



ANNUAL REPORT

2021



helpingrhinos.org



GOAL

To protect wildlife and wild spaces

VISION

To provide secure and sustainable environments for all species of rhino and other endangered wildlife to thrive for generations to come.

MISSION

IN THE FIELD

Establish secure rhino strongholds through the creation of innovative protection strategies, sustainable land management operations that ensure a rich, biodiverse ecosystem and inspire local communities to proactively engage in rhino conservation.

AROUND THE WORLD

Ensure sustainable long term rhino conservation by developing a community of interested and engaged supporters and donors through international education programmes. Develop an innovative, entrepreneurial approach to funding rhino conservation.

A LETTER FROM OUR CEO



2022 marks the tenth anniversary of Helping Rhinos and despite the global and local challenges, we have a great deal to be proud of yet remain focussed on the many challenges that still lay ahead

I cannot believe that as I write this message now, we have been helping rhinos in their natural habitat for over 10 years. We have achieved a lot in that decade and have helped many rhinos, but this is no time for celebration.

Africa is losing on average more than one rhino a day to poaching and with natural wildlife habitats being lost at an alarming rate, biodiversity loss is proving as much a threat to rhino conservation as poaching, if not greater. Together they spell disaster for the survival of sustainable rhino populations. It is more important than ever that we come together, develop effective and beneficial partnerships and create a better future for rhino, for wild spaces, for our planet.

Helping Rhinos has a vision to create and protect Rhino Strongholds – areas of wild spaces protected in perpetuity for rhino and all other wildlife to thrive for future generations to enjoy. It's a vision and a journey I began ten years ago, one that I remain committed to and one that I firmly believe can be achieved... with your help and support.

Together, our generation can create something to be truly proud of – a living legacy for rhino.

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

Simon Jones
Founder and CEO

“*Bringing together a global conservation community to ensure a healthy future of rhino on our planet is a challenge that both excites and inspires me.*”





3

**species of rhino are
critically endangered**

8,887

**rhinos poached in
the last 12 years**

4million ha

**of indigenous forest cut down in Africa
every year - twice the global average**

RHINOS IN CRISIS



POACHING

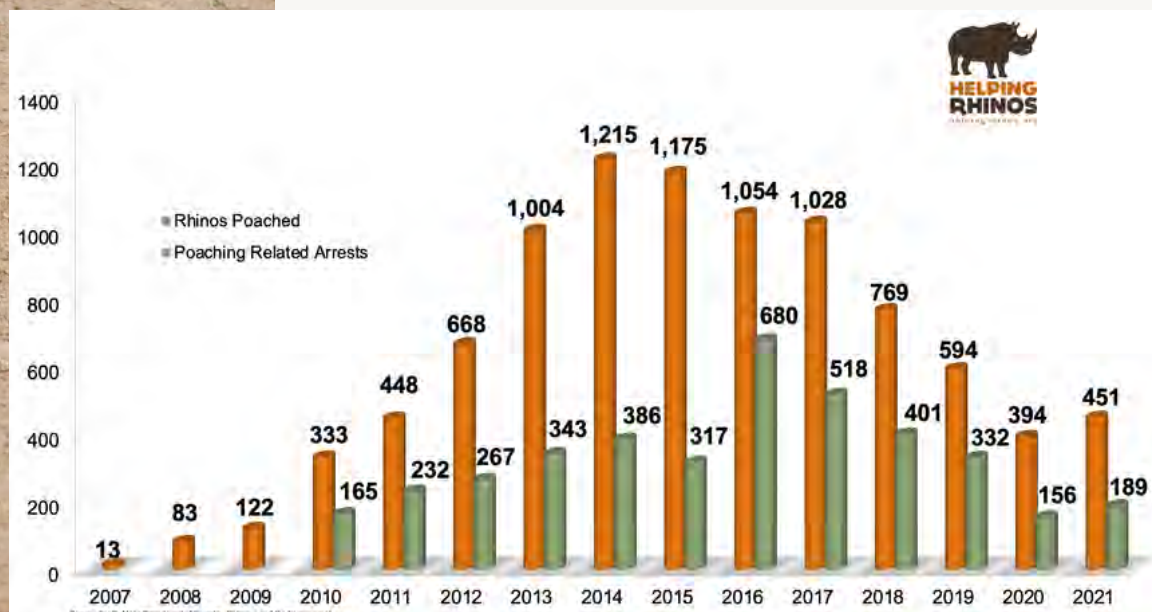
On average, at least one rhino is killed every day by poachers in Africa.

Shockingly, less than 28,000 wild rhino survive in the world today compared to over 120,000 60 years ago.

After 15 years of unprecedented poaching, wild rhino populations have been significantly reduced, impacting the number of reported poached rhino. Government stats that report a decline in poaching, tend to overlook this fact.

Rhino horn is estimated to be worth \$25,000/kg on the black market. The demand remains insatiable.

The graph below shows poaching in South Africa, home to 80% of Africa's rhino. Evidence that a spike in poaching has occurred following two years of COVID-19 related travel restrictions is a huge concern.





HABITAT LOSS

The rhinoceros is a keystone species, a giant herbivore whose everyday actions help to maintain a biodiversity that is critical to the survival of thousands of other wildlife species who share the same environment. Without this 'ecosystem engineer' the habitat would be irrevocably altered by overgrown or invasive wild flora.

Safeguarding wild landscapes and protecting iconic wildlife species has never been more challenging. The planet's natural resources are being plundered at an alarming rate and fragile ecosystems are disintegrating.

More than half the human population increase between now and 2100 will occur in Africa (*source: United Nations*). As industrial and agricultural developments encroach further into pristine wild spaces it is little wonder Africa's rate of deforestation is one of the highest in the world and wildlife is suffering as a result.

The economic transformation of Africa is having a direct and negative impact on its wildlife. Mining, major construction, including roads and railways running through national parks and intrusive farming practices are all taking their toll.

The work Helping Rhinos can carry out now to secure precious habitat and demonstrate the positive impact wildlife reserves can have on local and national economies, such as tourism, is critical for the survival of Africa's most iconic species.



RHINO STRONGHOLDS

Creating wild spaces for wildlife

Maintaining viable rhino populations that have the freedom to roam in their natural habitat is a constant challenge. The strain on fragile ecosystems due to global climate change and the pressures on land and natural resources as the result of human activity and encroachment is seriously impacting rhino habitats.

Helping Rhinos recognises the need to protect and restore habitats back to their natural state whilst simultaneously providing for local communities.

Helping Rhinos invests in critical projects that have the greatest potential to protect the black and white rhino, and consequently many other species of endangered wildlife in Africa. We support partners in the field that not only demonstrate a commitment to rhino conservation; their protection and reproduction in their natural habitat, but who also recognise the importance of local community involvement - employment opportunities, business creation opportunities and education in local schools.

It's true, a little can go a long way and money spent wisely can have a tremendous lasting impact. Together with our partners and the generous support of our donors, we can continue the critical care and protection the rhino needs to thrive.



