

**HELPING  
RHINOS**  
[helpingrhinos.org](http://helpingrhinos.org)



# **ANNUAL REPORT 2018**



## 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.

## BOARD OF TRUSTEES

Simon Jones, John Lias, Trish Liggett,  
Duncan Finch, Cherique Pohl



Registered Charity  
Number: 1175762



# LETTER FROM OUR CEO

2018 will go down as the year that the official statistics for rhino poached in South Africa fell below 1000 for the first time in six years. It was reported that 769 rhino were lost to poaching versus 1028 in 2017 and the all time high of 1215 in 2014. This is of course good news and testament to the hard work and dedication of the many thousands of people working to curtail the level of poaching of our beloved rhino.

At Helping Rhinos we are proud to have played our part in the protection of rhino in locations we believe are key to this iconic animal having a successful future. Through our partnerships with our carefully chosen projects in the field we are helping to protect over 6000 rhinos in their natural habitat, support over 250 rangers who work tirelessly on put their lives on the line every day and secure and keep safe over 2500 hectares of wildlife habitat.

It is thanks to our supporters that we have been able to achieve this level of success. In 2018 our gross revenue increased to £342,000, up from a total of £254,000 in the previous reporting period.

We hosted another incredibly successful Spring Talk with OI Pejeta Conservancy in the April, and thanks to the generosity of everyone who attended and who bid in our auction we were able to purchase and kit out a dedicated veterinary vehicle to be based at OI Pejeta (more details in a later section of this report).

We also full funded the expansion of the Zululand Rhino Orphanage, ensuring the the facilities were upgraded and expanded, allowing the team to care for additional rhino orphans as the need arises.

We launched our new brand, **HORNi** which is designed to generate a sustainable income to conservation through transaction based revenue. **HORNi** Coffee and **HORNi** Safaris are the first products available.

Unfortunately it was not all good news in 2018. In March we lost Sudan, the last male northern white rhino on the planet. Sudan died of age related conditions at OI Pejeta and while we should be thankful Sudan reached an old age and passed away surrounded by those who cared for and loved him, the symbolism of losing the last of a species should not be lost on any of us.

Tragically we also lost two of our rhino orphans, Ntoto and Isomisso. Their loss was devastating, and none more so that to the team of carers who had looked after them since they were small calves. Such losses are regrettably all too common with wildlife rehabilitation, but that does not make it any easier.

As we look forward to 2019 Helping Rhinos, both in the UK and US branches will continue to work with our Partners on the ground to generate greater revenue and provide increased protection for rhino in their natural habitat.



A stylized, handwritten signature of Simon Jones in black ink.

**SIMON JONES**  
Founder and CEO



# HOW WE OPERATE

## Operating Principles

Helping Rhinos prides itself in applying an innovative and forward thinking approach to conservation and is delivering a positive change in the fortunes of the rhino.

Everything we do, from international fundraising to operating in the field is governed by our three operating principles of Collaborate, Empower and Sustain.



COLLABORATE



EMPOWER



SUSTAIN

## Seven Saviours

Helping Rhinos has identified seven key areas of focus, which have termed ‘The Seven Saviours’. The first six saviours are areas that must be addressed if we are to achieve our goal of conserving rhino, and all endangered species, in their natural habitat. We focus on these six areas in partnership with our chosen field projects, ensuring we maximise the limited resources available to achieve greater results.

The seventh saviour, Funding, is critical to the success of all other ‘saviours’ and is a key focus for the Helping Rhinos team in the UK and USA.



HABITAT



PROTECTION



COMMUNITY



EDUCATION



RESEARCH



POLITICAL  
ADVOCACY

FUNDING





# OUR WORK



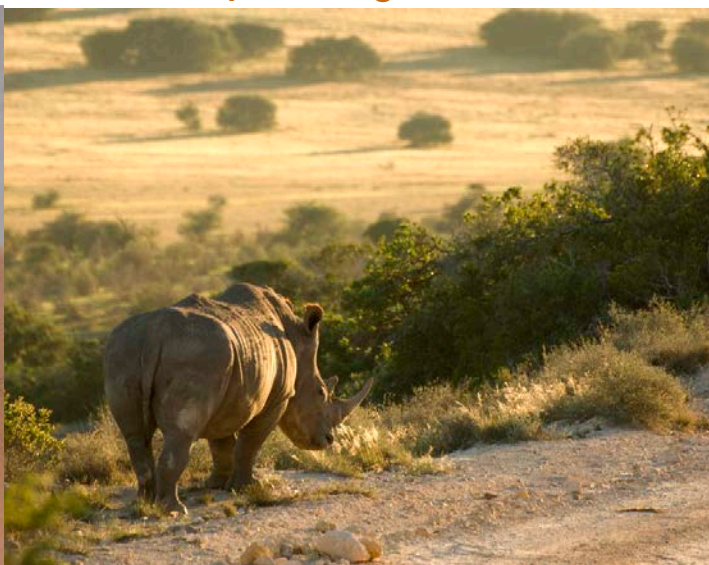
**East Africa's largest  
black rhino population**



