



Save the Rhino  
International

Impact Report  
2019–20

25  
years  
of saving rhinos

A close-up, high-resolution photograph of a rhinoceros's head, focusing on its eye and the texture of its thick, wrinkled skin. The rhino's horn is visible at the top left. The background is blurred, showing more of the rhino's body and some greenery.

## **Our vision:**

All five rhino species thriving in the wild

## **Our mission:**

Collaborating with partners to support endangered rhinos in Africa and Asia

## **What we do:**

We believe rhinos are magnificent. And they are endangered. To thrive, they need a healthy and diverse world.

Every day, we work with incredible people across the world to ensure that all five species of rhino thrive.

A close-up photograph of a rhinoceros's head and horn, showing the textured, wrinkled skin and the rough, scaly surface of the horn. The background is blurred, suggesting a natural habitat.

# 25 years

## **Our strategic priorities:**

Protection, law enforcement,  
investigations and intelligence

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Biological management

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Stopping illegal markets

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Capacity building

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Coordination

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Societal engagement

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Sustainable, adequate financing

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years

## A message from our CEO



Twenty-five years ago, 2020 felt like a time when 'the future' would truly arrive. In so many ways this is true: we now have small computers in our pockets that allow us to connect to almost anyone around the world and access most of human knowledge in seconds.

Yet, while technology has connected us like never before, and more than one billion people have been lifted out of poverty, there are an additional two billion people on the planet (that's equivalent to the entire population of the world in the 1920s), and our impacts on the natural world grow ever greater. The Covid-19 pandemic, arguably the latest consequence of our disruption of natural systems, has had a profound impact, causing many of us to pause and reflect.

At Save the Rhino International, we had already started 2020 in a reflective frame of mind, because we recently hit a significant milestone – 25 years of saving rhinos. Naturally, we wanted to mark this birthday and try to measure what we've achieved since 1994. So, this year, our impact report won't just share some of the success stories we've seen in the last 12 months, but also the history of rhino conservation as seen by Save the Rhino, looking back at how we've worked towards our vision of all five rhino species thriving in the wild.

Assessing impact in the conservation world is never easy. Conservation is complicated, and almost all good conservation projects involve a range of expert partners and a great deal of teamwork. It's almost impossible to say precisely 'Save the Rhino did this bit'. But there have been some great rhino conservation success stories during the past 25 years, and Save the Rhino has been an active player in many of them.

Much has changed in the world of rhino conservation since our founders, Dave Stirling and Johnny Roberts, formed the charity, yet we continue to be steadfast in our purpose to save rhinos. In 1994, global rhino populations were at their lowest, after years of intense poaching had drastically reduced numbers. Thankfully, things turned around through the '90s and early 2000s. In 2001, when I joined Save the Rhino, our priority was securing enough habitat to allow rhino populations to recover.

How things have changed. Today, on average, a rhino is killed every day, and poaching and habitat loss are again driving already fragile rhino populations to the edge of extinction. Three of the five rhino species are listed as

Critically Endangered. Overall, there are fewer than 29,000 rhinos on our planet.

These statistics are extremely worrying. However, they don't show the incredible efforts throughout the past 25 years (and beyond) by people who are passionate about ensuring that rhinos have a future.

Conservation activities have increased rhino populations, provided more secure habitat, and raised awareness of the threats that rhinos face; science has moved on in leaps and bounds. We now know much more, for example, about the breeding cycle of the Sumatran rhino; security procedures have developed, helping rangers protect rhinos round-the-clock; and people young and 'young-on-the-inside' are acting to ensure they never see a world in which magnificent, iconic animals like rhinos are confined to natural history books.

The issues we face today are at least as urgent as they were in 1994. But, just like those early days, our determination to overcome them is strong. I hope you enjoy reading about the last 25 years of rhino conservation throughout this report. And, I'd like to say a huge thank you: none of the achievements in the following pages would have been possible without you.

A handwritten signature in black ink, which appears to read 'Cathy Dean'. The signature is fluid and cursive, with a large, stylized 'C' at the beginning.

Cathy Dean | CEO

# 25 years

## Achievements 2019–20

We supported the second Working Dog Workshop, this time held in Kenya, **bringing together more than 50 people to share knowledge and improve collaboration in canine units across Africa**

**Javan rhinos increased:** four new Javan rhino calves were spotted in September 2019 via camera-trap footage

**A new veterinary lab and 14 new dormitory rooms were built at the Sumatran Rhino Sanctuary in Way Kambas National Park,** supporting the daily efforts of the vets and staff working to save this Critically Endangered species

NORTH LUANGWA CONSERVANCY | JANA MEADOWS PHOTOGRAPHY



**Five black rhino calves were re-released into conservancy areas within Zimbabwe,** after successful hand-rearing by the Lowveld Rhino Trust

**Fewer rhinos were poached in South Africa for the fifth year in a row.**

While still too high, the total number of rhinos poached has dropped by more than 50% since 2014

We joined efforts to save the Sumatran rhino.

**We sent \$100,000 to support the Sumatran Rhino Rescue project,** working alongside leading international organisations to rescue isolated animals and bring them together to breed

**£2,445,621 awarded in grants for conservation activities in 15 countries in Africa and Asia**

**South-western black rhino subspecies down-listed to a lower category of threat** by the International Union for the Conservation of Nature, after the population grew more than 11% since 2012

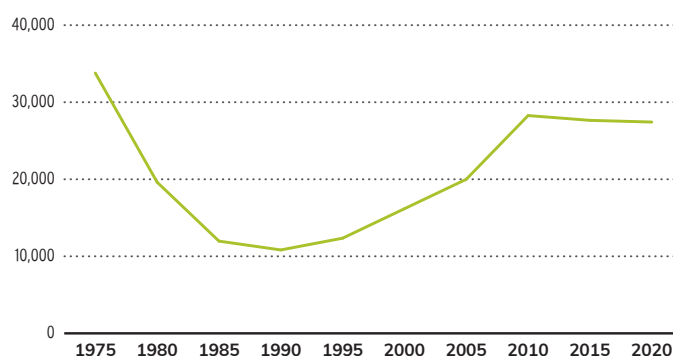


## A recent history of the rhinoceros

There are fewer than 29,000 rhinos in the world today, with two species (black and white rhinos) in Africa, and three species (Javan, Sumatran and Greater one-horned rhinos) in Asia. In past ages, many hundreds of thousands of rhinos (most not quite looking the same as they do now) roamed the earth.

Woolly rhinos, which shared the European and Asian plains with our ancestors, died out around 10,000 years ago (most likely due to shifts in the climate, and probably hunting).

Approximate global rhino population 1975–2020<sup>2</sup>



However, during the past 200 years, rhinos have been through huge population changes. In the 1800s, unrestrained hunting for sport pushed Southern white rhinos and Greater one-horned rhinos to the brink of extinction: there were thought to be fewer than 300 left of each. Thankfully, conservation measures were introduced and their numbers have now significantly increased, with approximately 3,600 Greater one-horned rhinos living throughout the grasslands and floodplains of India and Nepal, and 18,000 Southern white rhinos in Africa.

But the 20th and 21st centuries have brought both unprecedented human expansion and organised criminal poaching, and both of these species continue to face huge challenges; Greater one-horned rhinos desperately need more habitat, and both species require round-the-clock protection to reduce the poaching risk. Nevertheless, these conservation success stories give us hope for the future, hope that is essential if we are to grow the populations of the three rhino species that face an extremely high risk of extinction in the wild.

### January 2021

This report was written before figures released in 2021 showed a substantial decline in the Southern white rhino population within Kruger National Park. However, the global population has not been officially updated since 2017, and therefore, throughout this report, we continue to use the last known official population.

Black rhino  
*Diceros bicornis*

In-situ population<sup>1</sup> 5,366–5,627

#### IUCN RED LIST CLASSIFICATION

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

<CR>

Southern white rhino  
*Ceratotherium simum simum*

In-situ population<sup>1</sup> 17,211–18,915

#### 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>

Javan rhino  
*Rhinoceros sondaicus*

In-situ population<sup>1</sup> 74 individuals

#### 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 population<sup>1</sup> 3,588

#### IUCN RED LIST CLASSIFICATION

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

<NT>

Sumatran rhino  
*Dicerorhinus sumatrensis*

In-situ population <80 individuals

#### IUCN RED LIST CLASSIFICATION

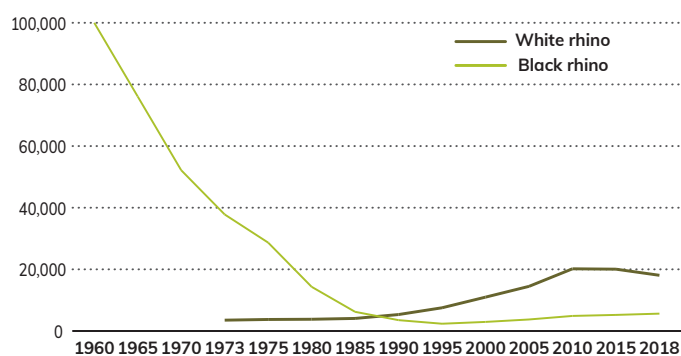
**Critically Endangered** Considered to be facing an **extremely high risk** of extinction in the wild

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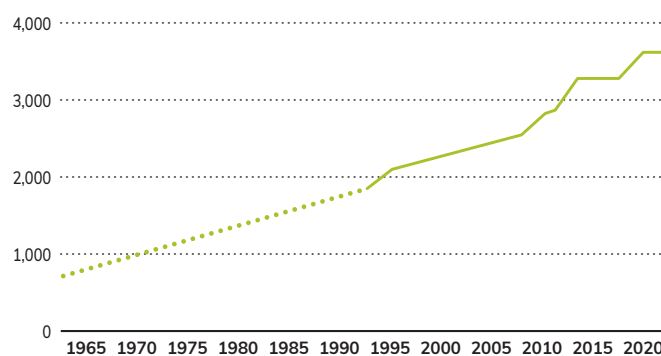
<sup>1</sup> In the countries in which they naturally occur, i.e. rhino range states.

