



Hluhluwe-iMfolozi Park

Protecting the
'birthplace of the white rhino'

Javan Rhinos

Poaching setbacks and
renewed protection efforts

The Horn

2024

Your
Impact

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A message from our CEO

2024 was, in many ways, a landmark year for Save the Rhino: we celebrated our 30th birthday and in entering our third decade fittingly passed the mark of over £31 million in grants made to our amazing partners around the world in our lifetime. Truly milestones to be proud of.

Rhinos similarly act as important landmarks for nature. Their future is at risk due to two of the greatest threats to biodiversity – illegal wildlife trade and habitat loss. Over the last thirty years we have seen the numbers of different rhino species following different trajectories as a result of different combinations of these threats. However, despite these ever-present dangers, conservationists have proven that we can recover rhino species from very low numbers, and where we are conserving rhinos, we also protect vitally important conservation areas, other threatened species inhabiting them and people living around them.

Current measures of rhino conservation status show the complexities of this challenge. The two most threatened rhino species currently total less than 100 individuals. In May 2024, an Indonesian police investigation revealed that 26 Javan rhinos had been illegally killed in Ujung Kulon National Park between 2019 and 2023. Yet, despite these threats, there is some good news. According to the Government of Indonesia, at least four new Javan rhino calves have been recorded in the past 12 months, providing some hope for recovery.

Across Africa, black rhino numbers, which have shown a sustained recovery over the last three decades from their lowest point of 2,354 in 1995 to 6,487 at the end of 2022, showed a slight decline to 6,421 by the end of 2023. This marks the first drop in many years, largely due to targeted poaching in Hluhluwe-Imfolozi Park in South Africa and Etosha National Park in Namibia. Active dehorning operations are underway in both parks to reduce the pressure on these important populations. At the same time and building on positive news of their recovery last year, white rhino numbers continued to rise across the continent, reaching 17,464 at the end of 2023.

In our Anniversary year, as well as reflecting on lessons learned and the achievements of our past, we've been envisioning our future and how Save the Rhino can continue to have the best possible impacts for rhinos. We couldn't do any of this without your help. Every one of you is making a difference for rhinos and Save the Rhino remains committed to our vision of all five rhino species thriving in the wild, recognising this as not only vitally important for the species themselves but as evidence of effective landscape conservation for nature and people.

Dr Jo Shaw
CEO, Save the Rhino International



DAVID MCNAB

Your impact

Celebrating progress for rhinos

Reaching our vision of all five rhino species thriving in the wild is a collective effort, requiring determination, knowledge and passion for the cause. We have a long way to go, but together, we are making a difference.

Thank you for your constant support of our work and the work of our partners around the world. Here are some of remarkable achievements that you have helped to make happen.



MINISTRY OF ENVIRONMENT
FORESTRY AND TOURISM

30 Years and £30 Million for Rhinos

This year marked a double celebration: **our 30th anniversary** and reaching beyond the incredible milestone of distributing more than **£30 million to support rhino conservation**.

These funds have had a global impact, protecting rhinos, training rangers, and fostering expertise, from South Africa to Indonesia.

Building Bomas to Boost Rhino Wellbeing

Moving rhinos into a new area is a common strategy, often improving the safety of an animal or expanding the habitat available to a population. Thanks to a grant from the U.S. Fish and Wildlife Service, we could support the construction of a new release camp for rhinos and their calves in **Etosha National Park, Namibia**. The bomas provide a secure environment for rhinos to adjust after translocation, ensuring their wellbeing and security as they acclimatise to new surroundings.

Breaking Barriers for Female Rangers

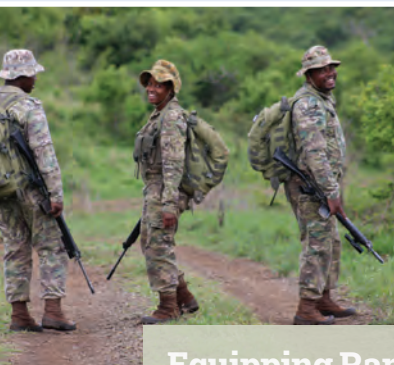
Thanks to a grant from Conservation Nation, we helped to fund project that's transforming lives in **North Luangwa, Zambia**. Championing women in conservation, the initiative has supported salaries, training and provided essential supplies, including menstrual hygiene products and sports bras. This equipment and support have enabled and empowered more women to take on and succeed in conservation roles, making a difference for wildlife, including the black rhinos that call the North Luangwa National Park home.



MANA MEADOWS

MAIN IMAGE STEVE AND ANN TOON





Equipping Rangers with Cutting-Edge Training

Thanks to funding from the U.S. Bureau of International Narcotics and Law Enforcement Affairs, we provided rangers across Kenya with advanced training on EarthRanger™—software that helps rangers and protected area managers, to make more informed operational decisions each day.

From Tsavo West to Mount Kenya, the training gave rangers at **Kenyan national parks and conservancies** the ability to use EarthRanger™ effectively, boosting their work on the ground to monitor and protect rhino populations.

Supporting Rhino Veterinary Care

Rhinos are tough, resilient animals, but sometimes they require a little extra care. At **Oi Jogi Conservancy, Kenya**, your donations helped cover the costs of life-saving treatment for black rhinos.

From treating injuries to rescuing an orphaned calf, these critical interventions highlight the ongoing need for swift action to protect individual animals meaning they can continue to contribute to future populations.



Restoring Rhino Habitat

With enough space, security and good nutrition, rhinos can thrive. Support from Rotterdam Zoo, Parc animalier et botanique de Branféré and the Scott and Jessica McClintock Foundation enabled habitat restoration work in **Manas National Park, India**, making the Park a more resilient, healthy area for the Greater one-horned rhinos living there.



Enhancing Anti-Poaching Technology

Protecting rhinos across large landscapes is a constant challenge. Alongside much-needed ranger patrols to safeguard and monitor important rhino populations, technology can play a role to amplify security efforts. Thanks to a grant from Ardea Cares, we funded the installation of camera traps and solar technology in **Hluhluwe-iMfolozi Park, South Africa**, offering rangers extra assistance in some of the more remote and vulnerable areas of the Park.



Milestones at the Sumatran Rhino Sanctuary

In 2023, there were two exciting new additions to the herd at the **Sumatran Rhino Sanctuary (SRS)** in Way Kambas National Park, Indonesia; **Anggi and Indra**. Thanks to your donations and support from our Zoo partners (West Midland Safari Park, Dublin Zoo, Odense Zoo, Zoo Hodinin, Tallinn Zoo — Fondation Lutreola and Wilhelma Zoological and Botanical Garden, Stuttgart), we could contribute to the SRS' ongoing running costs, ensuring the 10 rhinos living there can continue to receive vital round-the-clock care.



Rhinos and the IUCN Red List

Black rhino
Diceros bicornis

In-situ population¹ 6,421

IUCN RED LIST CLASSIFICATION

Critically Endangered Considered to be facing an extremely high risk of extinction in the wild.

<CR>

White rhino
Ceratotherium simum

In-situ population¹ 17,464

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.

<NT>

Javan rhino
Rhinoceros sondaicus

In-situ population¹ 46

IUCN RED LIST CLASSIFICATION

Critically Endangered Considered to be facing an extremely high risk of extinction in the wild.

<CR>

Greater one-horned rhino
Rhinoceros unicornis

In-situ population¹ 4,018

IUCN RED LIST CLASSIFICATION

Vulnerable Considered to be facing a high risk of extinction in the wild.

<V>

Sumatran rhino
Dicerorhinus sumatrensis

In-situ population¹ 34–47

IUCN RED LIST CLASSIFICATION

Critically Endangered Considered to be facing an extremely high risk of extinction in the wild.

<CR>

Rhinos: by number

The latest rhino numbers reveal a year of contrasting realities: both encouraging growth and alarming setbacks. Overall, the global rhino population continues to rise, sustaining the upward trend that began in 2021. At first glance, this seems encouraging, however the details remain challenging. The global increase in the number of rhinos was due to the growth of just one of five species: the white rhino.

In 2023, white rhinos were estimated to have a population of 17,464 — a 4% increase on 2022 numbers, which was the first year this species had shown growth in over a decade. Almost all white rhinos are of the Southern subspecies; only two Northern white rhinos remain and both are female, meaning this subspecies is functionally extinct.

Najin and Fatu, the last two Northern white rhinos, are mother and daughter and unfortunately, neither can carry a pregnancy to term. Scientists are working to develop advanced reproductive techniques to save the subspecies from extinction, but these interventions have yet to succeed. Conversely, Southern white rhino numbers are steadily recovering, and with ongoing efforts to secure them and their habitats, their growth continues. Nonetheless, poaching remains a threat that puts their future in jeopardy.

