



2024-25 Impact report

**We believe rhinos are magnificent.
And they are endangered.
To survive, they need a safe and
diverse world.**

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

Our vision All five rhino species thriving in the wild.

Our mission Collaborating with partners to support endangered rhinos in Africa and Asia.

Our strategic priorities

- Protection and law enforcement
- Biological management
- Stopping illegal markets
- Capacity building
- Coordination
- Societal engagement
- Sustainable and adequate financing

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A message from our CEO



2025 will be remembered as a year of change. Around the world, we've seen shifting political landscapes, advances in technology, and rising environmental pressures – from extreme weather events to continued biodiversity losses. These global challenges affect all of us, and they impact rhinos too.

At Save the Rhino, this has also been a year of beginnings. We launched our new organisational strategy that will guide us through to 2030, helping us stay focused yet flexible in the face of future change.

We forged exciting new partnerships in Indonesia, to protect Javan and Sumatran rhinos – the planet's most threatened rhino species. In Kenya, our partners continue to inspire us with their efforts to expand habitat for black rhinos. And in South Africa, we're encouraged by dedicated efforts to disrupt illegal rhino horn supply chains and reduce poaching losses.

We were proud to participate in the IUCN SSC African Rhino Specialist Group meeting and to contribute to the development of the new African Rhino Conservation Framework. This year also brought the publication of the IUCN/TRAFFIC triannual rhino report, providing vital updates on all five rhino species. And for the first time, Save the Rhino was represented at the CITES Conference of the Parties, where we worked with key

governments to help shape global policies that support rhino conservation.

None of this would be possible without you. Every supporter – whether contributing to a campaign, sharing our messages, or even running the London Marathon in a rhino costume – plays a role in rhino conservation. Your commitment keeps us going, especially during times of uncertainty.

As we look ahead, we believe that what the storm shakes loose becomes the soil for something new. With your support, we'll keep working towards a future where all five rhino species can thrive in the wild – for the benefit of nature, and for people, for years to come.

Dr Jo Shaw
CEO, Save the
Rhino International

MARCUS WESTBERG



As at end Dec 2024, from the *The African and Asian Rhinoceroses – Status, Conservation and Trade Report*, produced by IUCN and TRAFFIC for the CITES Secretariat.

Black rhino
Diceros bicornis
In-situ population¹ 6,788

<CR>

IUCN RED LIST CLASSIFICATION
Critically Endangered Considered to be facing an **extremely high risk** of extinction in the wild.

White rhino
Ceratotherium simum
In-situ population¹ 15,752

<NT>

IUCN RED LIST CLASSIFICATION
Near Threatened Is close to qualifying for or is likely to qualify for a threatened category in the near future.

The Northern white rhino subspecies is functionally extinct, with only two individuals (both female) left. The Southern white rhino accounts for all other white rhinos.

Javan rhino
Rhinoceros sondaicus
In-situ population¹ ~50

<CR>

IUCN RED LIST CLASSIFICATION
Critically Endangered Considered to be facing an **extremely high risk** of extinction in the wild.

Greater one-horned rhino
Rhinoceros unicornis
In-situ population¹ 4,075

<V>

IUCN RED LIST CLASSIFICATION
Vulnerable Considered to be facing a high risk of extinction in the wild.

Sumatran rhino
Dicerorhinus sumatrensis
In-situ population¹ Estimated 34–47

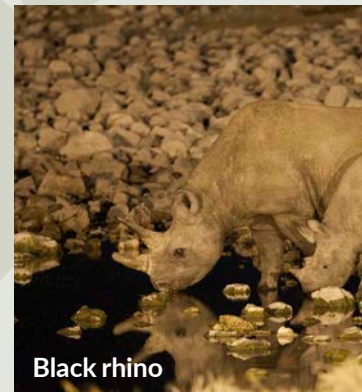
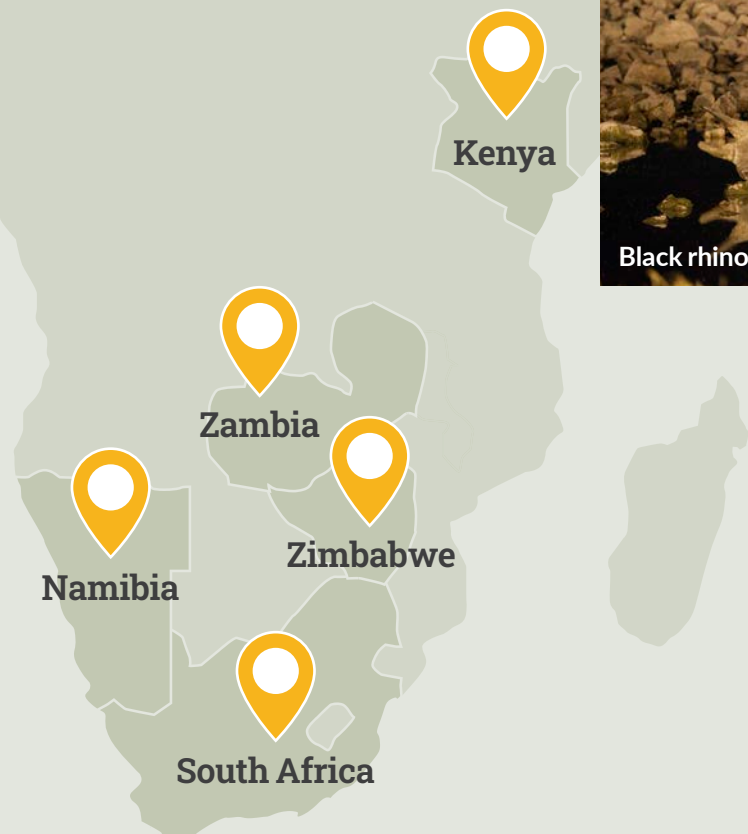
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IUCN RED LIST CLASSIFICATION
Critically Endangered Considered to be facing an **extremely high risk** of extinction in the wild.