<sup>2</sup> IUCN African and Asian Rhino Specialist Groups

Estimated African rhino population 1960–2018<sup>2</sup>



Estimated Greater one-horned rhino population 1965–2020<sup>2</sup>



Black rhinos, Sumatran rhinos and Javan rhinos are all listed as Critically Endangered by IUCN (the International Union for the Conservation of Nature); yet while they all share this critical level of risk, the nature of the threats they face, and therefore the measures needed to protect them, differ widely.

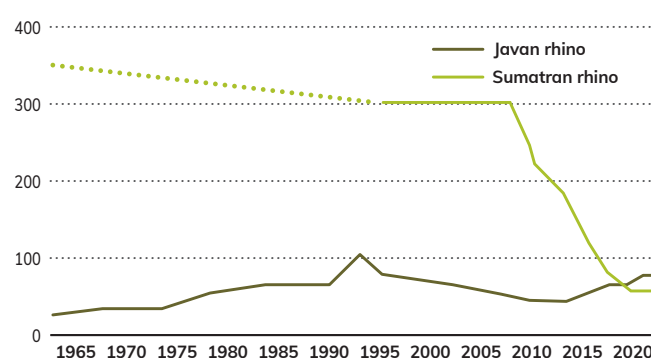
After the black rhino population plummeted by **almost 98% between 1960 and 1995**, urgent action was needed to boost their numbers

After the black rhino population plummeted by almost 98% between 1960 and 1995, urgent action was needed to boost their numbers. Thankfully, the poaching crisis at the time was slowing, and well-targeted conservation measures began to rebuild their populations. Fifteen years later, the total number of black rhinos in Africa had doubled, reaching 4,800.

Tragically, this timing coincided with the beginning of the current poaching crisis, putting huge pressure on the species – slowing population growth and frustrating the persistent struggle to find and secure enough good habitat. The latest count shows that black rhinos have increased by approximately 17% since 2009, a remarkable achievement given the continuing threat.

The story is quite different for Javan and Sumatran rhinos. In the early '90s, their numbers were already alarmingly low, dramatically reduced by centuries of human settlement, conflict and hunting. Furthermore, all Javan rhinos were confined in one place: Ujung Kulon National Park, on the western tip of

Estimated Indonesian rhino population 1965–2020<sup>2</sup>



the island of Java. Whilst this made it a little easier to monitor population changes, it also put them at huge risk of disease outbreak and natural disaster, either of which could wipe out the entire species.

Since 2013, the population has grown steadily each year and now stands at 74 animals in total, yet they are still found only in Ujung Kulon: finding and securing new habitat for this species is urgent. Conversely, Sumatran rhinos are spread out in small populations across a handful of parks in Sumatra and Kalimantan, not only making it almost impossible for animals to find mates and breed, but also making it extremely difficult to accurately count their population.

By 2016, the reality was clear: there were no more than 80 Sumatran rhinos left. In recent years, the population seems to have held steady, but signs of breeding have been few and far between. Hope for this species now sits with plans to rescue solitary animals and translocate them into sanctuaries, where they will be protected and able to mate.



## Save the Rhino: In the beginning

Save the Rhino International was registered as a UK charity in 1994, but its story begins almost ten years earlier. In the mid 1980s, two young men, Dave Stirling and Johnny Roberts, decided to take a gap year between school and university – a regular rite of passage now, but unusual in those days – and headed to southern Africa.

Powered by youthful confidence and two motorcycles, they travelled from Cape Town to Nairobi – an adventure that undoubtedly merits a book in its own right – before stowing the bikes and returning to the UK. Disillusioned with work and university respectively, Dave and Johnny returned to Kenya months later and talked with Rob Brett, then National Rhino Coordinator for the Kenya Wildlife Service (KWS), and now Senior Technical Specialist at Flora and Fauna International.

Those conversations focused their interest on rhinos: both on raising awareness of the plight of African rhinos amid a major poaching crisis, and on investigating lesser-known populations of rhinos in places like Cameroon, the Democratic Republic of the Congo (then known as Zaire) and Sudan.





## The fund-raving begins

The bikes were resurrected and Dave and Johnny set off with much fanfare, waved away by, amongst others, eminent paleoanthropologist and conservationist Richard Leakey, then Head of the Kenya Wildlife Service. Their journey of exploration and eventual return by bike to Britain had two purposes: to investigate rhino populations and to raise money for fencing in Kenya's Aberdare National Park. By the time Dave and Johnny arrived back in London in autumn 1990, they had raised £20,000 and found themselves a mission.

The early 1990s were a heady rush of fundraising. The first London Marathon was run in 1992, and with support from several banks and Jacob's Club biscuits, raised more than £70,000! The iconic rhino costumes, still used today, were found through William Todd-Jones, the famous Welsh puppeteer and an early supporter (now Patron) of Save the Rhino; they had been designed by Gerald Scarfe for an operatic adaptation of Ionescu's play 'Rhinoceros' at the Chichester Theatre.

The iconic rhino costumes that are still used today had been **designed by Gerald Scarfe for an operatic adaptation of Ionescu's play 'Rhinoceros' at the Chichester Theatre**

The early '90s were the days of rave music and Dave and Johnny knew how to throw fundraising parties, sometimes with more than 1,000 people and always with much publicity. The money raised was routed through the Kasanka Trust; Way Kambas National Park in Sumatra (now the home of the Sumatran Rhino Sanctuary) and Northern white rhinos (tragically now almost extinct) were early recipients.

In 1994 an energetic fundraising campaign grew into a charity, as Save the Rhino International was registered. The famous author Douglas Adams had become a supporter of Save the

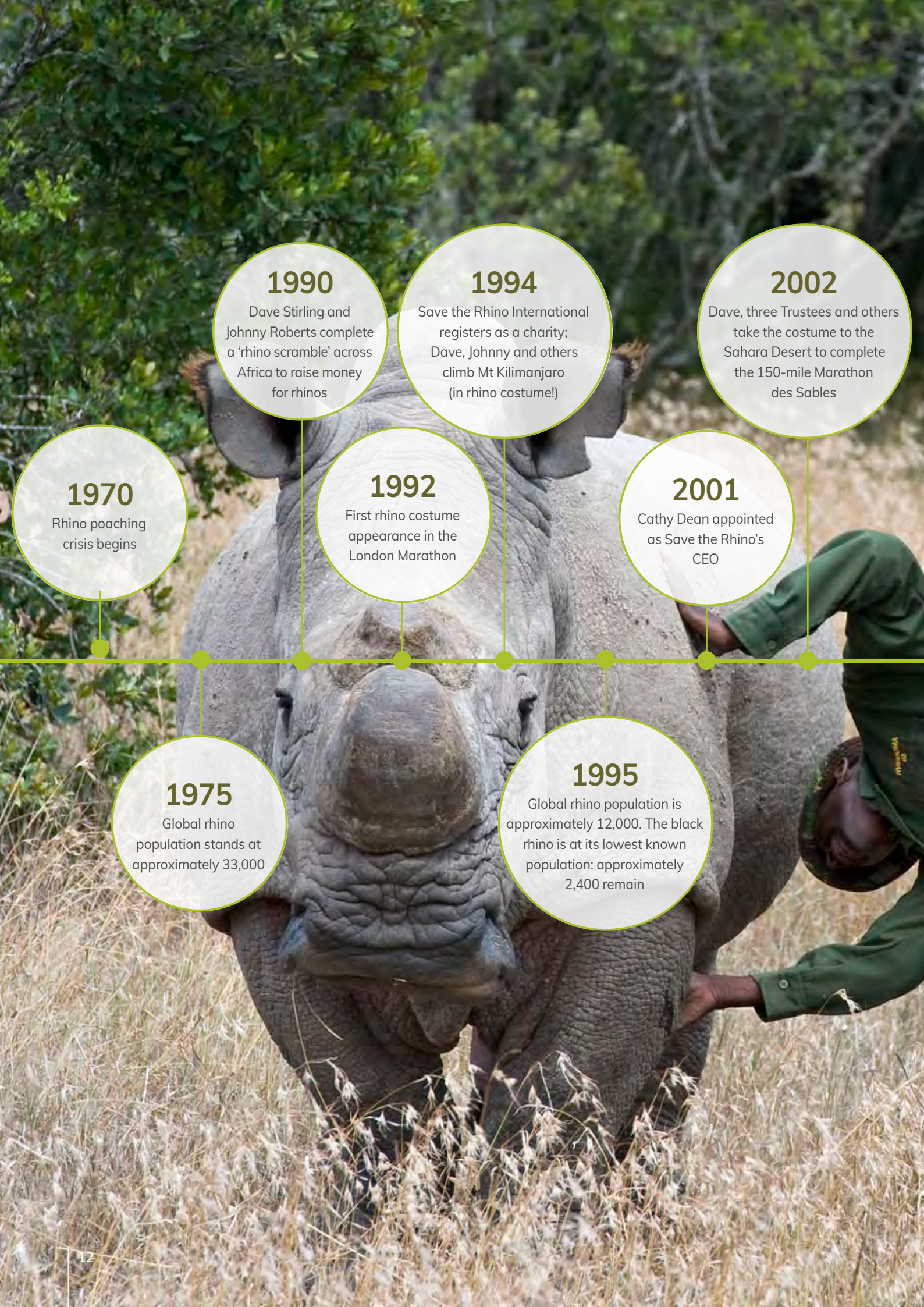
Rhino, and it was decided that he, along with William Todd-Jones, Johnny, Dave and others would walk from Mombasa, on the Kenyan coast, to Mount Kilimanjaro in Tanzania, in rhino costume, to raise awareness of the new charity. There are many photos of that famous trek, with crowds of curious children following some clearly crazy Europeans who were walking up a very big mountain dressed as rhinos. The expedition was a great success, with sponsorship from major banks and fantastic publicity.

