

# A day in the life of Rhino HQ

We thought we'd theme this issue around a day in the life – or perhaps a life in the day – of the people whose work we support. Rhino conservation throws up many weird, wonderful and sadly woeful surprises, and it really is true that no two days are the same.

**Cathy Dean | Director**

**L**et's take my day, yesterday 28 February, here in the office. As usual, it began with a skim through emails, replying to urgent ones and parking others until later. Then a trawl of my Google alerts so that I could tweet the most interesting stories. The IUCN press release from the African Rhino Specialist Group (AfRSG) meeting I participated in last week has generated a lot of coverage, as has the imminent CITES Conference of the Parties, starting in Bangkok on 4 March.

Next was our monthly reforecast of our cashflow. I sat with each team member in turn, as we went through our entire budget and updated our income, expenditure and predictions up until the end of the year on 31 March; it gets easier as the time remaining contracts. Numbers for this year are looking pretty healthy – not as good as last year, when we raised over £1 million – but still good. That's important, as it means we can give out more grants to field programmes.

Over lunch, we held one of our weekly team development talks. These can be tutorials on a particular field programme, or a debrief from a training course, but this time Katherine led us through media responses to a range of current hot potatoes:

the reasons for our withdrawal from Defra's *If They're Gone* campaign; our position on trophy hunting; and the potential legalisation of the trade in rhino horn. (You can read our position statements in the 'Thorny issues' section of our website, under 'Rhino Info').

With a dramatic change of style, and with the help of lovely volunteer Emma Knott, we recorded our 'Save the Rhino does the Harlem Shake' video, now available on youtube: <http://bit.ly/Y4ikDH> Rhino conservation has many grim days these days, and we all need cheering up occasionally.

Josephine and I then worked on typing up some discussion from the AfRSG meeting – on Kenya's proposal to CITES that a temporary export ban be placed on rhino horn trophies – to email to the Chair of the AfRSG. Dr Mike Knight will write to the Kenyan Minister with feedback, as requested, from the Specialist Group.

Katherine and I dialled into a conference call with the PR agency that is working on the 2013 ASICS campaign: our rhino-costumed record-holder for running a marathon, Vinny O'Neill, stars in one of the films. The video will be launched next week and there are plans for in-store events, including a technical analysis of just how much harder it is to run in rhino cozies.

The press started calling: a paper has been published in the journal, *Science*, advocating the legalisation of the trade in rhino horn, and what do we think? Our lunchtime planning had come in handy.

And then home for a run. I'm in training for the Brighton Marathon on 14 April, as a precursor to running the Comrades in June in South Africa. Another typical day in the office...



## Events Schedule



|                                     |                             |
|-------------------------------------|-----------------------------|
| Virgin London Marathon 2013         | Sunday 21 April 2013        |
| Rhino Mayday 2013                   | Wednesday 1 May 2013        |
| Prudential RideLondon-Surrey 100    | Sunday 4 August 2013        |
| World Rhino Day 2013                | Sunday 22 September 2013    |
| ING New York City Marathon          | Sunday 3 November 2013      |
| Save the Rhino Annual Dinner        | Wednesday 6 November 2013   |
| Save the Rhino Christmas auction    | December 2013               |
| Douglas Adams Memorial Lecture 2014 | Tuesday 11 March 2014       |
| Virgin London Marathon 2014         | April 2014                  |
| Rhino Climb Kilimanjaro             | Dates to suit 2013 and 2014 |
| UK challenges                       | Various dates               |

For more information about any of these events, please visit [www.savetherhino.org/events](http://www.savetherhino.org/events) or email [laura@savetherhino.org](mailto:laura@savetherhino.org) or call +44 (0)20 7357 7474