HELPING RHINOS

England & Wales · Charity number 1175762

Details

Status	Registered
Legal form	CIO
Registered	2017-11-16
Register	View on the Charity Commission register

Contact

Address	50 Coulstock Road Burgess Hill RH15 9XZ
Phone	07912346223
Email	rhino@helpingrhinos.org
Website	www.helpingrhinos.org

Activities

Objects: TO PROMOTE THE CONSERVATION AND PROTECTION FOR THE PUBLIC BENEFIT OF THE RHINO POPULATION THEREBY PRESERVING THEM FROM EXTINCTION

Activities: We work with expert conservationists to create and expand Rhino Strongholds; ecosystems where sustainable populations of rhino and other critically endangered wildlife can thrive. By protecting the rhino and conserving their natural habitat we are securing rich biodiverse environments for the long-term and helping local communities to benefit and prosper from their natural heritage

Classification

- **How:** Makes Grants To Organisations, Provides Services, Provides Advocacy/advice/information
- **What:** Environment/conservation/heritage
- **Who:** Other Charities Or Voluntary Bodies, The General Public/mankind

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Geography

- Kenya
- Netherlands
- South Africa
- United States

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£358,525	£378,845	-	-
2023-12-31	£569,635	£457,655	£270,499	4
2022-12-31	£491,754	£525,611	-	-
2021-12-31	£657,615	£735,807	£192,376	3
2020-12-31	£410,244	£258,048	-	-

Trustees

Name	Role	Appointed
Jeremy Michael Hayward	Chair	2024-05-16
Andrew Leuner		2023-01-17
Catherine O'Donovan		2024-05-16
Derrick SANYAHUMBI		2025-02-04
Joanna Bega		2025-02-04
Mark Brassell		2025-02-04
Mark Pedrick		2025-04-10
Stuart Clarke		2023-02-01

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HELPING RHINOS

England & Wales - Charity number 1175762

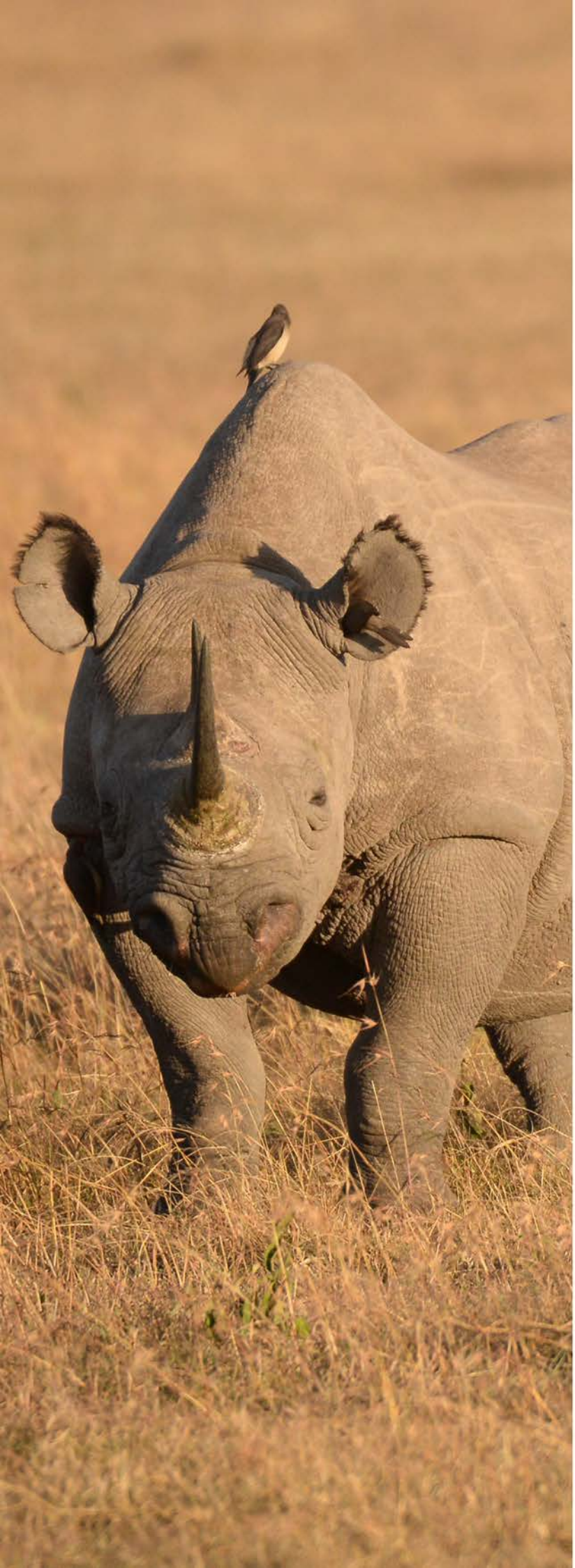
Accounts

HELPING RHINOS

ANNUAL REPORT 2024



helpingrhinos.org



VISION

To provide secure, sustainable and healthy eco-systems which are rich in biodiversity and provide an environment where all species of rhino can thrive for generations to come.

MISSION

To create Rhino Strongholds – expanding wild spaces for wildlife that protect the rhino, preserve their natural habitat and provide local community-led conservation initiatives.

A LETTER FROM OUR CEO



2024 was a challenging year for many charities around the world as the global financial crisis began to impact people's ability to sustain their previous levels of charitable giving. I am incredibly proud that, at Helping Rhinos, we were able to maintain strong income levels, allowing us to continue supporting our project partners. I want to extend my heartfelt gratitude to every single one of our valued supporters for standing shoulder to shoulder with us during these difficult times and making sure we do all we can to protect these critically endangered animals.

The year also brought significant challenges for rhino living wild and free. Despite a reported decrease in poaching compared to 2023, we continue to lose more than one rhino each day to poachers. Alarmingly, we observed an increasing trend of dehorned rhinos being targeted towards the end of 2024 and into 2025. This serves as a stark reminder that we must remain vigilant, innovative, and proactive to stay one step ahead of criminal syndicates responsible for the poaching and to ensure the safety of the rhino.

Another critical concern is the shrinking habitat available for rhinos and other wildlife. I am proud that Helping Rhinos is actively working across multiple locations in Africa to develop Rhino Strongholds. These protected wild spaces are vital for the future of rhino and many other threatened species that share their space. Their preservation is essential for global biodiversity.

It has been over 13 years since I founded Helping Rhinos, and witnessing the progress we have made, alongside our dedicated conservation partners, fills me with both pride and hope. Together, we are making meaningful strides toward creating a better environment for rhinos.

As I often say, the rhino crisis is a global challenge requiring a global solution. Every one of us has a role to play if we are to realise our vision of a safe and sustainable future for rhinos in their natural habitats, and I again thank you for your continued support.



Simon Jones, Founder and CEO

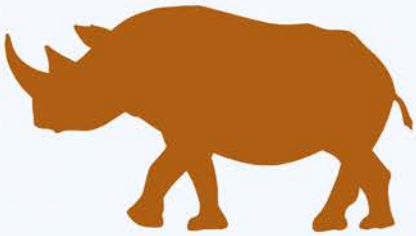
"The rhino crisis is a global problem that requires a global solution - we all have a part to play ."

