



FUNDRAISING LADDER CHALLENGE



We're looking for champions.
Project Rhino needs funding for its anti-poaching and community-conservation work.

Each level of the ladder represents a fundraising target and specific project that you will help to fund if you reach it.

There are some stellar rewards along the way...

Deadline: World Rhino Day, 22 September 2020



YOU CAN HELP STOP WILDLIFE CRIME!

South Africa's KwaZulu-Natal province holds the second largest and most genetically diverse populations of white and black rhino in South Africa, found in many Ezemvelo KZN Wildlife-managed parks as well as private/community-owned game reserves. However, due to the escalating threats of rhino poaching that began in 2007, driven by on-going demand from particularly Vietnam and China and vast sums of money offered by criminal poaching syndicates, KZN's rhinos are under threat. The lives of field rangers who are trying to protect these animals are also at risk.

These risks are increasing exponentially in the Covid-19 context, which is crippling the ecotourism industry and amplifying existing food insecurity, joblessness and poverty. Project Rhino surveillance reports indicate that reserve incursions are raising daily.

KwaZulu-Natal (KZN) is renowned for bringing the southern white rhino back from the brink of extinction in the late 1800's and for reintroducing this rhino species into former habitats, including the Kruger National Park, during Operation Rhino in the 1960's and 1970's. It is thanks to KZN's rhino conservation pioneers such as the late Dr Ian Player, Magqubu Ntombela and others that by 2010 southern white rhinos around the world numbered 22,000 - the greatest rhino conservation success story ever

Take up our Fundraising Ladder Challenge and help us secure critically needed resources to support Project Rhino's conservation projects.

Each of Project Rhino's conservation initiatives have been allocated a fundraising target – the level you reach by the 22 September is the one you support!



Can you make it all the way to Rhino Rockstar!?

You will need to sign up on the crowd funding platform Givengain (<https://www.givengain.com/join>) to track your progress. Please select [African Conservation Trust](#) as your charity. You may use the contents of this document to describe your project. You are welcome to work in a **team of up to 5 members**.

Make use of your social media and other channels and challenge others in your networks to help make a difference.

For more info visit our website or follow us on social media (Facebook, Twitter, Instagram)

Website links: www.projectrhinokzn.org

Social Media: @projectrhinokzn

Please contact Carlien Esterhuizen admin@projectrhinokzn.org and Micah van Schalkwyk micah@projectafrica.com to let them know you've signed up!

Fundraising Levels & Targets



RHINO ROCKSTAR

RHINO DEHORNING – PREVENTATIVE MEASURE

TARGET: R35 000 | \$ 2125 | £ 1750

Dehorning is an effective measure in reducing the risk of poaching, a temporary measure to prevent the killing of a rhino. Since dehorning started, poaching numbers have been reduced significantly, with not a single rhino poached in participating private reserves for more than 24 months. The dehorning process is conducted by an experienced wildlife vet and a team of specialists that sedate the rhino and remove the horn, shaping it to take off as much as possible in a quick and painless procedure. <https://youtu.be/QO4b4jYFf0>

REWARD: INVITATION TO ATTEND A DEHORNING AT ONE OF PROJECT RHINO'S PARTNER RESERVES. Private interaction with vets and operational staff. Limited number of guests.

RANGER REVOLUTION

RANGER TRAINING – FIRST LINE OF DEFENCE

TARGET: R30 000 | \$ 1875 | £ 1500

Project Rhino aims to get all member reserve rangers up to the highest level possible to counter the threat of wildlife crime, providing wildlife rangers with specialised field training to maintain morale and improve their skills and abilities in the face of poaching incidents and to ensure that perpetrators are not released on legal technicalities. We have partnered with specialists like the Game Rangers Association of Africa, Southern African Wildlife College and SANBI to provide our rangers with a diverse range of training courses, including:

- Counter Insurgency tracking training (CITT)
- (Advanced) First Aid and
- (Advanced) Weapons handling and night operation training
- *Cmore* and tracking technology
- Wildlife biomaterial banking and chain of custody



REWARD: VIDEO MESSAGE OF THANKS

WILD WARRIOR

WILDLIFE YOUTH & LEADERSHIP DEVELOPMENT

TARGET: R20 000 | \$ 1250 | £ 1000

The 2019 World Youth Wildlife Summit (WYWS) brought together more than 165 youth, 20 adult chaperones (educators and community leaders), 35 conservation role models and 5 keynote speakers from the 21st – 24th September, to engage, empower, educate and equip the youth to become Ambassadors for Conservation and influencers to reduce wildlife crime. The next event is scheduled for July 2021.

Between events, the youth are engaged via numerous social media platforms as well as via WhatsApp groups. These platforms are important tools in creating a sense of community, connecting them to the conservation network, sharing news, leadership tools and events they can get involved in. It also provides a space for them to ask questions and engage with their fellow delegates.