While white rhino numbers show signs of recovery, Africa's other rhino species show a more worrying trend. The black rhino population declined slightly in 2023, the first time this has occurred since 2012. With just 6,421 individuals remaining, any reduction is concerning and underscores the fragility of recent conservation gains and the impact of organised poaching gangs. The change is linked to increased targeting of key black rhino populations by crime networks operating in Namibia and South Africa. Hluhluwe-iMfolozi Park in South Africa and Etosha National Park in Namibia, for example, have been hard hit by poaching gangs. Alongside other strategic rhino protection efforts, dehorning operations are ongoing in both parks — as well as other extensive rhino conservation areas in Africa — as a proven intervention to significantly deter criminal activity. *You can read more on this story on page 15.*

Africa has borne the brunt of rhino poaching, with more than 12,000 animals illegally killed since 2008. By contrast, Asia has seen fewer than 300 cases during that time, almost all targeting Greater one-horned rhinos.

However, in April 2024, devastating news emerged from Indonesia: investigations revealed that between 2019 and 2023, poachers claimed to have killed up to 26 Javan rhinos in Ujung Kulon National Park. This marked the first confirmed poaching of Javan rhinos in more than a decade. As one of the rarest mammals on Earth, this was a shocking discovery. Thankfully, there have been no further poaching reports in 2024 and extra security actions are in place to protect the 46 Javan rhinos left in Ujung Kulon, including successful prosecution and imprisonment of the criminals involved. *You can read more on this story on page 10.*

Elsewhere in Indonesia, small and likely isolated populations of Sumatran rhinos continue to roam in remote areas. Much like Javan rhinos, with so few animals remaining, the situation is critical. Close monitoring of wild rhinos, constant protection of their habitats and round-the-clock care for the ten rhinos living at the Sumatran Rhino Sanctuary, are all key activities for the species' future.

Greater one-horned rhinos, found in India and Nepal, have shown stabilisation in numbers in recent years, totalling just over 4,000 at the end of 2022. Future increases in their numbers will be dependent upon securing enough safe, productive and resilient habitats and carefully moving rhinos into them.

As we track updates on all five rhino species in 2025, it's clear their survival remains a paradox of hope and endeavour. Sustained, targeted global efforts will be critical to ensure their populations continue to recover. Protecting these iconic animals is about more than just numbers — it's about conserving the important ecosystems they inhabit, so that rhinos, countless other wild species and ultimately people and our planet, can thrive.

¹In-situ population: in the countries in which they naturally occur.

²Population numbers are as reported by the African and Asian Rhino Specialist Groups.

23,885
African rhinos

4,104
Asian rhinos



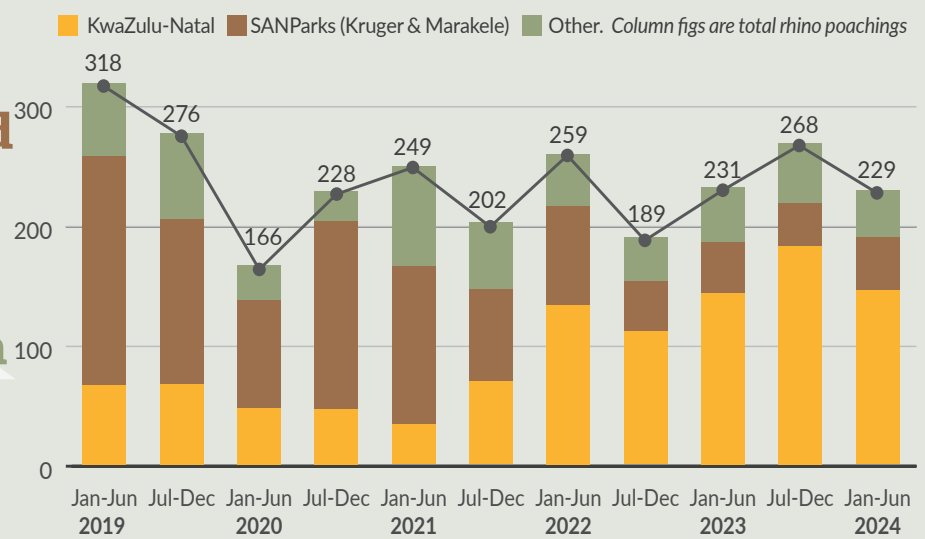
586 rhinos
poached in Africa
in 2023

One
every 15 hours

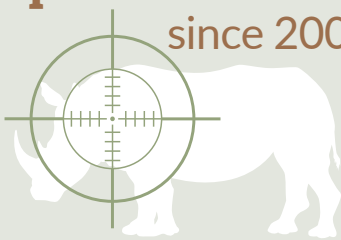
27,989
rhinos in the wild
worldwide

2% population
increase
since 2022

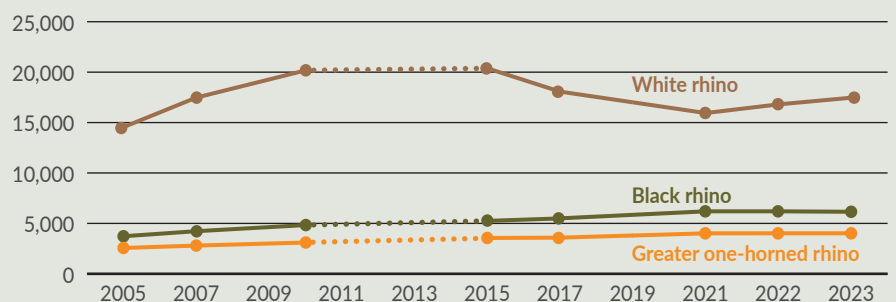
Total rhinos poached in South Africa 2019–June 2024 Six-month periods



12,293 rhinos
poached in Africa
since 2006

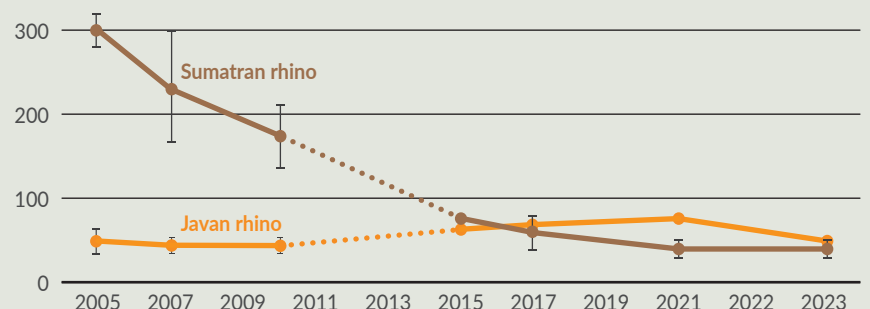


White, Black and Greater one-horned rhino population estimates 2005–23²



3 species
facing an
extremely
high risk of
extinction

Sumatran and Javan rhino population estimates 2005–23²





Stories from the 2024 London Marathon

A flagship in our events calendar, the London Marathon is always one of our favourite days of the year!

A chance to meet passionate people making a difference by taking on a huge challenge. In 2024, we had some extra special members of the crash participating – here are some of their London Marathon stories.

Fastest marathon dressed in a safari suit (female)

Kim Siano, from the USA (above), took on 26.2 miles in a safari suit, quickly becoming a Guinness World Records holder, with a time of 03:54:58!

Marathon first-timer

Whether it's a one-off bucket list item or the start of a lifelong marathon-running journey, each year, a number of people choose to join our crash to complete their first-ever marathon. In 2024, we had 10 people taking on 26.2 miles for the first time. We love being a part of this huge accomplishment and celebrating their success at our finish line celebration camp with their friends and family.

Lochlan Butler (below, and right, with his brother Cam) chose to join our 2024 team for his first marathon after completing his first half-marathon with Save the Rhino in 2021. His connection with Save the Rhino stems from growing up around the African bush. As well as completing the London Marathon in an incredible 03:31:13, Lochlan also raised £2,051 towards rhino conservation!



DOUG GOODMAN



MATTHEW PYSDEN

Matthew's fundraising feat

Our top fundraiser in 2024 was **Matthew Pysden** (above), who raised an incredible total of £5,465.79! Joining us as part of a corporate team with our partner, **Brewers Decorating Centre**, Matt undertook a wide range of fundraising activities to reach his impressive total.

"Being a keen supporter of animal and environmental charities, as well as enjoying endurance sport, I jumped at the chance to take part in the London Marathon for Save the Rhino. Raising money for this superb charity that supports and protects one of the planet's most impressive animals was an absolute honour and I wanted to raise as much as possible."

