



HELPING RHINOS

Innovation in Conservation



**ANNUAL REPORT
2016-2017**

VISION

To lead conservation and education initiatives that will ensure the long-term survival of rhino and other endangered species in their natural habitats

MISSION

To rescue and protect rhino in their natural habitat by delivering tangible results in anti-poaching and habitat preservation. To instigate educational initiatives that highlight the importance of conserving rhinos and other endangered species and the benefits that can be derived from a sustainable co-existence between man and wildlife.

RESCUE



PROTECT



EDUCATE



BOARD OF TRUSTEES

Simon Jones, John Lias, Trish Liggett, Duncan Finch, Will Dixon

LETTER FROM OUR CEO

Helping Rhinos has enjoyed a second successive year of significant growth, in terms of revenue generated, funds provided to key projects and in our credibility within the rhino conservation world.

We have increased our gross revenue by 150% to £255,000 for the 2016-17 reporting period, meaning we have been able to provide increased funding to our key rhino projects.

We hosted a number of fundraising events, including our most ambitious to date in London, which alone raised a profit in excess of £50,000.

Helping Rhinos now has a registered 501(c)3 branch in the USA, directed by Dr James Danoff-Burg. Our larger and more formal presence in the US means we are better placed to achieve our global goals.

While it has all been good news for Helping Rhinos, the animals themselves have continued to face the threat of both poachers, and loss of habitat. In 2016, and for the fourth year in a row, rhinos killed by poachers in South Africa exceeded 1,000, and that trend is set to continue in 2017. We hold our breath to see the implications of the South African court decision to allow a domestic trade in rhino horn, but I cannot believe it will have anything other than a detrimental effect on the conservation work carried out by so many.

February 2017 saw our rhino orphanage partner attacked by poachers, with two of the orphaned rhinos killed and dehorned and the dedicated staff members subjected to a horrific ordeal. It was a reminder there is still much work to do.

There are however positive signs that should give us belief that the battle to protect the world's rhinos is one we can win. Ol Pejeta Conservancy in Kenya continues to enjoy positive results in their work to protect rhinos and all endangered species. They have the largest black rhino population in East Africa, and are now in need of additional land to continue this successful breeding programme. Our partnership with Ol Pejeta is going from strength to strength.

The Black Mambas, South Africa's all female anti-poaching unit, also enjoyed significant success in reducing the number of poaching incidents within their area of operation. Ol Pejeta and the Black Mambas are just two models that we must look to replicate in other areas of critical importance to the long term survival of the rhino.