Watch the Highlights from WYWS 2019: <https://www.youtube.com/watch?v=yJv0Z9cvuJo>

REWARD: APPLY TO ATTEND THE WYWS 2021 *you will have to meet the WYWS selection criteria & process:
Covers your cost and contributes to one SADC youth delegate's attendance





ANTI-POACHING ACTIVIST

K9 UNIT – KEEP THEIR NOSE TO THE GROUND

TARGET: R15 000 | \$ 950 | £ 750

Since its inception in 2017, the Project Rhino K9 anti-poaching unit has proven to be one of the most valuable Project Rhino initiatives, with the hard-working dogs and handlers on duty 24 hours a day. <https://youtu.be/z7keUCZDsv4>

The unit includes both tracking and detection capabilities and two of the dogs are helicopter trained to ensure that they can reach crime scenes in the shortest amount of time possible. Their daily duties include conducting day and night patrols, assisting at roadblocks, the detection of contraband items, tracking of animals and suspected criminals, as well as assisting local law enforcement and anti-poaching unit (APU) teams in the apprehension of suspects.

REWARD: CERTIFICATE OF APPRECIATION

HIGHFLYER

AERIAL SUPPORT – GIVES US WINGS

TARGET: R10 000 | \$ 625 | £ 500

Established in 2012, the Zululand Anti-Poaching Wing (ZAP-Wing) is a public-private partnership between Project Rhino and state conservation agency, Ezemvelo KZN Wildlife. It provides daily fixed-wing aerial surveillance and helicopter support to 26 game reserves (+300,000ha).

ZAP-Wing undertakes daily aerial patrols, assists rangers and anti-poaching units in pursuit of poaching gangs, investigates suspicious vehicles, notifies game reserves of unusual activities around their boundaries and helps to locate missing rhinos in difficult terrain. Its value extends to other wildlife at risk of poaching, not just rhino.

Benefit is also being seen from joint operations with law enforcement agencies as the Hluhluwe Airfield serves as an Anti-Poaching Ops Centre: a fully equipped, dedicated airfield base for ZAP-Wing and related state & private anti-poaching activities. It is also used as the Zululand command centre for *Operation Rhino* – the national SAPS anti-poaching programme.

<https://youtu.be/YY883N2d-Og>

REWARD: CERTIFICATE OF APPRECIATION



MOUNTED RANGER

HORSE UNIT PATROLS

TARGET: R8 000 | \$ 500 | £ 400

Mounted rangers have a higher vantage point, helping them to see above the long summer grass. Horses are able to patrol quietly and extend the daily patrol from 10km on foot to 30km on horseback. As a result, rangers are far less fatigued when contact with poachers is made. Response time is much shorter for a mounted ranger, thereby improving the chances of a poacher's apprehension before a rhino becomes a statistic.

The horse unit requires contributions to purchase horses, horse feed, veterinary care, secure stables to protect the horses from nocturnal predators, riding kit (saddles and bridles), tack cleaning and maintenance equipment, horse grooming kits and horse and ranger first aid kits.

REWARD: CERTIFICATE OF APPRECIATION



WILDLIFE LEADER

OUR WILDLIFE COMMUNITY

TARGET: R5 000 | \$ 315 | £ 250

Supporting the communities bordering game reserves is critical in the fight against poaching. Project Rhino uses the Rhino ART campaign to reach thousands of school children with a conservation message. The campaign has now reached over 600,000 young people and spread the message to 24 countries and five continents. The activities at the schools are designed to be informative, fun and rewarding, while adding to the 'groundswell' of public support for rhino protection.

In response to the COVID-19 pandemic, the team is also currently delivering food parcels to vulnerable communities. Conservation benefits if people benefit.

<https://www.facebook.com/RhinoartAfrica/>

REWARD: CERTIFICATE OF APPRECIATION

CRIME FIGHTER

KEEP US MOVING FORWARD

TARGET: R2 500 | \$ 160 | £ 125

The team that keeps the engines running: co-ordinating stakeholders, prioritising needs and sourcing funds. The Coordination Unit ensures on-going collaboration amongst key stakeholders and is responsible for building strong networks and keeping the ship afloat and moving in the right direction.



REWARD: CERTIFICATE OF APPRECIATION

LET YOUR VOICE BE HEARD

WORLD YOUTH WILDLIFE DECLARATION

TARGET: 0

You are beginning your journey to Warriorhood!

The 2019 World Youth Wildlife Declaration is an immediate outcome of last year's World Youth Wildlife Summit, signed by all delegates, chaperones, guest speakers, conservation experts and special guests. It is a powerful statement by the world's youth calling for action against all forms of wildlife crime.

The World Youth Wildlife Declaration is virtually travelling the world collecting more supportive messages and signatures, to further the Summit's aim of building a global youth movement against wildlife crime and the decimation of our wildlife and wild spaces.

Thousands of messages have already been collected in Declarations from each of the previous three Youth Summits. Conservation, political, business, traditional and spiritual leaders have also added their messages of support.

<https://forms.gle/Mup1v6zVnvgJCzh17>