PROTECT

Wildlife

Developments in anti-poaching operations, including new technology, building effective intelligence networks and increasing Ranger patrols are reaping rewards. It is critical that this momentum is maintained in order to reduce the number of poaching incidents each year. Any relaxation in these protection operations will undoubtedly see an instant increase in poaching numbers.

Helping Rhinos funds the rescue and rehabilitation of orphaned baby rhinos, Ranger training, the deployment of anti-poaching K-9 units and drone & aircraft surveillance. All these projects that are having a positive impact on the ongoing protection of rhino and will be a critical component to the success of our Rhino Strongholds.



SUSTAIN

Habitats

Human encroachment and incompatible land use is having an increasingly devastating effect on wildlife habitats and fragile ecosystems are disintegrating. The consequences of losing wildlife habitat will have a profound impact on the future for large mammals and predators.

Helping Rhinos recognises that rhino conservation is not about a 'one size fits all' approach, but about appraising, adapting and promoting sustainable conservation models. We shall continue to influence and advocate on a diverse range of conservation solutions driven by the latest science, technology and innovative management protocols.

Helping Rhinos is working in the field to maximise land availability with the goal of increasing rhino populations and, where carrying capacity has been reached, supporting land expansion opportunities.



INSPIRE

People

Helping Rhinos is proud to support initiatives that are helping to develop the skills and abilities of poorer communities in proximity to wildlife reserves. Encouraging leadership, collaborative working, and with added mentoring and financial support, Helping Rhinos is helping to empower local communities.

By providing engaging community-centered programmes, we not only help to achieve a greater understanding and support for rhino conservation, but we also create a positive impact in the local communities.

Investing in education and local partnerships is a critical path that is changing the lives of a vibrant energised younger generation who really want to live in a greener, more compassionate planet.

Each engaging, collaborative community project implemented, is creating a legacy for a sustainable future for the rhino.

**THANKS TO YOUR
SUPPORT IN 2021...**





40

**tracking collars fitted to
rhinos in the Eastern Cape
of South Africa**

7,800

**hours of Ranger Patrols
funded**

3

**rhino orphans released
back into the wild**

54

**local children provided with
an early education thanks to
the building of a new school**

Plus so much more...

HOW YOU HELPED IN 2021

Tracking Collars

In 2021 Helping Rhinos launched an appeal for funding to fit 40 tracking collars on 40 rhinos in the EasternCape of South Africa.

Thanks to the generosity of our supporters around the world we achieved our goal in record time, allowing renowned wildlife vet Dr William Fowlds to start fitting the collars on rhino across eight differentReserve's in the region, towards the end of the year.

The collars enable Rangers and anti-poaching patrol teams to locate rhino and make informed decisions on where best to carry out their daily patrols.This ensures a better level of protection for the rhino of the Eastern Cape.



New School Build

Thanks to a generous donation from Mr Ron Small and theSave a Child Foundation, Helping Rhinos was able to build a new pre-school facility, the Speakman Pre-School, on the borders of the Zululand Rhino Stronghold.

The pre-school will provide early year's education to children aged between 2 and 6 years. Without this facility the children of this community would not receive an early education at all as the closest facility is too far away.

The school was built by members of the local community, giving employment at a time of rising unemployment due to the impact of COVID on eco-tourism.

The opening ceremony was attended by the local King, Nkosi Zuma and local Ndunas (Chiefs),who all gave speeches to mark the opening of the Speakman School.

Orphan Leko

In April 2021 a new orphan was admitted to the Zululand Rhino Orphanage. He was just 2 days old and extremely traumatised. His mum had not been poached but was sick and unable to feed the vulnerable little baby.

He needed urgent veterinary care milk feeds every two hours if he was to have any chance of surviving. This all comes at a significant cost, but the Helping Rhinos supporters responded.

The new orphan had been given a nickname of 'Little Guy', but he needed a proper name. One long time supporter made a sizeable donation that would help Little Guy get through the first weeks with everything he needed. In return, she chose the name Inkululeko, or Leko for short. His name means Freedom in Zulu.

Many, many other supporters also stepped in to help raise the funds needed to care for Leko until he able to return to the wild.

An incredible £28,000 was raised and Leko is going from strength to strength.



Orphan Release

November 2021 saw the release back into the wild of three more orphans, Bhanoyi, Zimi and Khula, who had been rescued and rehabilitated at the Zululand Rhino Orphanage.

At a time when KwaZulu-Natal in South Africa is experiencing unprecedented high levels of poaching, never has it been truer to say that every rhino counts.

The three released orphans will continue to be monitored on a daily basis to ensure their safety, and while there is a risk for all rhinos living in the wild, it is important that the rhino orphans are able to roam freely, living a natural life as wild rhinos, playing their part in the future of healthy rhino populations.

CLI Headquarters

Helping Rhinos is a proud partner in the set up of the Conservation Landscapes Institute (CLI) in the Eastern Cape of South Africa. The CLI is the overarching body set up to drive the restoration and rewilding of degraded habitat in the region. This process is a key element of the Helping Rhinos Rhino Strongholds initiative in the Eastern Cape.

With an initial focus on the the 'Bushman's River Corridor' the CLI HQ will become the hub for real time data monitoring and strategic planning used to drive the programme forward. The ultimate goal is to restore degraded land and ultimately introduce both black and white rhino back onto the landscape.

The initial phase will link the Kariega and Amakhala Game Reserves and forms part of the Eastern Cape wide rewilding process.



Eyes in the Sky

Helping Rhinos has funded the 'Eyes in the Sky' programme, an initiative run in partnership with the African Rhino Conservation Collaboration (ARCC) to provide aerial patrols across a number of Reserves in the Eastern Cape of South Africa.

An Aerial presence is proven to deter poaching activity and, along with other anti-poaching activities such as foot patrols and surveillance cameras, the Eyes in the Sky programme has contributed to zero rhino poaching in the Eastern Cape in the last two years.

The Helping Rhinos / ARCC Eyes in the Sky patrols also help capture essential data on animal locations that help drive both effective anti-poaching and ecological strategies.

The next phase of the Eyes in the Sky programme is to expand into the the flying of drones. Drones will compliment the fixed wing aircraft that is already operational and provide greater surveillance and protection to the region.

The introduction of drones to the programme will also provide career opportunities to other members of the local communities.

Black Rhino Protection

Ol Pejeta Conservancy in Laikipia, Kenya is home to the largest population of black rhino in East and Central Africa.

Funds raised at our flagship event, Global Gala for Rhinos, held in October 2021 in partnership with Ol Pejeta, helped to raise essential funds to continue the protection of this critically endangered species.

The black rhino breeding programme on Ol Pejeta has been so successful that they have now reached their carrying capacity, meaning that more land is needed if Ol Pejeta's black rhinos are to continue to grow their population,

Funds raised in 2021 will help to ensure that land adjacent to Ol Pejeta, known as the Mutara Conservation Area, can be incorporated into the conservancy boundaries and provide additional habitat for the black rhino and many other endangered species.