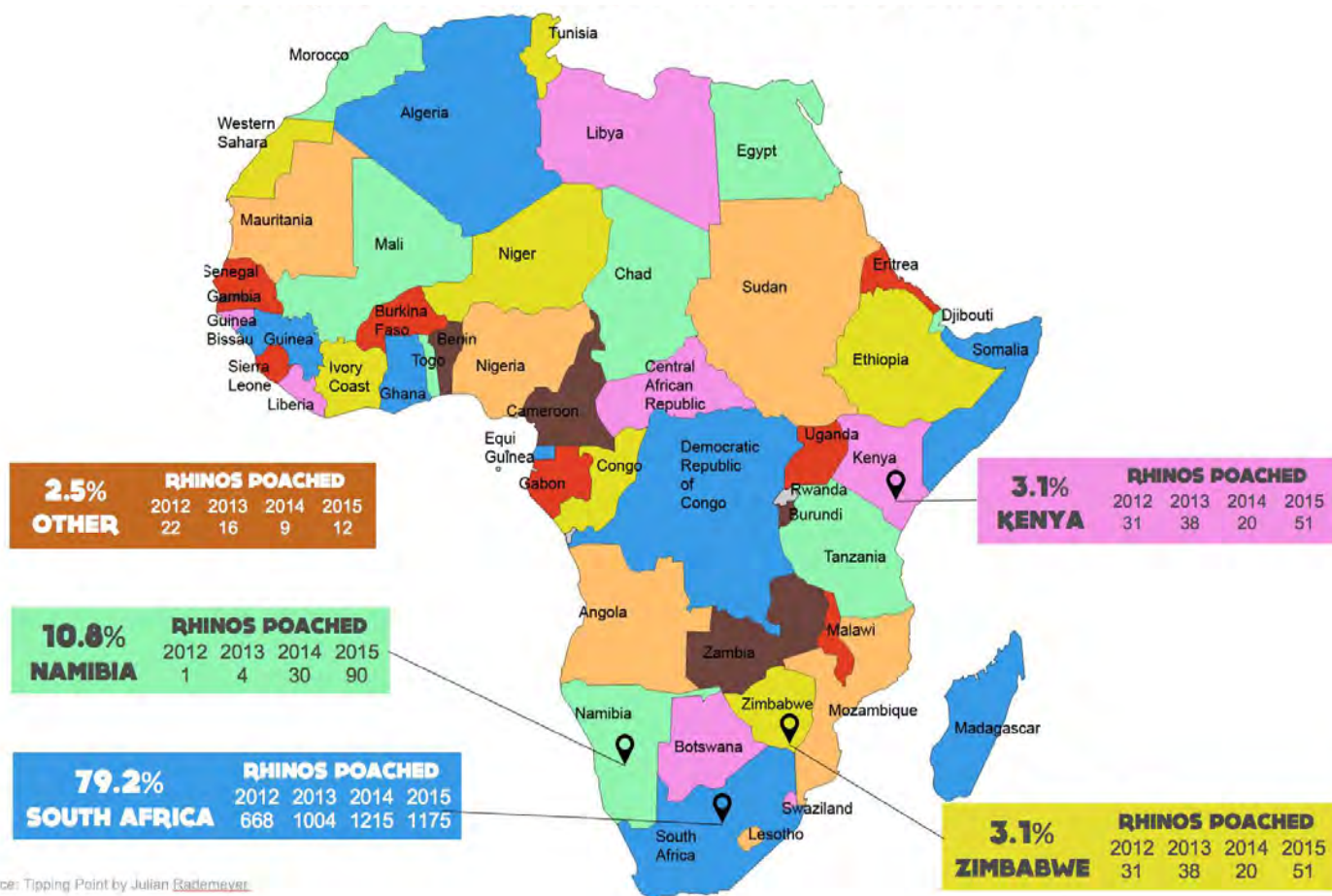
I would like to finish by thanking our donors, supporters and team of volunteers for their commitment to the rhino cause, and in particular to Helping Rhinos. With this continued backing I know that together we can make a difference in giving rhinos a future on our planet.



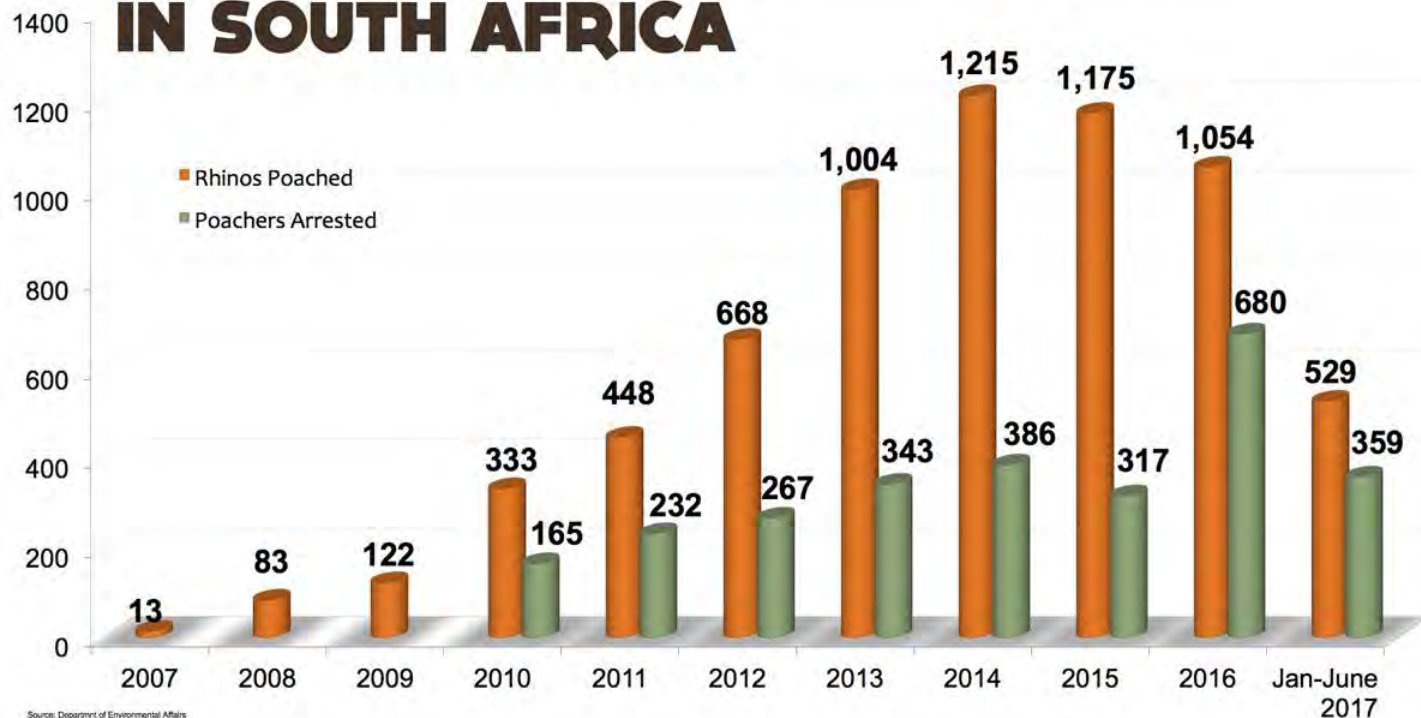
A handwritten signature in black ink, which appears to read 'S. Jones', with a long, sweeping underline.

