Hattingh, Jim Higham, Julian Holden, Alan Holroyd, Howard Scott Demolition Ltd, ICON Germany, Bryony Jenkin, The John Aspinall Foundation, Emily Knott, Knuthenborg Safaripark, Omer Koc, Zoo Krefeld, Fondation Le Pal Nature, Shaun Leavy, Antonia Leech, Lester Aldridge LLP,

Horst Lubnow, Abel Lugar, Catherine MacNaughton, Zoo Madrid and Parques Reunidos Foundation, Mari Mahr, Amanda and Andy Majerus, Helen Manzano, Mara Engai, Ian Marshall, Bob Martini, Julie Mathers, William McKeown, Nicole Mckersie, Colin McLarty, Elly McMeehan, Gaynor Morris, Mountain Safaris, Jim Mowatt, Brian and Sarah Newton, Stuart Nicholas, Esther Norris, Sara Oakeley, Ruth Oliver, Vincent O'Neill, Lauren Palmer, Parc de Lunaret - Zoo de Montpellier, Kate Parker, Parlux Ltd, PAT PAL&C Co. Ltd, Russell Pearce, Pfizer Foundation, Ritchie Piessens, Real Africa, Victoria Rees, Alex Rhind, Rhino Aluminium, Rhino's energy international, Helen Rhodes, Keith Richardson, Robert Cave Memorial Fund, Elizabeth Roe, Rotterdam Zoo (Diergaarde Blijdorp), Saffery Champness, Salzburg Zoo, Bradley Schroder, Adam Sebba, Joth Shakerley, Neville Shaw, Sifa Strategy, Gillian Silverthorn, Mika Simelius, Simon Gibson Charitable Trust, H H Smith, Sporting Rifle, Sprake & Kingsley Solicitors, St Helen's School, Malcolm and Sue Stathers, George Stephenson, Stichting Wildlife, Hilvarenbeek, Matthew Sullivan, Danny Sullivan & Sons Ltd, Nick Sweeney, Cuan Taylor, Peter Taylor, Thistle Energy Ltd, David Trevis, Abraham Truter, Twogether Creative Ltd, Paula Vinton, Alex Waite, Duncan Wales, David Walsh, Carli Watson, We Are Here Venice, West Midland Safari & Leisure Park, Berry White, Zoologisch-Botanischer Garten Wilhelma, Elizabeth Winton, Woburn Safari Park, WWF-Eastern Africa Regional Programme Office (EARPO), Andrea Yancey, Zoologicka Garden and Chateau Zlin-Lesna, Zoological Society of East Anglia (Banham Zoo & Africa Alive)

£10,000+

The Anna Merz Rhino Trust, Zoologischer Garten Berlin, Tierpark Berlin-Friedrichsfelde, Just Wheels And Tires TSW Black Rhino Wheels, The Charles Engelhard Foundation, Chelsea Group Hardshell UK, Chester Zoo, The Community Foundation for the Greater Capital Region, Darwin Initiative, Disney Conservation Fund, Ernest Kleinwort Charitable Trust, Ana Goni Boracco, Mike and Susan Harte, Jim Hearn, Illegal Wildlife Trade Challenge Fund, International Rhino Foundation, Kinetic Six Ltd, Peter Lawrence, James McMurray, Microgaming, Tatiana Mountbatten, Mark Osborne, Paignton Zoo, South West Environmental Parks Ltd, Represent, Save the Rhino International Inc, Michael Spencer, Ales Weiner

£100,000+

Andrew and Alexandra Parker, US Fish and Wildlife Service, The Wildcat Foundation

“

The rhino and the elephant were great charismatic animals that one could raise money for because they were well known and people knew they were endangered ... but the problem was, people who were raising that money also had the responsibility of directing those funds out to the field. Our concern was that – not through any malice or ill practice, just lack of knowledge – the money wasn't being spent in all the right areas. That is where Johnny and I stepped in to set up a charity.

With a lot of good contacts in Africa, we felt not only our money could be spent well, but we would be able to advise other charities within the UK as to where their money should be and will be most effectively spent.

Save the Rhino International was born then.