## Saving rhinos in an ever-changing world

The second half of the '90s were more sober times, as the young charity settled down to some serious fundraising. Initial office space in Mayfair was moved to an office in Clink Street in Southwark. Douglas Adams was an Apple ambassador, so the office was full of Macs. Martina Navratilova became a Patron later in the decade. By the late '90s, the charity was raising £300,000 – 400,000 a year, and alongside the proposals to trusts and foundations, more and more challenge events were coming. In 2002, Dave, three of the Trustees and four other supporters ran the Marathon des Sables, a forerunner (pun intended) of the For Rangers Ultra in Kenya that we host with partners today.

By the turn of the century, the charity needed to bring in additional fundraising expertise, and Cathy Dean joined as CEO in 2001, heralding what might be thought of as the modern era of Save the Rhino. Dave continued as a Trustee, more recently as Honorary President; he has remained an environmentalist, involved in many sustainability projects, and his fond memories of those heady early days are a foundation for this piece. Johnny moved on to continue travelling the world; we wish him very well.

The worlds of conservation and fundraising have changed dramatically in the last 30 years, and we actively maintain our youthful mindset in order to stay current and adapt rapidly to new contexts and approaches. But, in such a rapidly changing world, it is more important than ever to remember who we are. And at Save the Rhino, we remember our roots in Africa, motor bikes and rhino suits with fondness and with great pride.



**1970**

Rhino poaching crisis begins

**1990**

Dave Stirling and Johnny Roberts complete a 'rhino scramble' across Africa to raise money for rhinos

**1994**

Save the Rhino International registers as a charity; Dave, Johnny and others climb Mt Kilimanjaro (in rhino costume!)

**2002**

Dave, three Trustees and others take the costume to the Sahara Desert to complete the 150-mile Marathon des Sables

**1992**

First rhino costume appearance in the London Marathon

**2001**

Cathy Dean appointed as Save the Rhino's CEO

**1975**

Global rhino population stands at approximately 33,000

**1995**

Global rhino population is approximately 12,000. The black rhino is at its lowest known population: approximately 2,400 remain

# 25 years

**2005–06**

European zoos raise €660,000 for rhinos via the EAZA 'Save the Rhinos' campaign

**2008**

The current poaching crisis begins: more than 260 rhinos are poached in Africa

**2012**

Save the Rhino makes its first grant to reduce demand for illegal rhino horn in Vietnam

**2015**

1,346 rhinos poached throughout Africa, the highest number in two decades

**2018**

Launch of the Sumatran Rhino Rescue Project, an international project to save the Sumatran rhino from extinction

**2019**

The number of rhinos poached in South Africa dips below 600 for the first time since 2012

**2020**

Save the Rhino sends out almost £2.5 million in grants

# timeline

25  
years



# Black rhino

## Black rhino numbers over time

There are 95% fewer black rhinos in the world today than there were 60 years ago. This alarming statistic illustrates the huge task we have ahead of us to make sure that this iconic African species thrives. Yet, as is often the case when looking at one number to represent a big topic, it doesn't paint the full picture.

Black rhinos were decimated throughout the first poaching crisis in the 1970s and '80s, bringing their population to an all-time low of 2,354 in 1995; a 98% decline since 1960. At this point, three of the four subspecies had fewer than 650 animals left, and habitat for all subspecies had shrunk enormously. Urgent action was needed to ensure the species was not lost.

One of **the biggest challenges in trying to recover black rhino populations is finding secure, connected areas** in which rhinos can thrive

## What we've done since 1994

Saving black rhinos was the priority when Save the Rhino was founded, thanks to Dave and Johnny's links with Save the Rhino Trust (SRT) in Namibia. The Trust is based in Kunene, a region in north-west Namibia that is home to the world's largest population of free-roaming rhinos. The rhinos in the Kunene Region are unique; they are adapted to desert life, unlike populations found anywhere else in Africa. In 1994, our first grant was to support black rhino monitoring and protection by SRT, work that continues to this day.

Incredibly, the number of black rhinos in the Region has trebled since 1990, despite the ongoing challenge of poaching. Across Namibia, the black rhino population has also grown significantly, and in 2020, the South-western subspecies was down-listed to a lower category of threat by IUCN: an achievement made possible only through strict measures to protect, monitor and manage the population across the country.

One of the biggest challenges in trying to recover black rhino populations is finding secure, connected areas in which rhinos can thrive. Without sufficient habitat, rhino numbers will inevitably plateau (or, in some cases, decline) because an area

reaches its ecological carrying capacity – it cannot host more rhinos. In Kenya, home to the third-largest national black rhino population, this has been a particular concern and collaboration has been critical in finding solutions to this problem. Since 2011, Save the Rhino has supported the Association of Private and community Land Rhino Sanctuaries (APLRS), an initiative to help conservancies work together to increase the number of black rhinos. In recent years, we've supported the APLRS and its members to plan for a large, connected rhino habitat across member conservancies. This project aims to significantly increase the amount of land available for black rhinos, while supporting local communities and working towards Kenya's *Black Rhino Action Plan*.

In other areas, our primary focus has been on supporting the reintroduction of black rhinos into areas where they were once poached to extinction. After they were declared extinct in Zambia in 1998, 25 black rhinos were reintroduced to North Luangwa National Park in four phases between 2003 and 2010, once again establishing a viable population. Today, after huge efforts from rangers and rhino monitors, this population is maintaining a growth rate of more than 10% each year, an impressive achievement.

And of course, while bringing black rhinos back to their former habitat is essential, so too is ensuring that the current populations have enough genetic diversity to remain healthy. In 2019, we were proud to be one of the organisations supporting a black rhino translocation from South Africa to Malawi. Seventeen black rhinos were successfully brought to Liwonde National Park, in one of the largest translocations for the species.

## The black rhino population today

Black rhino conservation efforts are certainly beginning to pay off. Despite the immense poaching pressure that the species has faced since 2008, numbers have more than doubled since 1995, with approximately 5,600 individuals today.

Nevertheless, the last decade has also seen significant setbacks. The Western black rhino subspecies was declared extinct in 2011. This loss is a stark reminder that we must continue to boost the numbers of all remaining subspecies, and the habitat available for them, so that they do not suffer the same fate.

# Sumatran rhino

## Sumatran rhino numbers over time

Sumatran rhinos are a unique species, only distantly related to their African and one-horned Asian cousins, and more closely related to the woolly rhinos that used to live in Europe and Asia during previous colder ages. Sumatran rhinos are small, standing around 130 cm at the shoulder, and covered in red-brown hair. They sing to locate mates in the dense jungle.

These small, hairy rhinos used to live in rain- and cloud-forests and swamps across Asia, north as far as China and west to India. Today, despite occasional rumours of sightings in remote mainland forests, the only known populations occur in Indonesia, after the last known Malaysian rhino died in 2019.

The initiative has started by expanding the existing Sumatran Rhino Sanctuary at Way Kambas National Park and **aims to establish at least one more sanctuary** in northern Sumatra

The remaining populations live in three national parks on Sumatra: Bukit Barisan Selatan National Park, Gunung Leuser National Park, and Way Kambas National Park, and there is a remnant population in eastern Kalimantan, Indonesian Borneo.

Sumatran rhinos and Javan rhinos face opposite problems. Whereas Javan rhinos are all confined to one area, Sumatran rhinos are spread out in fragments of remaining primary forest amid the human settlements and oil palm plantations, and are unlikely to meet breeding partners. There are thought to be fewer than 80 Sumatran rhinos remaining; some estimates are considerably lower.

FERA, ONE OF THE SRS KEEPERS, FEEDING A RHINO | BOTH IMAGES NICK GABUTT



## What we've done since 1994

Save the Rhino International has supported Sumatran rhino conservation since its earliest days. In 1994 we were able to send £24,000 to help the Government of Indonesia establish Rhino Protection Units (RPUs) in national parks in Sumatra. And in 2006 we provided more than €60,000 from the EAZA (the European Association of Zoos and Aquariums) Rhino Campaign to support both anti-poaching and community conservation initiatives.

During almost all of our 25 years, we have been able to contribute to Sumatran rhino conservation, due to the support of our wonderful partners. We have also provided significant contributions from our own core funds, thanks to generous individual supporters and members.

