

Save the Rhino International

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Save the Rhino International, 16 Winchester Walk, SE1 9AQ London, United Kingdom



This presentation will include a brief introduction to Save the Rhino, summaries of how we raise money, make grants and communicate our work to our supporters and, finally, a brief explanation of why we are so pleased to be supporting "Save the Rhinos", the EAZA Rhino Campaign 2005/2006.

Introduction to Save the Rhino

We began fundraising for *in situ* rhino conservation projects in 1992 and were formally registered as a charity (number 1035072) in 1994. As such, we are governed by the Charity Commission for England and Wales and, like any other company or charity, our accounts are audited each year. It is important to emphasise that we are a fundraising organisation, not a campaigning one: we do not get involved in political lobbying or petitioning.

Save the Rhino has a board of five trustees who are all actively involved in the charity. They meet four times a year to make decisions about funding applications and review the success of past grants, as well as to determine future direction and develop new fundraising initiatives. They review our accounts on a monthly basis. We have five members of staff:

- Cathy Dean, director of Save the Rhino International (SRI) and chair of the UK Rhino Group, who is responsible for managing the team, budgets and project liaison;
- Renaud Fulconis, EAZA Rhino Campaign manager, who is employed from April 2005 until September 2006 exclusively to work on the EAZA Rhino Campaign;
- Zoe Savage, events manager, who organises approximately eight fundraising events each year, as well as supporting individuals who want to put on their own events;
- Petra Fleischer, corporate fundraising manager, who develops and maintains all our corporate relations as well as supporting the director in making applications to grant-making trusts and foundations;
- Maria Koppen, office and communications manager, who processes all financial transactions and maintains the database, as well as developing our website and monthly ezine.
- In addition, we have a freelance project advisor, David Stirling, who was director of Save the Rhino until 2001, when Cathy Dean was appointed.

Between us, we speak English, French, German, Spanish, Swedish and Finnish, so we hope very much that European zoos will find it easy to work with us. We have just one office, in central London, and visitors are warmly welcomed.

How we raise money

We focus on three main income streams: events, corporate fundraising and grant-making trusts and foundations.

Events are what we are best known for, and they bring in approximately half of our annual income. These break down into five main categories: marathons, overseas challenges, other endurance events, parties and exhibitions, and lectures and talks. It might not be immediately apparent to European audiences as to how we actually raise money from these events. There are the ticketed events, such as parties, lectures and talks, when we make money from tickets sales and also from auctions or raffles during the event itself. More usually, people who undertake to carry out a fairly difficult activity, such as running a marathon, receive a sponsorship form, which they then take round to family, friends and colleagues, and ask them to sponsor the runner so much per kilometre. They often find it easier to raise money if they take on the extra challenge of wearing one of our rhino costumes. These were originally designed by Gerald Scarfe for an opera produced by the Sir Peter Hall Company. They weigh approximately ten kilos and are extremely hot and cumbersome to wear, let alone run in. The rhino costumes have run in every London Marathon since 1992 and taken part in other marathons all over the world: New York, Chicago, Paris, Dublin and South Africa. We have also done ultra marathons in rhino costumes. Three of our Trustees, our Project Advisor and former Events Manager completed the Marathon des Sables in 2002, the first team to do so in costume. This consisted of six marathons in seven days, with each participant carrying all their food and kit for the entire race, and taking it in turns to wear the rhino costume. The following year the director took another team to complete the Marathon des Sables, and in 2006 we plan to take part in another ultra marathon, again with a rhino costume, in the Atacama Desert. It might seem silly, wearing a rhino costume while running a marathon, but Save the Rhino has raised thousands of pounds and achieved widespread recognition thanks to these costumes. The trustees' participation in the Marathon des Sables raised some €175,000.