Rangers on Patrol

Helping Rhinos has provided significant financial support to its project partner Ol Pejeta Conservancy in Kenya, keeping anti-poaching Rangers on patrol at the conservancy.

Ol Pejeta in the Laikipia county of Kenya have enjoyed over three years without losing a single rhino to poaching. However, that does not mean the threat from poachers is not there; it is only as a result of the hard work and dedication of the Rangers that rhino in the Conservancy have been kept safe.

Anti-poaching Rangers spend extended time away from their families to be out in the field monitoring and protecting rhino and all other wildlife that share the same habitat. As the result of your generous support, HelpingRhinos has been able to keep the Rangers fully trained and equipped to carry out these vital roles.



OUR FIELD PROJECTS





NKATEKO MZIMBA

THE BLACK MAMBAS

The Black Mambas are South Africa's first all-female anti-poaching unit. They are 36 young African women who patrol 50,000 hectares of the Balule Nature Reserve, part of the Greater Kruger National Park. Kruger is home to the largest population of rhino in the world and also is victim to more poaching attacks than any other area.

In 2021 The Black Mambas Sergeant Ms Nkateko Mzimba was recognised by IUCN as a Highly Commended Ranger. Same year Nkateko received scholarship from The Wagenmanns Family Trust to undertake a field guide course FGASA Level 1 at Eco-Training. Juggling ranger duties with extra environmental studies, Nkateko also manages her own charity that helps children from the local creche and some underprivileged families in her home village.

“

"We, as rangers, put ourselves at risk every day in order to protect wildlife. This is the least we can do for animals who cannot speak for themselves. We spend more days in the bush than with our families, but we can see the bigger picture where the wellbeing of wildlife and the wellbeing of our children are interconnected. Previously, people would say it was a man's job to be a ranger. But times are changing. Women bring unique value to nature conservation."

A portrait of Simon Irungu, a man in a green military-style uniform and a wide-brimmed green hat. He is holding a Motorola walkie-talkie in his right hand. The background is a blurred natural landscape with green foliage.

**VOICES FROM
THE FRONT LINE**



SIMON IRUNGU

RHINO PATROL UNIT

OI Pejeta Conservancy in Kenya is home to largest population of black rhino in East and Central Africa and also to both the southern and northern white rhino. It is the only place in the world where you can see all three species at the same location.

The Rhino Protection Unit is responsible for keeping all of OI Pejeta's rhinos safe and must get a visual on every rhino at least once a week.

Simon Irungu started work at OI Pejeta in 2006 as a Patrol Ranger. Keen to progress his career he joined the National Police Reservists (NPR), based on OI Pejeta.

After a few years with the NPR, Simon returned to the ranks at OI Pejeta and joined the Rhino Patrol Unit (RPU) where he has risen to the level of Senior Sergeant and is now the Head of the RPU.

OI Pejeta have not lost any rhinos to poaching for 4 years, and Simon's leadership of the RPU has been a key element in this success.

“

"I just love what I do. Whenever I find a rhino that has been missing for some days and seeing it safe and doing well, that is my biggest happiness. I love the rhinos so much."



SISEKO MAYINJE

ANTI-POACHING PILOT

Every time Siseko Mayinje takes to the skies he feels like he is making a difference in conservation, especially for the protection of rhinos.

Coming from a disadvantaged background, Siseko feels proud of what he has achieved and being back where it all began for him feels like he is somehow giving back.

There are not a lot of black pilots in conservation and Siseko wants to inspire the local kids and show them that it's possible for someone that looks like them and is from the same background as they are that they can do it – that it's not impossible for them.

"Your background doesn't limit your opportunities."

“

"When I started working in the field we got called out to a rhino that had been poached. It was the worst experience, the worst thing I have ever seen.

After that I told myself that I have to do something to help these animals. I cannot see another animal in a similar situation to that rhino!



LINDY SUTHERLAND

KARIEGA FOUNDATION

The Kariega Foundation is a non-profit trust delivering on a holistic conservation mandate in partnership with Kariega Game Reserve in South Africa.

Everything in nature exists in perfect harmony. The Kariega Foundation aims to emulate a similar, mutually beneficial and sustainable balance between ecotourism, community rejuvenation and advanced conservation practises.

Numerous and diverse projects flow from the core motives to protect, preserve and educate; in an effort to reform that which threatens the balance of our natural world and build a conservation community that works collectively to rejuvenate our planet, people and wildlife.

Lindy Sutherland is the Director of the Kariega Foundation and passionate about conservation and the empowerment of people and communities.

“

“I am energised by the amazing people I work with. It is the small successes that I witness everyday in our efforts to protect and preserve our wild animals that inspires me to keep doing what we do. Every young heart and mind that is opened, educated and reconnected with our natural world gives me hope that we will succeed.”



ABRAHAM NJENGA

MUTARA CONSERVATION AREA COORDINATOR & RANGER

The black rhino is doing so well at OI Pejeta Conservancy in Kenya that the world famous conservation site needs to find more space for the critically endangered African icon to continue to breed so successfully.

OI Pejeta has reached its carrying capacity for black rhino and more land is urgently required. Working with the local communities and relevant authorities, the adjacent Mutara Conservation Area (MCA) has been secured as new land for the black rhino and many other species of wildlife.

Abraham Njenga has worked at OI Pejeta for many years and understands the bush as well as anyone. He is perfectly suited to his current role as the Mutara Conservation Area Coordinator, where he is responsible for the development and protection of the MCA.

Restoring and rewilding a piece of land to be suitable for wildlife to roam freely on is no easy job and involves many different skills, including the ability to negotiate with the local communities, understand the flora that needs to be either preserved or removed and implementing security procedures to keep the wildlife safe.



"We are doing well and things are looking positive. I am hopeful we are going to see rhinos on the Mutara Conservation Area very soon."



VOICES FROM THE FRONT LINE

LEWYN MAEFALA

THE BUSH BABIES

The Bush Babies EE program was established in 2015 through the Black Mamba APU and Transfrontier Africa NPC. The program aims to educate the locals on the conservation and preservation of our natural heritage for future generations to come. The program is school and curriculum based at primary school level (11-12 years) with the focus on conservation.

An important part of the program is the World Scouts movement. It is aimed at the development of the learners (5-18 years) and focuses on the development of the child, creating better citizens that are equipped with solid life and environmental skills.

Another unique program is The Bush Grannies. These are the elderly ladies, the matriarchs (75 years old and above) who share their indigenous knowledge through storytelling and engagements with the learners.

“

"I call it a job, but deep down I am driven by passion, dedication and committed to be the change I want to see in the community. I do that by creating the platform for the locals to grow and mature in nature"



VOICES FROM THE FRONT LINE

SIMONÉ MARSHALL-SMITH

ZULULAND RHINO ORPHANAGE

Simoné Marshall-Smith is the Manager at the Zululand Rhino Orphanage. The role of the orphanage is to rescue and rehabilitate orphaned rhino calves, many of whom lost their mothers to poaching.

Simoné and her team must teach the orphans how to be rhinos so they can live out in the wild again. This requires being with the babies 24 hours a day, giving them lots of love and attention.