A huge success in Matt's fundraising was his raffle, which raised more than £2,000!

"My biggest fundraiser was creating a raffle for my work and my social groups at Easter. People entered for the chance to win various prizes, from beers and wine to Easter eggs, with the main prize being a giant Cadbury's cream egg. Being part of a large fundraising group made it such a special occasion before the race in the build-up, and certainly straight after. It really was a first class day out!"





100th rhino costume marathon

Anyone going for 26.2 miles is a rhino hero. Wearing a 12kg rhino costume throughout is an even greater challenge. Finishing more than one marathon in a rhino costume is something only a few people have achieved.

100 rhino costume marathons? That's never been done before – until now! Our amazing Ambassador, 'Rhino Boy' **Chris Green** (below) achieved this extraordinary feat at the 2024 London Marathon.

"I gave it my all and was so completely overwhelmed by utter joy, I've been in a happy dance ever since!"

"I ran and danced and smiled and cried and lived and loved so much in the most incredible, wonderful, beautiful day. I've never been more exhausted, yet never felt so strong!"

Chris's unwavering support of Save the Rhino over the last decade – raising more than £25,000 and inspiring thousands along the way – is a testament to his passion for wildlife conservation and love for rhinos in particular. We're delighted to celebrate Chris and his

astounding achievement and so grateful to have him in our herd.

A rhino, on wheels!

Finally, we had a very special addition to our team in 2024. For the first time in history, a rhino wheelchair costume took to the streets of London.

The pioneering creation – a bespoke wheelchair-adapted version of our iconic costumes – was piloted by Wales Rugby League athlete **Martin Turner**, alongside support runners **Mark Jones** (above right) and **Sammie Hann** (above left). Created by Save the Rhino patron, TV and film creature creator – and the first ever rhino costume runner in 1992 – William Todd-Jones, as well as students and teachers at Coleg y Cymoedd, the chair completed the 2024 London Marathon in a stunning 05:45:32.

"London Marathon day was the most amazing day, one that I will never forget. The wheelchair is a symbol of inclusion, showing that every single person can fully participate in everything from sport to conservation ...whatever challenges they may face."



Thank you to
Rhino Boy Chris
and all our fantastic
2024 rhino runners!



Our huge thanks to everyone involved in bringing the rhino wheelchair to life, including Motivation, Coleg y Cymoedd, Wales Rugby League, Wild Connect, Orangebox and Mark3D UK.



Poaching Setbacks and Renewed Protection Efforts **for Javan Rhinos**

In 2012, it was estimated that there were only 35 to 45 Javan rhinos left in the world. Slowly, the population grew, reaching an estimated 76 in 2021. Despite immense challenges and complexities, the species had one thing on its side: poaching was not a primary threat. In fact, there had been no official records of poaching incidents for more than a decade.

Now, that's changed.



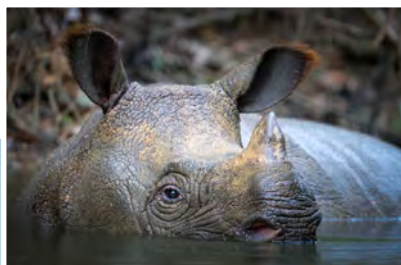
In April 2024, our worst fears were realised as details emerged about a criminal gang that had been targeting the last Javan rhinos in Ujung Kulon National Park (UKNP). Tracking the elusive species through the dense forest, gang members found and illegally killed rhinos for their horns, selling to buyers that were lined up and ready to traffic horns out of the country.

Throughout 2024, during the court cases of the accused, gang members revealed a shocking blow for Javan rhino conservation: between 2019 and 2023, they had poached up to 26 rhinos in UKNP. With so few animals remaining, the news that around one third of the world's Javan rhino population had been illegally killed in just four years was — and continues to be — a very grave development.

In response to the crimes and alongside supporting thorough investigations by police, Park authorities have significantly increased security efforts in UKNP, closing all public access.

In response to the crimes and alongside supporting thorough investigations by police, Park authorities have significantly increased security efforts in UKNP, closing all public access. This has made a big impact, with reduced incursions and — thankfully — no reported poaching cases since 2023.

At the time of writing, two individuals have been successfully held accountable, having been prosecuted and sentenced for their roles in illegally killing rhinos and trafficking their horns. One individual, understood to be a gang leader, was convicted and sentenced to 12 years, the longest sentence ever given for a wildlife-related crime in Indonesia. The other, a trader and intermediary buying and trafficking horns,



was sentenced to 4½ years. These convictions are a crucial step in tackling wildlife crime networks operating not only in Indonesia but also internationally, as reports suggest the horns were destined for individuals in China.

Investigations are ongoing, and there are still many questions to answer alongside urgent action needed to support the future of Javan rhinos. However, this situation highlights the importance of looking at the full breadth of criminality involved in the illegal wildlife trade. From gangs working to find rhinos

in a Park, to international traffickers, disrupting illegal activity requires a multifaceted approach. At the same time, efforts to prevent such crimes in the future are required through work to support, empower and meaningfully engage communities living on the Park's periphery.

Amidst these challenges, there are hopeful signs. At least four new calves have been identified in the Park since August 2023, showing the species' resilience and ability to rebound when provided with a secure habitat. Nonetheless, the stakes remain high for one of the world's most endangered mammals.

We're doing everything we can to support their future. Through our partnership with the International Rhino Foundation, we are continuing to support the Government of Indonesia's efforts to conserve and protect Javan rhinos in Ujung Kulon.



***Above:** Javan rhinos are one of the world's most endangered mammals, living in the dense jungle of Ujung Kulon National Park.*

***Bwlow:** Beyond the threat of poaching, the Javan rhinos' home lies in the shadow of Anak Krakatau. In 2018, the volcano caused devastation after triggering a tsunami. Thankfully, the tsunami didn't reach the shores of UKNP.*

Images courtesy of the Indonesian Ministry of Forestry.



Partnerships and Progress: Working Together to Make Room for Rhinos

Plummeting from tens of thousands to near extinction, Kenya's black rhino population has faced huge challenges over the past 50 years. Today, thanks to a combination of government intervention, strategic partnerships and innovative conservation efforts, Kenya has not only halted the decline but shown successful recovery of its black rhino population.

Jamie Gaymer | Chair, Association of Private and community Land Rhino Sanctuaries

This article traces the path of Kenya's black rhino conservation to date and exciting plans for the future, shining a light on the milestones, challenges and collaborative efforts that have shaped this remarkable turnaround. From the early days of crisis to the establishment of rhino sanctuaries and the new Kenya Rhino Range Expansion vision, it is a testament to what can be achieved through innovation, dedication and partnerships.

Poaching caused the decline of Kenya's black rhinos from an estimated 20,000 individuals in 1970 to fewer than 400 individuals by 1985. The Government took drastic measures to prevent local extinction of the species, marking the beginning of a long and slow recovery process. Remaining individuals were rescued and moved to sanctuaries and Intensive Protection Zones. At this juncture, the private and community sectors could apply to become a rhino sanctuary, provided they fulfilled certain criteria.

In 1989, the Kenya Wildlife Service (KWS) was established, with the overall mandate to conserve and manage wildlife in Kenya. Around this time, in 1990, the Association of Private Land Rhino Sanctuaries (APLRS) was formed, offering a mechanism for private rhino sanctuaries to meet and discuss the management of rhinos on their land. Most importantly, however, the APLRS also provided an interface between the private sector and the government on matters relating to rhinos.

From 2008, a new rhino poaching pandemic swept through Africa, arguably driven



by a change in the motivation to buy rhino horn. The black market price of illicit rhino horn spiralled and Kenya was heavily impacted from 2011. Through the implementation of National Rhino Strategies, significant investment in security and intelligence, and by adopting a close partnership approach between the government, the private and the community sectors, Kenya worked to successfully mitigate this threat. In 2014, this powerful collaboration helped to bring about a milestone moment: Sera Conservancy received rhinos and became the first community-run black rhino sanctuary in the country and the APLRS changed its constitution to include the community sector.

Kenya has managed to reduce poaching to less than 1% of the national population for the last eight consecutive years. At the end of 2023, Kenya hosted a national population of 1,004 Eastern black rhinos, another incredible milestone in the recovery of a species from the brink of local extinction some four decades earlier.