**Innovative  
anti-poaching initiatives**



**Only dedicated rhino orphanage in  
Kwa-Zulu Natal**



**Protection of existing and creation  
of new rhino habitat**



**International education programmes**



**Community empowerment**



# FUNDRAISING SUCCESS

Thanks to your support, Helping Rhinos has been able to make significant impacts against our goal of protecting rhino in their natural habitat. Some of our our major achievements are highlighted here.

## MOBILE VETERINARY UNIT

**Fund Raised: £75,000**

The mobile vet unit is based at Ol Pejeta Conservancy in Kenya and assists with the timely treatment of wildlife, including the rhino and other endangered species.

The vehicle also allows the vet team to visit local communities to treat domestic animals, including carrying out regular rabies and distemper vaccinations. This increases the positive relationship between the communities and the Conservancy.



We were able to fund the purchase and fitting of the mobile vet unit thanks to the generosity of people who attended our 2018 Spring Talk in Westminster, everyone who bid on our auction and a grant received from the Jean Sainsbury Animal Welfare Trust.

## Expansion of Zululand Rhino Orphanage

**Fund Raised: £17,000**

Zululand Rhino orphanage is the only dedicated rhino rehabilitation centre in Kwa-Zulu Natal, South Africa. It became necessary in 2018 to upgrade and expand the facilities at the orphanage, these included: The building of a new black rhino camp, hippo camp and dam, an additional pole boma, upgrade of security gate system, expansion of the security fence, building off rooves in all rhino feeding areas, upgrade the rhino ambulance.



Photo: Sara Wilson

We were able to fund the expansion and upgrade of the orphanage thanks to the generosity of our supporters who made one off donations, all of our rhino orphan adopters and a grants received from the Ernest Kleinwort Charitable Trust and Marjorie Coot Animal Charity Trust.

# FUNDRAISING SUCCESS

Thanks to your support, Helping Rhinos has been able to make significant impacts against our goal of protecting rhino in their natural habitat. Some of our our major achievements are highlighted here.

## Black Mambas Anti-poaching Unit

**Funds Raised: £22,000**

The Black Mambas are South Africa's first all female anti-poaching unit. Patrolling part of the Greater Kruger National Park, they play an important role in protecting the largest single population of rhino in the world, and the area worst hit by the poachers.

Every member of the Black Mamba team is recruited from the local communities, and the links back to the communities is an essential part of the work they carry out.

Funds raised by Helping Rhinos have helped to keep the Black Mambas operational by providing fuel for the vehicles, uniform, training, food and water, maintenance of pickets (field accommodation).



## Combating Illegal Wildlife Course

**Funds Raised: £3,500**

Helping Rhinos was proud to sponsor four students on the inaugural Combating the Illegal Wildlife Trade course in Vietnam. The course has been put together by our Vietnam based partner WildAct, working alongside Vinh University.

As one of the largest destination markets for illegally trafficked rhino horn, Vietnam is a key country for education programmes, and we are very proud that one of the students funded by this Helping Rhinos grant has already secured a full time job in conservation.



## Zululand Rhino Orphanage

**Funds Raised: £6,000**

In addition to funding the expansion of ZRO mention on the previous page, Helping Rhinos also funded operational costs at the orphanage.

These included: milk and medication, feed, security, veterinary costs and staff costs.

We were only able to provide these funds thanks to the generosity of our supporters who have donated to support the orphanage and to the many adopters of one of the rhino babies being cared for at the orphanage.