Raising and caring for a rhino calf costs a lot of money. When they are very young the rhino will need to have milk feeds every two hours. In addition to the milk there are always significant veterinary and medication costs associated with treating a traumatised and often very fragile rhino calf.

“

“Honestly, I have no idea what the future holds for rhinos. I don't think it's a good future, but I think we need to do everything we can to try and save them because they are very special and we need to help them.”

HOW WE RAISE OUR FUNDS

Events

Helping Rhinos' annual events are the 'talk of the town'. Lively, entertaining, informative, bringing together experts in their conservational field to discuss edifying and enlightening topics to an interested and appreciative audience. Online and live, at the Royal Geographical Society, "global Gala for Rhinos in 2021 raised over £100,000 to help keep Rangers on patrol and the rhinos safe at Ol Pejeta Conservancy in Kenya.



Auctions

Helping Rhinos is enormously grateful to all the talented artists and individuals who generously contribute incredible artworks, lifetime experiences, jewellery, clothing and accessories that help raise critical funds during our events. Rhino conservation would be much the poorer without their amazing support and we are indebted to them. The Global Gala auction in 2021 raised an incredible £32,000.

Adoptions

Helping Rhinos' Adoption Programmes continue to go from strength to strength. With regular updates, exclusive videos and reports, we create a close connection for our Adoptees to their chosen adoption and give them a real sense of inclusion in the development of their rhino, anti-poaching dog and/or Black Mamba Ranger.



Campaigns

Helping Rhinos campaigns allow us to highlight funding emergency requirements or projects in particular need. When for example, a baby rhino is discovered, traumatised, after its mother has been poached, we have to act fast to rescue it. Milk and medication, a specialist response team and public generosity is its only hope of survival.



Merchandise

Helping Rhinos is supported by many businesses and associations who donate to our work. Some donate directly to our campaigns and some donate a percentage of their profits from their merchandise which we feature in the Helping Rhinos Shop alongside our own branded merchandise.

Challenge Events

Helping Rhinos is enormously grateful to every individual who has taken up a challenge in aid of rhino conservation. From running the Royal Parks Half Marathon, climbing Mount Kenya to cycling across a continent or a simple challenge much closer to home, we are indebted to their commitment and determination.



HOW YOU CAN HELP

DONATE

ADOPT

FUNDRAISE

LEAVE A
LEGACY

COMPANY
GIVING

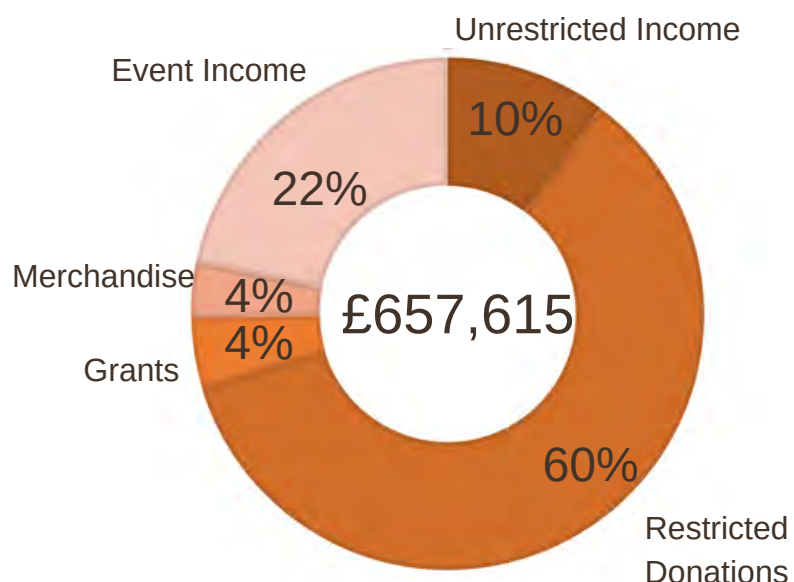
RHINO
GUARDIAN

visit helpingrhinos.org/get-involved for more details

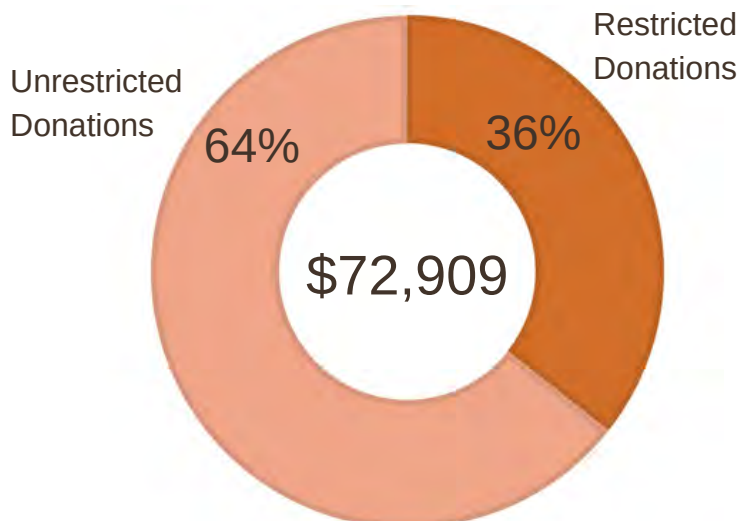
FINANCIALS 2021

HOW WE RAISE OUR FUNDS

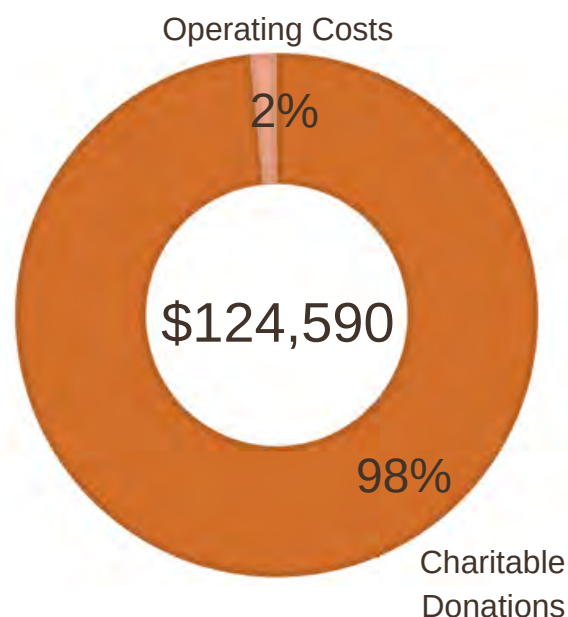
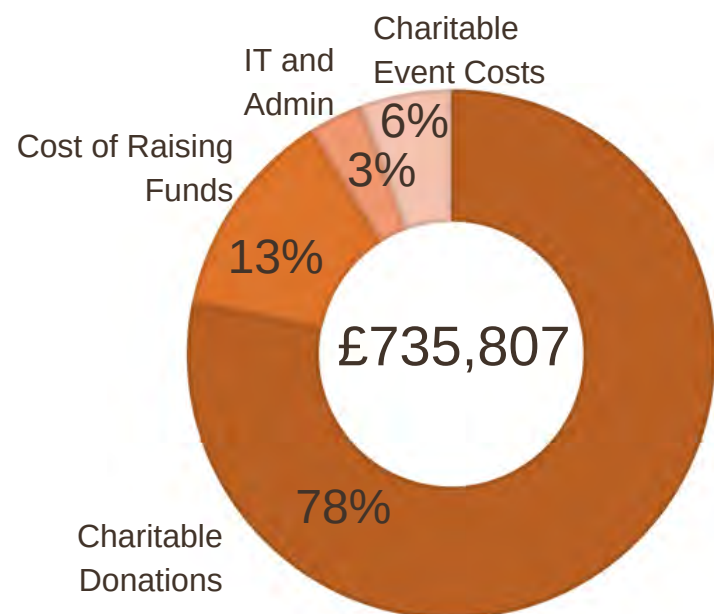
UK