SIMON JONES
Founder and CEO

AFRICAN RHINO POPULATION



RHINOS POACHED IN SOUTH AFRICA



RHINO POPULATIONS

Five species of rhino exist in the world today, and all are threatened with extinction in the wild, mainly due to the threat of poaching and habitat loss.

According to the IUCN, the status of each species is as follows:

AFRICAN SPECIES

White rhino – Near Threatened | **Black rhino** – Critically Endangered

ASIAN SPECIES

Greater one horned (Indian) rhino – Vulnerable

Sumatran rhino – Critically Endangered | **Javan rhino** – Critically endangered

RHINO POACHING

2016 was another year of more than 1,000 rhinos poached in South Africa alone. Across the Africa continent the number was just over 1,300.

Kruger National Park (KNP) continues to be the location worst hit by rhino poachers, but it should be noted the number of carcasses discovered in KNP is down year on year. The KwaZulu-Natal Province has seen a dramatic increase in poaching numbers.

OUR STRATEGY

Helping Rhinos has a goal of increasing the global rhino population and reducing the level of rhino poaching. In addition, we aim to protect essential rhino habitat, ensuring there is an environment for rhinos, and all endangered wildlife, to prosper in the future.

Our strategy is built around three core pillars of focus:

RESCUE

PROTECT

EDUCATE

Helping Rhinos' approach is one of collaboration and we have developed strong and formal working partnerships with respected organisations in the field.

The rhino faces a very uncertain future, thanks in the main to the level of poaching for it's horn, but there are initiatives that are enjoying success in both reducing the level of poaching and increasing rhino populations.

It is our belief we must identify these initiatives that are succeeding, and invest both time and money in building on their success and replicating these models else where.



WHITE RHINO
19,000



BLACK RHINO
5,000



INDIAN RHINO
3,000



SUMATRAN RHINO
100



JAVAN RHINO
65

OUR PROJECTS

OL PEJETA CONSERVANCY



BLACK MAMBAS



RHINO ORPHANAGE



WILDLIFE CONSERVATION SITES



RHINOLOCATION



OUR PROJECTS

PROJECT HIGHLIGHTS

OL PEJETA CONSERVANCY

- Black rhino population in excess of 115 – the largest in East Africa.
- 14 black rhino births in the year.
- 7 rhino lost to poaching, disease or old age.
- Ongoing research into IVF treatment for northern white rhinos.
- Successful community programmes, including education, healthcare, water conservation and student bursaries.

BLACK MAMBAS AND BUSHBABIES

- 63% reduction in poaching within their area of operation.
- Ten new Black Mambas enrolled to the team.
- Incursion detection rate close to 100%.
- 10 schools enrolled in the Bush Babies education programme.
- Over 200 children have been through the Bush Babies camps in reserve.

RHINO ORPHANAGE

- Nine rhinos cared for plus one hippo.
- Two rhinos released back into the wild.
- Tragic poaching incident at Thula Thula Rhino Orphanage in February 2017, resulting in the loss of two rhinos.
- Decision taken to close the Thula Thula Orphanage facility.
- Remaining rhinos moved to secret location.
- Formation of the Zululand Rhino Orphanage.

RHINOCAUTION

- Full curriculum material produced by US branch and being distributed to US Schools.
- Student booklets produced for UK school curriculum.
- Student books provided and being used by local community schools in Africa.
- Bedes School (UK) trip to South Africa as part of the Rhinocaution programme.