Kenya's rhino conservation vision aims to achieve a population of 2,000 Eastern black rhinos living in their natural habitat by 2037. Unfortunately, since reducing poaching losses there has been an increase in other mortalities including fighting,



Above: Rhino translocations taking place in Kenya during 2024. In total, 21 Eastern black rhinos were moved from Lewa Wildlife Conservancy, Ol Pejeta Conservancy and Nairobi National Park into Loisaba Conservancy.

predation and other factors. In most existing rhino sites, we have reached or exceeded population densities, amplifying the other causes of mortality. Ironically, by mitigating the poaching threat, we had run out of space for our rhino populations to perform optimally.

We urgently require a mechanism through which we can secure more land with the capacity to conserve rhinos, reducing densities in other sanctuaries and offering more room for growth. This was captured in Kenya's National Rhino Strategy 2022 – 2026.

The APLRS approached the KWS, requesting a strategic partnership to collaborate and support the implementation of rhino management projects. This partnership was officially endorsed in August 2023, coinciding with the conclusion of a Laikipia Rhino Range Expansion management plan.

Subsequently, through dialogue with multiple partners and with the endorsement of both the APLRS and the KWS, it was decided that a dedicated 'vehicle' was required to drive range expansion and that the project should include Tsavo West National Park. Simultaneously, the APLRS had the privilege to present this concept to His Excellency, the President of Kenya, Dr. William Ruto C. G. H. The president endorsed and supported the proposed project, leading to meetings with the Ministry of Tourism and Wildlife as well as the Ministry of Environment, Climate Change and Forestry.

In August 2024, the 'Kenya Rhino Range Expansion' Company Limited by Guarantee was formally registered. The Board of Directors includes individuals from KWS, the Wildlife Research and Training Institute, private and community rhino sanctuaries, an independent impartial Chair and the Chair of the Advisory Board. A dedicated core team will be recruited and through the establishment of key partnerships, we intend to drive a coordinated plan to secure more space for rhinos in Kenya. To ensure its sustainability, it is paramount that this plan includes objectives beyond just rhinos. We contribute to the 30x30 targets of the Global Biodiversity Framework, Sustainable Development Goals of the United Nations and, ultimately, seek to address a multitude of environmental and social threats to benefit both the wildlife and the people of Kenya.

Significant progress in developing a strong foundation for this project has been largely based on partnerships. The Boston Consulting Group has been instrumental in developing robust metrics, dashboards, risk assessments, fundraising strategies, terms of engagement, constitutions, budgets, and other materials. The Kenya Wildlife Conservancies Association and its subsidiary, the Laikipia Conservancies Association, have both offered support.

Additionally, the leadership of the KWS, particularly from the Director General, has been crucial in allowing this incredible conservation opportunity to grow. Numerous other partners have facilitated international collaborations, provided strategic advice, and contributed to the project's financial and technical aspects. While we cannot name everyone here, we deeply appreciate the efforts of all involved and are excited to see our hard work bearing fruit in 2025 and beyond.



Inspiring Conservation and Creativity at Borana Conservancy

From immersive field trips to innovative upcycling projects, Mazingira Yetu (MY) – Swahili for ‘Our Environment’ – is nurturing the next generation of conservation leaders in Kenya. Established in 2022 within Borana Conservancy, MY uses creativity, education and collaboration to empower local communities as they embrace sustainable practices and connection to the natural environment.

Connecting Communities

Like many school visits around the world, trips to MY are often the first time children experience places beyond their own local areas. These captivating moments offer a unique chance for students to connect with nature and develop a practical understanding of the relationship between human activity and the environment.

Mazingira Yetu goes beyond school children, engaging adult groups through visits to Borana, promoting conservation principles and sustainable practices to all community members. Since it began, MY has reached 1,520 students and 265 adults from neighbouring areas. Both adults and children carry conservation messages back to their homes, and through these initiatives, MY aims to empower children and community members to become stewards of their surroundings.

As MY's outreach has expanded, so too have its facilities, enabling the programme to support an even broader range of community conservation activities.

Reimagined sustainability

Below: One of the classes at Mazingira Yetu, where a school group transformed plastic lids into unique pieces of art.

Starting as a small education centre with space for groups to learn, MY has grown significantly in the last year. Today, it has a six-room accommodation wing, ready to be a base for up to 12 volunteers, trainers, and field researchers supporting Borana's ongoing aims for community-focused conservation.

The centre itself is a testament to sustainability, designed and created using local, upcycled materials. Many local students participated in painting and planting workshops, revitalising discarded items into practical, eye-catching objects.

Sessions with tins, bottle tops and scrap materials offered children the chance to reimagine the value of waste, sparking their creativity whilst



encouraging a sense of environmental responsibility.

The programme's focus on upcycling gave pre-loved items a new purpose. From chandeliers reimagined from scrap metal to cosy denim furniture crafted from over 200 pairs of jeans, the MY Education Centre is a vibrant display of how sustainability can transform everyday objects into functional art.

Ultimately, engagement with MY helps secure the sustainable health of the Borana ecosystem for rhinos and other wildlife as well as local communities by fostering conservation understanding. MY promotes sustainable farming practises, water and soil improvement as well as human wildlife mitigation efforts. In just two years, Mazingira Yetu has evolved into a cornerstone of Borana's efforts. With more than 1,750 visitors to date, the programme is bringing more people closer to conservation. Looking ahead, MY plans to host short, intensive environmental management courses, establishing a new generation of conservation leaders ready to address pressing environmental challenges. With more people acting as champions for nature, the future of the Borana ecosystem, and the incredible species within it, will be brighter than ever.

ALL IMAGES BORANA CONSERVANCY



Etosha National Park:

Dehorning to Save Rhinos

Spanning over 22,000 km², Etosha National Park in northern Namibia provides a vast yet harsh habitat for rhinos. In the 1970–80s, poaching caused a dramatic decline in Etosha's black rhino population, mirroring challenges faced across Africa.

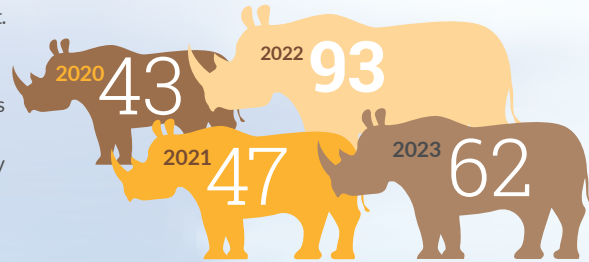
In recent years, rhino poaching in Namibia has increased, with Etosha again becoming a hotspot. Crime networks have shifted from targeting other key rhino populations, such as Kruger National Park in South Africa, and Etosha's rhinos have been under intense threat. Responding to this surge, the Ministry for Environment, Forestry and Tourism in Namibia has intensified its efforts to protect rhinos nationwide.

Central to these efforts is Namibia's Black Rhinoceros Management Strategy (2021–2031), which aims to 'conserve and sustainably manage a growing free-ranging metapopulation of black rhinoceros of the subspecies *Diceros bicornis bicornis* within Namibia.' By addressing issues such as poaching, habitat loss, and community engagement, the strategy provides a roadmap for long-term conservation success. Specific actions include expanding safe habitats, empowering more local people to participate in conservation, and ensuring robust biological management of rhino populations.

In Etosha, one of the most urgent aspects of the Strategy is protecting rhino populations from criminal activity. This requires intensive anti-poaching measures and, often, the relocation of rhinos to less vulnerable areas. However, Namibia is experiencing its worst drought in 100 years. Moving rhinos into a location with sufficient space, water, food, and security is no easy task. Rangers continue to patrol the Park; but, providing 24/7 security for every rhino in a huge population across a vast landscape is near impossible.

For decades, dehorning has been an important part of Namibia's rhino security toolkit. In response to the escalating threat, the Ministry

Number of rhinos poached in Namibia, 2020 – 2023¹



significantly expanded its dehorning operations in 2024. This strategic intervention, targeting rhinos living in the most vulnerable areas of the Park, has been essential in reducing the poaching threat.

Of course, dehorning is not a complete or perfect solution. It comes with significant costs, exacerbated by international economic pressures driving up the fuel cost for the aircraft and vehicles required to undertake operations. It's important to recognise that dehorning is just one important component of a broader, multi-faceted approach to rhino conservation in Etosha and across Namibia. In addition to this measure, the Ministry has ramped up anti-poaching patrols, deployed tracking technologies, strengthened security measures and invested in targeted work to investigate and disrupt organised crime networks through its Blue Rhino Task Team.

Currently, rhino survival in Etosha National Park relies on intense anti-poaching activities like dehorning. However, sustained support and resources are critical to ensure the long-term success of these efforts, creating a safe, resilient environment for the population to not only recover from recent losses but also enable much-needed growth.

¹Source: Namibia Ministry of Environment, Forestry and Tourism.