Where we work

Alongside our partners around the world, we work to support the people and institutions responsible for conservation of the most threatened rhino species in landscapes with priority populations for the future.

We have a science-based strategic focus on the largest and most important (Key 1 and Key 2) populations of the three most threatened (*Critically Endangered*) species – Black rhinos, Javan rhinos and Sumatran rhinos.



¹In countries in which they naturally occur, i.e. rhino range states.



Sumatran rhino

MICK CARBUNT



Images courtesy of the Indonesian Ministry of Forestry



Javan rhino

TOBIAS NOWLAN



STEVE & ANN TOON



White rhino

LARA JACISON



Indonesia



153
tyres

for Hluhluwe-
iMfolozi Park's
rangers

600+
training places

funded for rangers
across Kenya

Our impact

Thank you for standing with us

Protecting rhinos is a shared journey, driven by collaboration, innovation and the tireless dedication of people on the ground. This year has brought new challenges, but also inspiring progress for all five rhino species. Your generosity enables vital conservation efforts and strengthens the partnerships that make this work possible.

Here are some of the successes you helped achieve over the past year.



6
months of fuel

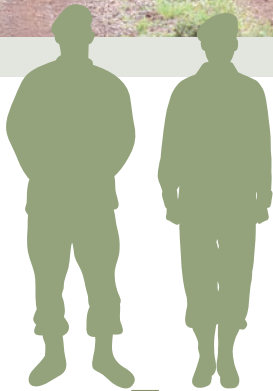
provided for North Luangwa's
Rhino Monitoring Unit

Grants to
18
partners
across

6
countries



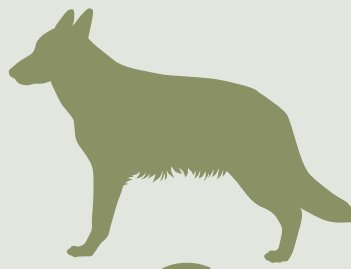
LARA JACKSON



4

field ranger camps

refurbished at uMkhuze Game Reserve



6

dogs from canine units

provided with veterinary care, food, equipment and training



10 Sumatran rhinos

provided with food and veterinary support at the Sumatran Rhino Sanctuary



JASPER VISSER

4 field ranger camps

refurbished at uMkhuze Game Reserve

IN PARTNERSHIP WITH FORRANGERS



2,500+
rangers

received life insurance cover across Africa



250+
helicopter hrs


of rhino-related ops in Namibia

SUPPORTED THE PROTECTION OF

240,000+
acres of rhino habitat

in Laikipia & Meru counties, Kenya





Zimbabwe

250+
black rhinos
monitored in
a key population
in Zimbabwe

706 **41**
school **school**
children **teachers**
took part in educational
field trips to Borana
Conservancy

Accommodation
built for
4
rangers
at the Mounted Patrol
Unit's base in Namibia




EXPENSES TOWARDS
7
monthly
Javan rhino
monitoring
patrols



68
rhino experts
attended the African
Rhino Specialist
Group meeting

Javan rhino image courtesy of
Indonesian Ministry of Forestry



Our approach

We maintain close relations with our field partners to maximise our technical knowledge and ability to ensure that resources are delivered to the points of greatest need. As well as providing funds to field programmes, we facilitate international collaboration and the sharing of best practice and actively communicate with key audiences to promote understanding of and support for rhino conservation.

Our Conservation Plan has seven key components:

- **Protection, Law Enforcement, Investigations and Intelligence:** We support those working directly at site level to keep rhinos safe, capacitating rangers, strengthening law enforcement and enabling analysis to pre-empt and prosecute those trafficking rhino products
- **Biological Management:** We provide necessary equipment and operations for monitoring and managing rhino populations and their habitats with dedication and expertise, and achieve optimum population growth rates
- **Stopping Illegal Markets:** We support those addressing the illegal trade in rhino products through behaviour changes in consumer countries with illegal rhino horn markets
- **Capacity Building:** We invest in people, making sure that rangers and conservationists have the knowledge, skills and training they need to conserve rhinos effectively
- **Coordination:** We bring together conservation agencies, professionals and partners across rhino range states to improve collaboration and decision making
- **Societal Relevance:** We support those working with local stakeholders, ensuring that conservation is fair, inclusive and meaningful to the people who live alongside rhinos
- **Sustainable, Adequate Financing:** We work with those exploring and developing sustainable, reliable funding mechanisms and target funding towards the most important populations



Image courtesy
of the Indonesian
Ministry of Forestry



Scaling Up Protection

How Air Support is Vital to protect rhinos in Namibia

At the last official count (in 2022), there were more than 3,600 rhinos in Namibia. Whilst this makes the country incredibly important for rhino conservation, it also attracts international crime networks.