Dave Stirling,
founder of
Save the Rhino
International,
The rhino
who climbed
Kilimanjaro, 1994

Looking back

In 1970, a rhino poaching epidemic began that was to hit black rhino populations severely. The crisis continued to deplete populations right through to the late 1980s and early 1990s, so much so that by 1993, there were only 2,475 black rhinos left in the world.

At the start of the 1990s, rhino enthusiasts Dave Stirling and Johnny Roberts took themselves on a 'Rhino Scramble' across Africa, raising money to help the fencing of the Aberdare Rhino Sanctuary and meeting a wide range of rhino conservationists along the way. Whilst travelling, they met Rob Brett, Kenyan Rhino Co-ordinator at the time, and started to talk about what they could do for rhinos.

Filled with inspiration from their journey, the two returned to the UK and set about raising funds for rhinos in Africa. They started with the famous and ever-growing London Marathon, roping in friends to run the 26.2 mile course around central London in 1992.

Wearable rhinos

It was around this time that they received a phone call that would change the face of Save the Rhino forever. William Todd-Jones, a British puppet designer and performer, had heard of the new charity and wanted to donate the costumes from the opera he was currently performing in, dressed as a rhino. Not ones to shy away from the unusual, Johnny and Dave said yes, and challenged Todd to join them in running the London Marathon... in the costume. He accepted the challenge, and runners have been taking part in the iconic outfit ever since.

Between 1992 and 1994, the group continued to raise funds in any way they could. With costumes in tow, they collected money, ran marathons, and organised auctions. Their most popular way of raising money was a good old-fashioned rave, usually based at the SW1 Club in Victoria. Save the Rhino events became the place-to-be for a good night out.



LEFT: RHINO COSTUME RUNNER
RIGHT: CATHY DEAN | RICHARD EMSLIE



In 2005 we smashed the target of €350,000 by raising €660,000, and the increased funds available for grants meant that, for the first time, Save the Rhino could actively solicit grant applications

On 28 February 1994, the group officially registered as a UK charity, as Save the Rhino International (charity number: 1035072). Not long after securing charitable status, Save the Rhino took on the challenge of a lifetime, walking from sea level to the roof of Africa. Covering more than 300km, a team of staff and friends walked for four weeks from Mombasa, Kenya, to the summit of Mount Kilimanjaro. The group had one main goal: to raise awareness of the plight of the black rhino in Kenya. And of course, the charity's 10kg rhino costume accompanied them every step of the way.

Founder patrons

The team was joined by Founder Patron Michael Werikhe (also known as Kenya's Rhino Man), school children and officials along the walk, and money raised was to benefit both rhinos and local communities. It was with this adventure that our other Founder Patron Douglas Adams first got involved with the charity, after being approached while giving a lecture at the Royal Geographic Society on his new book *Last Chance to See*. After Douglas's untimely death in 2001, Save the Rhino began holding a memorial lecture to commemorate Douglas's passion for and commitment to conservation.

These early years saw the charity focus on black rhinos, particularly in Kenya, Tanzania and Namibia, with occasional grants for Greater one-horned rhinos (particularly after the 1999 monsoon floods in Assam) and for research into the distribution of Sumatran rhinos.

In 2001, having been the driving forces behind Save the Rhino for 10 years, Dave and Johnny decided it was time to advertise for a new Director / CEO. Cathy Dean was appointed and has been at Save the Rhino ever since. The next 15 years of the charity's history have seen some significant steps forward.

Firstly, when Cathy joined the rhinos, she was extremely struck by the fact that the three Trustees we had then – George, Christina and Robert – were joining Dave and Neil (our Events Manager at the time), Bryan Hemmings, Patron Nick Baker and Carl Rawes to run the Marathon des Sables. Cathy was so impressed that the Trustees didn't just turn up at meetings and write the occasional cheque, but were prepared to run 250 km across the Sahara Desert. In a rhino costume! They went on to raise over £125,000, a massive amount at that time (and now for that matter) and Save the Rhino was able to support not just African black rhino programmes but Sumatran ones once again, and has done so ever since. The Trustees' commitment inspired Cathy in her early days and gave her a valuable early insight into what it really means to join this rhino family.