Mule Patrol: Conserving Namibia's Black Rhinos

Monitoring the world's largest free roaming population of black rhino is no easy task. For over 40 years, Save the Rhino Trust (SRT) has been doing exactly that. However, the challenges of this harsh and remote environment mean that new ideas are always needed for the team to be most effective.

Melanie Gelderd | Michael Hearn Intern 2023-24



ALL IMAGES MARCUS WESTBERG



One such idea, launched in 2021, is the Mule Patrol Unit (MPU). Offering previously mistreated mules a safe home and an important job, this Unit enables SRT's rangers to access more of the vast Kunene region, increasing the number of rhinos they can monitor.

Black rhinos in the vast Kunene landscape move across huge ranges in search of food and water and away from human disturbances, venturing much further than rangers on foot patrols can travel in a day. The idea of the MPU is simple: allow rangers to reach remote areas otherwise inaccessible by vehicle, much more safely and efficiently than on foot.

The MPU team have been doing a fantastic job with their monthly patrols and SRT are excited to continue investing into improving the Unit. Their main priority being happy, healthy mules and rangers that can monitor rhinos safely and comfortably. Some of the MPU team have worked with horses or mules before and are able to share their extensive equine knowledge, while others are keenly learning for the first time. Regardless of experience, the rangers show true dedication in caring for their four-legged companions.

treatment, both mules recovered, and the team has rebuilt the mules' trust on patrols. Thanks to our generous supporters, a new lion-proof stable block was built to keep the mules safe from predators, however, there is still work to be done to prevent some of the smaller mammals causing trouble! Local mice are causing problems in the mule's feed room. To prevent these little critters from stealing food for the mules, the room requires mice-proof flooring and extra shelving units.

Although more cost-effective than vehicle running and maintenance, there are still expenses to keeping the Patrol Unit up and running, from ranger salaries to veterinary care to food (for mules and for rangers!). For example, the area surrounding the SRT basecamp and MPU satellite camp is very dry, making it difficult to source grass for the mules. Purchasing and transporting large quantities of grass into the area is crucial, but expensive. Additionally, in the hot, arid desert environment — the average temperature here ranges from 25°C to 35°C — the leather tack used easily becomes dry, damaged and uncomfortable. Good quality products are needed to keep the tack clean, supple, and fit for purpose.

Main image and below:

Able to travel longer distances and across rugged terrain, the MPU is crucial to finding rhinos that could otherwise be missed, monitoring their health, behaviour and safety.



But like any new project, success hasn't been without its challenges...

One night in April 2023, an unwelcome visit to the mule camp base by a desert lion caused two mules to be injured. Thanks to prompt

In December 2024, Save the Rhino raised an incredible £84,332 through the Big Give Appeal, towards the costs of the Mule Patrol Unit for 2025. Our support will include building an accommodation block for rangers at the mule camp. Currently, staff are living in tents, so proper facilities and a kitchen are an important next step to support the team in their critical work with the mules.



Women Leading the Way in North Luangwa

In 1998, black rhinos were declared extinct in Zambia. Today, thanks to the inspirational vision and tireless efforts of dedicated conservationists, North Luangwa National Park is home to a healthy and growing black rhino population.



Today, there are more women working in North Luangwa National Park to protect rhinos and other incredible wildlife. Alongside our partners, we're empowering them to succeed.



This success reflects the meticulous planning and dedicated operations of the North Luangwa Conservation Programme (NLCP) and their recognition that successful rhino conservation requires an ecosystem approach that extends beyond wildlife and park boundaries to promote sustainable development for nearby communities.

NLCP are recognised for the innovation that they bring to the conservation space. Whilst wildlife conservation has long been perceived as a male-biased sector, NLCP recognises the opportunities and strengths that women can offer and is leading the charge to create a more inclusive and equitable conservation workforce.



experience at the NLCP vehicle workshop is breaking barriers and proving that anyone can succeed in roles once considered 'male only.' Her dedication symbolises the importance of empowering women to choose their livelihoods, promoting gender equality and access.

Addressing Practical Barriers

Supporting women in conservation goes beyond training opportunities. In the field, rangers and rhino monitors face enormous challenges and often risk their lives. For women, additional practical issues arise, such as access to properly fitting clothes and menstrual hygiene products.

This year, NLCP purchased 275 reusable period products to support female staff and community members. While small, such initiatives are critical steps towards creating an environment where women can thrive, fostering dignity and confidence that allows them to focus on furthering conservation.

This work in North Luangwa demonstrates the transformative power of inclusive conservation. By championing women

and breaking barriers, NLCP is fostering a brighter future for people and wildlife. With a diverse and empowered workforce, the Park is not only a haven for rhinos but secures a healthy ecosystem for nearby communities and provides a beacon of hope for what can be achieved when a mission is driven forward with equality and collaboration at its core.

ALL IMAGES MANA MEADOWS PHOTOGRAPHY

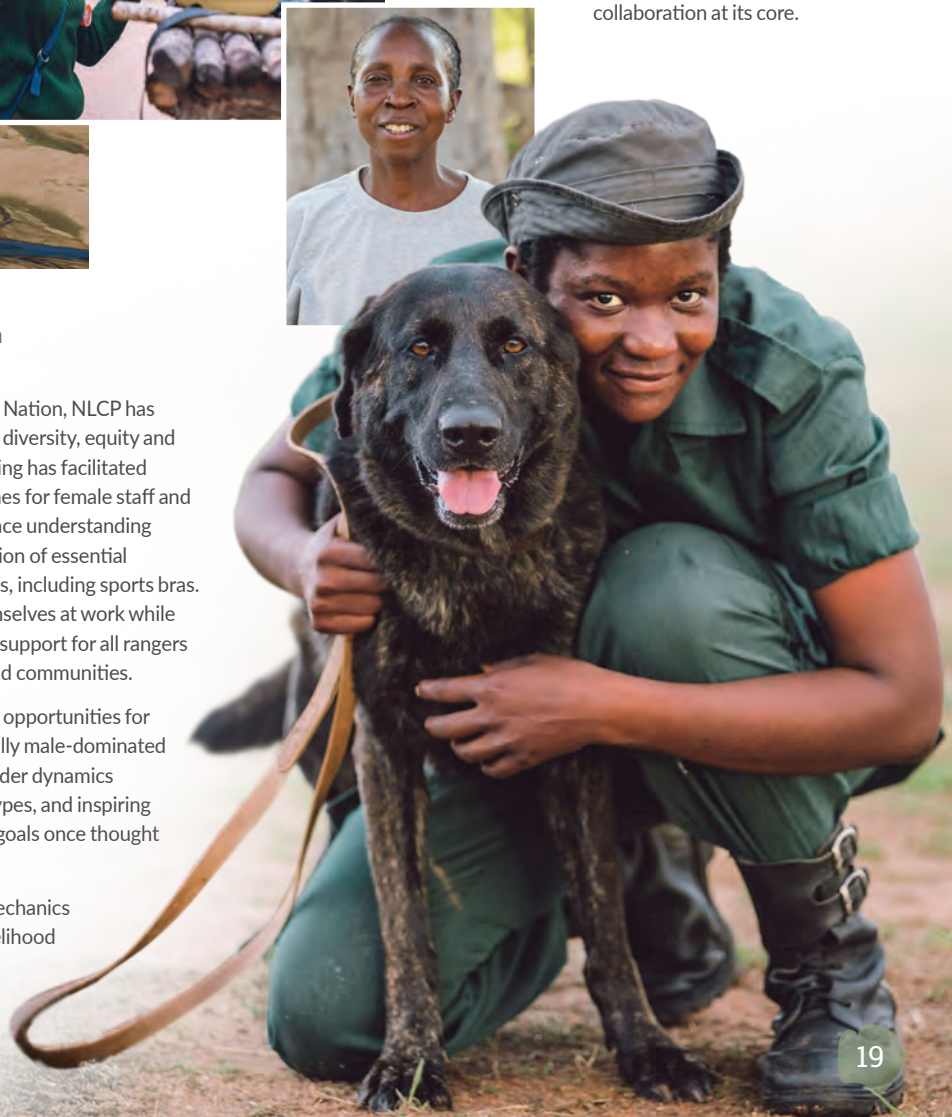


Empowering Women Through Training and Opportunity

Thanks to a grant from Conservation Nation, NLCP has amplified its work advancing gender, diversity, equity and inclusion. Conservation Nation funding has facilitated initiatives such as training programmes for female staff and their spouses, spousal visits to enhance understanding of conservation work, and the provision of essential equipment tailored to women's needs, including sports bras. These efforts empower women themselves at work while fostering greater understanding and support for all rangers and park staff within their families and communities.