In 2024, Namibia suffered its fourth-worst poaching year since the beginning of the current poaching crisis: 81 rhino carcasses were found. Despite dedicated efforts to protect rhinos across Namibia's vast landscapes, organised crime groups persistently target the country's rhinos.

To safeguard its rhino population, the Ministry of Environment, Forestry and Tourism (MEFT) and its partners have focused on two primary strategies: removing a rhino's horns (dehorning) to deter poaching gangs and moving rhinos into safer areas (translocation). To be successful, dehorning and translocation procedures need significant time, resources and expertise. These operations depend heavily on aerial support, flying above to find and dart rhinos within vast, remote landscapes. Rising operational costs and limited conservation budgets have made it increasingly difficult for MEFT to secure enough funding required for these vital procedures.

Thanks to funding from our partners, we were able to support the aerial team expenses for dehorning and translocation operations. With dedicated staff in the sky and on the ground, MEFT's work to protect rhinos can be more effective, efficient and ultimately achieve the goal of keeping more rhinos safe.

As Piet Beytell, National Rhino Co-ordinator for Namibia, states "Helicopters are essential when darting rhinos for dehorning or translocation operations, used in parallel with fixed-wing aircraft to find rhinos in our vast landscapes. We wouldn't be able to undertake these vital activities without aerial support."

In addition to proactive protection, swift responses and thorough investigations are critical to disrupting the organised crime networks driving rhino poaching. In 2024, 102 rhino-related wildlife crime cases were registered in Namibia, resulting in 77 arrests and the seizure of 14 rhino horns. Robust intelligence, combined with strong collaboration and targeted operations, remains Namibia's most effective defence against poaching.

Alongside MEFT, we remain committed to protecting Namibia's rhinos. With sustained aerial operations and intelligence-led collaborative enforcement, Namibia can continue to push back against organised crime. Continued support from our donors is critical to sustaining these operations, ensuring that the people on the ground have the tools they need to succeed.



Rhino horn trafficker jailed in legal first on financial charges in S. Africa

 Kristine Sabillo
27 Jan 2025 · South Africa

Comments Share article



Clockwise from top left:
Francis Kipampa convicted for money laundering and rhino horn trafficking in South Africa; Rangers and dogs from the Canine Unit in Hluhluwe-iMfolozi Park; Black rhinoceros in South Africa.

Following the money in South Africa

Rhino poaching is a crime that spans borders, through dangerous and well-organised illegal networks, often involved in trafficking other commodities, including weapons and drugs.

To stop poaching, we're supporting professional forensic accountants to follow the money, understanding the complex web of illicit financial activity that powers rhino poaching, and most importantly, the people ultimately responsible.

In January 2025, this work resulted in the successful conviction of an individual linked to rhino poaching and money laundering in South Africa.

Enhancing Rhino Protection

We completed a four-year project strengthening security across Kenya's national parks and rhino conservancies.

A key part of this effort is the implementation of EarthRanger™, a real-time data visualisation and analysis platform that allows conservation teams to track activity, identify patterns, and respond swiftly to emerging threats. With more informed decision-making and quicker, co-ordinated responses, wildlife protection efforts across key landscapes can be amplified.



Supporting the Canine Unit in Hluhluwe-iMfolozi Park, South Africa

In recent years, Hluhluwe-iMfolozi Park has been a hotspot for poaching gangs.

Last year, alongside other important interventions, we supported the Park's Canine Unit to respond effectively to poaching incidents. With access to more training, equipment and veterinary supplies, the Unit is better able to support Hluhluwe-iMfolozi Park's broader anti-poaching teams in finding and apprehending suspects in the Park.



Monitoring a species on the brink

Once common across large swathes of Southeast Asia, today all Javan rhinos are confined to just one reserve. Ujung Kulon National Park (UKNP), on the island of Java in Indonesia, is the species' only remaining home. Dense forests, undulating terrain, a tropical climate and a network of coastal rivers make Ujung Kulon a great habitat for Javan rhinos. But they make monitoring the species extremely difficult.

It can take days just to reach the beginning of a rhino tracking area. Trekking through the jungle, monitoring teams carry everything they need for weeks on patrol. Once they reach the target area, they walk through the rainforest each day, meticulously looking for small yet significant rhino signs: a footprint, a twisted branch, rhino dung. Gathering this data – recording what was found, where, and when – helps to build a more complete picture of the Javan rhino population. These signs help to answer critical questions: how many rhinos remain? Are they breeding? What are their sexes? What are they eating?

This knowledge is crucial to guide both immediate action and long-term strategies to help the population grow. In recent years, bolstering the Park's security has been a priority action.

In 2023, authorities uncovered evidence that a poaching gang had been targeting Javan rhinos. Following the discovery of the poaching incidents, a coordinated response was initiated by the Indonesian Government, law enforcement agencies and conservation NGOs

to implement urgent rhino protection measures. Simultaneously, investigations took place into the criminal groups responsible. In June 2024, one of the main perpetrators was sentenced to 12 years in prison; Indonesia's longest ever sentence for a wildlife crime. In the months following, further convictions were secured. Another gang leader received a 12-year sentence in February 2025, while five others were sentenced to 11 years and issued fines.