RHINOS IN CRISIS



ONLY 200

Eastern black rhinos alive today



ONLY 2

Northern white rhinos on the planet



1

Rhino killed by poachers EVERY day



4 million

Hectares of forest cut down in Africa annually





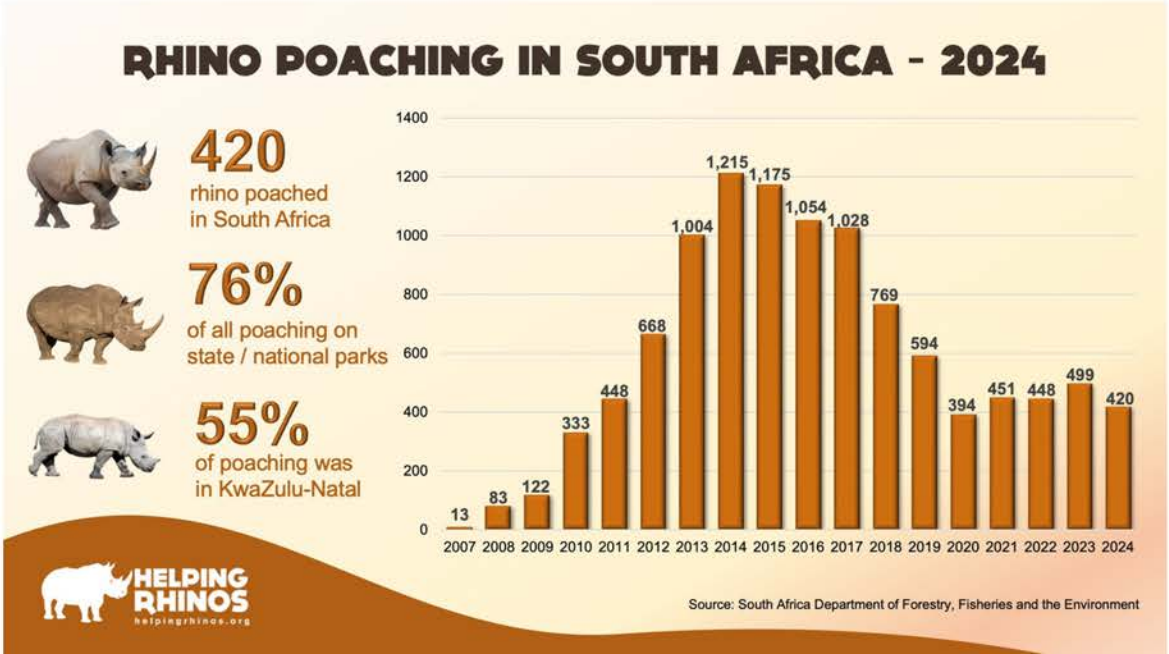
POACHING

The poaching rate for African rhino species dropped to 2.15%, the lowest since 2011, it should be noted that poaching surges across a number of range states (range states are countries where rhino naturally occur) in early 2025 have acted as a stark reminder of how quickly these gains can be lost.

The number of African rhinos decreased by 6.7% in 2024 compared to 2023 to around 22,540

The international trade in rhino horn has been banned since 1977, yet it continues to fetch huge profits on the black market. At its peak, rhino horn was selling for up to $65,000 per kg, more than gold or cocaine.

The price of rhino horn over recent years has dropped to around $20,000 per kg. This trend is encouraging, although in the short term it creates new challenges as the illegal market becomes more affordable to a potentially wider customer base.





HABITAT LOSS

The rhinoceros is a keystone species, a megaherbivore 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.



DISENGAGED COMMUNITIES

Engagement and empowerment of local communities is critical to the long term success of wildlife conservation.

Unfortunately we still experience all too frequent cases of human wildlife conflict where local communities feel 'in competition' with the local wildlife. This can lead to a resistance to conservation practices which can take many months and sometimes years to breakdown. A disengaged community living on the borders of protected wild spaces can lead to an increase in illegal activities such as bushmeat poaching and setting of fires.

For conservation to succeed, it is essential local communities appreciate the benefit of living alongside wildlife and are engaged in wildlife conservation programmes. Humans and wildlife co-existing harmoniously alongside each other is key to the survival of rhino populations.



BUILDING A FUTURE



RHINO STRONGHOLDS

Creating wild spaces for wildlife

What is a Rhino Stronghold?

A Rhino Stronghold is an area of wildlife habitat that provides a secure, sustainable and healthy eco-system which is rich in biodiversity and where populations of rhino can thrive in their natural habitat. To be successful, a Rhino Stronghold will also need to contribute to socioeconomic stability within local communities.

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.

Our Rhino Stronghold initiative focuses on the critically endangered black rhino as a ‘figure head’ to restore degraded wild spaces and open up wildlife corridors to create habitat expansion that will have a positive impact on global climate change while improving the socioeconomic landscape within local communities. This approach will also benefit the white rhino, whose territories are often shared with the black rhino, as well as other native wildlife species as Rhino Strongholds will be designed with the needs of all the animal species that occupy the land in mind.



PROTECT
the 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 are having a positive impact on the ongoing protection of rhino and will be a critical component to the success of our Rhino Strongholds.



PRESERVE
their Habitats

Human encroachment and incompatible land use are 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 population limits are being reached, supporting land expansion opportunities.



PROVIDE
for People

Helping Rhinos is proud to support initiatives that are helping to develop the skills and abilities of poorer communities living 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 world.

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

WITH YOUR SUPPORT IN 2024 WE HAVE...



RESCUED MORE RHINO ORPHANS THAN EVER

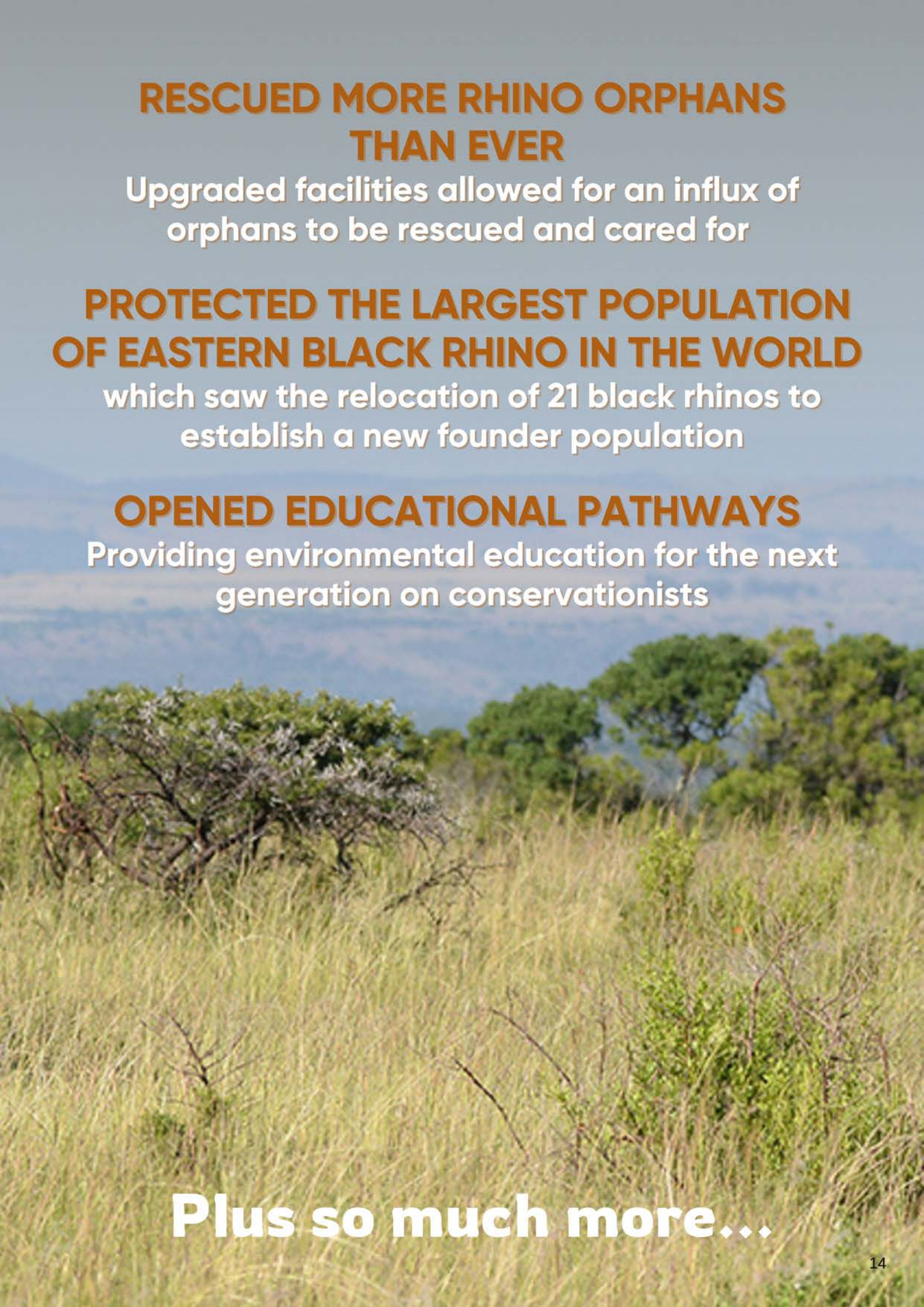
Upgraded facilities allowed for an influx of orphans to be rescued and cared for