A key part of NLCP's work is creating opportunities for women to develop skills in traditionally male-dominated roles. This approach is reshaping gender dynamics in conservation, challenging stereotypes, and inspiring young girls to dream big and pursue goals once thought unattainable.

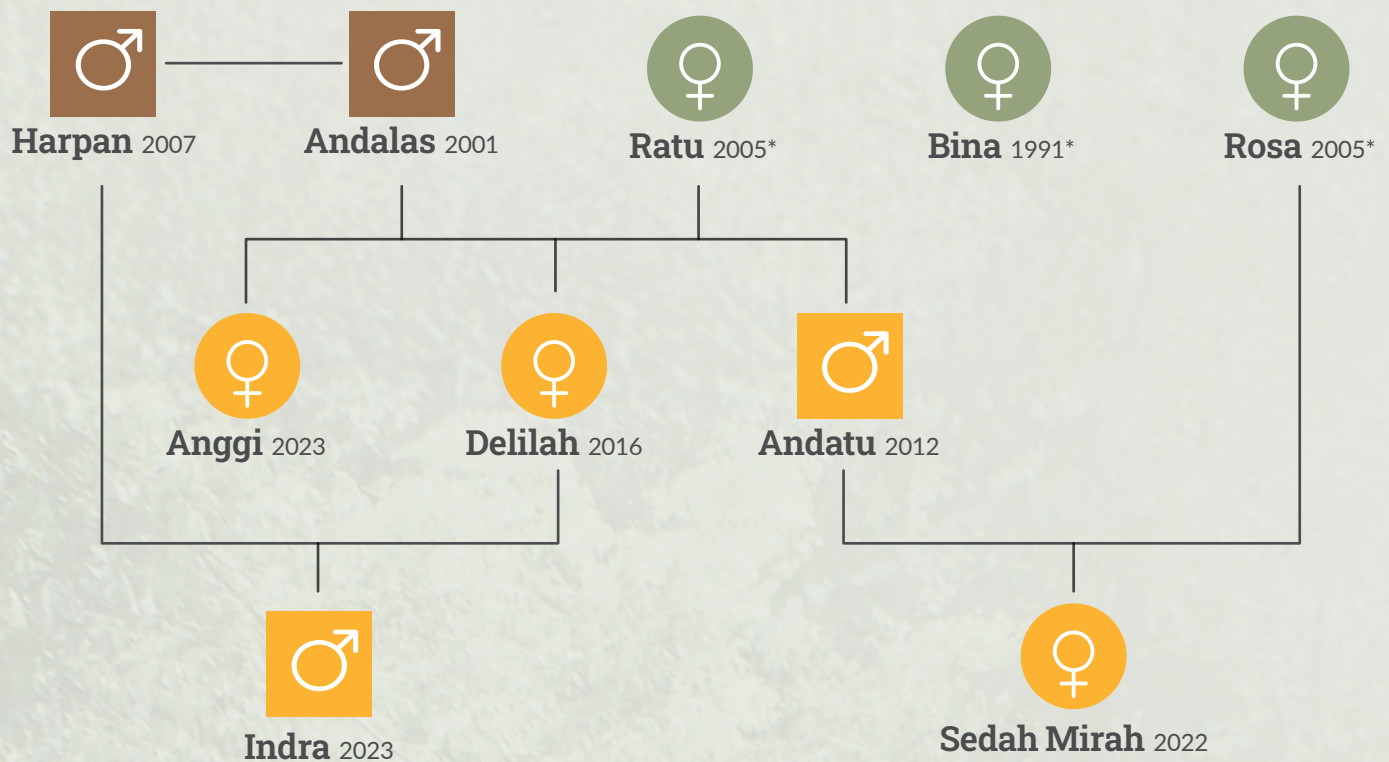
Recently, a team member began a mechanics internship through the Luangwa Livelihood and Conservation Activity. As the sole female trainee, her hands-on



Meet the rhinos at the **Sumatran Rhino Sanctuary**

Sporting reddish locks, an endearing song-like vocalisation and a cuddly face, the Sumatran rhino is one of the Earth's weirdest and most wonderful mammals. Diverging from the ancestors of other modern rhinos more than 20 million years ago, this strange creature is more closely related to the prehistoric woolly rhino of the last ice age.

The Sumatran Rhino Sanctuary family tree



■ Cincinatti Zoo breeding programme, date of birth

■ Wild-born, *date of capture

■ Sumatran Rhino Sanctuary breeding programme, date of birth

Meet the family

Below: Staff at the SRS care for the 10 rhinos 24/7. This photo was taken in the days following the birth of Indra, a male calf born in November 2023.

Andalas ♂

A male born at the Cincinnati Zoo in 2001 to Emi and Ipuh. He was the first Sumatran rhino conceived and born as part of the conservation breeding programme. Andalas arrived at the SRS in 2007 and is the father of **Andatu**, **Delilah** and **Anggi**.

Harapan ♂

A male born at the Cincinnati Zoo in 2007 and full brother to **Andalas**. Harapan became a father for the first time in November 2023 when **Indra** was born.

Bina ♀

An elderly female who was caught in the wild in 1991 as part of the original capture programme. Initially, Bina was kept at a zoo in Indonesia before moving to the SRS, which opened in 1998.

Ratu ♀

A female who was caught in the wild near Way Kambas National Park in 2005 after she ventured into a nearby village. She is the mother of **Andatu**, **Delilah** and **Anggi**.

Rosa ♀

A female who was caught in the wild outside of Bukit Barisan Selatan National Park in 2005 after she became unafraid of humans. She is the mother of **Sedah Mirah**, born in March 2022.

Andatu ♂

A male born at the SRS in June 2012 to **Andalas** and **Ratu**, and the first Sumatran rhino born in captivity in Indonesia. He later mated with **Rosa**, resulting in the birth of **Sedah Mirah**.

Delilah ♀

The first female calf born at the SRS in May 2016 to parents **Andalas** and **Ratu**. She is the most vocal of the rhinos and is renowned for her singing abilities.



IMAGES COURTESY OF THE INDONESIAN MINISTRY OF FORESTRY

Sedah Mirah ♀

A female rhino born in March 2022 and the first third-generation Sumatran rhino born in captivity (above). Her parents are **Rosa** and **Andatu**.

Anggi ♀

A female rhino born on 30 September 2023 and the third calf of **Andalas** and **Ratu**.

Indra ♂

A male rhino born on 25 November 2023 and the first calf of first-time parents **Delilah** and **Harapan**. Indra's birth marked the first time that a female Sumatran rhino born in captivity had a calf of her own and was also the first birth to take place without the mother experiencing any miscarriages beforehand.



Protecting the **'birthplace of the white rhino'**



"During the early 1900s, the world's sole remaining Southern white rhinos consisted of a small population of fewer than 100 individuals in South Africa's Hluhluwe-iMfolozi Park. However, thanks to 'Operation Rhino' in the 1950s and 1960s, which saw translocations of white rhino from the Park all over the world, global numbers rose to more than 20,000 by 2010, earning Hluhluwe-iMfolozi the name 'the birthplace of the white rhino' "

Amos Tembe, Park Manager,
Hluhluwe-iMfolozi Park

Chris Kelly | CEO and Co-Founder, Wildlife ACT





Right: Alongside interventions such as dehorning, providing simple items such as boots, uniforms and rucksacks to rangers is essential for them to continue their critical patrols safely and effectively.

Unfortunately, poaching pressure has increased significantly in Hluhluwe-iMfolozi Park (HiP) in recent years. In 2023, the Park lost 307 rhinos to poaching (60% of the annual South African total). As a result, in an attempt to protect this critical population,



the difficult decision was made to dehorn HiP's rhinos. The impact of dehorning was immediate, with monthly rhino poaching mortalities reduced by an average of 79%.

In 2023, the Park lost 307 rhinos to poaching (60% of the annual South African total).

This decrease in poaching has provided much-needed respite for all of the teams working at HiP, allowing rangers, monitors and conservation managers to focus on implementing and improving other measures that enhance security and support the recovery of the rhino population.

The technology teams have been focusing on improving and maintaining the status of cameras that can remotely monitor and detect poaching activity. In just four months, the proportion of active cameras has increased from an average of 33% to 86%. Alongside this, the Park has been strengthening its incursion detection systems, including by installing 'smart fences' that send triggers to the operations centre when there has been a breach, thus decreasing the unit response time. The anti-poaching canine unit has also used the time to conduct a specialised training programme for its team of tracking and detection dogs. All of these initiatives have dramatically improved HiP's security capacity.