USA

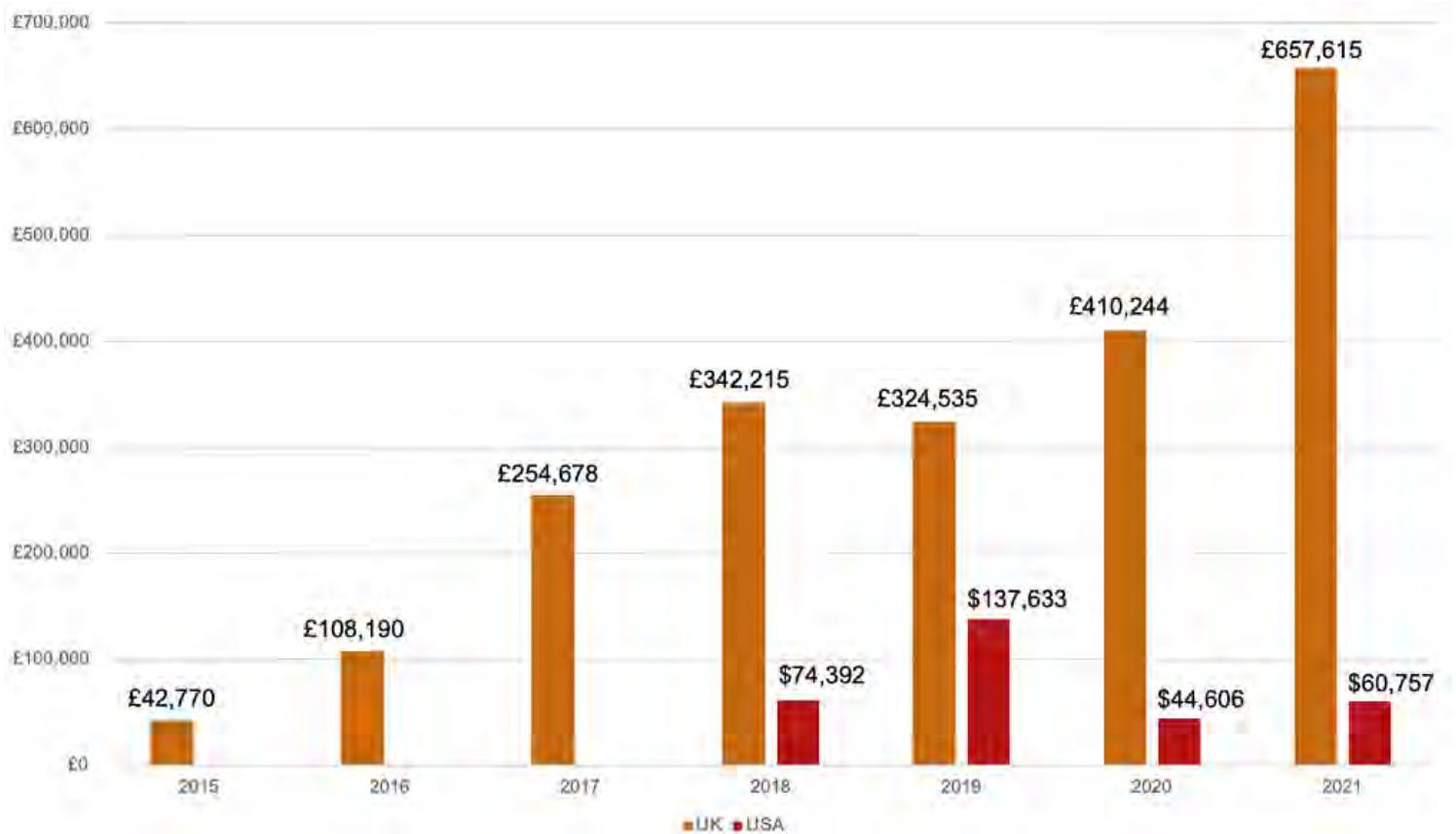


HOW WE SPEND YOUR DONATIONS



Spend is greater than income in 2021 due to timing of charitable donations made in relation to restricted income reserves carried forward from 2020.

HELPING RHINOS REVENUE - £2.5MILLION RAISED IN THE LAST 10 YEARS



**Thank
you!**





A MESSAGE FROM OUR CHAIRMAN



This has been an excellent year for Helping Rhinos. While many charities had static or lower incomes in part because of COVID-19 and the emotive appeals associated with the pandemic an increase of £250,000 is a most credible result for Helping Rhinos. It is also testimony to our increasing influence and hard working staff. As a team we have been able to continue to contain our costs, in part by continuing a policy of virtual working and not renting office space.

We were sorry to lose Cherique Pohl as a trustee during the year due to pressure of her wildlife filming and delighted that her interest remained helping as she was able. I would like to express gratitude to all our board members who represent a diverse range of skills experience and qualifications unusual for a medium sized charity.

In the year we were delighted to receive additional support from the US based Save a Child Foundation, started by Ron Small to develop our pre-school school education programme alongside one of our project partner's reserves. We were grateful for the opportunity to work with Ol Pejeta Conservancy on our major and very successful event with an online auction which raised £120,000.

Ian Kerr
Chairman

HELPING RHINOS UK BOARD OF TRUSTEES

Ian Kerr (Chair), Duncan Finch (Treasurer), Lisa Philpott (secretary), Ros Bird, Stuart Clarke, Simon Jones, Chad Stephenson

HELPING RHINOS UK MANAGEMENT TEAM

Simon Jones (CEO), Nikki Ferry, Jill Inglis, Victoria Petley, Olivia Smith

HELPING RHINOS USA BOARD MEMBERS

Susan Swigor (Director), Jeff Harrison, Simon Jones, Cheryl Laite.

HELPING RHINOS NETHERLANDS BOARD MEMBERS

Marloes Hazelhoff (Co-Director), Mark Vermulen (Co-Director), Simon Jones, Lottie Sanders.

A SPECIAL THANK YOU

The Board of Trustees is extremely grateful to all our supporters who contribute to our work, including our Patrons, Ambassadors, Art Ambassadors, volunteers and everyone who so generously contributed to our events and auctions.