PROTECTED THE LARGEST POPULATION OF EASTERN BLACK RHINO IN THE WORLD

which saw the relocation of 21 black rhinos to establish a new founder population

OPENED EDUCATIONAL PATHWAYS

Providing environmental education for the next generation on conservationists



Plus so much more...

OUR FIELD PROJECTS

ARCC
AFRICAN RHINO CONSERVATION COLLABORATION

Black Mamba
APU

Bush Babies
Environmental Education

KARIEGA
FOUNDATION
CONSERVATION THROUGH COMMUNITY

OL PEJETA
CONSERVANCY

Zululand
Conservation Trust

TSAVO TRUST

Zululand
Rhino Orphanage

CONSERVATION
LANDSCAPES
INSTITUTE



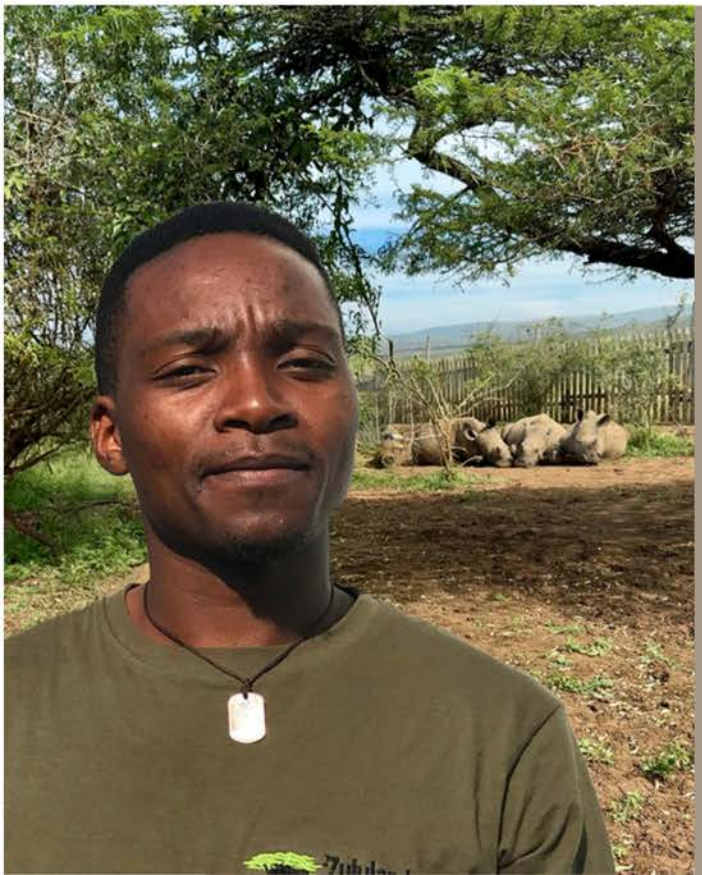


Rhino Orphan Rescues

2024 has been a remarkable one for rhino conservation, with 13 orphaned rhinos successfully rescued and five ready to return to the wild. It was also confirmed that one of our previously rewilded orphans has mated with a wild rhino and is now expecting. This is the first of our re-wilded female orphans to become pregnant and marks a major milestone for reintegration and population growth. To ensure the well-being of all orphaned rhinos, enrichment has been introduced in every boma, providing essential stimulation and comfort during their rehabilitation.

Beyond rhino care, conservation efforts have created vital employment opportunities. A dedicated team of 24 staff members has been employed to manage alien plant and bush clearing, improving habitats for wildlife. Additionally, nine fence guards and two new permanent field rangers have strengthened security, ensuring the ongoing protection of rhinos in their natural environment.





VOICES FROM THE FRONT LINE

"Animals are in my heart… I never thought it could be this incredible…. I understand why it is done, when you go back and look at the animals that went to extinction, you get to appreciate this project because our grandchildren will come and see these animals, unlike the ones that have gone to extinction.

We thank the collaborations (with Helping Rhinos) that has been created for the project to be initiated and to be established, thanks to them that's why we are here."

Mpilo Shongwe
Care Giver, Zululand Rhino Orphanage



Eyes in the Sky

Helping Rhinos fully funds the Eyes in the Sky project with our partner the African Rhino Conservation Collaboration (ARCC).

Aerial and drone surveillance have played a crucial role in strengthening rhino protection efforts. Through the Eyes in the Sky programme, 300 hours of aerial patrols have been flown, providing critical oversight of vast landscapes and detecting potential threats in real time. These patrols enhance anti-poaching strategies by offering a bird's-eye view of key rhino habitats.

Complementing these efforts, 750 hours of drone patrols have further bolstered security on the ground. With advanced monitoring technology, drones provide invaluable support to rangers, allowing for rapid response to suspicious activity and ensuring round-the-clock protection for rhinos in the wild.





VOICES FROM THE FRONT LINE

"I fly the fence lines to check whether or not there is any...suspicious activity and any damage to the fence...and check along the public roads that run through the reserve and alongside them, just to create a presence there to deter poachers. you have a better view from up there, you are covering large amount of space in a short time.

I have a passion to fly... being able to combine it with conservation, helping the ground team, protecting the rhinos, just bringing it all into one is amazing. "

Emma Gush
Pilot, Eyes in the Sky



Rhino Protection

Ol Pejeta's rhino population has reached 224, including 175 black rhinos, 47 southern white rhinos, and the last two northern white rhinos. To enhance protection efforts, 21 new rangers were recruited, and an additional 49 successfully completed their training. In January 2024, six black rhinos were translocated to Loisaba, helping to establish a new rhino stronghold and expand critical habitat for the species.

Conservation efforts also extended to habitat restoration, with a special drought-resistant tree-planting initiative launched in partnership with local communities. This project aims to stabilize soil, retain water, and safeguard the land during extreme weather events. In 2024 alone, 20,000 trees were planted, reinforcing the commitment to protecting both rhinos and their environment.





VOICES FROM THE FRONT LINE

"Why do we celebrate a rhino birth?

A rhino matured at the age of 7 and the gestation period is about one and a half years. Every two and a half to three years a rhino gives birth. If you lose one rhino, your inter-calving interval is six years - that's a LONG time!

In 1970 we had around 65,000 rhinos in Africa. By 1990 we had less than 4,000! That is why we celebrate EVERY rhino that is born"

Samuel Mutysia
Head of Research and Species Conservation
Ol Pejeta Conservancy



Tracking Devices

Advanced technology continues to strengthen rhino conservation efforts, enhancing monitoring and security. Nineteen tracking devices have been fitted, allowing teams to closely monitor rhino movements and respond swiftly to potential threats.

In addition, a LORA network has been established on TCA, improving long-range communication for field teams. A comprehensive camera trap network has also been implemented, providing valuable data on wildlife activity and ensuring continuous surveillance across key areas.