## The Sumatran rhino population today

In 2018, the Government of Indonesia, along with international organisations including IUCN, National Geographic, Global Wildlife Conservation and the International Rhino Foundation, set up the Sumatran Rhino Rescue Project, which aims to bring together the remaining Sumatran rhinos into sanctuaries where they can be protected and meet prospective mates. The initiative has started by expanding the existing Sumatran Rhino Sanctuary at Way Kambas National Park and aims to establish at least one more sanctuary in northern Sumatra. Save the Rhino International and Wilhelma Zoo and Botanical Garden, Stuttgart are both strategic partners on the Project.

The Sumatran rhino is arguably the most endangered large mammal on the planet. Save the Rhino's commitment to the conservation of this wonderful species is absolute. We will continue to work with our partners in Indonesia and around the world to find safe spaces where these remarkable animals can thrive.

25  
years



# Javan rhino

## Javan rhino numbers over time

Javan rhinos, also known as the Lesser one-horned rhino, were once the most widespread of Asian rhinos, with a range extending from their current home in Java north to China and India. Their shrinking range during the last millennia has mirrored the expansion of human settlements and human conflict.

Today, the **74 remaining Javan rhinos live only in Ujung Kulon National Park**, on the western tip of the island of Java in Indonesia, where they are kept relatively safe from poachers by the hard work of the Rhino Protection Units

Javan rhinos were pushed south out of China centuries ago; it is likely they died out in India in the early twentieth century and on the Malay Peninsula by the 1930s. The last Javan rhinos on Sumatra were killed during World War II, and almost all remaining mainland rhinos were wiped out during the Viet Nam War. A small population of Javan rhinos was discovered in Cát Tiên National Park in Viet Nam in the 1980s, but the last one was killed by poachers in 2010.

Today, the 74 remaining Javan rhinos live only in Ujung Kulon National Park, on the western tip of the island of Java in Indonesia, where they are kept relatively safe from poachers by the hard work of the Rhino Protection Units (RPU). However, they are threatened by a lack of genetic diversity, the invasive Arenga palm, and the nearby, and currently very active, Anak Krakatau volcano.



## What we've done since 1994

On Asian rhino conservation in particular, Save the Rhino works closely with our US-based partner, the International Rhino Foundation, which in turn works closely with local partner, the Rhino Foundation of Indonesia (Yayasan Badak Indonesia or YABI) to support the work of the Government of Indonesia.

Save the Rhino has supported Javan rhino conservation efforts since 2008, when €70,000 from the EAZA (the European Association of Zoos and Aquaria) Rhino Campaign was donated to pay for a new RPU and a disease control survey.

Since then, several of Save the Rhino's zoo partners have continued to support Javan rhino conservation, alongside contributions from Save the Rhino's own core funds. These donations have supported the ongoing work of the RPUs, along with the clearance of areas of invasive Arenga palm to create more rhino habitat and the capacity building of local staff.

## The Javan rhino population today

Javan rhinos are monitored and protected from poachers by five terrestrial and two marine RPUs, who collect evidence of these elusive rhinos through wallows, footprints and faeces, and occasionally through direct sightings. The RPUs will also remove snares, investigate incursions into the Park and, if necessary, make arrests.

Other local staff are engaged in habitat clearance and restoration, primarily through removing invasive Arenga palm. But what the Javan rhinos really need is a second habitat elsewhere in Indonesia, with enough room to establish a second population, preferably well away from angry volcanoes.

25  
years



# Greater one-horned rhino

## Greater one-horned rhino numbers over time

The Greater one-horned rhino (also known as the Indian rhino) once roamed across the whole of the North Indian River Plain formed by the Indus and Ganges rivers, and possibly as far east as Myanmar and China. It is the rhino referenced in early Asian and European literature, and was occasionally brought to Europe to be exhibited to fascinated crowds.

By the early 1900s, human agricultural expansion into the rhinos' grassland habitat, along with unrestrained hunting, had brought the Greater one-horned rhino to the brink of extinction; perhaps fewer than 200 remained. Conservation measures were put in place to control hunting, and throughout the twentieth century the greatest threat has been poaching.

Nevertheless, the Greater one-horned rhino population has recovered to around 3,500 animals, confined to a few pockets of habitat in the Indian state of Assam and in southern Nepal, in the thin strip of grassland at the foot of the Himalayas known as

the Terai Arc, often surrounded by human settlements. The main threats today are still poaching, along with human-rhino conflict, limited space and the related risks of annual flooding, as rhinos hemmed in by human infrastructure are unable to escape the rising waters.

## What we've done since 1994

Save the Rhino first supported Greater one-horned rhino conservation in 1999, when we provided assistance to respond to severe flooding. In 2007 – 08, the EAZA (the European Association of Zoos and Aquaria) Rhino Campaign provided almost €170,000 for anti-poaching initiatives and rhino translocations. Subsequent support from zoo partners and individual supporters through Save the Rhino's core funds, has ensured a steady flow of support to Greater one-horned rhino conservation ever since.



## The Greater one-horned rhino population today

Indian Rhino Vision 2020 (IRV2020) was set up by the Government of the Indian state of Assam, which contains three-quarters of the world's Greater one-horned rhinos, along with other organisations including WWF-India and our friends

The main threats today are still poaching, along with **human-rhino conflict**, limited space and the related risks of annual flooding

and partners the International Rhino Foundation. The aim of IRV2020 was to grow the Indian rhino population in Assam from 2,000 rhinos in three locations to 3,000 animals in seven separate areas by 2020.

This has been a challenging mission. Tragedy struck when a helicopter crashed in Nepal in 2007, killing several members of the IRV2020 team. The project eventually resumed with new team members and rhinos were translocated from the largest population in Kaziranga to Manas National Park, some six hours away. The establishment of the population in Manas has been challenging – initial rhino escapes were solved, only to give way to a surge in poaching in 2012 and 2013. Nevertheless, the rhinos at Manas are now well established and some 20 calves have been born, including second-generation calves. The last translocation from Kaziranga to Manas took place in February 2020, just before the Covid-19 pandemic took hold.

IRV2020 has not achieved all its ambitious goals, but the partners have maintained their commitment and by 2020 there were now more than 2,600 Greater one-horned rhinos in four protected areas in Assam. This vital work will continue, either as an extension of IRV2020 or under a new framework, and Save the Rhino International and its partners will continue to support these efforts through the coming years.

IMAGE: INTERNATIONAL RHINO FOUNDATION



25  
years



# White rhino

## White rhino numbers over time

In comparison to the other African species, the black rhino, white rhinos have had a very different history. In the early 1900s, one subspecies, the Southern white rhino, was thought to be extinct. A small population, fewer than 300 animals, possibly as few as 50, was discovered in one location, iMfolozi Reserve in KwaZulu Natal, South Africa. Careful conservation measures in the Reserve helped the population to increase slowly, and by the middle of the century, Southern white rhinos were being translocated back to repopulate areas they had once inhabited.

The success story continued: by the early 1970s, there were more than 2,400 Southern white rhinos across the continent. Unfortunately, as their numbers grew, their relative, the Northern white rhino, was in rapid decline.

While the white rhino continues to be the most numerous of all five rhino species, **they have declined by 10% since 2010**, with approximately 18,000 individuals left

The poaching crisis took hold in the 1970s and 80s, fuelled by demand for Traditional Chinese Medicine and Yemeni dagger handles, and soon, Northern white rhinos had become extinct in Uganda, the Central African Republic, Sudan and Chad. By 1994, there were fewer than 30 individuals left. The last wild Northern white rhinos lived in a single population in the eastern Democratic Republic of Congo's (DRC) Garamba National Park.

## What we've done since 1994

The single biggest threat for the white rhino in recent times has been poaching. While the decline in poaching in the 1990s and early 2000s gave some respite, the species has been incredibly hard hit by poaching gangs – in recent years, more white rhinos have been poached than black rhinos, in part because their population is larger, but also because they generally live in groups and in more open habitats where they are easier to find. So, our priority for white rhinos has been improving anti-poaching and security measures. This work began in 1996, when we provided funding to teams in the DRC to improve ranger equipment and training. Unfortunately, political conflict meant that, in 2005, future funding in the region had to be abandoned.

In 2007, we began to support Hluhluwe-iMfolozi Park (HiP), in South Africa. HiP is home to black and white rhinos, and is known as Africa's oldest game reserve. Its proximity to the border with Mozambique, and the size of its rhino populations,

have made it a prime target for poaching syndicates: rangers at HiP have had to deal with up to six poaching incursions in one day, often without enough equipment to keep themselves or their colleagues safe. In this tough job, our primary focus has been to ensure that rangers have good equipment and training to do their jobs effectively and safely. Our grants have purchased simple and essential items including tents, backpacks, water bottles and sleeping bags for rangers out on patrol, as well as larger projects including a Savannah Light Aircraft for aerial rhino-monitoring patrols.

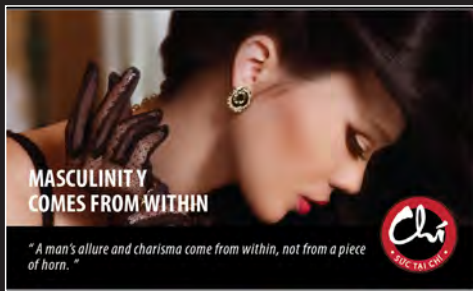
As well as supporting white rhino populations in Namibia, Kenya and Zimbabwe – three countries with significant populations – Save the Rhino has also worked to ensure that smaller populations, such as one in Uganda, continues to be protected. Since 2006, we have supported Ziwa Rhino Sanctuary. Ziwa holds the country's only breeding rhino; making sure that the area is well secured and rangers have appropriate equipment is crucial.