PATRONS AND AMBASSADORS

Giles Clark, Peter Egan, Karen Laurence-Rowe, Phil Liggett MBE, Megan McCubbin, Scott Eddy, Cara Frew, Trish Liggett, Hannah Russell, Hannah Stitfall, Sara Wilson.

ART AMBASSADORS

Matthew Bell, Tracy Cadman, Jonathan Chiswell-Jones, Sarah Cobden-Ramsay, Nicola Davies, Kenda Francis, Henry Fraser, Gary Hodges, Elaine Hoj, Diana Höhlig, Karen Laurence-Rowe, Tom Middleton, Tomasz Mikutel, Justin Mott, Jonathan Parkinson, Peter Pharoah, Tori Ratcliffe, Sam Turley, Ben Wallace, Sara Wilson.

EVENT AND AUCTION CONTRIBUTORS

Nick Brandt, Robin Burton-Gates, Robert Cordingly, Jessica Dannheiser, William Fortescue, Katie Hayward, Jonty Hearnden, Pablo Levinas, Megan McCubbin, Philip Marriott, Mia Kora, Ocean Sole, Qadasi & Maqhing, Margot Raggett, Olivier and Caroline Raynal, Amber Tyldesley, Ami Vitale, Kimberly Webber.

VOLUNTEERS

Sharon Bamburg, Aislin Brooks, Phil Brooks, Rachel Brooks, Tina Daley, Emma Edwards, Dharmesh Ganatra, Anita Jones, Tamara Lee, Jennifer Maddocks, Lottie Simonson, Sarah Smith, Ellie Taylor, Amy Terriere, Chris Wise, Richard Wise, Sarah Wise, Vanessa Woolley.



We are extremely grateful to everyone who has supported our work in 2021, we could not have achieved all that we have done without you. Below is everyone who has kindly contributed to our success through either a donation, adoption, sponsorship or a successful bid in our auction of £250 or more. Your support is enabling us to protect wildlife and wild spaces.

Kenneth Adomaitis	Amy Eliason	Robert Maley
Samantha Anderson	Vicky Fairweather	Bridget Martin
Lynton Asbury	Duncan Finch	Kathleen McFarlin
Duncan Astill	Kenda Francis	Robert Natale
Mary Baker	Helen Gilbert	Glenda Neill
Lindsay Banks	Carol Goodsole	Patricia Nolan
Margaret Basu	Patty Grant	Noxo Energy
Kathy Beasley	Hans-Georg Greger	Natalie Nurock
John Beel	Green and Ridley	Ol Pejeta Conservancy
Catherine Bell	John Griffiths	Lyndsey Parker
Paul Bennett	Janel Guyette	Pennicott Foundation
Sofija Bergmann	Tim Hammerton	Raciel Perez
Andrew Billington	Robert Haswell	Philip Perry
Jean-Claude Biver	James Hatcher	Lisa Philpott
Michael Boffa	Heywood Real Estate Group	Donald Pugh
Kathy Bolen	High Timber Restaurant	Jane Ramos
Noor Boulos	Yannick Hillbert	Valentina Ricchiuti
Alice Bromage	Elaine Hoj	Mark Richardson
James Brown	Hiliary Holder	Doris Rodriguez
Jenny Brown	Peter Howe	Nicole Saxby
Bethany Bryan	Wan-Lin Hung	Kathryn Schnabel
Charles & Kim Budge	Interactive Transaction Solutions	Markus Siepmann
Richard Buxton	International School Zurich North	John Smithers
Thomas Cahill	IUCN	Jeremy Stream
Kamonrat Chivapruck	Samy Jebabli	Shannon Sweeney
Stuart Clarke	Karen Kaplan	Jeffrey Warnock
Sarah Cobden-Ramsey	Roger Kendall	Angela Weeks
John & Claire Coleman	Ian Kerr	Drorit Wertheim
Delia Cowan	Val Koziol	Ena West Stackhouse
Linda Crawford	Anthony Langill	Kay Wheeler
Patricio Cseh	Lynda Leonard	Sara Wilson
Theresa Diederich	John Lias	Carole Wintersdorff
Jeremy Du Plessis	Jack Lord	Vanessa Woolley
		Simone Zimmermann



UK TRUSTEE'S REPORT

The trustees present the annual report together with the financial statements of the charity for the year ended 31 December 2021.

Objectives and activities

Objects and aims

To promote the conservation and protection for the public benefit of the rhino population thereby preserving them from extinction.

Public benefit

Helping Rhinos has carried out numerous fundraising activities in the reporting period, including major events, online campaigns and securing places in organised fundraising activities, such as marathons and cycle rides.

Helping Rhinos focussed its charitable activity around three core pillars:

PROTECT – activities that will continue to provide protection to the rhino and reduce poaching levels.

SUSTAIN – restoring and rewilding wild spaces to provide essential habitat for rhino and all wildlife.

INSPIRE – local and international education programmes that engage and empower individuals and organisations to get involved with wildlife conservation.

The trustees confirm that they have complied with the requirements of section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission for England and Wales.

Grant making policies

Helping Rhinos allocates grants to its agreed beneficiaries on a quarterly basis at the Trustee's meeting. The grants allocated are based on unrestricted and restricted funds available at the time of the meeting and will be allocated to activities identified in advance by the beneficiary.

Additional grant requests from organisations outside of the agreed beneficiary list will be considered at the same quarterly intervals.

Use of volunteers

Helping Rhinos relies on volunteer roles for the following key activities:

- Manage essential admin roles such as supporter comms and newsletter writing.
- Manage its promotional / merchandise stand which raises funds and awareness at various events.
- Lead and coordinate the education work carried out by Helping Rhinos.
- Perform talks at schools, colleges and universities across the country.

UK TRUSTEE'S REPORT

Achievements and performance

Helping Rhinos has provided funding to its main beneficiary projects and helped them achieve the following:

OI Pejeta Conservancy:

- Implementation and operation of ground breaking technology to support anti-poaching work.
- Support for the OI Pejeta anti-poaching dog patrol units.
- Support for the scientific research into the artificial reproduction of the northern white rhino sub-species, which this year resulted in the creation of northern white rhino embryos.
- Funding to support increasing the black rhino habitat on the conservancy as the current population is at carrying capacity.

Zululand Conservation Trust

- Funding to ensure essential feed and medication is available at the Zululand Rhino Orphanage facility.
- The release back to the wild of three of the older rhino orphans.
- Funding to provide specialist security onsite at the orphanage.
- Funding the provision of anti-poaching dog patrol units dedicated to the orphanage.
- Project Management support for the range expansion project, an initiative that forms a part of the Rhino Strongholds project.
- Funding the build of a new school facility on the borders of the ZCT area of operation.

Black Mamba all Female Anti-Poaching Unit

- Funding for fuel for APU vehicles in order to keep the Black Mambas operational.
- Funding to cover bonus payments to high performing team members.
- Funding for essential supplies required when out on anti-poaching patrol.
- Funding for the training of new recruits to set up an additional Black Mamba team.
- Funding to support the new Black Mambas HQ to allow for more efficient and effective operational control.