# OUR PROJECT PARTNERS

## OL PEJETA CONSERVANCY - Kenya

- Largest black rhino population in East Africa
- No rhino lost to poaching in 2018
- Ongoing research into IVF treatment for northern white rhinos
- Successful community programmes, including education, healthcare, water conservation and student bursaries

## BLACK MAMBAS AND BUSHBABIES - South Africa

- 63% reduction in poaching within their area of operation
- 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

## ZULULAND RHINO ORPHANAGE - South Africa

- Five rhino and two hippo currently at the orphanage
- Successful release back to the wild of Storm. Sadly his companion, Nandi, did not survive due to the stress of the release and a subsequent lion attack
- Only dedicated rhino rehab facility in Kwa-Zulu Natal

## AFRICAN RHINO CONSERVATION COLLABORATION - South Africa

- Maximising resources through collaboration of Eastern Cape rhino populations
- Eyes in the Sky programme providing a visual deterrent to poachers
- Anti-poaching dog unit housed at ARCC HQ

## KARIEGA FOUNDATION

- Education programme rolled out to eight schools
- Responsible for running the anti-poaching unit on KariEGA Game Reserve with the possibility of expansion into neighbouring reserves
- Domestic animal welfare programme being run in local communities

## RHINOCATION

- Proactive rollout of education programme in UK
- Funding of first official qualification in Illegal Wildlife Trade and Conservation in Vietnam
- Nationwide tour of schools with James Mwenda of Ol Pejeta Conservancy, bringing front line conservation to over 1000 UK based students





# RHINO THREATS

## AFRICAN RHINO



### WHITE RHINO

Population: 20,000  
Status: Near Threatened



### BLACK RHINO

Population: 5,500  
Status: Critically Endangered

## ASIAN RHINO



### GREATER ONE HORNED RHINO

Population: 3,300  
Status: Vulnerable



### SUMATRAN RHINO

Population: <100  
Status: Critically Endangered



### JAVAN RHINO

Population: 67  
Status: Critically Endangered

## RHINO POACHING

For the first time in six years, South Africa (home to 80% of Africa's rhino) saw the number of rhino lost to poachers fall below 1000, with the official number of losses reported as 769.

While this number is good news, and testament to the dedication of the many individuals who commit to creating a safer environment for rhino, we must take into account a number of other factors, including, the national population of rhino in South Africa is not reported, making it impossible to determine the percentage of rhino poached against the surviving population.

## HABITAT LOSS

As the human population grows, loss of prime habitat continues to threaten the long term survival of all five species of rhino.

In Kenya we saw many 'invasions' from local herders onto wildlife land during the drought, often resulting in the death of many animals and in some cases humans.

The entire Javan rhino population resides in the Ujung Kulon National Park. The high risk of this situation was bought into stark reality in December 2018 when Krakatoa volcano erupted spilling deadly lava into the Park. Fortunately no rhinos were killed during this natural disaster.

Finding innovative solutions for wildlife and humans to share habitat must remain a priority.

# FINANCIAL SUMMARY

## TRUSTEE'S REPORT

### Highlights for the period 1<sup>st</sup> January to 31<sup>st</sup> December 2018

- Gross revenue of £342k, up 35% on the previous reporting period
- £132k donated to field projects
- £66k profit generated at annual Spring Talk event in London
- £55k legacy received

The trustees present their report with the financial statements for the year ended 31 December 2018.

### 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 with registered charity number 1155309 and migrated to a Charitable Incorporated Organisation (CIO) on 16<sup>th</sup> November 2017 with registered charity number 1175762.

### 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 threats to the survival of the species of rhino.

### 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 rhino in their natural habitat.

### Achievements and performance

The charity was established by Simon Jones in 2012 after a visit to South Africa left him realising that rhino conservation efforts were seriously under funded. Since its inception, Helping Rhinos has ensured it operates to a collaborative model with its partners in the field and with other international NGO's. The year on year growth achieved has been phenomenal and this is as a result of the dedication and commitment of Simon and the team he has put together to run the day to day operations of the charity. Helping Rhinos has delivered impressive financial results and supporter engagement while establishing credibility in the field of rhino conservation.

### Financial review

During this period income from donations was £260,949 (including adoption fees and events income) merchandise sales were £15,417 and the charity had a surplus of £127,334