In addition to security, we have also been able to focus on rhino monitoring. During the dehorning process, a number of rhinos were fitted with tracking pods. These pods allow teams on the ground to remotely monitor the rhinos' movements, better understanding their home ranges and behaviour and aiding the detection of poaching activity. The dehorning also provided a unique opportunity to collect critical information on both the black and white rhino populations, including data relating to genetics, diet and population demographics. The biological camera trapping programme has also been expanded, not only improving the remote monitoring of black and white rhinos, but also other priority species in the Park, including elephants, vultures, leopards and hyaena.

Though there is still more work to be done, the incredible work of all staff has meant there has been huge progress in the long-term protection of rhinos on HiP this year, highlighting the importance of collaboration in order to ensure effective conservation.

This success is also credit to the work of all partners involved, notably, the dedicated ranger teams within HiP, Ezemvelo KZN Wildlife, WWF-South Africa, Wildlife ACT Fund Trust, Peace Parks Foundation and Save the Rhino International.

Combining Tradition and Technology: **Tracking Rhinos in Zimbabwe's Lowveld**

Monitoring rhinos by tracking individuals across their habitats is a top priority for conservationists managing rhino populations. Knowing where rhinos are, which other animals they are with, and recognising usual behaviour and territory patterns is key.





Not only does this help keep rhinos safe, it also provides information that informs which management decisions are required to keep populations healthy and growing. For the Lowveld Rhino Trust (LRT), in the South-east Lowveld of Zimbabwe, rhino monitoring is the foundation of their work to conserve rhinos.

LRT's teams work tirelessly to track and identify rhinos, using a combination of traditional techniques, innovative technology, and aerial support.

The Lowveld region, home to more than 87% of the country's rhino population, is a semi-arid area, characterised by a mix of savannah grasslands, woodlands, and thorny bushveld. With undulating terrain and rocky outcrops, it provides extensive habitat for black and white rhinos. However, successful rhino monitoring across large areas requires significant effort and a combination of approaches.

LRT's teams work tirelessly to track and identify rhinos, using a combination of traditional techniques, innovative technology, and aerial support to maintain an up-to-date picture of the population. Traditional methods like spoor tracking remain foundational, with experienced trackers following individual rhinos by analysing footprints and other subtle signs left in the environment, in order to get close enough for a sighting to confirm its identity. Despite the huge area (Bubye Valley Conservancy is 3,200km²), dense bush and challenging terrain, this method continues to be one of the most successful.

Camera traps are also used strategically at middens (areas of rhino dung). Both black and white rhinos maintain middens, sometimes both using the same site. Before defecating, rhinos will normally smell the midden to gather information about the other rhinos that have used it. With a camera trap placed in the right spot, a midden provides a good opportunity to get full face



ALL IMAGES LOWVELD RHINO TRUST

and ears photos while a rhino is having an investigative sniff.

Complementing their on-the-ground efforts, LRT also carry out aerial surveys during their bi-annual rhino management operations, capturing high-resolution photographs from helicopters and fixed-wing aircraft. Covering large sections of area relatively quickly, this aerial support helps confirm rhino identifications and acts as a mini-snapshot audit of sorts.



In addition to the traditional methods of ground patrols and eyes in the sky, LRT has embraced technology to enhance their monitoring capabilities. LRT is investigating a form of LoRaWan (Long Range Wide Area Network) technology, working to develop GPS devices to track rhinos through horn implants. This system shows potential to be a major tool for the future, but still requires trialing and research-and-development to adapt devices that will reliably last two years in the horns of wild rhinos, and give regular GPS position fixes via a secure system of base stations, connected to a server. The latest generation of these devices, equipped with spiral-shaped antenna for compactness, is designed to last over two years before needing to be replaced.

Combining traditional techniques with modern advancements, LRT has developed incredible in-depth knowledge about individual rhinos and the dynamics of the black and white rhino populations living in the Lowveld. This comprehensive understanding allows the team to develop conservation strategies and plan interventions tailored to the unique needs of the rhinos living in this habitat. And their work is paying off.

With more than 24 black rhino births recorded in 2024 and some of these to first time breeders as young as only five years old, monitoring has confirmed that the population is showing healthy biological indicators. After having suffered some of the most intense poaching losses back in 2019 this population is now back to realising strong growth.

Centre: Ensuring teams have the right kit for ground patrols is key. Thanks to the Anna Merz Rhino Trust, we were able to provide 12 sets of new uniforms for LRT's Rhino Monitors.

How India's Monsoon Shapes Rhino Conservation



STEVE AND ANN TOON

Between June and September each year, heavy rains sweep across India, bringing intense flooding. The weather pattern, caused by a monsoon (a dramatic seasonal change in direction of the prevailing winds of a region that brings a marked change in rainfall), can bring up to 90% of the country's rainwater for an entire year.

Naturally, this has huge impacts on people and wildlife, yet it remains vital for the natural ecosystem.

Above: Greater one-horned rhinos are the only rhino species known to 'swim' for their food, a necessary skill in a habitat that floods!



STEVE AND ANN TOON

During the 2024 monsoon, 934.8 mm of rain fell across India — an 8% increase compared to the seasonal average. For many people, this had devastating consequences: 1,492 people lost their lives and lots more faced injuries and other health issues. Crops were washed away, and key infrastructure and homes were damaged, leaving many people vulnerable.

The figures from Kaziranga National Park (which is home to Asia's largest rhino population) bring another sharp reminder of the monsoon's force. The Park recorded more than 215 wildlife casualties, including the deaths of 13 Greater one-horned rhinos.

Two major rivers run through Kaziranga: the Brahmaputra River (the fourth largest river in the world) and the Barak River. Both are crucial to the alluvial floodplain ecosystem that makes the Park an excellent habitat for rhinos. Each year, when the monsoon arrives, Kaziranga's rivers overflow their banks, flooding water into the surrounding low-level plains. As the water level rises, animals are pushed out of their usual spaces, towards higher ground. Those that can't succumb to the monsoon.

Despite this tough news, the monsoon remains an important and beneficial part of India's weather pattern. Without the annual flood, Kaziranga's ecosystem wouldn't be able to sustain wildlife year-round. The surge in water helps to distribute nutrients, replenish the soil and remove invasive plant species, rejuvenating the grasslands that are essential for the survival of rhinos and other herbivores living in the Park. Like nature's very own washing machine, the monsoon ensures that the habitat remains productive overall.

Crucially, despite a relatively small number of losses during the monsoon each year, Kaziranga's rhino population continues to grow. In the 1960s, it's understood that there were just 300 – 400 Greater one-horned rhinos in the Park. Today, there are more than 2,600.

Continued growth of this key rhino population should, overall, be helped by the monsoon: a more productive, healthy ecosystem will help rhinos to breed successfully. But, as the climate crisis alters



ALL IMAGES IRT UNLESS NOTED

weather patterns and human development changes the structure of natural systems, the impact of the monsoon, and how ecosystems and the species living in them can respond, is likely to shift.

Despite the challenges it brings, one of our main focuses for rhinos must be on minimising the factors that could cause significant changes to this natural cycle. Preserving the natural dynamic of the monsoon is crucial to ensuring that Kaziranga, other habitats like it, and the diverse animal and plant life within them, can thrive.



Investing in extinction

The Global Financial Sector and Wildlife Trafficking

Money matters. For most people, it's a frequent thought – how much did that cost? What is my money going towards? For large financial institutions, these questions take on even greater significance. With billions at their disposal, the global financial sector wields immense power to drive positive change – or unwittingly contribute to the exploitation of endangered species.



Investing in Extinction, a report produced by our partner, the Environmental Investigation Agency (EIA), revealed that financial institutions are unknowingly — or negligently — supporting companies involved in the illegal trade of leopards, pangolins and other wildlife products, through the manufacture of some Traditional Chinese Medicine (TCM) products.

Leopards, which have lost 85% of their historic range, and pangolins, relentlessly hunted for their scales, are on the brink of extinction.

Like rhino horn, their international sale is banned under the Convention on International Trade in Endangered Species of wild fauna and flora (CITES). Yet rhino horn (below), leopard bones and pangolin scales (top right) — or derivatives of each — continue to appear in some licensed TCM products with no verifiable legal sourcing of ingredients.

EIA's report found 62 different banks, insurance companies and asset managers had invested in three major Chinese pharmaceutical groups linked to TCM products containing derivatives of endangered wildlife parts.

The lack of transparency fuels the problem, raising critical questions: where do these ingredients come from, and why does this trade persist? Encouragingly, many members of the TCM community are advocating for better practices, promoting sustainable substitutes for endangered wildlife ingredients. But are investors doing the same?