Building our knowledge

The next big step came in 2005, when Save the Rhino partnered with the European Association of Zoos and Aquaria to hold the EAZA Save the Rhinos Campaign. Not only did the team smash the target of €350,000 by raising €660,000, but the increased funds available for grants meant that, for the first time, Save the Rhino could actively solicit grant applications.

A Campaign Committee helped the charity to prioritise the allocation of the funds. Among the field programmes supported for the first time were the North Luangwa Conservation Project in Zambia, Hluhluwe-iMfolozi Park in South Africa and the Javan Rhino Study and Conservation Area. And even though the EAZA Campaign was a one-off, Save the Rhino has continued to support the programmes in North Luangwa, HiP and Java ever since.

Then in 2006, Save the Rhino was invited, for the first time, to attend, as an observer, the IUCN African Rhino Specialist Group's biennial meeting. There Cathy met many of the programme managers with whom Save the Rhino works closely today. These meetings – held every two or three years – allow the charity's CEO to spend a whole week talking 'shop' with rhino people from all the range states; vastly increasing the our knowledge of the issues involved in rhino conservation and the range of approaches needed. In 2011 Cathy was invited to become a full member of this vitally important organisation.

Recruiting zoo and other partners

Another significant step forward since the EAZA Campaign has been Save the Rhino's growing network of zoos that support rhino conservation efforts. Maggie Esson at Chester Zoo and Ruth Desforges at the Zoological Society of London transformed the environmental education programmes in Mkomazi and North Luangwa. These landmark programmes are respectively called 'Rafiki wa Faru' and 'Lolesha Luangwa' and they are tightly focused on teaching local schoolchildren about black rhinos and the surrounding ecosystems.



TOP TO BOTTOM: CRIME SCENE TRAINING, POACHED RHINO CRIME SCENE | SRT,
FACE PAINTING, NORTH LUANGWA | TRISTAN VINCE, LIZ WINTON
RHINO MARATHON RUNNER | ANDY REEVES, PAUL BLACKTHORNE,
HANOI'S THANG LONG UNI | SRI, PAIMOLO IN THE GRASS | TRISTAN VINCE

The conservation educators, who go out into the local schools or bring groups into the Parks, are of course locals themselves; and the schools they work with have very limited resources. But Save the Rhino is able to provide them with funding, and Chester Zoo and ZSL provide training, mentoring and monitoring and evaluation.

By extending the rhino family in this way, with real rhino supporters in the heart of the local communities, the harder it will become for poachers to recruit local guides. Other zoos across the UK and Europe have also 'adopted' particular field programmes or Save the Rhino's annual appeals, giving around £100,000 a year, a tremendous total.

Save the Rhino has worked hard to build close partnerships with other rhino NGOs and grant-giving organisations, so that it can collaborate on joint projects and be more than the sum of our parts. Particularly valued contacts are Michelle Gadd at US Fish & Wildlife Service, Susie Ellis at the International Rhino Foundation and Jo Shaw at WWF-South Africa, and the charity also frequently liaises with other UK-based charities such as the Environmental Investigation Agency, David Shepherd Wildlife Foundation and Tusk Trust. Former staff members have gone on to work at ZSL, Pew, Greenpeace, WWF-UK and Wild Team; such friendships and contacts help Save the Rhino to learn from and share common experiences, successes and problems.

The partnership with TRAFFIC is the most recent of Save the Rhino's significant advances. In 2013, Managing Director Susie Offord successfully submitted a joint TRAFFIC / Save the Rhino application to the UK government's Illegal Wildlife Trade Challenge Fund, winning a grant of £289,000 to tackle the demand for rhino horn in Vietnam.

Save the Rhino also supports demand reduction efforts carried out by another Vietnamese NGO, Education for Nature Vietnam. Behaviour change campaigns succeeded in reducing the demand for rhino horn back in the 1980s and early 1990s, and the hope is that such partnerships with local NGOs will help stop the current slaughter.

A growing influence

Since 2001, Save the Rhino has grown from a little charity raising about £400,000 a year to make grants for on black rhinos to an effective and professionally run organisation raising £1,700,000 in 2016–17 to make a wide range of grants across all five species of rhino in six African and two Asian countries. The charity's willingness to pay for the basics – for rangers' salaries and rations, vehicle fuel and maintenance, basic kit and equipment – is deeply appreciated by the field programmes it supports.