## The white rhino population today

Despite the successes seen in the 20th century, the most recent poaching crisis has made growing the white rhino population extremely difficult. While the white rhino continues to be the most numerous of all five rhino species, they have declined by 10% since 2010, with approximately 18,000<sup>1</sup> individuals left. Given the huge numbers of rhinos that have been poached in the past decade (almost 10,000), the 10% decline is, in many ways, a smaller loss than could have been expected. As the poaching crisis begins to ease, we're hopeful that this species will once again continue its story of recovery.

Sadly, the Northern white rhino has not recovered. In 2009, five Northern white rhinos were translocated from a European zoo to Kenya, in the hope that bringing them back to a more natural habitat would encourage breeding. The plan did not succeed. Today, just two Northern white rhinos are left, both female and unable to reproduce naturally. All hopes for this subspecies now lie with assisted reproductive technology, using frozen reproductive cells and Southern white rhino females as surrogate mothers. This extremely sad situation demonstrates the importance of taking early action. Our efforts and focus today remains with ensuring that the three Critically Endangered species (black, Sumatran and Javan rhinos) do not ever reach this point.

<sup>1</sup> While figures released in 2021 show a substantial decline in the Southern white rhino population within Kruger National Park, the last official white rhino population count was in 2017, totalling c. 18,000 white rhinos. This may drop significantly in the next official count.



The causes of **the resurgence in rhino poaching from 2008 onwards are complex and debated**, but certainly a major factor was the emergence of a market for rhino horn in Viet Nam



## Stopping illegal markets

The world has changed. Think of rhino conservation these days and one might think of tiny populations clinging on in Indonesia, or small and overstocked habitats in the North Indian River Plain.

But one is more likely to think of rangers: men and women, typically in East and Southern Africa, heroically putting themselves between iconic wildlife and the poachers who would kill those animals for profit. A great deal of conservation effort goes into making sure those brave people have the equipment, supplies and training they need to do their jobs effectively and bring themselves home safely. Much of conservation in the past decade has looked and felt like a military exercise.

But it wasn't always so. Save the Rhino was formed partly in response to the wholesale and horrific poaching of wildlife in the 1970s and '80s, but by the 1990s things had begun to improve. For the first half of Save the Rhino's life as an official charity – from 1994 to 2007 – poaching was dying down and people could concentrate on improving habitat and re-establishing decimated populations. In 2007 there were 'only' 13 rhinos poached in South Africa; that's still 13 too many, but by 2013 that number had risen to more than 1,000 per year.

The causes of the resurgence in rhino poaching from 2008 onwards are complex and debated, but certainly a major factor was the emergence of a market for rhino horn in Viet Nam, primarily as a status symbol among the new business tycoons in Hanoi, alongside the older market for Traditional Chinese Medicine in China.

By 2012 the situation was grave. At a meeting in late 2012 in Namibia, organised by Save the Rhino and funded by US Fish and Wildlife Service, Jo Shaw and Tom Milliken previewed their report for TRAFFIC on the links between South Africa and Viet Nam. Save the Rhino and TRAFFIC subsequently agreed to partner on a proposal to the British Government for funding to tackle the burgeoning demand in Viet Nam. Save the Rhino led the application, the proposal was successful, and the Chi campaign was born, one of the most successful rhino horn demand reduction programmes to date.





THIS IMAGE(S) | ALL OTHER IMAGES TRAFFIC

# 25 years

The Chi campaign used market research techniques to profile potential buyers of rhino horn and identified 'Mr L', a fictitious but typical middle-aged, middle-class businessman with particular behaviours and consumption patterns. The Chi Campaign was designed specifically for Mr L, building upon the Vietnamese concept of 'chi' – inner strength – to convey that success comes from one's own talent and hard work, not from illegal wildlife products.

Trying to influence consumer behaviour is strange territory for conservationists, whose language is usually around protected area management, community-led conservation initiatives and conservation breeding programmes. Instead, demand reduction has us speaking about behaviour identification, audience segmentation and marketing frameworks, the language of advertising. Many people more comfortable with rhinos, savannahs and jungles had to quickly learn new skills.

The first phase of the Campaign ran from 2014 to 2017, and subsequently many of its activities have been continued by TRAFFIC.

Meanwhile, thanks to a very generous donation by one of our long-term supporters, we have been able, once again, to partner with TRAFFIC on three more specific interventions focusing on Vietnamese government officials, cross-border traffic between Viet Nam and China, and social media outreach in China. These three projects are now ending and we look forward to reporting on the impact that each one has had.

And Save the Rhino, in collaboration with several European zoo partners, has carried on supporting public engagement in Viet Nam through a partnership with Education for Nature-Vietnam (known as ENV), which runs a long-term public education campaign as well as supporting law-enforcement efforts.

2020 has once again changed the framing for Save the Rhino's work on stopping illegal markets for rhino horn. The year started in great optimism, with a new initiative to support law enforcement in Viet Nam and an exciting new partnership with the Environmental Investigation Agency (EIA) on wildlife trade and crime policy in China.

Then the Covid-19 pandemic hit, and suddenly the global spotlight fell on the issues Save the Rhino and its partners have been addressing for several years. Wildlife trade is no longer seen 'just' as a conservation issue, it is now a public health issue, and new wildlife-related policy announcements came from the governments in China and Viet Nam.

Suddenly the global spotlight fell on the issues Save the Rhino and its partners have been addressing for several years. **Wildlife trade is no longer seen 'just' as a conservation issue, it is now a public health issue**

At an online Thorny Issues Live event in June 2020, Save the Rhino joined with TRAFFIC, ENV and EIA to discuss the possible implications of Covid-19 on our work to stop illegal wildlife markets. As this piece is being written, the pandemic is still in full flow and we do not know the answers to the many questions raised in that discussion. But we and our partners look forward to finding out, and to continuing our work on stopping illegal wildlife markets in what is likely to be a much-changed world.

## The changing role of the ranger



In the early 2000s, when the first poaching crisis had died down, a ranger's main focus was to monitor rhinos, check their overall condition and record population changes within the area. There was virtually no hint of the poaching crisis that began in 2008 in Zimbabwe, and then spread throughout rhino range states.

One person that's witnessed these changes first hand is **Simson Uri-Khob, CEO of Save the Rhino Trust (SRT)**, in Namibia (pictured opposite). In 1991, when Simson began working at SRT as a maintenance manager and mechanic, he had no idea what the next 30 years would bring.

We asked Simson to share what's changed for him, for SRT, and for Namibia's rhinos, since he began his work.

**“ You were appointed SRT's CEO in 2014, after working hard through other roles since you joined the Trust in 1991. What were these other roles?**

In 1993, I became the Director of Field Operations and then I became the Director of Sciences after completing my Master's degree at the University of Kent in 2004. Through my research and thesis, I worked with the Government to reintroduce rhinos in their historical range and bring more benefits to the local communities. With every role and piece of research, I learnt so much more about rhinos and our organisation.

**“ Your 30-year career at SRT is incredible – what's been your main passion throughout the years?**

Working with the rhinos and knowing they are safe and their population is increasing inspires me every day. I also love working with my staff, making sure that they are happy with their work and are safe. It's not easy, but as I've been at SRT for a long time, it's almost like I've grown up alongside many of my team.

**“ Another passion of mine is **working with our local communities**, improving livelihoods and sharing the importance of rhinos with others**

We know each other very well, and that helps all of us to work effectively and trust each other. Another passion of mine is working with our local communities, improving livelihoods and sharing the importance of rhinos with others.

**“ Since you joined SRT, how has the local rhino population changed? Have there been years with much higher poaching intensity?**

When I first joined SRT there was very little going on. The Trust was small – we only had two people in our patrol team and a few Game Guards. However, we grew fast and rhino populations increased quickly, thanks to good rains and good protection.

The number of black rhinos in our region trebled, and there became an increasing need for better biological management of the population. It was towards the end of 2013 that the poaching crisis hit us. It was an extremely challenging time for everyone. We managed to bring poaching under control by August 2017. Since then, we've only had four rhinos poached.



THIS IMAGE AND OPPOSITE PAGE AND ANN TOON | BELOW: SIMSON UIR-KHOEB, SRT

**“ How has the life of a rhino monitor or ranger changed during this time? Given the tough poaching years of 2013 to 2016, the pressure on field teams must have changed dramatically.**

As soon as the poaching pressure increased in South Africa (around 2011), we began to work more closely with our local communities, involving more people in rhino monitoring through our Rhino Rangers Programme.

The Programme brings in two members from each neighbouring conservancy and trains them to monitor rhinos, so that there are more boots on the ground. It was a struggle in the beginning, but it's clear now that it was worth taking the initial risk.

In the long run, these are the people that will take over the monitoring of the black rhinos, because they have a reason to protect them and benefit from them. From 2012 to 2018, the number of trained and equipped conservancy-based rangers has grown from 0 to 59.

**“ What are your ambitions for the future of the Kunene region's black rhinos, and SRT more widely?**

I want to see a steadily increasing black rhino population roaming the landscape of the Kunene region, and more staff protecting the rhino with the support of our local community.

**“ What's been the biggest difference that you've seen throughout your time at Save the Rhino Trust?**

The biggest change for me has been the transition from a small NGO with volunteers to one that's well known and needs a lot of support (awareness and funding) to protect and monitor the last free-roaming black rhino in the world. The rhino was already going through a tough time in the early 1990s, but today poaching is more well-known, and we've been able to grow the Trust to better protect the species. Now, we're the only Non-Government Organisation with a Memorandum of Understanding in place with Namibia's Ministry of Environment, Forestry and Tourism to protect rhinos in their natural range.