EIA's report found 62 different banks, insurance companies and asset managers (many of which are household names from across the UK, USA and EU) had invested in three major Chinese pharmaceutical groups linked to TCM products containing derivatives of endangered wildlife parts.

Many of these institutions publicly support biodiversity conservation, but their actions contradicted these commitments. Only a handful of financial institutions screened their investments or acknowledged the risks associated with funding companies that exploit endangered species.



What can financial institutions do?

- Move money away (divest) from companies involved in the exploitation of endangered species
- Increase screening of investment portfolios, ensuring biodiversity considerations are prioritised and investments align with corporate values
- Publicly commit to moratoriums on future investments in any company linked with the illegal wildlife trade

Beyond the moral imperative to prevent extinction, biodiversity underpins healthy ecosystems, climate stability, and human wellbeing — all of which are critical to the global economy. As consumers increasingly demand ethical and sustainable practices, they send a clear message to corporations and financial institutions: align investments with values that protect our planet. By divesting from practices that harm wildlife and instead prioritise biodiversity, financial institutions can ensure their investments build a resilient, thriving world for both people and nature.

Leading by example

Norges Bank

Following the release of *Investing in Extinction*, in September 2024, Norges Bank, which manages Norway's sovereign wealth fund, published its decision to exclude one of the companies named in the report, Tianjin Pharmaceutical Da Re Tang Group Corp Ltd, from its shareholding portfolio due to an unacceptable risk of the company contributing to severe environmental damage. This decisive action underscores how financial institutions can lead by example, aligning their investments with global conservation goals.

Morgan Stanley Capital International (MSCI)

MSCI, one of the leading Environmental, Social and Governance ratings agencies, has flagged the TCM companies mentioned in the report with a yellow flag for biodiversity and land use controversies.

Save the Rhino's Grants 2023–24

Since Save the Rhino was established as a charity in 1994, more than £31 million has been sent out to rhino programmes, supporting vital conservation activities for all five rhino species.

Here's a breakdown of finances for the most recent financial year (1 April 2023 to 31 March 2024), when your generous support enabled £3,856,057 grants to be awarded to our partners around the world.

Our annual accounts are independently audited by Accountancy Management Services Limited. You can view these full accounts online, via the [Charity Commission's website](#).

Statement of financial activities

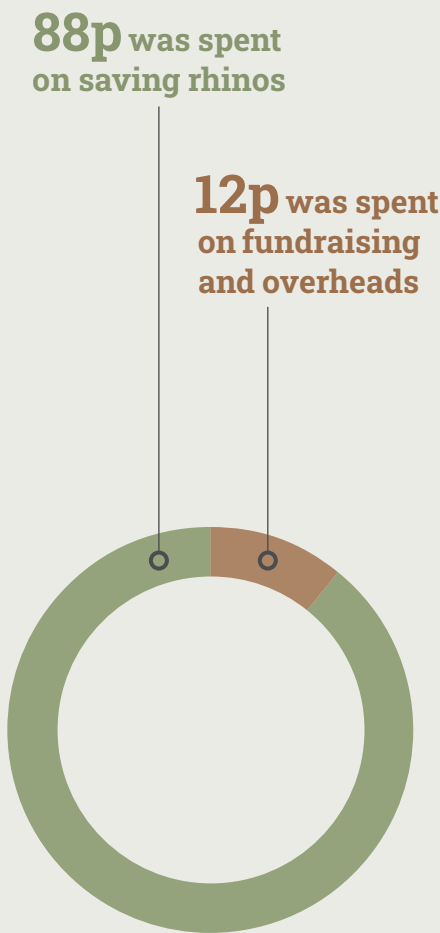
For the year ended 31 March 2024

| | |
|---|-------------------|
| Incoming resources | |
| Donations and legacies | £1,858,019 |
| Charitable activities | £2,563,214 |
| Other trading activities | £14,120 |
| Investments | £2,481 |
| Total incoming resources | £4,437,834 |
| Expenditure | |
| Raising funds | £557,905 |
| Charitable activities | £4,090,605 |
| Other | £7,945 |
| Total expenditure | £4,656,455 |
| Net income/(expenditure) for the year | (£218,621) |
| Transfers between funds | – |
| Net movement in funds for the year | (£218,621) |
| Reconcillation of funds | £1,435,120 |
| Total of funds carried forward | £1,216,499 |

Our commitment to you

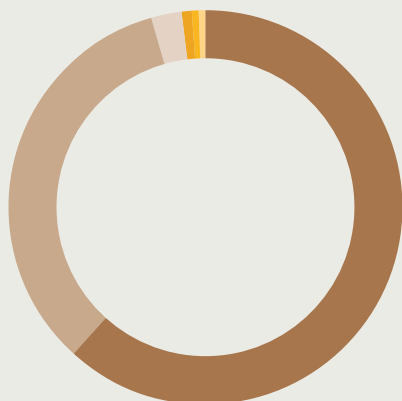
We are committed to using the money we receive wisely, making sure that every penny is valuable for rhinos.

In the 2023–24 financial year, for every £1 donated to Save the Rhino:



Grants by species

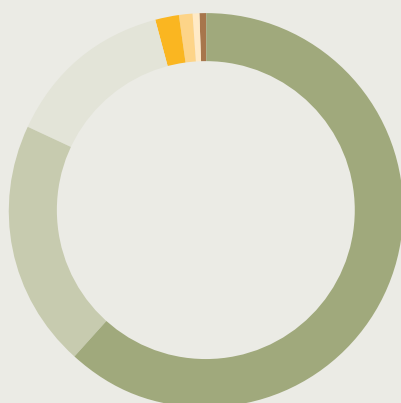
Total grants awarded for the year ended 31 March 2024



| | | |
|---------------------------|-------------------|--------|
| Black and white rhinos | £2,383,044 | 61.8 % |
| Black rhinos | £1,310,551 | 34.0 % |
| Sumatran rhinos | £98,745 | 2.6 % |
| Javan rhinos | £25,297 | 0.7 % |
| Miscellaneous | £22,234 | 0.6 % |
| Greater one-horned rhinos | £16,186 | 0.4 % |
| Total | £3,856,057 | |

Grants by strategic priority

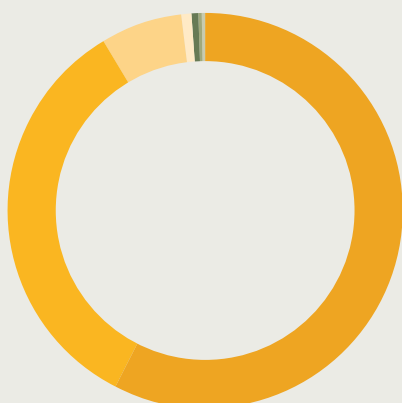
Total grants awarded for the year ended 31 March 2024



| | | |
|--|-------------------|--------|
| Protection, law enforcement, investigations and intelligence | £2,387,419 | 61.9 % |
| Capacity building | £777,674 | 20.2 % |
| Biological management | £540,375 | 14.0 % |
| Societal relevance | £70,480 | 1.8 % |
| Coordination | £43,440 | 1.1 % |
| Stopping illegal markets | £26,669 | 0.7 % |
| Sustainable finance | £10,000 | 0.3 % |
| Total | £3,856,057 | |

Income by revenue stream

Total income for the year ended 31 March 2024



| | | |
|----------------------|-------------------|--------|
| Grants | £2,563,214 | 57.8 % |
| Donations | £1,493,210 | 33.6 % |
| Fundraising events | £305,676 | 6.9 % |
| Memberships | £38,275 | 0.9 % |
| Gifts in kind | £20,858 | 0.5 % |
| Merchandise sales | £14,120 | 0.3 % |
| Investment income | £2,481 | 0.1 % |
| Total revenue | £4,437,834 | |



COVER AND ABOVE: STEVE AND ANN TOON

Our team

Honorary President

Dave Stirling

Trustees

Alistair Weaver

Claire Curtin

George Stephenson | *Chair*

Adam Barber | *Treasurer*

Joe Steidl

Megan Greenwood

Sianne Haldane

Founder Patrons

Douglas Adams

Michael Werikhe

Patrons

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

Nick Baker

Paul Blackthorne

Polly Adams

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Staff

Ashley Beck | *Operations and Finance Lead*

Cathy Dean | *Grants Lead*

Darion Moore | *Partnerships Manager*

Eleanor Glynne-Jones | *Michael Hearn Intern 2024-25*

Emma Pereira | *Communications and Marketing Lead*

Jimmy Rutherford | *Grants Manager*

Jo Shaw | *CEO*

Linda Moore | *Fundraising and Partnerships Lead*

Lizzie Gorell | *Charity Administrator*

Raj Pandya | *Community Fundraising Officer*

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