African Rhino Conservation Collaboration (ARCC)

- The purchase of a fixed wing airplane to allow our 'Eyes in the Sky' programme to remain operational.
- Funding to support the salary of the 'Eyes in the Sky' pilot.
- Funding to set up the 'Conservation Landscapes Institute' operational HQ – a location that will help protect and restore wild spaces in the Eastern Cape of South Africa.
- Funding to support the creation of an essential, scientific monitoring software that will allow a data lead strategy to be devised on both rhino protection and ecological management operations.

Kariega Foundation

- Funding to support local community outreach work.
- Funding to support the provision of food parcels to local community members, essential in the COVID lockdown period.

BeMoreRhino

- Provision of information and material on rhino conservation and what the role of international students is to help combat the threats to rhinos.

UK TRUSTEE'S REPORT

Financial review

In 2021 Helping Rhinos achieved the following financial highlights:

- Revenue: £657,615 versus £410,244 the previous year.
- Donations to field projects: £568,893 versus £133,870 the previous year.
- Reserves held: £99,373 versus £96,803 the previous year.

A full financial breakdown can be found in the approved year end accounts.

Policy on reserves

Helping Rhinos requires a level of free reserves to safeguard the operation of the organisation from unexpected delays in the receipt of grants, donations and other funding and unforeseen expenditure.

The Trustees, having reviewed the risks to which Helping Rhinos might be subject to, have decided that the reserves that should be held are a minimum of the next six months of operational expenditure. This level of reserves allows sufficient time for an organised wind down of operational activities should that be necessary and the sensible and proper distribution of restricted income during this period.

There is no upper limit stipulated on the amount of reserves that should be held as the reserves can be distorted by one-off receipts such as legacies and suitability of appropriate field projects to provide funding for. However, it would normally be expected that reserves would not exceed the next 12 months of operational expenditure.

At 31 December 2021, £99,373 is held in unrestricted reserves plus £93,003 in restricted reserves allocated to the field projects supported.

Principal funding sources

The principle sources of fundraising for Helping Rhinos are:

- Events
- Supporter fundraising
- Online and mailing campaigns
- Corporate sponsorship
- Trusts and Foundation grants

Going concern

There are currently no uncertainties about the charity continuing as a going concern.

UK TRUSTEE'S REPORT

Structure, governance and management

Nature of governing document

The charity is a Charitable Incorporated Organisation (CIO) governed by an agreed and approved Constitution document.

Recruitment and appointment of trustees

If a position on the Board of Trustees becomes available, candidates are invited to apply for the position with an appointment being made following a vote by the exiting Trustees. A majority vote is acceptable to appoint a new Trustee.

Organisational structure

For the reporting period, the charity operated with 6 Trustees, one Chief Executive Officer, one full time Executive Assistant and one part time Fundraiser, one part-time Marketeer and one part-time social media manager.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees are responsible for preparing the trustees' report and the financial statements in accordance with the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and applicable law and regulations.

The law applicable to charities requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees are required to:

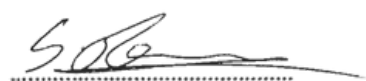
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the applicable Charities (Accounts and Reports) Regulations, and the provisions of the constitution. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the trustees of the charity on 20th June 2022 and signed on its behalf by:



Duncan Finch
Trustee



Simon Jones
Chief Executive Office and Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF HELPING RHINOS

I report to the trustees on my examination of the accounts of Helping Rhinos for the year ended 31 December 2021.

Responsibilities and basis of report

As the charity trustees of Helping Rhinos you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Helping Rhinos's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

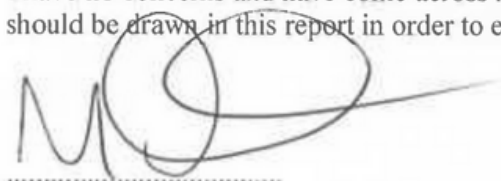
Independent examiner's statement

Since Helping Rhinos's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of ICAEW, which is one of the listed bodies.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of Helping Rhinos as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Matthew Hodson FCA
Independent Examiner

Wiston House
1 Wiston Avenue
Worthing
West Sussex
BN14 7QL

Date: 20/06/22

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 DECEMBER 2021

	Note	Unrestricted funds £	Restricted funds £	Total 2021 £
Income and Endowments from:				
Donations and legacies		96,247	395,357	491,604
Charitable activities		22,809	-	22,809
Other trading activities		10,000	133,202	143,202
Total income		129,056	528,559	657,615
Expenditure on:				
Raising funds		(126,486)	(40,428)	(166,914)
Charitable activities		-	(568,893)	(568,893)
Total expenditure		(126,486)	(609,321)	(735,807)
Net income/(expenditure)		2,570	(80,762)	(78,192)
Net movement in funds		2,570	(80,762)	(78,192)
Reconciliation of funds				
Total funds brought forward		96,803	173,765	270,568
Total funds carried forward	14	99,373	93,003	192,376
	Note	Unrestricted funds £	Restricted funds £	Total 2020 £
Income and Endowments from:				
Donations and legacies		94,746	140,210	234,956
Charitable activities		9,462	-	9,462
Other trading activities		38,435	127,391	165,826
Total income		142,643	267,601	410,244
Expenditure on:				
Raising funds		(94,748)	(9,430)	(104,178)
Charitable activities		(20,000)	(133,870)	(153,870)
Total expenditure		(114,748)	(143,300)	(258,048)
Net income		27,895	124,301	152,196
Gross transfers between funds		(4,198)	4,198	-
Net movement in funds		23,697	128,499	152,196
Reconciliation of funds				
Total funds brought forward		73,106	45,266	118,372
Total funds carried forward	14	96,803	173,765	270,568

All of the charity's activities derive from continuing operations during the above two periods.
The funds breakdown for 2020 is shown in note 14.

BALANCE SHEET AS AT 31 DECEMBER 2021

Registration number: 1175762

	Note	2021 £	2020 £
Current assets			
Stocks	10	2,479	2,579
Debtors	11	38,420	53,446
Cash at bank and in hand	12	<u>171,522</u>	<u>228,472</u>
		212,421	284,497
Creditors: Amounts falling due within one year	13	<u>(20,045)</u>	<u>(13,929)</u>
Net assets		<u>192,376</u>	<u>270,568</u>
Funds of the charity:			
Restricted income funds			
Restricted funds	14	93,003	173,765
Unrestricted income funds			
Unrestricted funds		<u>99,373</u>	<u>96,803</u>
Total funds	14	<u>192,376</u>	<u>270,568</u>

The financial statements on pages 38 to 46 were approved by the trustees, and authorised for issue on 20/6/22 and signed on their behalf by:


Duncan Finch
Trustee


Simon Jones
Chief Executive Office and Trustee

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

1. Accounting policies

Statement of compliance

The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

Basis of preparation

Helping Rhinos meets the definition of a public benefit entity under FRS 102. The accounts (financial statements) have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

Exemption from preparing a cash flow statement

The charity opted to early adopt Bulletin 1 published on 2 February 2016 and have therefore not included a cash flow statement in these financial statements.

Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern. The trustees have considered the impact of Covid-19 on the charity, and how the pandemic is likely to effect the charity funds going forwards, and with the increase in surplus in 2020 are satisfied that the charity has sufficient funds to be able to continue as a going concern.

Income and endowments

Voluntary income including donations, gifts, legacies and grants that provide core funding or are of a general nature is recognised when the charity has entitlement to the income, it is probable that the income will be received and the amount can be measured with sufficient reliability.

Grants receivable

Grants are recognised when the charity has an entitlement to the funds and any conditions linked to the grants have been met. Where performance conditions are attached to the grant and are yet to be met, the income is recognised as a liability and included on the balance sheet as deferred income to be released.

Expenditure

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

Raising funds

These are costs incurred in attracting voluntary income, the management of investments and those incurred in trading activities that raise funds.

Financial instruments

Classification

The charity only has financial assets and liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2. Income from donations and legacies

	Unrestricted funds General £	Restricted funds £	Total funds £
Donations and legacies;			
Donations from individuals	60,129	395,357	455,486
Gift aid reclaimed	5,628	-	5,628
Grants, including capital grants;			
Ol Pejeta grant	30,490	-	30,490
Total for 2021	96,247	395,357	491,604
Total for 2020	94,746	140,210	234,956

3. Income from charitable activities

	Unrestricted funds General £	Total 2021 £	Total 2020 £
Merchandise sales	22,809	22,809	9,462

5. Income from other trading activities

	Unrestricted funds General £	Restricted funds £	Total funds £
Events income;			
Other events income	10,000	133,202	143,202
Total for 2021	10,000	133,202	143,202
Total for 2020	38,435	127,391	165,826

5. Expenditure on raising funds

a) costs of generating donations and legacies

	Unrestricted funds General £	Restricted funds £	Total funds £
Other direct costs of generating voluntary income	111,789	40,428	152,217
Total for 2021	111,789	40,428	152,217
Total for 2020	86,373	9,430	95,803

b) costs of trading activities

	Unrestricted funds General £	Total funds £
Costs of goods sold	14,697	14,697
Total for 2021	14,697	14,697
Total for 2020	8,375	8,375

6. Expenditure on charitable activities

	Note	Unrestricted funds General £	Restricted funds £	Total funds £
Grant funding of activities	7	-	568,893	568,893
Total for 2020		<u>20,000</u>	<u>133,870</u>	<u>153,870</u>

7. Grant-making

Analysis of grants

The support costs associated with grant-making are £Nil (31 December 2020 - £Nil).

Below are details of the material grants made to institutions.

Name of institution	2021 £	2020 £
Ol Pejeta	212,455	11,652
Black Mambas	250,000	45,923
Orphanage	71,098	32,981
ARCC	20,662	31,295
Kariega	14,677	23,980
Other	-	8,039
	<u>568,892</u>	<u>153,870</u>

8. Staff costs

The aggregate payroll costs were as follows:

	2021 £	2020 £
Staff costs during the year were:		
Salaries and wages	77,800	64,030
Social security costs	5,749	3,640
Pension costs (defined contribution scheme)	1,664	1,171
	<u>85,213</u>	<u>68,841</u>

The aggregate payroll costs were as follows:

	2021 No	2020 No
Fundraising	2	1
Charitable Activities	1	1
	<u>3</u>	<u>2</u>

No employee received emoluments of more than £60,000 during the year

The total employee benefits of the key management personnel of the charity were £Nil (2020 - £31,608).

9. Taxation

The charity is a registered charity and is therefore exempt from taxation.

10. Stock

	2021 £	2020 £
Stocks	<u>2,479</u>	<u>2,579</u>

11. Debtors

	2021 £	2020 £
Accrued income	<u>38,420</u>	<u>53,446</u>

12. Cash and cash equivalents

	2021 £	2020 £
Cash at bank	<u>171,522</u>	<u>228,472</u>

13. Creditors: amounts falling due within one year

	2021 £	2020 £
Trade creditors	5,045	3,929
Deferred income	<u>15,000</u>	<u>10,000</u>
	<u>20,045</u>	<u>13,929</u>

14. Funds

	Balance at 1 January 2021 £	Incoming resources £	Resources expended £	Balance at 31 December 2021 £
Unrestricted funds				
<i>General</i>				
General	96,803	129,056	(126,486)	99,373
Restricted funds				
Ol Pejeta	135,367	151,230	(252,883)	33,714
Black Mambas	6,263	256,209	(250,000)	12,472
Orphanage	10,982	71,673	(71,098)	11,557
Kariega	2,876	12,144	(14,677)	343
ARCC	18,277	11,812	(20,662)	9,427
Giles	-	7,799	-	7,799
Rhino Strongholds	-	17,691	-	17,691
Total restricted funds	<u>173,765</u>	<u>528,558</u>	<u>(609,320)</u>	<u>93,003</u>
Total funds	<u>270,568</u>	<u>657,614</u>	<u>(735,806)</u>	<u>192,376</u>

	Balance at 1 January 2020 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2020 £
Unrestricted funds					
<i>General</i>					
General	73,105	142,643	(114,747)	(4,198)	96,803
Restricted					
Ol Pejeta	5,238	151,211	(21,082)	-	135,367
Black Mambas	5,887	42,101	(45,923)	4,198	6,263
Orphanage	8,966	34,997	(32,981)	-	10,982
Kariega	1,378	15,478	(13,980)	-	2,876
Itemba	475	95	(570)	-	-
NWR	-	7,469	(7,469)	-	-
ARCC	23,322	16,250	(21,295)	-	18,277
Total restricted funds	<u>45,266</u>	<u>267,601</u>	<u>(143,300)</u>	<u>4,198</u>	<u>173,765</u>
Total funds	<u>118,371</u>	<u>410,244</u>	<u>(258,047)</u>	<u>-</u>	<u>270,568</u>

15. Analysis of net assets between funds

	Unrestricted funds General £	Restricted funds £	Total funds at 31 December 2021 £
Current assets	119,418	93,003	212,421
Current liabilities	(20,045)	-	(20,045)
Total net assets	99,373	93,003	192,376
	Unrestricted funds General £	Restricted funds £	Total funds at 31 December 2020 £
Current assets	110,732	173,765	284,497
Current liabilities	(13,929)	-	(13,929)
Total net assets	96,803	173,765	270,568

16. Analysis of net funds

	At 1 January 2021 £	Financing cash flows £	At 31 December 2021 £
Cash at bank and in hand	228,472	(56,950)	171,522
Net debt	228,472	(56,950)	171,522
	At 1 January 2020 £	Financing cash flows £	At 31 December 2020 £
Cash at bank and in hand	113,829	114,643	228,472
Net debt	113,829	114,643	228,472



UK
Registered charity
number: 1175762



USA
USA 501(c)3 registered
EIN: 81-3266651



Netherlands
KvK Number: 80748902
RSIN number: 861785599