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

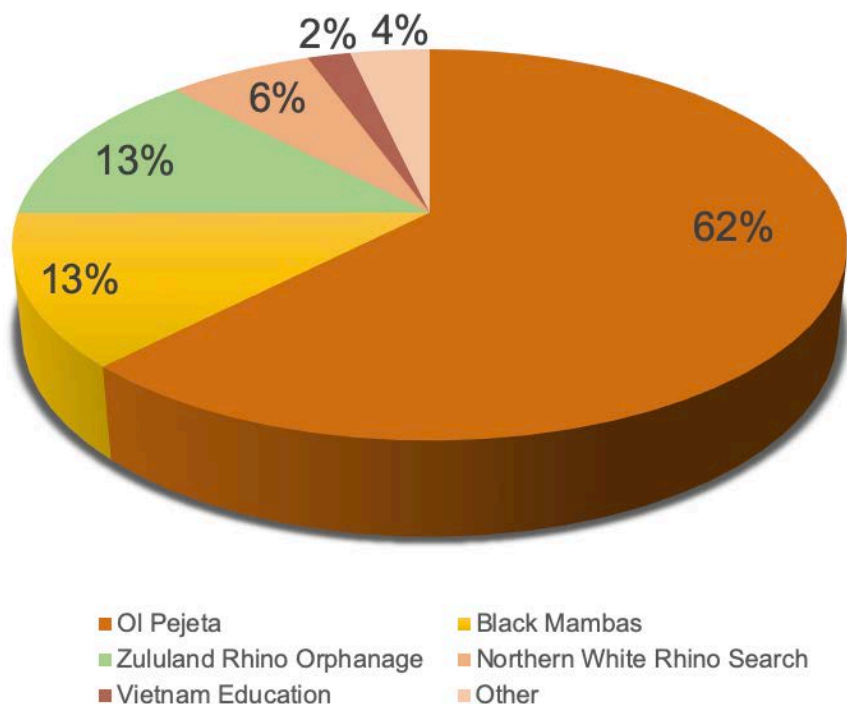


# FINANCIAL SUMMARY

Revenue	2018 Full Year	2016/2017
	£	Reporting Period* £
Restricted Donations	128,604	119,962
Unrestricted Donations	132,344	75,518
Event Income	65,849	51,084
Merchandise Sales	15,418	8,114
Total	342,215	254,678

Expenditure	2018 Full Year	2016/2017
	£	Reporting Period* £
Charitable Activity	132,344	143,990
Raising Funds	65,849	58,067
Event Costs	15,418	20,400
Total	213,611	222,457

## CHARITABLE ACTIVITY ALLOCATION



\* Reporting period changed from August - July to January – December as of 1<sup>st</sup> January 2018 in line with the migration to a Charitable Incorporated Organisation

# 2018 HIGHLIGHTS

- 35% year on year growth in revenue
- Single major financial contributor towards rhino projects with all of our established partners in the field
- Launch of the **HORNi** brand with coffee and safaris the first products to launch
- Social media accounts have seen significant growth in 2018
- 63,300 hits to the website (up 114% from the previous year)
- 330 active adoptions / sponsorships
- Hugely successful London event in partnership with Ol Pejeta Conservancy
- Participation at the international Illegal Wildlife Trade Conference in London hosted by HRH The Duke of Cambridge and the UK Government
- Organisation migrated to a Charitable Incorporated Organisation (CIO)



49,300  
FOLLOWERS

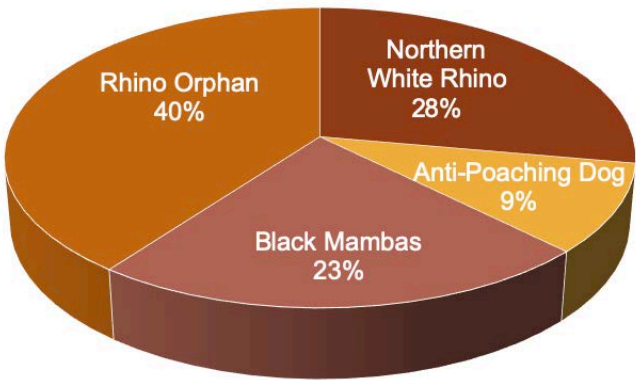


25,000  
FOLLOWERS



32,400  
FOLLOWERS

## Helping Rhinos Adoptions



# PATRONS

- Phil Liggett MBE
- Karen Laurence-Rowe
- Giles Clark
- Peter Egan
- Alex Trebek
- David Zaharakis
- His Honour Judge Jinder Singh Boora