Helping Rhinos will continue to support the protection of rhinos across all our projects with the fitting of tracking devices when it is appropriate.





VOICES FROM THE FRONT LINE

"I would like to extend a heartfelt thank you to Helping Rhinos and all of their supporters around the world who have contributed to the fitting of rhino tracking devices.

That support means that there are 50 plus rhino that are that bit safer in the Eastern Cape of South Africa. We appreciate and value that support enormously."

Dr William Fowlds
Wildlife Veterinarian
Director, African Rhino Conservation Collaboration



Range Expansion

Significant strides have been made in habitat expansion and restoration to support rhino conservation. Through the Conservation Landscape Institute, 1,650 hectares have been added to the Tanglewood Conservation Area, creating more space for wildlife to thrive. As part of this effort, black rhinos have been introduced to the expanded Kariega West section of the reserve, contributing to the founder population in the region and strengthening long-term conservation efforts.

In preparation for the Bushman's River Corridor expansion, a dedicated five-person Alien Plant Control Team is actively working on the reserve, removing invasive species to restore and maintain healthy ecosystems for rhinos and other wildlife.





VOICES FROM THE FRONT LINE

"The Bushman's River Valley, within the Eastern Cape is part of a much larger conservation expansion programme. Excitingly it is soon to be a landscape that will be filled with rhino again. Starting off with white rhino initially, that will unlock the opportunity to hopefully, in the next few years, reintroduce black rhino, which will be absolutely pivotal and the start of a new rhino stronghold here in the Eastern Cape."

Peter Chadwick
Director, Conservation Landscapes Institute



Opening of a New School

Significant progress has been made in expanding conservation education initiatives. The planning process for the Ligerman Education Centre was successfully negotiated with local authorities and community leadership, ensuring alignment with local needs and sustainability goals. Following this, the construction of the Ligerman Education Centre was completed, marking a major milestone in providing educational opportunities for future conservationists.

Building on this success, efforts continued with the identification of a site for the Wilson Education Centre. This next step paves the way for further educational outreach, fostering a deeper connection between local communities and wildlife conservation efforts.





VOICES FROM THE FRONT LINE

The effort to protect biodiversity involves the active participation of local communities. Since our communities live so close to the Kariega Game Reserve, the people in these areas are working hand-in-hand to protect the environment and the species that call it home. By engaging communities in wildlife conservation, we're fostering a sense of ownership and responsibility.

In partnership with helping Rhinos we have built the Ligerman Educational Centre, an Early Childhood within one of the communities. This Centre provides a nurturing, healthy, and stimulating environment where children can build a strong foundation for future learning and well-being.

Nomawethu Ngangqu
Community Manager, Kariega Foundation



Black Mambas

Over the past year, dedicated patrol teams conducted 1,355 patrols, covering 10,000 hectares to ensure the safety of wildlife. A total of 353 snares were removed, and re-wilded white rhinos from other reserves and projects project were closely monitored and protected. Thanks to these efforts, an entire year passed without any animals lost to poaching, marking a significant achievement in conservation and anti-poaching initiatives.

Beyond wildlife protection, community engagement remains a key focus. Every Friday, the Bush Babies (BB) Centre provides scouts with a hot meal and a drink as a token of appreciation for their hard work. The program also supports 1,222 local children in conservation education, while 62 people are directly employed, and an additional 480 individuals benefit indirectly, creating a ripple effect of positive change in the surrounding communities.





VOICES FROM THE FRONT LINE

"My job is a dangerous job, not only poachers, but because we are patrolling in a big 5 area. Going there everyday, putting on the uniform, going inside the bush to protect those animals, there is this mind that comes in, what if I get killed by poachers, but because we are the voice of the animals, there is no one who is going to do this job, we have to solider on and protect the voiceless."

Felicia Mogokane
Sergeant, the Black Mambas

HOW WE RAISE OUR FUNDS



Events

Helping Rhinos' annual events are the ‘talk of the town’—lively, entertaining, and informative. They bring together leading experts in conservation to discuss enlightening topics with an engaged and passionate audience.

In 2024, we continued this tradition with a series of impactful events. Our online screening and Q&A of Keratin provided an eye-opening look into the devastating reality of rhino poaching, while our tennis tournament saw supporters rally together for rhino conservation. The Brighton Rhino Trail brought conservation to life through art, inspiring communities to engage with our mission.

These events, alongside our flagship Sundowners Celebration, united our global community in support of rhino conservation. Thanks to your generosity, we’ve raised vital funds to protect rhinos and their habitats.

We are incredibly grateful for your support and look forward to making an even bigger impact in 2025.



Auctions & Special Sales

Helping Rhinos is enormously grateful to the many talented artists, creators, and individuals who generously contribute stunning artworks, exclusive experiences, handcrafted jewellery, and stylish apparel to support our fundraising efforts.

Their generosity plays a vital role in protecting rhinos, and we are truly indebted to them for their continued support. Thanks to their contributions, our Sundowners Celebration auction in 2024 raised an incredible £43,000, providing essential funds for rhino conservation.



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 adopters to their chosen adoptee and give them a real sense of inclusion in the development of their rhino, anti-poaching dog unit and/or Black Mamba's patrol.

In 2024, we transitioned to a new website and made key adjustments to our adoption programme to enhance the experience for our adopters. These changes allow us to provide even more engaging content and stronger connections to the vital work their support makes possible.



Campaigns and Appeals

Helping Rhinos' campaigns allow us to respond swiftly to urgent conservation needs. In 2024, the 40 Collars for 40 Rhinos campaign helped fund vital tracking collars to protect rhinos in South Africa, while the Lazula Appeal provided specialized care for a blind orphaned calf. The Lost Rhinos Matched Giving Appeal doubled donations to support at-risk rhinos, and the Black Rhino Appeal for Black Friday raised awareness and funds for this critically endangered species. Thanks to your generosity, these campaigns made a real impact in safeguarding rhinos for the future.



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 or climbing Mount Kenya to cycling across a continent or a more modest challenge much closer to home, we are indebted to your commitment and determination.



Corporate Sponsors

Helping Rhinos is enormously grateful to all our business partners who have given their time and their gifts to help us generate essential income to protect critically endangered rhino and the wild landscapes in which the rhino, and a myriad of other wildlife thrives. We could not support our field projects without you!



HOW YOU CAN HELP

DONATE	ADOPT	FUNDRAISE
LEAVE A LEGACY	COMPANY GIVING	RHINO GUARDIAN



visit helpingrhinos.org for more details

A MESSAGE FROM OUR CHAIRMAN



2024 was a transition year for Helping Rhinos with significant internal change against a backdrop of a challenging environment for charity fundraising. Through all this change, we ended the year in a strong position with a new team supporting Simon Jones and a refreshed Trustee Board with enhanced skillsets and on the ground experience in Africa. Most importantly, we had an agreed 5-year strategy, focusing on growing the capability of Helping Rhinos to make a real difference in developing Rhino Strongholds in South Africa and Kenya.

What hasn't changed is the fantastic relationships the charity has with effective partners who are able to protect the rhino population, preserve their environments and provide for the long-term community engagement that is so vital in making this a sustainable strategy. The reputation of Helping Rhinos and our CEO Simon Jones is evident through the ability to bring partners together, maximising their impact and I expect to see a great deal more of this in the future.

I have thoroughly enjoyed my first year as Chair of Trustees. I'd like to thank Ian Kerr, my predecessor as Chairman for all he contributed and, Trustees, past and present for the considerable support they provide to the charity. There is no doubt that the environment for Charities continues to be very challenging and is unlikely to improve in the short term. I'm confident though, with the team we have at Helping Rhinos, that we'll be able to continue the great work done since the charity was established 12 years ago.