We also organise overseas challenges, in which participants pay or fundraise in order to take part. In 1994 a team walked from Mombasa on the Kenyan coast to the summit of Mount Kilimanjaro, again taking it in turns to wear a rhino costume, and giving talks in schools along the way. We have taken teams to cycle through the Laikipia District in Kenya, to climb Mount Kinabalu in Sabah (Borneo), and trekked through the Namibian desert to reach the Skeleton Coast. We also organise endurance events within the UK. In 2002 we held a sponsored cycle ride with Howletts and Port Lympne Wild Animal Parks; and we now hold annual ten-mile runs at Woburn Safari Park.

We also have supporters coming to us with ideas for fundraising challenges that they want to do on our behalf. In April 2005, one of our trustees, Christina Franco, won a race to the North Pole. In July, a team of six took it in turns to run from Marble Arch in central London to Dover, wearing the rhino costume of course, then they relay-swam across the Channel, and then all six cycled the 180 miles or so to the Arc de Triomphe in Paris.

Not all our fundraising events are endurance-based. We hold annual parties in aid of particular field projects: Dance Laikipia in 2003, Chyulus-Selous in 2004, and in March 2006 we are holding a party in aid of Save the Rhino Trust, Namibia. In 2002 we held an art exhibition called "Paper Rhinos". Artists, such as Paul Emsley, and celebrities (Camilla Parker Bowles, now married to the Prince of Wales, Richard Branson, Annie Lennox, Jimmy Floyd Hasselbaink) were sent a piece of paper and asked to send us their drawing or painting of a rhino. We also hold an annual Douglas Adams Memorial Lecture, in memory of our founder patrons; speakers so far have been Richard Dawkins, Robert Swan and Mark Carwardine. We give talks at zoos, such as the Chester Rhino Weekend in 2004, when Save the Rhino's director gave a presentation to zoo members about the field projects that Chester Zoo and SRI jointly support, and the rhino keepers organised further talks and fundraising activities.

As well as events, we focus on corporate fundraising and on approaches to grant-making trusts and foundations. We have particularly strong relationships with Ecko, an American clothing company that has a rhino as its logo, with Leeds Rhinos Rugby Club, and with Victor Stationery, which supplies 75% of all products to UK schools and universities. We hope to develop many more such partnerships. We have also had great success with trusts and foundations, and have many repeat-givers.

Alongside these three main pillars are a number of smaller income streams that are extremely important for us: restricted/unrestricted and solicited/unsolicited donations; legacies; a membership scheme; merchandise sales and Gift Aid reclaim.

Our grants

Save the Rhino does not create or run its own projects in the field; we employ no overseas staff. Rather, we find rhino conservation projects that we think are doing a good job, and then fund them. So while we do not intervene in management decisions by the project, we do help them to prepare funding applications, offer practical advice and manage donor care on their behalf.

We very strongly believe in the value of building partnerships or coalitions of support for field projects; a wide base of donor support is beneficial for them. We work closely with zoos such as Chester and the Zoological Society of London on some projects and with NGOs like the International Rhino Foundation and US Fish and Wildlife on others. And of course the trusts and foundations also often become long-term funding partners. We also prefer to work with fewer projects on a longer-term basis, as we feel that this enables field projects to plan ahead with more confidence. If we were able to increase our annual income, then we would certainly want to support more projects.

Geographically speaking, the projects we fund are primarily in Africa, with just a couple in Asia. This is partly because of our historical focus on black rhino (*Diceros bicornis*) conservation projects, though we are keen to support other species too, but mainly because we only have limited unrestricted funds.

We support projects that address rhino conservation through a number of measures:

- Community conservation programmes that develop sustainable methods by which local communities can creatively manage natural resources;
- Environmental education programmes that teach children and adults about the importance of preserving natural resources and address human-wildlife conflict issues;
- Anti-poaching and monitoring patrols, which detect and deter poachers and gather information about rhino ranges and numbers;
- Translocations, so that rhinos from established populations can be reintroduced to former habitats;
- Research into the threats to rhino survival and alternatives to the use of rhino horn;
- Veterinary work, such as the implanting of transmitters into horns, or removal of snares.