It was a long, hard, rough road but I am sure we will succeed with our mission: to protect the desert-adapted black rhino in order to ensure security for these and other wildlife species, a protected habitat, and a sustainable future for local communities long into the future.



## Inspiring future generations

It's incredible and shocking to think that an entire national population of wild animals can be wiped out by poaching, but that's what happened to Zambia's black rhinos in the 1980s and '90s.

By 1998 the entire Zambian population had been lost. Starting in 2003, black rhinos were reintroduced to one area of Zambia, North Luangwa National Park at the southern end of Africa's famous Rift Valley. Eighteen years later, the precious population of black rhinos in North Luangwa is still there and is breeding well, but it remains Zambia's only population of black rhinos.

**Park visits, during which local children stand a good chance of seeing a black rhino up close, are inspiring and sometimes life-changing experiences**

Even before black rhinos were reintroduced to North Luangwa, it was recognised that the safe future of Zambia's wildlife depends not only on national initiatives and international cooperation, but also, and perhaps ultimately, on the support and engagement of the local communities that share their lives and livelihoods with wild animals.

The North Luangwa Conservation Programme (NLCP) launched its education initiative in 2003, with the joint aims of teaching children about the value of wildlife and conservation, and about what they can do to help, and of reaching a wider audience as the children take their learning home to their families.

Like all good conservation programmes, the education initiative at NLCP has adapted and evolved over the years. Now renamed Lolesha Luangwa (meaning 'look after Luangwa' in the local Bemba language) the programme has worked with international specialists to produce a range of education materials that are integrated closely into the Zambian national curriculum and are held up as examples of global best practice. Those learning materials have been shared with other programmes in Zambia and beyond.



BOTH IMAGES: MANA MEADOWS PHOTOGRAPHY

Lolesha Luangwa has four elements:

- a teacher-led course taught throughout the year
- outreach visits from conservation programme staff to reinforce conservation messages
- community events and
- school visits into the Park

There are no prizes for guessing that the last of those elements is the most popular – Park visits, during which local children stand a good chance of seeing a black rhino up close, are inspiring and sometimes life-changing experiences.

At the height of the poaching crisis, Lolesha Luangwa emphasised the security of Zambia's precious black rhinos, as well as developing a sense of ownership and empathy for this curious pachyderm. And seeing the long-term impacts of this work that makes programmes like Lolesha Luangwa so worthwhile. People who may once have viewed wildlife as a threat, or even as an opportunity for profit, now take pride in 'their' local animals; the children who learned about conservation as 12-year-olds now work as wildlife rangers, protecting Zambia's rhinos.

And in the midst of the Covid-19 pandemic, as NLCP staff distribute washing basins and boxes of Dettol soap to school communities, Lolesha Luangwa is evolving again. Now part of a much wider programme of rural livelihood development, sustainable natural resource management, and community-based conservation initiatives, it is exploring new ways to build the bond between local people and their natural world. But, however the methods and approaches might change, the message remains the same – 'Lolesha Luangwa' – 'look after Luangwa'.

A photograph of three young women in school uniforms sitting outdoors. They are wearing blue short-sleeved shirts and dark blue berets. The woman on the right is smiling and looking towards the right. The woman in the middle is looking down. The woman on the left is partially visible, looking towards the right. They are sitting under a green and white striped canopy. The background is a blurred green landscape.

25  
years

## Rhino endurance adventures

Two friends founded Save the Rhino when returning from a motorcycle trip in 1990. In 2001, the charity raised £300,000 and by 2019–20, now with nine full-time staff, the annual fundraising total was greater than £3.5 million. This success is thanks to our supporters. They've partied, endured raging hangovers, travelled to the ends of the world, and collected blisters, to raise funds – and save rhinos.

More than 25 years ago, Dave Stirling and Johnny Roberts took a journey of discovery in Africa, now known as the Rhino Scramble. What they experienced on that trip led to the founding of a grassroots fundraising movement built on having a great time at raves... it was the 90s after all. With the Rhino Scramble in mind, adventurous challenges across the world inspired supporters everywhere to get out and do more.

Since then, many people have taken on immense challenges to conserve rhinos. In 1994, fundraisers including Douglas Adams took part in a sea-to-summit trek to Kilimanjaro. They walked 278 km in rhino costume from Mombasa. Given the epic scale of the event, you may not be surprised to know it was an idea birthed at a party.

The most famous charity challenge of all is the London Marathon, and the most famous charity costume is the rhino costume, though they weren't designed for running. They were created for Ionescu's play 'Rhinoceros'. The costumes came to the attention of Johnny and Dave via William Todd-Jones, now a Patron, and in 1992, the costume appeared in its first London Marathon. Thanks, Todd!

Today, the London Marathon is our single biggest fundraising event each year: just look at the amounts raised every year in the bar chart opposite. Every April, more than 50 runners – around 16 of them in rhino costume – cover the 26.2 miles from Greenwich to The Mall. Some members of the team are so dedicated, they've come back to enjoy the thrill of London over and over again. Berry White, Paul Cuddeford and Chris Green have each run hundreds of miles in rhino costume!

But it's not only London's streets that enjoy the charge. Runners have taken costumes to races in six of the seven continents. Paris, Boston, New York, and Dubai are just a few of the major cities to welcome the rhinos. In 2016, Josephine Gibson braved the humidity of Hanoi, raising awareness of the illegal wildlife trade. Brad Schroder holds the honour of wearing the costume for the first time in Australasia, having completed the Sydney marathon in 2017. Soon, he'll be the first to wear it in Antarctica.

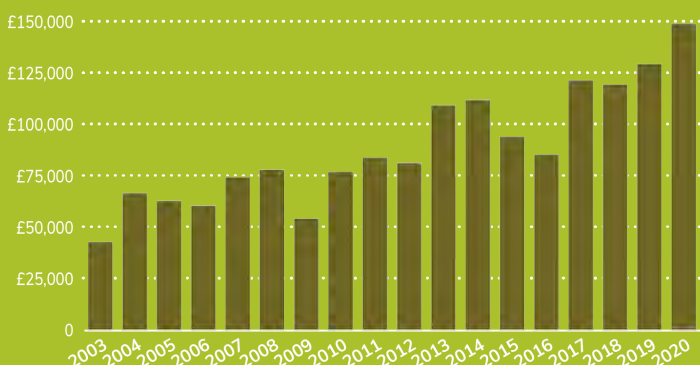
Runners have taken costumes to races in six of the seven continents. **Paris, Boston, New York, and Dubai** are just a few of the major cities to welcome the rhinos

In 2012, Vinny O'Neil became the unofficial record-holder for running a marathon in a rhino costume in 4:17:27. But why stop at 26.2 miles? That same year, Vinny took the costume to ultra-distance at South Africa's Comrades Marathon, a gruelling 12-hour, 90.2 km race.





London Marathon fundraising 2003–20



Before that, in 2002, Dave, three of the Trustees and other supporters completed the 150-mile Marathon des Sables (MdS), in costume, of course. Cathy recruited a team to do the MdS with her the following year, then the Atacama Crossing in 2006, again in full rhino.

## Mile-high rhinos

Taking inspiration from 1994's trip to Kilimanjaro, our supporters have travelled far and wide to raise funds for rhinos. Mark and David Worsfold summited Africa's highest mountain and then signed up for more suffering: they kayaked the length of the Everglades in 2013. Former Trustee Christina Franco was a member of the two-person team that won the 2005 Polar Race. In 2016, the Cummings family packed their life into a rhino-themed van, travelled the length of Europe and into Africa. In 2017, Simon Bihr and Tanya Edwards cycled through Africa to rock climb and see rhinos in the wild. The same year, Rory Hopkinson and Hugh Carthew cycled 2,100 km along the coast of South Africa, from Durban to Cape Town.

## Introducing the For Rangers Ultra

For years, Save the Rhino had wanted to set up our own event in rhino country: an event that would enable our supporters to challenge themselves, to see rhinos in their natural habitat, and to see exactly how their fundraising was making a difference. After a long search for the right partners and format, we came across Sam Taylor and Pete Newland, who set up a grassroots fundraising movement called For Rangers.

For a while, just like Dave and Johnny, they and their friends had undertaken adventures. They cycled from Johannesburg to Nairobi; kayaked 1,000 miles on the Yukon River; took part in ultra-marathons across the Namibian desert and in the Peruvian jungle. They too wanted to find a partner to start an event in their home country: Kenya. After a few drinks, ideas came together and the For Rangers Ultra was born. Together, and in partnership with ultra-marathon experts Beyond the Ultimate, we would encourage 50 to 75 people to join us in Kenya each year for a 230 km, five-day footrace, raising funds for rhinos and rangers.

Save the Rhino's CEO took part in the first For Rangers Ultra, while Event Manager David assisted with the race logistics support. Inspired, David signed up for the 2019 event, while Communications Manager Emma worked back-of-house. By now, you'll have guessed correctly that Emma has signed up for the next For Rangers Ultra. How can we ask other people to do things we're not willing to do ourselves?

ALL IMAGES MIKEL BEISNER UNLESS NOTED

# 25 years

## The Michael Hearn Internship

At any age, meeting a rhino for the first time is a memory that's never forgotten. For Michael Hearn, aged 10, his first rhino meeting was when his father took him to the rhino enclosure at Port Lympne Reserve in Kent. Within minutes, his father recalled, Mike was scratching the animal's nose and feeding it bananas.

