

The EAZA Rhino Campaign: surpassing all expectations

In October 2006, "Save the Rhinos", the European Association of Zoos and Aquaria (EAZA)'s 2005-6 campaign, was officially closed at a conference in Madrid.

Henry French
Office & Communications Manager

“...so that more of the 125 million people who visit European zoos each year are aware of the need to protect rhinos.”

EAZA is the European membership organisation for zoos and aquaria, and every year it runs a fundraising campaign in aid of a particular species or issue. Previous campaigns have included "Shellshock", in aid of tortoises and turtles, and the current one focuses on Madagascar.

Originally targeted to raise €350,000 for rhino conservation projects, the official fundraising total declared at the conference was €515,000. And the money hasn't stopped coming in: at the last count, the amount raised has now topped €620,000. And the very last zoos are still sending in their contributions!

Separately from the fundraising, many zoos put on wonderful visitor education

programmes, so that more of the 125 million people who visit European zoos each year are aware of the need to protect rhinos.

The Campaign

We at Save the Rhino International collaborated closely with EAZA throughout the "Save the Rhinos" Campaign. Cathy Dean, our Director, was a member of the Campaign Core Group, chaired by Nick Lindsay of the Zoological Society of London. The Core Group sent out the original invitation for submissions from projects in the field, and chose the beneficiary field projects. A full list and details of the 13 selected projects in Africa and Asia, working with all five species of rhino, is available on our website at www.savetherhino.org

N. WESSEL

Thank you!

A huge thank you to everyone who has donated to the Campaign - you really have made the most fantastic difference. And thank you to EAZA, with whom we had great pleasure working. We wish you the best of luck with the new Madagascar campaign.





Above:
Renaud Fulconis takes a
break from fundraising to
admire the view

RENAUD FULCONIS

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Save the Rhino employed Renaud Fulconis, the EAZA Rhino Campaign Manager, in our London office. Renaud collated all the materials for the Info Pack and helped coordinate the Campaign. When the Campaign ended he left to found Awely, a Non-Governmental Organisation in his native France dealing with human-wildlife conflict. Renaud is much missed by all of us here at Save the Rhino.

Donors

Most of the donors to the Campaign were the EAZA member zoos and their visitors, with contributions coming from over 80 zoos in 16 different countries. However, several non-member zoos donated to the campaign, as well as private companies, individuals and charitable trusts. The biggest donors gained the coveted platinum awards for donations of €20,000 or more, but it was great to see so many smaller zoos from all over Europe doing their bit for the cause. Some zoos ran

great publicity campaigns and events in aid of rhinos - some of these were showcased in the autumn 2006 edition of *The Horn*.

Grants to the projects

By January 2007, all but one of the grants to the 13 chosen projects had already been sent out to the field projects. The final one, due to go out in March 2007, was held up a little while we researched the best prices for rhino monitoring equipment to be used by the Kenya Wildlife Service and sorted out duty-free exemptions.

As I write, we are now working on the next round of grants: the unexpected success of the Campaign has enabled us to promise funds to all eight of the projects that were originally placed on a waiting list. We are going back to each of these, to ask them to prioritise and update their needs (bearing in mind that they originally submitted application forms back in May 2005) and will then get the money out to where it's most needed: the field.

The very first grant reports are starting to come back in, and you can read about the new lifting crane for the rhino ops truck in Zimbabwe in this issue of *The Horn*. Other reports will be posted on our website and / or included in the autumn issue.

Ongoing support for rhinos

Another thank you to those zoos which have expressed a desire to continue to support projects to which they donated. After such a great Campaign, it is vital that the field projects continue to receive funding. Each project has had a great boost by receiving a contribution to its running costs for a whole year - but the amount needed to keep these projects going for just one year is a reminder of the scale of the task facing rhinos. All but one of the five species of rhino is endangered; three of them are critically so. Without the work the projects in the field are doing - from armed anti-poaching patrols, to rhino management, to education and involving local communities - rhinos are still in real danger of becoming extinct.

Support Save the Rhino - Go Shopping!

Can't find your rhino shopping on the high street? Need somewhere to find all your rhino goodies?

Look no further than Save the Rhino's online shop, home of all things rhino and beautiful. Here are just some of the things you'll find online, at www.savetherhino.org. If you don't have internet access, give us a call on +44 (0)20 7357 7474.

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KIDS' T-SHIRTS ARE £7.50



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