Despite these challenges, 2024 also brought good news for Javan rhinos. Three new calves were identified from camera traps placed within the Park. Not only is proof that the population is breeding successfully cause for celebration, it also highlights the importance of diligent population monitoring. Without thorough tracking and recording, identifying new calves would be incredibly difficult.

With latest estimates suggesting only 50 Javan rhinos remain, every animal counts. Continued support for monitoring, enforcement, and habitat protection will be critical to securing the Javan rhino's future.

STEPHEN BELCHER



NICK CARBUTT



Water for Wildlife in Kenya

Extreme weather, from droughts in Kenya to floods in India, is making it harder for wildlife to thrive within their usual habitats.

Ensuring natural landscapes are resilient to these changes is crucial for rhino conservation. At Borana Conservancy in Kenya, we supported repairs to critical water infrastructure, improving water distribution across the landscape.

With more efficient water points spread out across the Conservancy, Borana's black and white rhino populations, other wildlife and the surrounding natural ecosystem can flourish.

Safeguarding the Future of Sumatran Rhinos in Indonesia

Clockwise from top left:
Waterhole for wildlife at
Borana Conservancy
in Kenya; *Sumatran rhino
at the Sumatran Rhino
Sanctuary in Way Kambas
National Park; *Javan rhino,
Ujung Kulon National Park.

**Images courtesy of
Indonesian Ministry
of Forestry.*

Tucked within the forests of Way Kambas National Park, the Government of Indonesia's Sumatran Rhino Sanctuary (SRS) managed by the Rhino Foundation of Indonesia (Yayasan Badak Indonesia (YABI)) provides a secure home for 10 of the world's rarest rhinos.

With as few as 34–47 Sumatran rhinos remaining in the wild, the breeding population at the SRS offers hope for the future of the species.

Continued support for the SRS' expert team, food and veterinary care for rhinos and sanctuary security, ensures this small, but precious Sumatran rhino population is a lifeline for the species' long-term survival.

Strengthening Rhino Monitoring in Zambia

North Luangwa National Park is home to Zambia's only black rhino population.

Here, the Rhino Monitoring Unit works across vast terrain, using foot patrols, vehicle tracking, and aerial surveillance to monitor every individual rhino.

By funding fuel and specialist training for the Rhino Monitoring Unit and Fenceline Team, we've helped ensure regular tracking, improved data collection, and stronger protection for this important population.

Standing Strong For Rangers

Every day at Ol Jogi Conservancy in Kenya, rangers patrol 58,000 acres of challenging terrain, protecting some of East Africa's most endangered wildlife, including Eastern black rhinos. As one of the region's oldest rhino sanctuaries, Ol Jogi depends on rangers, not only to safeguard species under threat, but to maintain a resilient, biodiverse landscape where wildlife can thrive.

In 2024, with support from the ForRangers campaign, Ol Jogi was able to provide more support for its rangers through practical tools, targeted training, and opportunities to strengthen capacity and morale. New uniforms, fitness sessions and communications devices may seem simple, but in a complex, high-pressure environment where budgets are often stretched, these basics can have a big impact.

Fifty new uniforms were distributed in 2024, replacing worn-out kit and improving protection against harsh weather, rough terrain, and biting insects. More than just a new set of clothes, they restored a sense of pride and professionalism across the team.

Alongside this, 30 guided fitness sessions were delivered, increasing physical readiness and building resilience for demanding patrols. Beyond the physical benefits, these sessions also strengthened team connection and cohesion, essential in remote areas where rangers rely on each other in high-risk situations.

One ranger shared: "My new uniform protects me from the sun and the thorns in the bush, it makes me feel good to get up and put on fresh clothes in the morning. The fitness training with the team also makes me strong – and makes the team feel stronger too."

In Laikipia County, with landscapes as vast and wild as Ol Jogi, communication is critical. Extra smartphones gave teams a more reliable way to stay connected, coordinate patrols and report issues in real time. Better communication meant

improved responsiveness, helping rangers cover ground more efficiently and speeding up reaction times when needed.

Many rangers are experts in tracking wildlife. Monitoring rhinos, alongside other large, iconic and endangered species, is an essential part of their role. However, there are a myriad of smaller species that call the Conservancy home and are much harder to find. Without the right understanding, tools and training, some of these animals can be lethal. Encounters with venomous reptiles pose a serious risk for rangers as they trek through the bush. During a specialist snake handling training session, Ol Jogi's rangers were given practical skills and confidence, helping them to manage these situations safely, for their own wellbeing and for their teammates.

Individually, these investments into ranger equipment and training may seem small. Together, they make a tangible, lasting difference. They've improved daily working conditions, raised morale, and reinforced the value of the people behind conservation. With continued support, Ol Jogi's rangers are more prepared, connected, and motivated than ever to protect rhinos, and every other species that calls this extraordinary landscape home.





Providing Lifesaving Insurance for Rangers Across Africa

Rangers risk their lives every day to protect rhinos and other endangered wildlife. Tragically, the International Ranger Federation reported that between June 2024 and May 2025, 174 rangers lost their lives on duty.