# AMBASSADORS

- Hannah Russell
- Fiona Sanderson
- Sara Wilson
- Cara Frew
- Besureis

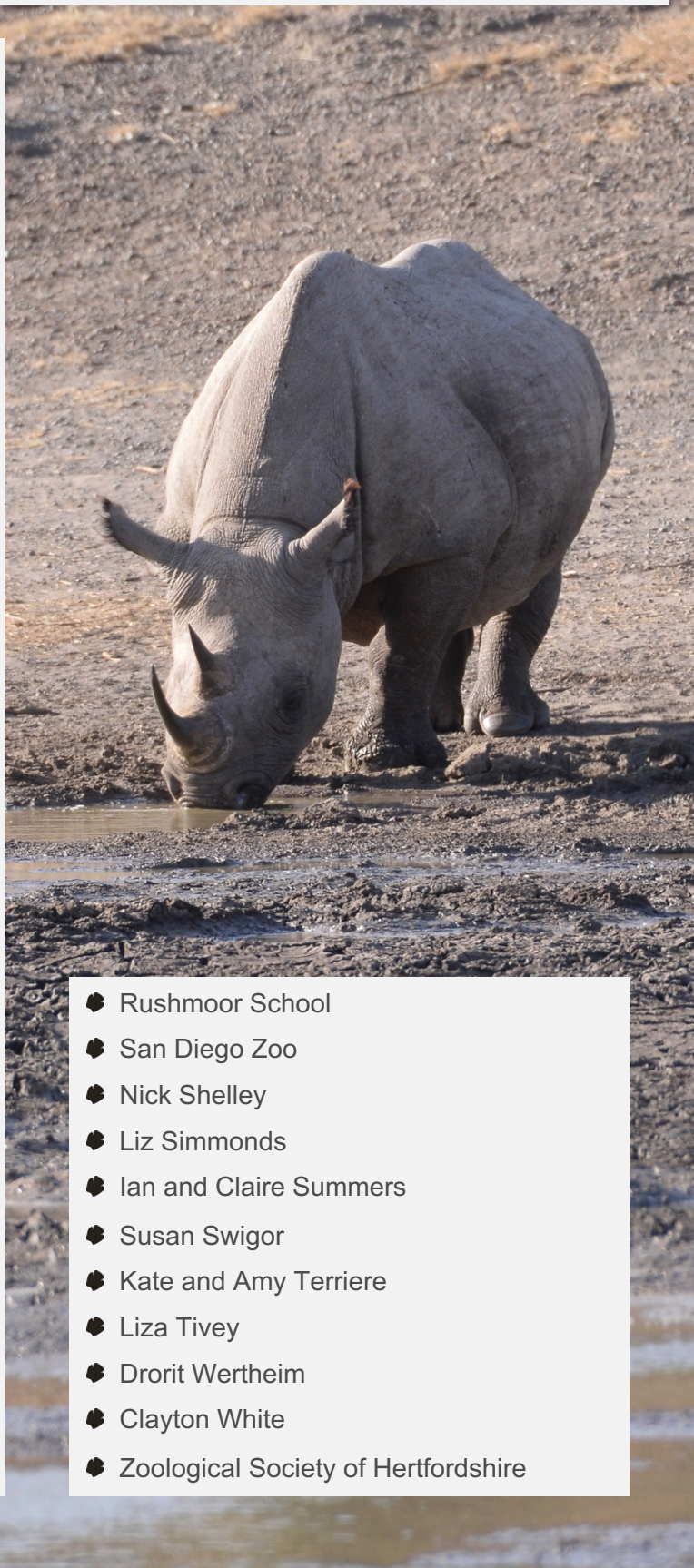


# SPECIAL THANKS

We are truly thankful to the individuals and organisations that went above and beyond in their support of Helping Rhinos. Below are all those who donated £500 and above.

We would also like to thank everyone else not on the list below. Every donation is recognised and makes a difference in enabling us to carry out the work we do protecting rhino in their natural habitat.

- ✿ A-Sisterhood
- ✿ Asilia Africa
- ✿ Mr N Berkett
- ✿ Kim Budge
- ✿ Cargill Global Trading
- ✿ Kathryn Clark
- ✿ Louise Collins
- ✿ Cornflake
- ✿ Country Matters
- ✿ Ernest Kleinwort Charitable Trust
- ✿ Fairfax
- ✿ Duncan Finch
- ✿ Cara Frew
- ✿ Interactive Transaction Solutions
- ✿ Jean Sainsbury Animal Welfare Trust
- ✿ Karen Laurence-Rowe
- ✿ Camilla Legh
- ✿ Ian McFadyen
- ✿ Ira Madan
- ✿ Malvern College
- ✿ Marjorie Coot Animal Charity Trust
- ✿ Irina Melkonyan
- ✿ Mike Nash
- ✿ Nolan Transport Group
- ✿ Oaks and Pitts Farm
- ✿ Victoria Petley
- ✿ PNR UK Ltd
- ✿ Mitchell Racoosin
- ✿ Reed Foundation
- ✿ Rhino Tears
- ✿ Rotary Club of St Columb



- ✿ Rushmoor School
- ✿ San Diego Zoo
- ✿ Nick Shelley
- ✿ Liz Simmonds
- ✿ Ian and Claire Summers
- ✿ Susan Swigor
- ✿ Kate and Amy Terriere
- ✿ Liza Tivey
- ✿ Drorit Wertheim
- ✿ Clayton White
- ✿ Zoological Society of Hertfordshire



# HELPING RHINOS

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Registered Charity  
Number: 1175762