Jeremy Hayward
Chair of Trustee Board

HELPING RHINOS UK BOARD OF TRUSTEES

Jeremy Hayward (Chair), Charles Moore (Vice-Chair), Duncan Finch (Treasurer), Stuart Clarke, Andrew Leuner, Cat O'Donovan, Joanna Bega, Derrick Sanyahumbi, Mark Brassell,

HELPING RHINOS UK MANAGEMENT TEAM

Simon Jones, Gillian Mulloy, Olivia Smith, Sarah Daniels

HELPING RHINOS USA BOARD MEMBERS

Susan Swigor, Simon Jones, Cheryl Laite.

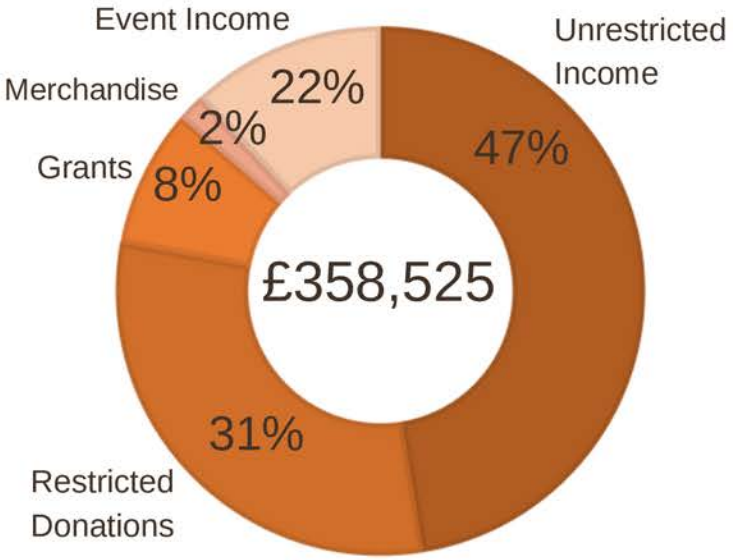
HELPING RHINOS NETHERLANDS BOARD MEMBERS

Marloes Hazelhoff, Mark Vermulen, Simon Jones, Lottie Sanders.

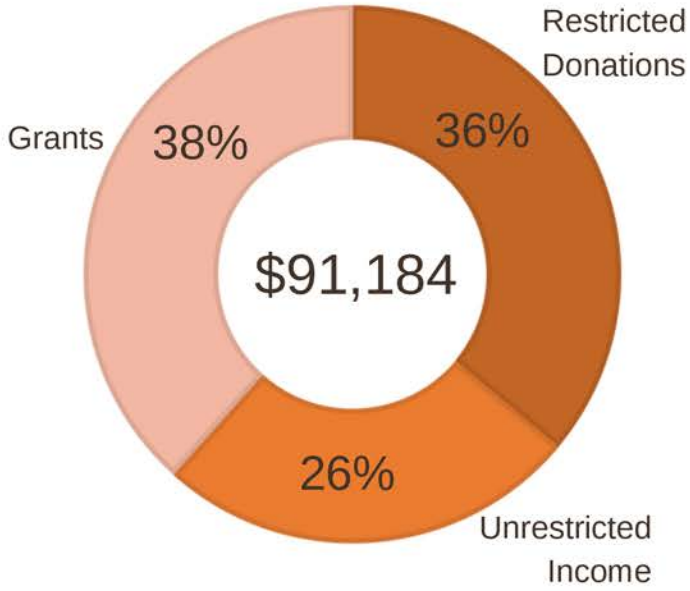
FINANCIALS 2024

HOW WE RAISE OUR FUNDS

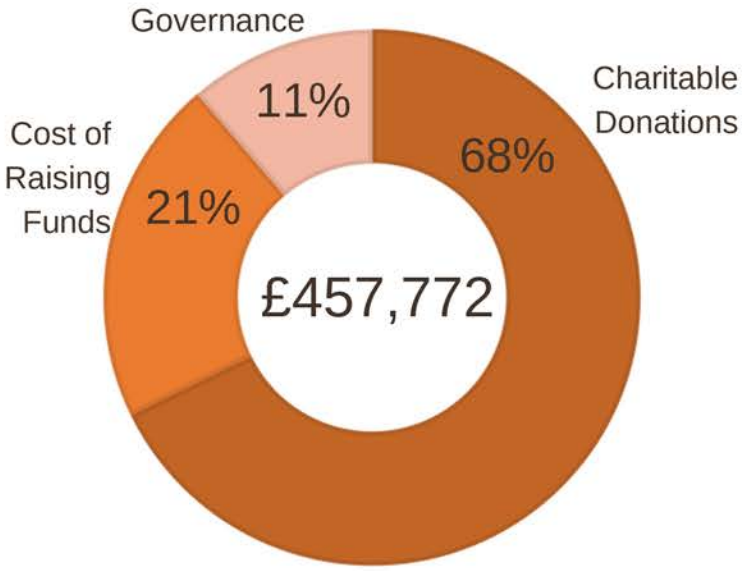
UK

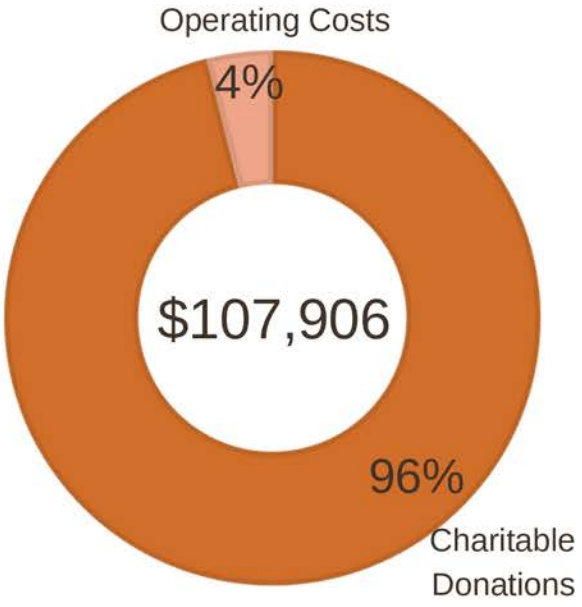


USA



HOW WE SPEND YOUR DONATIONS





Spend is greater than income in 2024 due to timing of charitable donations made in relation to restricted income reserves carried forward from 2023.

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, Trish Liggett, Hannah Russell, Hannah Stitfall, Sara Wilson, Justin Mott

ART AMBASSADORS

Emma Swift, Karen Laurence-Rowe, Tori Ratcliffe, Anthony Freeman, Kimberly Webber, Matthew Bell, Margaret Veldman-Jones, Nicola Davies, Lara Jackson, Lorien Mowat, Diana Höhlig, Rosie Smith, Sarah Lake Paper Art, Nicola Jane, Imelda Bell, George Benjamin, Henry Frazer, STM Studio, Roger Hooper

EVENT AND AUCTION CONTRIBUTORS

Art Ambassadors, Jonty Hearnden, Ol Pejeta Conservancy, Mia Kora, Rhino Tears, Gill McGregor, TeeMill, Lynda Leonard, Ocean Sole, Andrew Telling

VOLUNTEERS

Aislin Brooks, Phil Brooks, Tina Daley, Claire Jones, Patty Grant, Richard Wilson, Annabel Wilson, Hugo Jones, Frazer Jones, Sam Heasman, Niall Barry, Nick Taylor, Tamara Lee



We are extremely grateful to everyone who has supported our work in 2024, 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
Animal Friends Pet Insurance (Foundation)
(Animal Friends Insurance Services Limited)
Louise Barber
Jeffrey Barnes
Brenda Bouwer
Diana Brightmore-Armour
Kim Buczek
Nicholas Burge
Thomas Cahill
Jeremy and Linda Cohen
Richard Cohen
David Comer
Patricio Cseh
Clarice Edwards
The Whibley Family
Leslie Fancelli
Kenda Francis
Geoffrey Gluckman
Jordan Max Goodman
Leonardo Graca
Bart Green
John Griffiths
Carol Grosslight Schiewe
Hattersley, Craig
David Hatwell
Hebblethwaite, Miss Zoe
Jan Hubrecht
Jean Sainsbury Animal Welfare Trust
Gail F Johnson
Val Koziol
Mr Richard Leonard
Gail Lupton
Kathleen McFarlin
Clive Milam
Mrs D M France-Hayhurst Foundation
Robert Natale
Karen Norton
Noxo Energy (ENERGY NOXO)
David Pearlman
Christine Pollack
Reputation Rhino
Valentina Ricchiuti
Doris Rodriguez
Nicole Rojas
Kathryn Schnabel
Michelle Schwartz
Harry Smale
David Stromberg
Denise Sturdy
The Chalk Cliff Trust
Ann Verhaert
Richard Wilson
Carole Wintersdorff



UK TRUSTEE'S REPORT

The trustees present the annual report together with the financial statements of the charity for the year ended 31 December 2024.