Many may not have had access to medical care in an emergency, nor support for their families in the aftermath.

Through the ForRangers campaign, we supported the renewal of an insurance policy for nearly 5,000 rangers across sub-Saharan Africa. This vital coverage offers peace of mind for rangers and their loved ones, ensuring that those working in dangerous environments have access to emergency assistance when it's needed most.

Powering Field Operations at uMkhuze Game Reserve

At Mshopi Guard Camp in South Africa's uMkhuze Game Reserve, outdated infrastructure was holding the team back from working comfortably and effectively.

With electricity only available for a few hours a day via an ageing generator, basic needs including charging radios and storing food for the days ahead, were problematic.

We funded a new solar power system for the Camp, creating a reliable energy supply, ensuring communications stay online, essential equipment remains ready for use, and rangers have access to basic comforts while they work in a remote environment.

Clockwise from top left: Field rangers working in uMkhuze Game Reserve, and KZN, South Africa.



Collaboration

The Key to Conservation Success

Amid mounting pressures on the natural world, working together to overcome challenges is essential. For the African rhino species, the African Rhino Specialist Group (AfRSG) plays a vital role in convening rhino experts, scientists, reserve managers and policymakers to address the urgent and long-term threats facing rhinos.



Clockwise from left: Members of the AfRSG during the 2025 meeting; Hluhluwe-iMfolozi Park in South Africa; Eastern black rhino, Etosha National Park, Namibia.

Every three years, the AfRSG holds an in-person meeting for its Members (and other invited experts as Observers), providing invaluable time to share updates from local, national and international perspectives.

As a trusted authority under the International Union for the Conservation of Nature, the AfRSG bridges the gap between on-the-ground realities and high-level decision-making, producing reports that inform international bodies, including the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES). One of the key actions of the AfRSG is to report to CITES on the status of African rhinos, submitting information that will underpin discussions on international wildlife trade at the 20th Conference of the Parties to CITES in November 2025.

In February 2025, the AfRSG met in KwaZulu-Natal, South Africa for the 15th meeting. Through a combination of formal presentations, practical field visits, and interactive working sessions, participants addressed the current challenges for black and white rhinos. From rhino population performance and anti-poaching strategies to genetics, climate adaptation and meaningful community engagement, discussions were wide-ranging and in-depth. Attendees also explored the role of innovative technologies including approaches to Artificial Intelligence (AI), giving an insight into how AI could amplify conservation efforts, from administration to meta-population planning.

Dr Dave Balfour, Chair of the AfRSG noted “As Africa’s rhino conservation landscape continues to evolve, the role of the AfRSG is to act as a cornerstone of collaboration and progress. Our 15th meeting in February 2025 reinforced the fact that while threats may be persistent, so too is the collective resolve to ensure that rhino populations recover, and their conservation benefits people and wildlife.”

One of the key themes at the 15th meeting was the importance of local communities for long-term conservation success. A visit to Somkhanda Game Reserve, which is owned and managed by the Gumbi people, offered a powerful example. The Somkhanda visit offered more than field-based learning, it highlighted the complex, lived realities of community-led conservation. From reclaiming land in 2006 to managing rhinos, lions and tourism, the Gumbi community has navigated poaching, legal setbacks and governance challenges. The visit underscored the importance of shared leadership, local pride and cultural relevance in rhino conservation. Somkhanda’s story is still unfolding, and it stands as a benchmark for what’s possible when communities are true partners in conservation.

For Save the Rhino International, which is proud to have two staff members as AfRSG Members, the meeting reaffirmed the importance of strategic collaboration. The expertise, shared insights, and relationships forged are fundamental for success. Effective conservation doesn’t happen in silos; it takes place when diverse experts, practitioners and communities come together with purpose.



A Bold New Plan for African Rhinos

After centuries of decline due to habitat loss and poaching, black and white rhinos have made a fragile but steady recovery.

Today, their future depends on how we respond to the most pressing short and long-term threats. In February 2025, the African Rhino Conservation Plan (ARCP) was published: a bold, 10-year strategy to address current challenges and strengthen rhino conservation across the continent.

Developed by a group of leading rhino conservationists, including Save the Rhino International's CEO, the Plan reflects a shared commitment to evidence-based, collaborative action that puts people at the centre of driving change and sharing in the benefits that thriving rhino populations offer.

Rhinos are more than just iconic species; they are indicators of ecological health and powerful symbols of successful landscape conservation. In this way, the ARCP isn't only about saving rhinos; it's about creating a more resilient and sustainable future for both people and wildlife.

Shaping Genetic Guidelines for Black Rhinos

When a species declines significantly, its genetic diversity is often lost. However, this diversity is vital, helping populations adapt to challenges such as disease or the impacts of a changing climate.

While black rhino numbers have grown significantly since their lowest point in the mid-1990s, strengthening their genetic health and ensuring best practice in future management remains a priority.

In February 2025, we supported an AfRSG workshop to develop practical recommendations for black rhino genetic management. Geneticists and conservation managers came together to discuss how to reduce genetic risks for isolated populations and implement measures that strike a balance between preserving important local traits and ensuring long-term genetic resilience.