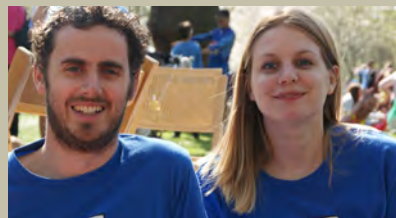
In the years that followed, Mike remained enthralled by rhinos, and by the early 2000s, he had become a powerful force in African rhino conservation, with a particular affinity for the desert-dwelling black rhino in northwest Namibia. Mike worked with Save the Rhino Trust (SRT) for many years, establishing its online database of rhino sightings that helps to guide decisions on the population's biological management.

### Continuing Mike's passion

Mike believed that the rhino was a prime example of how a flagship species could be a strategic resource for both conserving biodiversity and improving livelihoods. Unfortunately, Mike passed away in 2005, but his legacy continues thanks to the Michael Hearn Internship.

Since 2006, 14 individuals have completed the Internship, a paid one-year experience to give young conservationists a start in their careers. Throughout the role, the Michael Hearn Intern develops their skills in conservation and fundraising, managing that year's London Marathon team and spending one month in Namibia, learning from conservationists at SRT and seeing the black rhinos that Mike was incredibly passionate about.

Here are a few favourite memories from our previous interns:

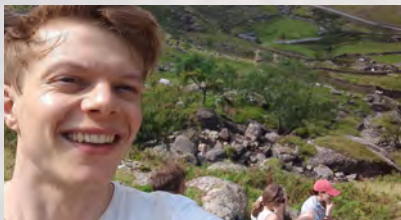


Laura Hoy

### Michael Hearn Intern 2009–10

“ I'll never forget arriving for my interview, which was held in the middle of the office at Winchester Walk. The walls were covered with maps and rhino photos, carpet patched up with duct tape... I loved it from that moment. My internship was full of unique experiences just like the office. It's hard to pick one favourite memory but I'll never forget London Marathon day, when we were able to celebrate the dedicated team who'd given up so much time to training and fundraising, raising tens of thousands of pounds between them. Or the moment we found our first black rhinos on foot in the desert, when I was visiting the Save the Rhino Trust team in Namibia.

The day-to-day experience as an intern was a very busy role, and required getting up to speed quickly on everything from financial processes to field programmes. But it was rewarding to work across so many aspects of the organisation, especially as a new graduate, and this helped me feel confident applying for permanent roles in fundraising and conservation once the internship came to an end. As it happened I didn't leave Save the Rhino for long, returning as Office and Communications Manager, and then taking on the role of Events Manager. Later, I managed the team as Deputy Director during Susie Offord-Woolley's maternity leave. I'm currently taking a career break, to look after my 18-month old, but I'm still working with Save the Rhino to deliver grant reports for donors.



## Aron White

### Michael Hearn Intern 2014–15

“ When I applied to the internship, I'd recently graduated with a degree in Chinese – not a conventional route into conservation NGOs. I couldn't afford either a Masters' degree or unpaid volunteering in London. The Internship enabled me to move to London – where I still live – and get to grips with the lay of the conservation land while contributing meaningfully to Save the Rhino's amazing work.

Memories that stand out would include the London Marathon team I was managing breaking the then-record for most money raised (happily since trounced several times) and, of course, seeing a wild black rhino in Namibia.

I also really appreciated how the Internship covered a range of work, from communications and admin support, to working on a field programme in Namibia. Building on the experience and network I developed during my time at Save the Rhino, I've been fortunate to have stayed in wildlife conservation ever since.

I now work as a Wildlife Campaigner and China Specialist at the Environmental Investigation Agency, and am happily still in regular contact with the rhino team. We're now working together again to push for changes to China's wildlife trade policies and reduce demand for rhinos and other threatened wildlife.

IMAGE STEVE AND ANN TOON



## Allie Mills

### Michael Hearn Intern 2018–19

“ I'm so grateful for the time I spent with SRI, which enabled me to develop some incredibly valuable skills for my future career. It was wonderful to be able to foster these skills within such a friendly and devoted team, so passionate about conservation, and to meet and feel so inspired by so many incredible supporters from across the globe through my management of the 2019 London Marathon.

It's so tricky to think of one favourite memory, as there were so many highlights! Of course, London Marathon day is up there, after fostering relationships with such wonderful supporters, to be there for the finish with big, emotional hugs.

And, the chance to see the impact of Save the Rhino's work first-hand in Namibia was an unforgettable experience, sleeping under the most incredible clear sky, with shooting stars every minute and tracking black rhinos on foot during the day! Truly magical.

Nowadays I'm keeping busy working for Bookmark, a children's reading charity, and as the volunteer co-ordinator for a busy London foodbank, alongside being an ambassador for Planet Patrol, combining my new-found passion for paddle-boarding with environmental clean-ups.



# 25 years

## Looking ahead

The pace and scale of global economic, social and technological development during the past 50 years has been unprecedented, and so have the impacts of that development on the natural world. No sooner have conservationists come to terms with the scale of the latest challenge, than the next challenge has loomed even larger.

In the early 1970s, conservationists worried about local issues – like factories polluting rivers – and there were still more than 37,000 black rhinos in Africa. By 1980, those same conservationists had learned that environmental issues could become regional – many people in Western Europe worried about acid rain – and the African black rhino population had fallen to fewer than 15,000.



DESERT-ADAPTED BLACK RHINO, NAMIBIA | SPT, NAMIBIA

Twelve years later in 1992, when Johnny Roberts and Dave Stirling first ran the London Marathon to raise money for rhinos, and the United Nations Earth Summit was held in Rio de Janeiro, there was a hole in the ozone layer over Antarctica, people had begun to hear the phrase 'climate change', and there were fewer than 2,500 black rhinos in Africa.

Beyond the world of rhinos,  
**the impacts of one degree of  
climate change are already being  
felt around the world,** and greater  
impacts seem inevitable

In its 25-year history, Save the Rhino has seen poaching recede, only to resurge again in 2008 and dominate the past 12 years of rhino conservation. Rhinos have disappeared from former range states – there are no longer Javan rhinos in Viet Nam, nor Sumatran rhinos in Malaysia; both of those species now number fewer than 80 animals each. And subspecies have been lost – the Western black rhino was declared extinct in 2011 and the Northern white rhino is functionally extinct, unless assisted reproductive technologies can 'recreate' the subspecies.

Beyond the world of rhinos, the impacts of one degree of climate change are already being felt around the world, and greater impacts seem inevitable. The abundance of wildlife that we had in 1970 has declined by nearly 70%.

But even in this most serious of situations, there is hope. Despite the best efforts of poachers, and because of the efforts of many wonderful rangers and myriad other people, there are now more than 5,500 black rhinos and approximately 18,000 white rhinos in Africa. In India and Nepal, the remaining 3,600 Greater one-horned rhinos seem stable, if somewhat cramped, and huge efforts are being made to give Sumatran and Javan rhinos the safe spaces they need to recover.

### What does the next 25 years hold?

The next 25 years of rhino conservation will be defined by our responses to immediate conservation threats and to global conservation challenges. We will need to buy boots for rangers while confronting international wildlife crime, restore degraded habitat while mitigating global climate change, build sanctuaries for Sumatran rhinos while challenging devastating overproduction and overconsumption.

Meeting these threats and challenges, repairing and restoring the damage of the past, will require a gargantuan effort, and raising the resources necessary for that effort will bring its own challenges. We must be able to articulate clearly the value of diverse, resilient ecosystems and iconic wildlife to human wellbeing and security, if we are to be able to answer the much more practical question, 'Who will pay for all this?'

No one can do all this alone but, during the coming 25 years, Save the Rhino International will continue to work with inspirational partners, supporters and friends around the globe to safeguard our natural world, protect wildlife and save rhinos.



## A huge thank you!

Without the brilliant support of people and organisations across the world, we would not be able to achieve any of the work you've read about above. Thank you so much to everyone who has donated towards our efforts since the beginning. Your support means the world to us.

### A special thanks to those that contributed to saving rhinos during 2019–20:

#### £10,000+

Ardea Partners International LLP  
Edward T. Calkins and Linda Sonders  
Henry Chaplin  
CHK Foundation  
Disney Conservation Fund  
Kenneth Donaldson and Cathy Dean  
Bradley and Kristen Garlinghouse  
Goldman Sachs Gives (UK)  
March to the Top  
The Scott and Jessica McClintock Foundation  
The Anna Merz Rhino Trust  
New World Foods (Europe)  
Oak Philanthropy (UK) Limited  
Pariplay Limited  
Save the Rhino International Inc.  
Tarquin Stephenson  
Wilhelma Zoological and Botanical Garden, Stuttgart  
Zoological Society of East Anglia (Banham Zoo and Africa Alive)

#### £100,000+

The Avenue Diagnostic Centre Limited  
The Bently Foundation  
Beyond the Ultimate  
The Royal Foundation of The Duke and Duchess of Cambridge  
United States Fish and Wildlife Service – Rhinoceros and Tiger Conservation Fund  
The Wildcat Foundation  
The Woodtiger Fund

**And those who wish to remain anonymous.**



**Since 1994, we've been able to send out £14,677,962 to field programmes across Africa and Asia. While we're proud of what this money has achieved so far, we recognise that there is a lot more to do, and there will always be new challenges to overcome.**

When Save the Rhino began, our vision was clear: to see all five rhino species thriving in the wild. In the past 25 years, we've been working towards that vision every day. During this time, we've endured some tragic events alongside some brilliant success stories.