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 the Wildlife - activities that will continue to provide protection to the rhino and reduce poaching levels.
PRESERVE their Habitats - restoring and rewilding wild spaces to provide essential habitat for rhino and all wildlife.
PROVIDE for People - 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:

- The writing of news features for its website and newsletters on the conservation work undertaken to protect rhinos in their natural habitat.
- 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:

Ol Pejeta Conservancy:

- No rhino poaching on Ol Pejeta in seven years.
- Protection of 224 rhino on Ol Pejeta - 175 black, 47 southern white and 2 northern white
- Recruitment of 21 new rangers and the graduation of a further 49 from training.
- Support for the Ol Pejeta anit-poaching dog partol units.
- 17 rhinos were ear notched.

Zululand Conservation Trust

- The rescue and rehabilitation of a record number of new orphans in 2024 (exact number kept secret for security reasons).
- The expansion of the Zululand Rhino Orphanage (ZRO) facility significantly increasing capacity.
- Funding to provide specialist security onsite at the orphanage.
- Funding the provision of anti-poaching dog patrol units dedicated to the orphanage.
- 5 orphans released back into the wild following successful rehabilitation period.
- Introduction of new land into the protected areas, expanding wild spaces for wildlife.
- Operation of the Helping Rhinos funded Speakman School on the borders of the ZCT area of operation.

Black Mambas all Female Anti-Poaching Unit

- Fully funded the Black Mambas Crime Prevention Unit - a team dedicated to disrupting illegal activity on the landscape.
- No rhinos lost to poaching in the Black Mamba's areas of operation.
- 1,355 patrols carried out by the Black Mambas anti-poaching unit.
- 353 snares located and removed.
- Funding for fuel for APU vehicles in order to keep the Black Mambas operational.
- Funding for essential supplies required when out on anti-poaching patrol.

African Rhino Conservation Collaboration (ARCC)

- Fitted 19 tracking devices to rhinos to provide state of the art protection.
- 300 hours of aerial patrols flown through the Helping Rhinos Eyes in the Sky programme.
- 750 hours of drone patrols carried out across the Eastern Cape region.
- An additional 1,650 hectares of protected land added to the Tanglewood Conservation Area.

Kariega Foundation

- 11 community recruits trained and employed as APU Ranges across the Eastern Cape region.
- Zero rhino poached on Kariega Game Reserve.
- Successfully completed the build of Ligerman Education Centre.
- Land identified to start the build of the Wilson Education Centre.
- Introduced black rhino onto the expanded Kariega West section of the Reserve. This introduction forms part of the founder population introduced to the region, in readiness for the Bushman's River Corridor expansion.

UK TRUSTEE'S REPORT

Financial review

In 2024 Helping Rhinos achieved the following financial highlights:

Revenue: £358k* versus £570k the previous year.

Donations to field projects: £171k versus £260k the previous year

Reserves held: £250k versus £370k the previous year
A full financial breakdown can be found in the approved year end accounts.

*Fundraising was below expectations in 2024 due to a difficult giving environment across the sector and because of an internal decision made to restructure the Helping Rhinos Operations team. The restructure resulted in a short term impact on fundraising but the charity is now better placed to achieve its long-term goals and aspirations. We expect our income to increase in future years.

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 HelpingRhinos 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 2024, £215,527 is held in unrestricted reserves plus £34,652 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

Trustees and Officers

The trustees and officers serving during the year and since the year end were as follows:

Trustees:	D Finch (resigned 10 April 2025)
	I Kerr (resigned 15 May 2024)
	S Clarke
	L Philpott (resigned 15 October 2024)
	R Bird (resigned 15 October 2024)
	J Smithers (resigned 29 February 2024)
	A Leuner
	J Hayward (appointed 16 May 2024)
	C O'Donovan (appointed 16 May 2024)
	C Moore (appointed 16 May 2024)
	D Sanyahumbi (appointed 4 February 2025)
	M Brassell (appointed 4 February 2025)
	J Bega (appointed 4 February 2025)
Chairman:	I Kerr (resigned 15 May 2024)
	J Hayward (appointed 16 May 2024)
Chief Executive Officer:	S Jones

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 existing Trustees. A majority vote is acceptable to appoint a new Trustee.

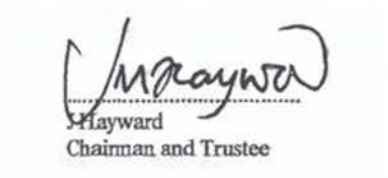
Induction and training of trustees

Helping Rhinos has an extensive suite of operating policies which are share with and signed by each 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.

The annual report was approved by the trustees of the charity on 18th July 2025 and signed on its behalf by:



UK TRUSTEE'S REPORT

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.

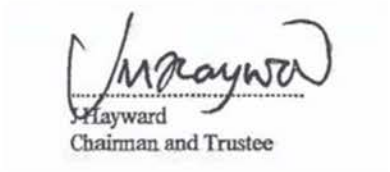
The law applicable to charities requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial 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 Charities (Accounts and Reports) Regulations 2008, 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.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The annual report was approved by the trustees of the charity on 18th July 2025 and signed on its behalf by:



J Hayward
Chairman 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 31st December 2024.

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'),

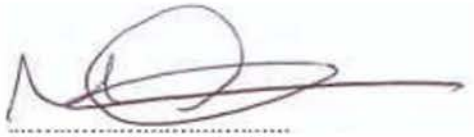
I report in respect of my examination of the Helping Rhinos's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

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: 18th July 2025

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 DECEMBER 2024

	Note	Unrestricted funds £	Restricted funds £	Total 2024 £
Income and Endowments from:				
Donations and legacies		67,716	139,782	207,498
Charitable activities		6,062	-	6,062
Other trading activities		99,407	42,729	142,136
Investment income	5	2,829	-	2,829
Total income		176,014	182,511	358,525
Expenditure on:				
Raising funds		(116,005)	(27,468)	(143,473)
Charitable activities		(83,674)	(151,698)	(235,372)
Total expenditure		(199,679)	(179,166)	(378,845)
Net (expenditure)/income		(23,665)	3,345	(20,320)
Net movement in funds		(23,665)	3,345	(20,320)
Reconciliation of funds				
Total funds brought forward		239,192	31,307	270,499
Total funds carried forward	17	215,527	34,652	250,179

	Note	Unrestricted funds £	Restricted funds £	Total 2023 £
Income and Endowments from:				
Donations and legacies		238,267	121,779	360,046
Charitable activities		10,821	-	10,821
Other trading activities		119,993	78,775	198,768
Total income		369,081	200,554	569,635
Expenditure on:				
Raising funds		(119,849)	(27,689)	(147,538)
Charitable activities		(107,117)	(203,000)	(310,117)
Total expenditure		(226,966)	(230,689)	(457,655)
Net income/(expenditure)		142,115	(30,135)	111,980
Net movement in funds		142,115	(30,135)	111,980
Reconciliation of funds				
Total funds brought forward		97,077	61,442	158,519
Total funds carried forward	17	239,192	31,307	270,499

All of the charity's activities derive from continuing operations during the above two periods. The funds breakdown for 2024 is shown in note 17.