Planting the Seeds of Change

Conservation Education at Borana Conservancy

As the impacts of the climate crisis are felt, balancing the needs of people and nature can be a challenging prospect. In areas under pressure from changing weather patterns and human development, education is one key approach to championing sustainable change.

At Borana Conservancy, the Mazingira Yetu (Swahili for "Our Environment") programme is shaping a new generation of environmental stewards within the community. Mazingira Yetu (MY) focuses on practical, community-based learning for people of all ages. The programme connects with young people at schools and adults in community groups, providing hands-on experiences that bring people closer to nature and share the principles of regenerative conservation.

Through a mix of field trips, farm visits and interactive sessions, participants learn about soil health, composting, organic farming, waste management and wildlife protection. Each lesson is designed to build knowledge, shift perspectives and inspire real-world action.

The centre of MY's work lies in its field-based learning experiences. In Grade 5, students visit Borana for the first time, exploring the landscape and learning about different wild species through guided experiences. In Grade 6, students return for more practical sessions, visiting a farm to experience sustainable agriculture in practice. Students return to school with ideas for classroom projects such as kitchen gardens, waste reuse and caring for biodiversity in their area. In

2024, 20 school trips took place, reaching more than 700 learners and 40 teachers.

"The trips to Borana have changed the attitude of our learners. We are growing understanding of the importance of the environment and that conservation is not just planting trees but taking care of the whole ecosystem," commented a teacher who participated in the MY trips.

Adult groups, including farmers and women's groups, also come to MY, with sessions tailored to the group and community needs. The visits offer practical ways to improve both environmental and livelihood outcomes, focusing on land use and regenerative farming. It's an opportunity to learn about simple conservation methods that are both effective and locally applicable.

The programme is having an impact. The Naramat Entim Adult Group from Ngare Ndare, which traditionally relied on pesticides to help grow red onions and snow peas, adopted natural pest-control methods after visiting MY. Now, they use sodom apple, red chili, milk and aloe vera, reducing costs and promoting sustainable farming for long-term environmental and economic sustainability.





Healthcare on the Move **The Borana Mobile Clinic**

Conservation goes beyond protecting wildlife. It also means supporting the communities who share and steward the landscape.

The Borana Mobile Clinic (BMC), staffed by two nurses and a driver, delivers essential healthcare and family planning services to villages and nomadic communities surrounding Borana Conservancy in Laikipia, Kenya (*shown above and right*).

Over the course of a year, the team can treat more than 8,000 patients, travelling an average of 1,600km each month. Services include immunisations, HIV and TB screening, nutritional support, family planning and health education. By bringing healthcare directly to remote areas, the BMC strengthens both community well-being and nature conservation.

Breaking Barriers **for Women in Conservation**

Women have long been under represented in the conservation workforce, particularly in roles related to wildlife protection. The North Luangwa Conservation Programme (NLCP) is working to change this through its Breaking Barriers Programme.

The initiative supports Community Conservation Educators, organises spousal visits into North Luangwa National Park, facilitates girls' clubs, and provides training on gender-based violence prevention and menstrual hygiene management. By addressing social and structural barriers, NLCP is building a more inclusive conservation movement, offering opportunities for women to have active roles in wildlife protection.

Connecting a Global Audience **through Conservation Webinars**

More than just boots on the ground, conservation success relies on sharing knowledge, fostering dialogue and learning from one another. Throughout 2024 and 2025, we brought together rhino scientists, rangers and conservation managers to share their perspectives on important issues with the public.

From habitat expansion and dehorning to female ranger leadership and the latest rhino population and poaching trends, these sessions featured diverse voices from across the field. Reaching more than 1,600 people around the world, the webinars put a spotlight on the most pressing issues facing rhinos, while inspiring collective action to tackle the challenges ahead.

*Below left and right:
Mazingera Yetu at Borana
Conservancy, Kenya*



Fundraising and financials 2024–25

Our commitment to you

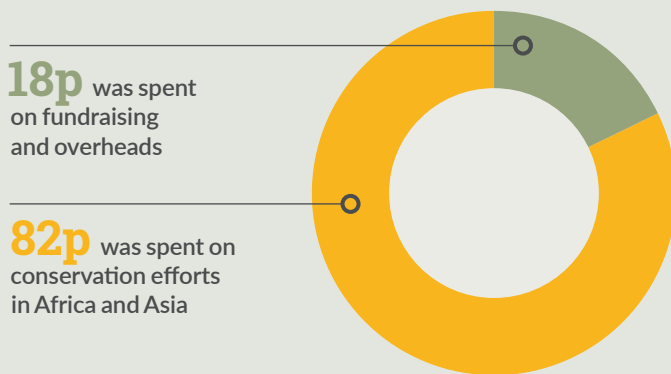
We are committed to using the money we receive wisely, making sure that every penny donated has the biggest impact for rhinos, the people conserving them and the landscapes they roam.

You are 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.

Our annual accounts are independently audited by Accountancy Management Services Limited.

You can view these full accounts online at the [Charity Commission's website](#).

