



WHO OWNS KENYA'S RHINOS?

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Inspiring the next generation

18

Raising awareness & reducing demand



Saving rhinos is all about people

Cathy Dean | Director

Occasionally, someone will say to us 'I don't support animal charities; I prefer to give to people causes'. I do wonder what they think our grants pay for. Painting rhinos' toenails a fetching shade of frosted pink? A spa treatment for those wrinkly hides? Laser treatment for suboptimal eyesight?

In practice, rhinos are pretty low maintenance – security aside – and will do perfectly well left to their own devices, as long as they have enough habitat, enough space to establish territories or ranges, water and the right kind of vegetation. For my first eight years at Save the Rhino, perhaps the biggest problem rhino conservation managers faced was finding enough suitable habitat to accommodate the steadily growing populations of black and white rhino in sub-Saharan Africa in order that numbers could increase to the point that both species could come off the IUCN's Red List.

But it's security that's the problem now, and a very large proportion of our grants (67% of grants made since 1 April 2014) are allocated to anti-poaching and monitoring efforts. We're helping the rangers on the ground to go out on patrol, with the right kit, so that they can check on the rhinos in their park or reserve. Our grants are enabling rangers – people – to do their jobs effectively and safely.

This year, thanks to a grant from the UK government's Illegal Wildlife Trade Challenge Fund, we are also working with TRAFFIC-Vietnam and PSI to tackle the demand for rhino horn in Vietnam; we are also supporting the work of local NGO Education for Nature Vietnam. 18% of this year's grants so far have been allocated to demand reduction efforts.

Again, this work is all about people – working with Vietnamese nationals who are as keen as we are about conservation and the environment, to win over hearts and minds.

The field programmes we support also rely on the support of local communities: they create employment, provide training and deliver outreach and education programmes; all an essential part of creating a well-functioning mosaic of wildlife, landscape, agricultural and urban land-use.

Anyone who calls us an animal charity is misguided. Conservation is done by dedicated, talented, passionate people, and it's these people that we are supporting.

Cathy Dean



Save the Rhino International is a UK registered charity which raises funds and awareness for the world's five rhino species. We work with global project partners to support 18 long-term rhino conservation programmes in Africa and Asia