FINANCIAL SUMMARY

TRUSTEE'S REPORT

HIGHLIGHTS FOR THE PERIOD 1ST AUGUST 2016 – 31ST JULY 2017

- Gross revenue of £255k.
- Revenue increase of 150% for second consecutive year.
- £149k donated to field projects
- £52k profit generated at the Wild World of Rhinos event.

The trustees present their report together with the financial statements for the year ended 31 July 2016.

Constitution and terms of reference

This unincorporated charity was formed on 8th March 2012 and is registered with HMRC as a charity under the reference number EW00557. The charity was registered with the Charity Commission on 10th January 2014. The registered charity number is 1155309.

Structure, governance and management

The charity is governed by a constitution which was adopted on 1st March 2013 and the charity is constituted by trust. Trustees are appointed and reappointed annually at the AGM.

All trustees give their time voluntarily and receive no remuneration in their capacity as Trustee. They all make a significant contribution to the successful running of the charity, in particular by regularly attending management meetings to ensure the charity is operated appropriately and any issues are quickly and adequately resolved.

Objectives and activities

Helping Rhinos was established to raise funds for projects, mainly in the African continent, that help prevent and raise awareness of the issues surrounding Rhino poaching.

Public benefit

The charity provides benefit to the public by helping to preserve the Rhino species in order that future generations may be able to view Rhinos in their natural habitat.

Achievements and performance

The charity was established by Simon Jones after a visit to South Africa where he witnessed the aftermath of a Rhino poaching incident. Simon soon realised that Rhino anti-poaching efforts were seriously underfunded. Simon set up Helping Rhinos on 8th March 2012, and recruited the remaining trustees. Helping Rhinos has raised funds by selling Rhino related merchandise, offering Rhino adoptions and various raffles and charitable events. In addition Helping Rhinos has helped to raise the awareness of the plight of the Rhino by giving informative talks to various organisations, including schools.

The trustees strongly believe that success of the charity is as a result of the hard work and dedication of Simon Jones

Financial review

During this period income from merchandise sales was £8,114 and Donations received were £247,062 (including adoption fees and events income) and the charity had a surplus of £71,180.

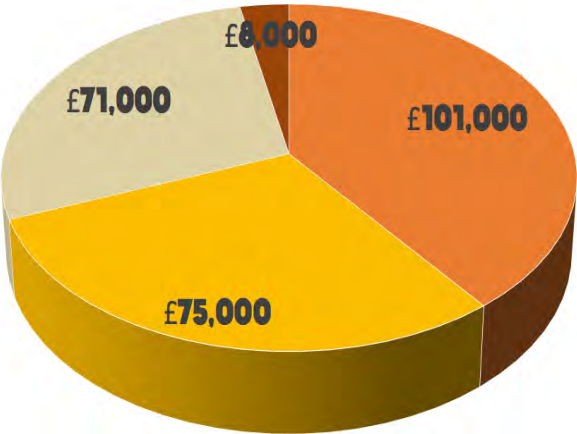
Income from fundraising activities is used to support our rhino conservation projects.

FINANCIAL SUMMARY

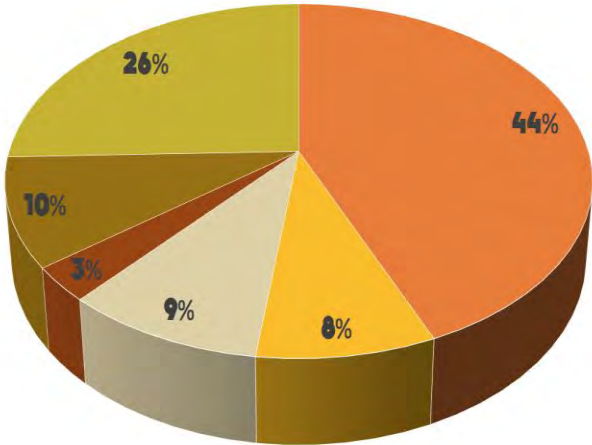
BALANCE SHEET

Helping Rhinos							
Statement of Financial Activities							
For the Period To 31 July 2017							
				31/05/17		Full Year	
				2017		2016	
				£	£	£	£
Incoming Resources							
Merchandise sales				8,114		2,953	
Cost of sales							
Opening stock				2,485		3,397	
Merchandise purchases				5,718		4,310	
Less closing stock				-3,800		(2,485)	
					4,403		5,222
Trading Profit / (Loss)					3,711		(2,269)
Charitable Events Income					71,484		
Restricted Donations					100,972		105,237
Unrestricted Donations					74,606		
Total Incoming Resources					250,773		102,968
Charity Costs							
Wages & Salaries				-41,050		(8,500)	
Advertising and promotional materials				-40		(750)	
Staff Expenses				-6,703		(4,506)	
Administrative expenditure				-5,281		(3,124)	
					-53,074		(16,880)
Charitable Events Costs					-20,399		(9,575)
Charitable Donations					-148,890		(49,086)
Surplus of income over expenditure					28,410		27,427
Surplus brought forward					42,770		15,343
Surplus carried forward					71,180		42,770