In the 2024–25 financial year,
for every £1 donated to Save the Rhino:



Statement of financial activities

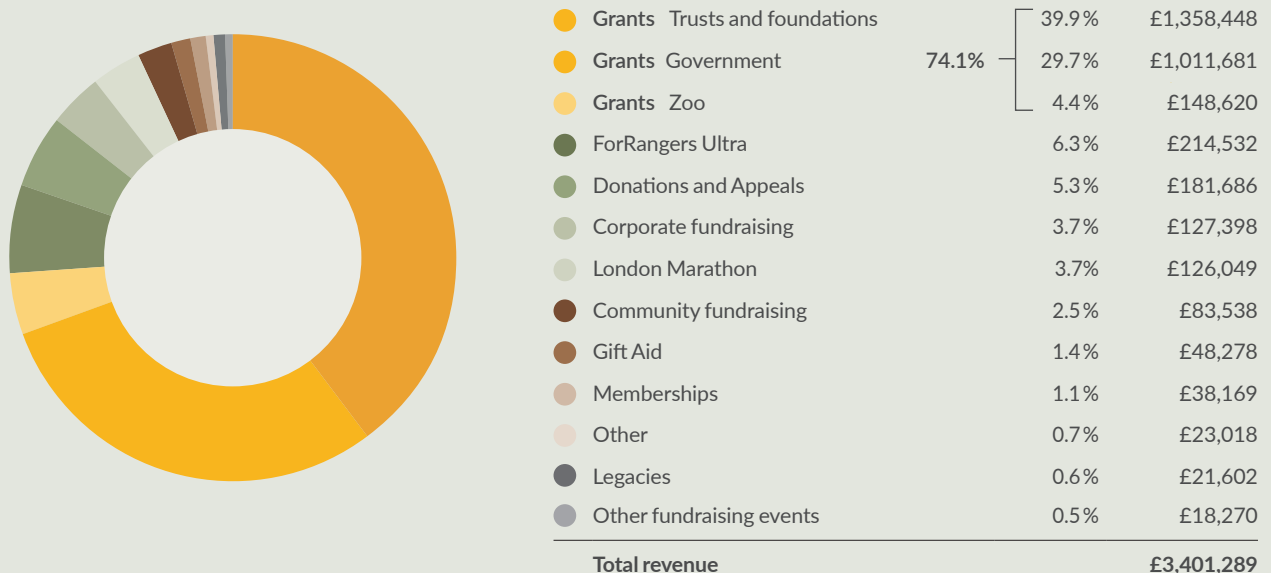
Below is an overview of our financials, from 1 April 2024 to 31 March 2025.

For the year ended 31 March 2025

Incoming resources	
Donations and legacies	£ 854,332
Charitable activities	£2,534,349
Other trading activities	£10,587
Investments	£2,021
Total incoming resources	£3,401,289
Expenditure	
Raising funds	£619,544
Charitable activities	£2,859,915
Other	£4,577
Total expenditure	£3,484,036
Net income/(expenditure) for the year	(£82,747)
Transfers between funds	-
Net movement in funds for the year	(£82,747)
Reconciliation of funds	
Total funds brought forward	£1,216,499
Total of funds carried forward	£1,133,752

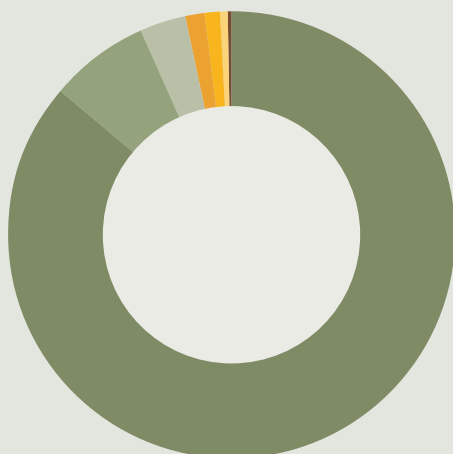
Fundraising by area

Total income for the year ended 31 March 2025



Grants by species

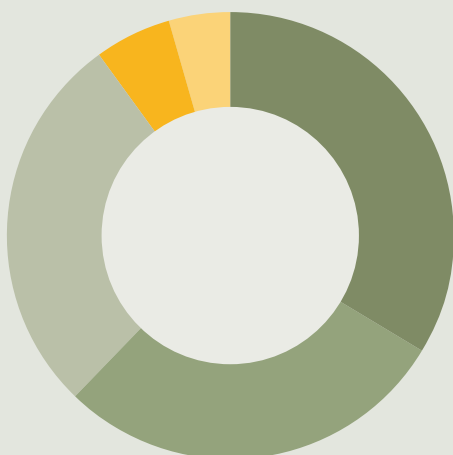
Total income for the year ended 31 March 2025



White and Black	84.1%	£2,221,040
Black (South western)	8.2%	£216,854
Black (South central)	4.1%	£109,337
Sumatran	1.5%	£40,436
Miscellaneous	1.1%	£29,159
Javan	0.7%	£17,317
Black (Eastern)	0.3%	£7,017
Total		£2,641,161