The notes on pages 40 to 50 form an integral part of these financial statements,

BALANCE SHEET AS AT 31 DECEMBER 2024

Registration number: 1175762

	Note	2024 £	2023 £
Current assets			
Stocks	13	2,700	3,000
Debtors	14	16,457	17,000
Cash at bank and in hand	15	237,375	266,994
		256,532	286,994
Creditors: Amounts falling due within one year	16	(6,353)	(16,495)
Net assets		250,179	270,499
Funds of the charity:			
Restricted income funds			
Restricted funds	17	34,652	31,307
Unrestricted income funds			
Unrestricted funds		215,527	239,192
Total funds	17	250,179	270,499

The financial statements on pages 37 to 50 were approved by the trustees, and authorised for issue on 18th July 2025 and signed on their behalf by:

J Hayward
Chairman and Trustee

The notes on pages 40 to 50 form an integral part of these financial statements.

CASH FLOW STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2024

	Note	2024 £	2023 £
Cash flows from operating activities			
Net cash (expenditure)/income		(20,320)	111,980
Adjustments to cash flows from non-cash items			
Investment income	5	(2,829)	-
		(23,149)	111,980
Working capital adjustments			
Decrease in stocks	13	300	62
Decrease/(increase) in debtors	14	543	(12,800)
(Decrease)/increase in creditors	16	(10,142)	11,495
Net cash flows from operating activities		(32,448)	110,737
Cash flows from investing activities			
Interest receivable and similar income	5	2,829	-
Net (decrease)/increase in cash and cash equivalents		(29,619)	110,737
Cash and cash equivalents at 1 January		266,994	156,257
Cash and cash equivalents at 31 December		237,375	266,994

All of the cash flows are derived from continuing operations during the above two periods.

The notes on pages 40 to 50 form an integral part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

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 I 02) and the Charities Act 2011.

Basis of preparation

Helping Rhinos meets the definition of a public benefit entity under FRS I 02. 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.

Going concern

The financial statements have been prepared on a going concern basis. The trustees have considered relevant information, including the annual budget, future cash flows and the impact of subsequent events in making their assessment. Based on these assessments and having regard to the resources available to the charity, the Trustees have concluded that there is no material uncertainty and that they can continue to adopt the going concern basis in preparing the annual report and accounts.

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.

Investment income

Dividends are recognised once the dividend has been declared and notification has been received of the dividend due.

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 al located on the portion of the asset's use.

Raising funds

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

Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Grant provisions

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

Governance costs

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustees meetings and reimbursed expenses.

Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Stock

Stock is valued at the lower of cost and estimated selling price less costs to complete and sell, after due regard for obsolete and slow moving stocks.

Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Fund structure

Unrestricted income funds are general funds that are available for use at the trustees discretion in furtherance of the objectives of the charity.
Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

Pensions and other post retirement obligations

The charity operates a defined contribution pension scheme which is a pension plan under which fixed contributions are paid into a pension fund and the charity has no legal or constructive obligation to pay further contributions even if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.

Contributions to defined contribution plans are recognised in the Statement of Financial Activities when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

Financial instruments

Classification

The charity only has financial assets and liabilties 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	65,227	126,972	192,199
Gift aid reclaimed	2,489	12,810	15,299
Total for 2024	67,716	139,782	207,498
Total for 2023	238,267	121,779	360,046

3. Income from charitable activities

	Unrestricted funds General £	Total 2024 £	Total 2023 £
Merchandise sales	6,062	6,062	10,821

4. Income from other trading activities

	Unrestricted funds General £	Restricted funds £	Total funds £
Events income;			
Other events income	99,407	42,729	142,136
Total for 2024	99,407	42,729	142,136
Total for 2023	119,993	78,775	198,768

5. Investment income

	Unrestricted funds General £	Total funds £
Interest receivable and similar income;		
Interest receivable on bank deposits	2,829	2,829
Total for 2024	2,829	2,829

6. Expenditure on raising funds

a) costs of generating donations and legacies

	Note	Unrestricted funds General £	Restricted funds £	Total funds £
Marketing and publicity		223	-	223
Other direct costs of generating voluntary income		4,663	27,468	32,131
Allocated support costs		25,684	-	25,684
Staff Costs including subcontractor costs		82,221	-	82,221
Total for 2024		112,791	27,468	140,259
Total for 2023		114,337	27,689	142,026

b) costs of trading activities

	Unrestricted funds General £	Total funds £
Costs of goods sold	3,214	3,214
Total for 2024	3,214	3,214
Total for 2023	5,512	5,512

7. Expenditure on charitable activities

	Note	Unrestricted funds General £	Restricted funds £	Total funds £
Grant funding of activities	9	20,000	151,698	171,698
Staff costs including subcontract costs		46,548	-	46,548
Allocated support costs		12,470	-	12,470
Governance costs		4,656	-	4,656
Total for 2024		83,674	151,698	235,372
Total for 2023		107,117	203,000	310,117

8. Analysis of governance and support

Support costs allocated to raising funds

	Basis of allocation	Finance costs £	Information technology £	Administration costs £	Insurance £
Costs of generating donations and legacies	65	3,796	8,960	365	605

	Other support costs £	Total 2024 £	Total 2023 £
Costs of generating donations and legacies	11,958	25,684	28,125

Supports costs allocated to charitable activties

	Basis of allocation	Finance costs £	Information technology £	Administration costs £	Premises costs including depreciation £
Expenditure on charitable activities	35	2,044	4,824	197	326

	Other support costs £	Total 2024 £	Total 2023 £
Expenditure on charitable activities	5,079	12,470	12,053

Governance costs

	Unrestricted funds General £	Total funds £
Independent examiner fees		
Examination of the financial statements	1,830	1,830
Other fees paid to examiners	360	360
Legal fees	2,466	2,466
Total for 2024	4,656	4,656
Total for 2023	3,006	3,006

9. Grant-making

Analysis of grants

The support costs associated with grant-making are £Nil (31 December 2023 - £Nil).

Below are details of the material grants made to institutions.

Name of institution	2024 £	2023 £
Ol Pejeta	32,500	83,000
Black Mambas	9,000	31,300
Orphanage	62,698	83,984
ARCC	24,000	23,000
Kariega	43,500	30,275
Other	-	7,941
	171,698	259,500

10. Trustees renumeration and expenses

During the year the charity made the following transactions with trustees:

Trustees expenses of £28 were reimbursed during the year.

No trustees, nor any persons connected with them, have received any remuneration from the charity during the year.

Donations made by trustees without any conditions attached totalled £300 for the year (2023 - £5,350).

11. Staff Costs

The aggregate payroll costs were as follows:

	2023 £
Staff costs during the year were:	
Salaries and wages	68,594
Social security costs	3,047
Pension costs (defined contribution scheme)	1,601
	73,242

The monthly average number of persons (including senior management / leadership team) employed by the charity during the year expressed as full time equivalents was as follows:

	2024 No	2023 No
Fundraising	2	2
Charitable Activities	1	1
	3	3

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 £38,454 (2023 - £37,225).