We hope that in the coming years, the successes continue to outweigh any tragedies, so that we can continue to make an impact for rhinos and achieve our vision.

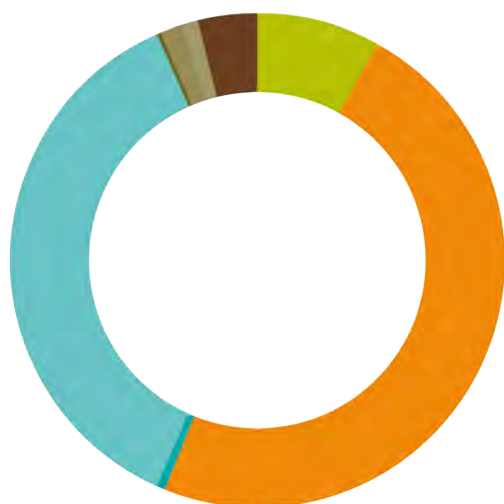
IMAGE: STEVE AND ANI TOON

# Grants awarded 1994–2020

25  
years

## By rhino species

Total grants awarded 1994–2020



All species	£1,202,095.36	8.2%
Black rhino	£7,040,089.35	48.0%
White rhino	£100,078.12	0.7%
All African rhinos	£5,392,074.04	36.7%
All Indonesian species	£33,560.00	0.2%
Greater one-horned rhino	£200,125.75	1.4%
Javan rhino	£147,073.42	1.0%
Sumatran rhino	£562,865.86	3.8%
<b>Total</b>	<b>£14,677,961.89</b>	<b>100.0%</b>

## By country

Total grants awarded 1994–2020



Kenya	£3,929,622.36	26.8%
Namibia	£2,831,444.36	19.3%
Zambia	£2,320,653.09	15.8%
South Africa	£1,225,343.57	8.3%
Tanzania	£1,010,647.86	6.9%
Zimbabwe	£765,470.49	5.2%
Indonesia	£688,668.28	4.7%
Viet Nam	£593,702.01	4.0%
Africa (miscellaneous)	£513,567.82	3.5%
UK	£243,760.02	1.7%
India	£162,089.75	1.1%
Other (countries each with less than 1% of total)	£392,992.28	2.7%
<b>Total</b>	<b>£14,677,961.89</b>	<b>100.0%</b>

# Fundraising and financials for the year ended 31 March 2020

Our annual accounts are independently audited by Accountancy Management Services Limited. You can view these full accounts online, via the [Charity Commission's website](#).

## Statement of financial activities

For the year ended 31 March 2020

<b>Incoming resources</b>	
Donations and legacies	£999,091
Charitable activities	£2,554,722
Other trading activities	£20,534
Investments	£395
<b>Total incoming resources</b>	<b>£3,574,742</b>
<b>Expenditure</b>	
Raising funds	£382,440
Charitable activities	£2,583,961
Other	£9,261
<b>Total expenditure</b>	<b>£2,975,662</b>
Net income/(expenditure) for the year	£599,080
Transfers between funds	—
<b>Net movement in funds for the year</b>	<b>£599,080</b>
<b>Reconciliation of funds</b>	<b>£1,093,367</b>
<b>Total of funds carried forward</b>	<b>£1,692,447</b>

## Our commitment to you

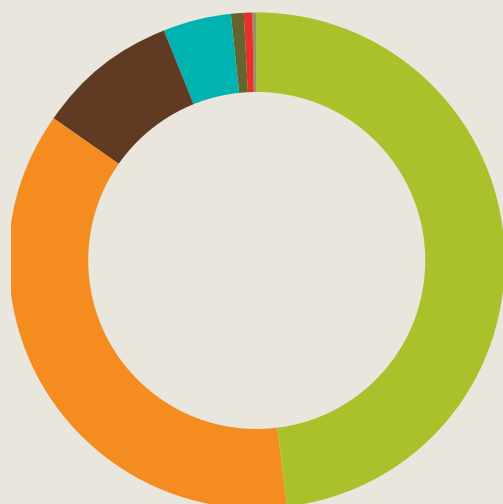
We're committed to using the money we receive wisely, making sure that every penny is valuable for rhinos.

For the year ended 31 March 2020  
**for every £1 donated to Save the Rhino:**



## Grants by rhino species

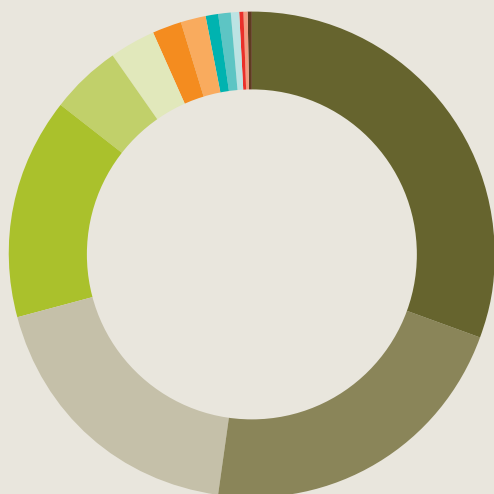
Total grants awarded for the year ended 31 March 2020



White and black	£1,187,370	48.6%
Black	£902,924	36.9%
Miscellaneous	£233,547	9.5%
Sumatran	£106,750	4.4%
Javan	£11,074	0.5%
Greater one-horned	£3,123	0.1%
White	£833	0.0%
<b>Total</b>	<b>£2,445,622</b>	<b>100.0%</b>

## Grants by country

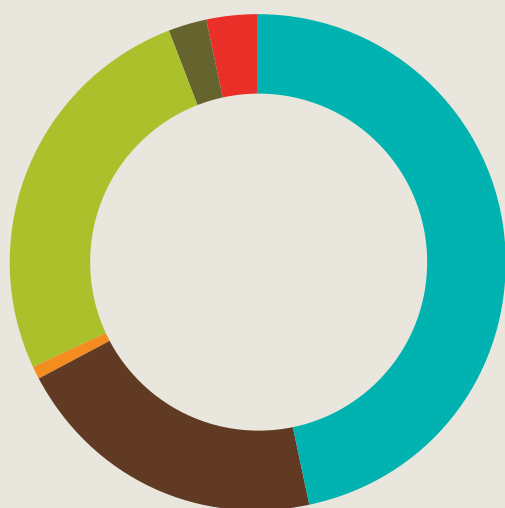
Total grants awarded for the year ended 31 March 2020



Zambia	£752,145.42	30.8%
Kenya	£528,718.32	21.6%
Namibia	£456,170.28	18.7%
South Africa	£354,803.52	14.5%
Indonesia	£117,824.32	4.8%
Africa (miscellaneous)	£75,813.56	3.1%
Tanzania	£44,352.05	1.8%
Zimbabwe	£41,352.39	1.7%
DR Congo	£23,002.80	0.9%
Malawi	£20,005.00	0.8%
Viet Nam	£15,900.58	0.7%
Eswatini	£7,155.00	0.3%
China	£4,735.00	0.2%
India	£3,123.16	0.1%
South Sudan	£833.03	0.0%
<b>Total</b>	<b>£2,445,622</b>	<b>100.0%</b>

## Grants by strategic priority

Total grants awarded for the year ended 31 March 2020

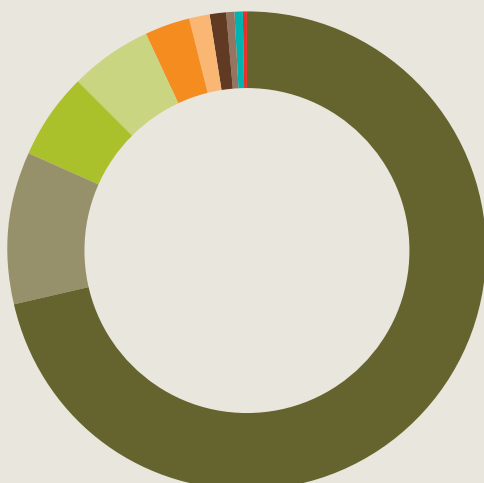


Protection, law enforcement, investigations and intelligence	£1,141,727.94	46.7%
Biological management	£504,103.93	20.6%
Stopping illegal markets	£20,635.58	0.8%
Capacity building	£640,868.83	26.2%
Coordination	£60,215.54	2.5%
Societal relevance	£78,069.98	3.2%
Sustainable, adequate finance	—	0.0%
<b>Total</b>	<b>£2,445,622</b>	<b>100.0%</b>

## Income by revenue stream

For the financial year ended 31 March 2020

You're the people who make saving rhinos possible. We are committed to spending the money you raise effectively and efficiently, keeping our overheads as low as we can without holding back our growth.



Trusts and foundations	£2,554,722
Challenge events	£371,037
Donations	£208,340
Corporate fundraising	£195,377
Community fundraising	£117,045
Gift Aid	£47,877
Membership	£40,665
Merchandise	£20,534
Gifts in kind	£12,292
Special events	£6,458
Investment income	£395
<b>Total revenue</b>	<b>£3,574,742</b>

2 years



IMAGE: GREGG LINDS-STEIN

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Jim Hearn  
Emma Lear  
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Emma Pereira  
Communications Manager

Adam Shaffer Community  
Fundraising Manager

Jon Taylor Deputy Director

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