Grants by objective

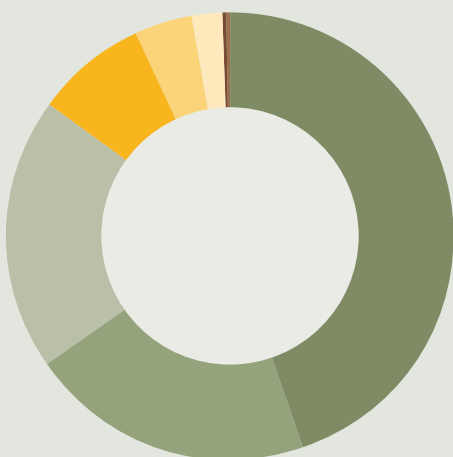
Total grants awarded for the year ended 31 March 2025



Capacity Building	33.8%	£891,555
Protection and Investigations	28.7%	£756,800
Biological Management	27.8%	£734,672
Engaging Communities	5.4%	£143,396
Coordination	4.3%	£114,738
Total		£2,641,161

Grants by location

Total grants awarded for the year ended 31 March 2025



Kenya	44.7%	£1,181,401
Namibia	20.6%	£545,012
South Africa	19.7%	£519,986
Africa (miscellaneous)	8.1%	£215,153
Zambia	4.1%	£109,337
Indonesia	2.2%	£57,752
UK	0.2%	£6,560
Zimbabwe	0.2%	£5,959
Total		£2,641,161

Rounding errors mean figures may not add up exactly to 100%.

Looking forward

As we look ahead, we are entering an exciting and important new phase. We have a clear ambition: a future where all five rhino species thrive in the wild, supported by healthy ecosystems and strong, resilient communities.

For more than 30 years, Save the Rhino has played a unique role in rhino conservation, funding and supporting rhino protection as well as monitoring and management, connecting partners, and helping to shape effective, collaborative approaches. Looking forward, we will build on these strengths to continue delivering impact where it matters most.

The challenges facing rhinos are complex and evolving. Alongside the ongoing dual threats to from wildlife trafficking networks and habitat loss, climate change and political uncertainties are creating new pressures on conservation efforts. Meeting these challenges requires long-term thinking, strong partnerships and a need to adapt.

Our conservation approach will continue to focus on protecting the most important populations of the most threatened rhino species today, while creating conditions for them to thrive in the future. This means supporting rangers and conservation teams on the ground, investing in advances in science and policy, and helping to secure and expand the habitats that rhinos depend on and investing in advances in science and policy.

Central to this is our commitment to people. We know that rhino conservation works best when it is shaped and led by the people who live alongside wildlife. By strengthening partnerships with local communities, and supporting locally led partners and solutions, we aim to ensure that conservation delivers lasting benefits for both people and nature.

Collaboration remains at the heart of everything we do. By bringing together governments, NGOs, scientists and funders, we help to align efforts, share knowledge and maximise collective impact.

As we move forward, we are also strengthening our own organisation, diversifying our income, building our capacity and expanding our reach, so that we can remain effective, responsive and focused on delivering results.

There is real reason for hope. Rhino conservation has shown that recovery is possible. With the continued support of our partners and donors, we will keep working towards a future where rhinos not only survive, but thrive.



A big thank you!

Thank you to all our incredible supporters, donors and partners for making a difference for rhinos

Your support means the world to us. A special thanks to:

£10,000+

Adrian and Jo Darley
Ales Weiner
Cathy Dean and Kenneth Donaldson
Conservation Nation
The Anna Merz Rhino Trust
The Scott and Jessica McClintock Foundation
The Woodtiger Fund
WWF South Africa
New World Foods (Europe)
Parc Zoologique de Paris
Réserve Africaine de Sigean
The Mark Leonard Trust
Victor Stationery
West Midland Safari Park
WILDLANDS Nature and Education Fund
Wildlife Conservation Network's Rhino Recovery Fund

£100,000+

US Bureau of International Narcotics and Law Enforcement Affairs
Save the Rhino International Inc.
The UK Government through the Illegal Wildlife Trade Challenge Fund
US Fish and Wildlife Service Rhino and Tiger Conservation Fund
And those who wish to remain anonymous.

Volunteers

We would also like to extend a huge thanks to all our amazing volunteers who supported our work throughout the year



CHLOE MORGAN

Our Team 2025

Honorary President

Dave Stirling

Trustees

George Stephenson | Chair

Adam Barber | Treasurer

Claire Curtin

Joe Steidl

Megan Greenwood

Founder Patrons

Douglas Adams

Michael Werikhe

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Alec Seccombe

Alex Rhind

Angus Innes

Ben Hoskyns-Abrahall

Benedict Allen

Christina Franco

Clive Anderson

Dina de Angelo

Fergal Keane

Francesco Nardelli

Friederike von Houwald

Giles Coren

Jack Whitehall

James Sunley

Jim Hearn

Kenneth Donaldson

Louise Aspinall

Mark Carwardine

Mark Coreth

Mark Sainsbury

Martina Navratilova

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Eleanor Eden | Grants Officer

Ellie Moran | Office and Fundraising Administrator

Eleanor Glynne-Jones | Michael Hearn Intern 2024-25

Jack Middleton | Head of
Communications and Marketing

Jessica Ramos | Fundraising Manager

Jimmy Rutherford | Grants Manager

Jo Shaw | CEO

Linda Moore | Head of Fundraising and Partnerships

Raj Pandya | Community Fundraising Manager

Saffron Cawley | Senior Marketing Manager

**as of December 2025*

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