INCOME GENERATION 2016 - 2017



FUNDING ALLOCATION 2016 - 2017



Restricted Donations Unrestricted Donations Events Income Merchandise Income

Oil Pejeta Conservancy Black Mambas Rhino Orphanage Other Field Projects Holding Balance Cost of Generating Funds

2016 – 2017 HIGHLIGHTS

- 150% revenue growth for the second consecutive year.
- 150% increase in donations to field projects.
- Signed partnership agreements with three core field partners.
- Social media accounts have seen significant growth in 2016-2017.
- 24,000 hits to the website (up 164% from the previous year).
- 135 new adoptions / sponsorships.
- Hugely successful London event in partnership with OI Pejeta Conservancy.
- Helping Rhinos USA secured registered 501(c)3 status.
- New website launched.
- Rhinocation material published and being used in schools in UK, USA and Africa.



**33,000
FOLLOWERS**



**14,000
FOLLOWERS**



**5,000
FOLLOWERS**

GLOBAL PATRONS

- | | |
|--|-----------------------|
| • Phil Liggett MBE | • Paul Sherwen |
| • Alex Trebek | • David Zaharakis |
| • Peter Egan | • Karen Laurence-Rowe |
| • His Honour Judge
Jinder Singh Boora | |

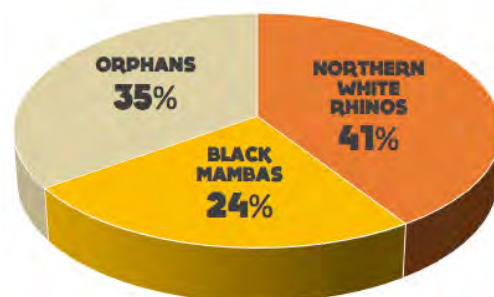
CELEBRITY SUPPORTERS

- | | |
|----------------|---------------|
| • Bear Grylls | • Sian Lloyd |
| • Bob Willis | • Giles Clark |
| • Vanessa Daou | |

HELPING RHINOS ADOPTIONS



**NEW ADOPTIONS
135**



SPECIAL THANKS

Helping Rhinos enjoyed some amazing support during the reporting period of 2016-2017, and we would like to thank everyone that made a donation, raised funds through a sponsored event or helped us to spread the message of how critical the plight of the rhino is.

There are some people and organisations who deserve a special mention:

- **Karen Laurence-Rowe** for the donation of The Last Three original artwork and limited edition prints.
- **Matt Simons** and **Interactive Transaction Solutions** for their headline sponsorship of the Wild World of Rhinos event.
- **Gerry Ryan** and **Orica Green Edge** for the donation of final day grandstand seats and a 'meet the team' experience at the 2017 Tour de France.
- **Phil Liggett** for arranging access to the commentary box on the final day of the Tour de France, and also for his many appearances for Helping Rhinos throughout the year.
- **Trish Liggett** for organising and facilitating the Helping Rhinos Tour de France package.
- **Cornflake** for their sponsorship of the Wild World of Rhinos event and also their donation of meeting rooms in central London.
- **Autorama** for their sponsorship of the Wild World of Rhinos event.
- **Charles Butler** for supporting Helping Rhinos throughout his three month epic Cairo to Cape Town bike ride.
- **Ethan Collins** for undertaking a Dover to Plymouth bike ride in aid of Helping Rhinos.
- **Geoff Brien** for running the London Marathon in aid of Helping Rhinos.
- **Giles Clark** for supporting Helping Rhinos at a number of events.
- **The Savanna** for their support of the 'Save Nandi' campaign.
- **Country Matters** for their donations in relation to the Karen Laurence-Rowe range of products.
- **Cornwall Coast and Clay** cycling sportive for their donations to Helping Rhinos.
- **SportiveUK** for the donation in relation to the Helping Rhinos Hertfordshire 100.
- **Wise and Co Accountants** for their sponsorship of the Wild World of Rhinos event.
- **Sarah Cobden-Ramsey** for donating profits of her Rhino Tears jewellery.



HELPING RHINOS

helpingrhinos.org



Registered Charity
Number: 1155309