Here follows an analysis of our grants made during the last four years (tables 1-3):

Table 1) Save the Rhino International support per type of support in percentages

Type of support	2001-2002	2002-2003	2003-2004	2004-2005
Community conservation programmes	11.5%	16.1%	5.6%	18.9%
Environmental education programmes	3.7%	-	25.6%	26.4%
Anti-poaching and monitoring	84.8%	80.0%	60.2 %	53.7%
Translocations	-	-	2.2 %	-
Research	-	3.9%	5.4 %	0.7%
Veterinary	-	-	0.9 %	0.3%

Table 2) Save the Rhino International support per country in percentages

Country supported	2001-2002	2002-2003	2003-2004	2004-2005
DRC	-	5.2%	-	4.0%
Ethiopia	-	-	0.5%	-
Kenya	11.5%	18.9%	53.3%	66.1%
Namibia	28.9%	12.2%	11.4%	-
Rwanda	-	-	0.4%	-
South Africa	-	-	0.8%	0.7%
Tanzania	55.8%	53.3%	28.5%	7.2%
Zimbabwe	-	2.2%	3.6%	7.2%
Yemen	-	1.3%	-	-
Indonesia	-	7.0%	1.5%	0.8%
Malaysia	-	-	-	4.8%
UK (educational work)	3.7%	-	-	9.2%

Table 3) Save the Rhino International support per species in percentages

Species supported	2001-2002	2002-2003	2003-2004	2004-2005
Black rhino (<i>Diceros bicornis</i>)	96.3%	86.5%	98.5%	81.1%
Northern white rhino (<i>Ceratotherium simum cottoni</i>)	-	5.2%	-	4.0%
Greater one-horned rhino (<i>Rhinoceros unicornis</i>)	-	-	-	-
Sumatran rhino (<i>Dicerorhinus sumatrensis</i>)	-	7.0%	1.5%	5.6%
Javan rhino (<i>Rhinoceros sondaicus</i>)	-	-	-	-
Miscellaneous (non-specific)	3.7%	-	-	9.2%

Communicating our work

In order to help us raise money, and so that our supporters know how their donations or grants have been spent, we produce printed and online communications.

Our magazine, The Horn, is issued twice a year, in April and October, and carries news from rhino conservation projects in the field, stories about past fundraising events and trailers for forthcoming ones. We also produce an annual report, which has a more formal survey of each financial year's income and expenditure, together with a look forward to the coming year's initiatives.

We have a website, www.savetherhino.org, which has regularly updated information about the charity; about the rhino species, the threats facing them and the projects we support; about forthcoming fundraising events in which people can participate; about ways in which people can support us; and an online shop. In addition, we produce a free monthly ezine, RhiNEWS, which carries stories about rhinos from *in situ* and *ex situ* projects all over the world, as well as news of upcoming events or promotions. People can register on our website to receive this ezine.

Why we are supporting the EAZA Rhino Campaign

Save the Rhino International has much experience of working with zoos, particularly with Chester and ZSL on the grant-making side, and with Chester and Woburn on the event side. We are keen to replicate these mutually beneficial partnerships with other zoos in Europe, not least because the field projects benefit too.

We are keen to ensure that the EAZA Rhino Campaign does not just receive funding raised by zoos, but also from companies, trusts and foundations, schools and other sources. We believe that our experience in other types of fundraising brings something new to the campaigns. Equally, the Europe-wide nature of the "Save the Rhinos" campaign brings a bigger platform to SRI, meaning, we hope, that we can attract new donors who are less interested in relatively small organisations.

Finally, our over-riding reason for wanting to work with EAZA on this campaign is that we want to see more money going to rhino conservation projects in the field. More money, very simply, means more rhinos saved. The combined efforts of SRI and EAZA members will, we hope, create a truly compelling campaign that has a lasting impact on rhino conservation.