BELOW: DEDICATED RHINOSAVERS EVE, TESS, HELEN, ANOUSHKA AND NIAMH RAISED £369.23 FOR SAVE THE RHINO SELLING CAKES AND T-SHIRTS



Looking ahead

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

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

- After raising over £1.7 million in 2016–17, we have budgeted to raise £1.6 million in 2017–18, and will hope to improve significantly on that target
- As always, we hope to have an extremely successful London Marathon team in 2017, as well as supporting our community fundraisers and Ride London 2017 team and developing a new ultra-marathon event
- We will hold our annual dinner in September 2017 at the Honourable Artillery Company in central London, and a For Rangers dinner in December 2017 at LSO St Luke's
- We hope to submit applications to the UK government's Darwin Initiative (depending on funding criteria) and the Illegal Wildlife Trade Challenge Fund, together the usual dozen or so proposals to USFWS, and many more to other grant-making trusts, foundations and zoos
- We continue to benefit from solicited and unsolicited donations; while our annual appeal will be in aid of the conservation education programme run by the North Luangwa Conservation Project, Lolesha Luangwa
- The membership schemes continue, and we plan to enhance the online joining / renewal process
- And we will continue to look for new merchandise lines, maximise VAT reclaim etc., while keeping all overhead and fundraising costs as low as possible
- We will develop our use of Salesforce to make all fundraising more efficient and improve supporter retention

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

- We plan staff visits to a number of field programmes, to monitor progress and maintain our excellent communications. CEO Cathy Dean will visit Kenya in May 2017 to participate in the planning workshop to develop the next 5-year national rhino strategy, and add on time to visit Borana Conservancy, Ol Jogi and Lewa Wildlife Conservancy
- Michael Hearn Intern Rosie Cammack will visit Namibia in May 2017 as part of her one-year contract with us, where she will assist Save the Rhino Trust's team with administration, fundraising and communications
- Other field programme visits by SRI staff will be fitted in if needed
- We are bringing the Lolesha Luangwa Education Officer, Michael Eliko, to the UK and the Netherlands in September 2017, to speak at the European Association of Zoos and Aquariums' annual Rhino Taxon Advisory Group meeting in Emmen
- We will support the Regional Canine Coordinator in developing and delivering a conference in Johannesburg for rhino programmes using canine units

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

- We will continue to support the two environmental education programmes, Rafiki wa Faru and Lolesha Luangwa in Mkomazi and North Luangwa National Parks respectively
- Depending on the outcome of the Darwin Initiative project being delivered in conjunction with the Lowveld Rhino Trust, we may look for other potential community conservation projects to develop

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

- Our first grant from the Illegal Wildlife Trade Challenge Fund for a behaviour-change campaign targeted at businessmen and delivered by TRAFFIC GMP Viet Nam came to an end in December 2016. We will plan the next phase of work, which will target government officials, and seek funders; we will also explore developing TRAFFIC GMP Viet Nam's law enforcement work in tandem with the Customs Authority of Viet Nam and seek funders
- We will continue our support for Education for Nature-Vietnam's behaviour-change work, delivered via a range of media and targeting the general public and traditional medicine practitioners

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

- We will roll out our communications strategy, which covers online and offline activities, including press releases, cultivation events, liaison with journalists and broadcasters
- We particularly plan to develop more of our own content, making use of blogs and photographs from field programme visits
- Internally, our main challenge during the coming year will be to specify the brief for our new website, then to invite tenders and work with the chosen company to deliver a new mobile-enabled website for SRI, launching in the second quarter of 2018.

MAIN: NORTH LUANGWA SCOUT | TRISTAN VINCE





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Christina Franco
Jim Hearn
Tim Holmes
George Stephenson | *Chair*
David Stirling
Alistair Weaver
Sam Weinberg

Founder Patrons

Douglas Adams
Michael Werikhe

Patrons

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TOP: NORTH LUANAGWA STUDENT | TRISTAN VINCE
COVER: WHITE RHINO | STEVE AND ANN TOON



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