12. Taxation

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

13. Stock

	2024 £	2023 £
Stocks	2,700	3,000

14. Debtors

	2024 £	2023 £
Prepayments	3,286	-
Accrued income	-	8,000
Other debtors	13,171	9,000
	16,457	17,000

15. Cash and cash equivalents

	2024 £	2023 £
Cash at bank	237,375	266,994

16. Creditors: amounts falling due within one year

	2024 £	2023 £
Other taxation and social security	2,116	2,700
Other creditors	2,407	4,354
Accruals	1,830	9,441
	6,353	16,495

17. Funds

	Balance at 1 January 2024 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2024 £
Unrestricted funds					
General					
General	239,192	176,014	(199,679)	-	215,527

	Balance at 1 January 2024 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2024 £
Restricted funds					
Ol Pejeta	3,640	50,223	(49,968)	-	3,895
Black Mambas	5,721	13,424	(9,000)	-	10,145
Orphanage	6,623	62,817	(62,698)	5,698	12,440
Kariega	417	43,807	(43,500)	2,000	2,724
ARCC	208	12,240	(14,000)	7,000	5,448
Rhino Strongholds	5,698	-	-	(5,698)	-
Big Give	9,000	-	-	(9,000)	-
Total restricted funds	31,307	182,511	(179,166)	-	34,652
Total funds	270,499	358,525	(378,845)	-	250,179

	Balance at 1 January 2023 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2023 £
Unrestricted funds					
General					
General	97,077	369,081	(226,966)	-	239,192
Restricted					
Ol Pejeta	4,226	72,902	(73,488)	-	3,640
Black Mambas	4,212	34,724	(33,215)	-	5,721
Orphanage	25,558	57,050	(75,985)	-	6,623
Kariega	1,009	26,467	(27,059)	-	417
ARCC	7,797	411	(13,000)	5,000	208
Giles	1	-	(1)	-	-
Rhino Strongholds	18,639	-	-	(12,941)	5,698
Big Give	-	9,000	-	-	9,000
LCA	-	-	(7,941)	7,941	-
Total restricted funds	61,442	200,554	(230,689)	-	31,307
Total funds	158,519	569,635	(457,655)	-	270,499

18. Analysis of net assets between funds

	Unrestricted funds General £	Restricted funds £	Total funds at 31 December 2024 £
Current assets	221,880	34,652	256,532
Current liabilities	(6,353)	-	(6,353)
Total net assets	215,527	34,652	250,179

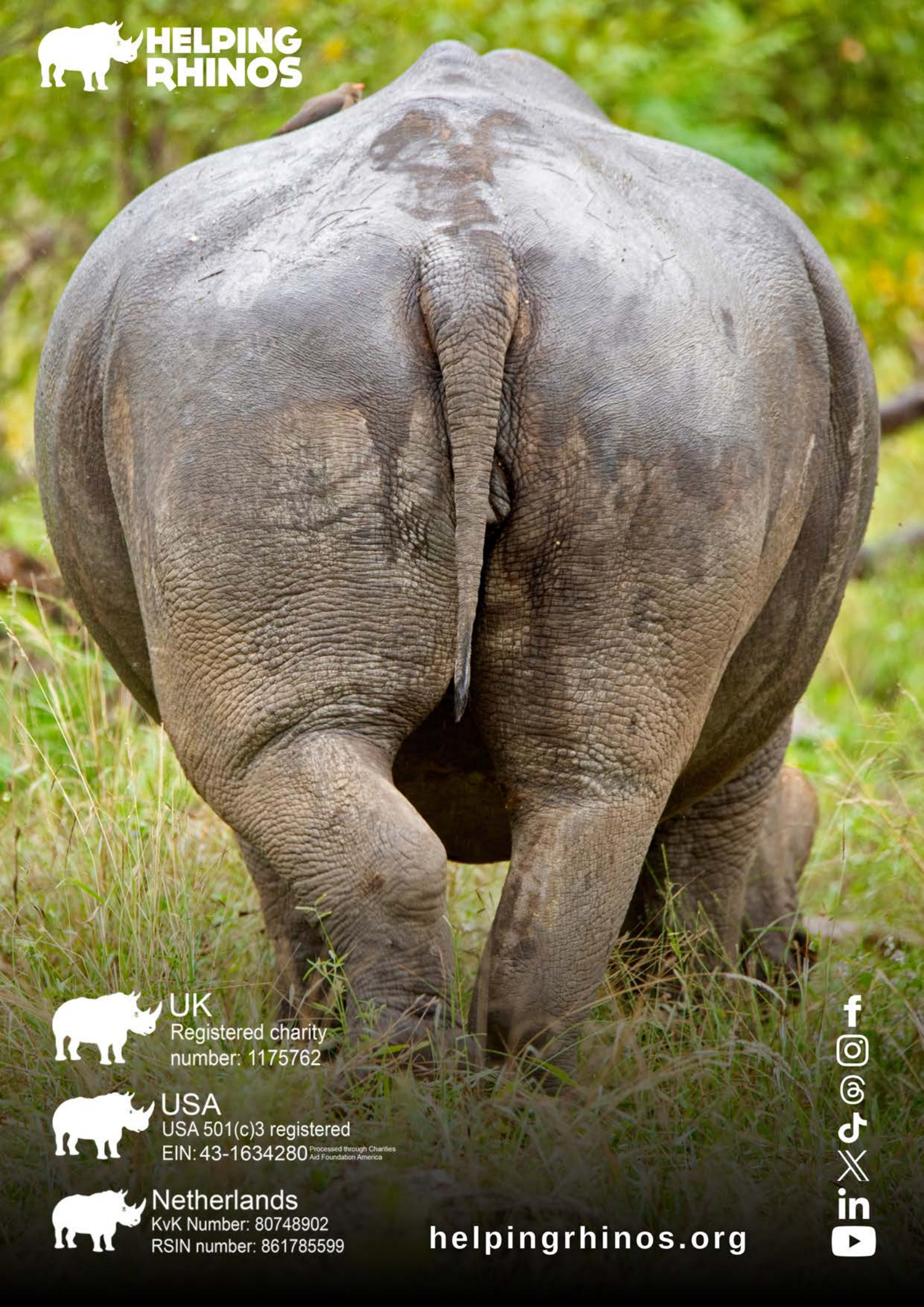
	Unrestricted funds General £	Restricted funds £	Total funds at 31 December 2023 £
Current assets	255,687	31,307	286,994
Current liabilities	(16,495)	-	(16,495)
Total net assets	239,192	31,307	270,499

19. Analysis of net funds

	At 1 January 2024 £	Financing cash flows £	At 31 December 2024 £
Cash at bank and in hand	266,994	(29,529)	237,465
Net funds	266,994	(29,529)	237,465

20. Related party transactions

There were no related party transactions in the year.



UK
Registered charity number: 1175762

USA
USA 501(c)3 registered
EIN: 43-1634280 Processed through Charities Aid Foundation America

Netherlands
KvK Number: 80748902
RSIN number: 861785599

helpingrhinos.org

HELPING RHINOS

England & Wales - Charity number 1175762

Accounts

HELPING RHINOS

FINANCIAL ACCOUNTS - 2023



helpingrhinos.org

OUR VISION

To provide secure, sustainable and healthy eco-systems which are rich in biodiversity and provide an environment where all species of rhino can thrive for generations to come.

OUR MISSION

To create Rhino Strongholds – expanding wild spaces for wildlife that protect the rhino, preserve their natural habitat and provide local community-led conservation initiatives.

WHAT WE DO

The work of Helping Rhinos address and tackles the three key threats to sustainable populations of rhino on our planet:

- Poaching
- Lack of Habitat
- Disengaged Communities

HOW WE DO IT

To address these threats, Helping Rhinos provides region-wide thought leadership on rhino conservation best practices and funding through a project partner matrix that delivers against our three core pillars:

- **PROTECT** the wildlife
- **PRESERVE** their habitat
- **PROVIDE** for the people



UK TRUSTEE'S REPORT

The trustees present the annual report together with the financial statements of the charity for the year ended 31 December 2023.

Objectives and activities

Objects and aims

Helping Rhinos works to provide secure, sustainable and healthy ecosystems which are rich in biodiversity and provide an environment where all species of rhino can thrive for generations to come. We will create Rhino Strongholds - expanding wild spaces for wildlife that protectthe rhino, conserve their natural habitat and inspire local community-led conservation initiatives.

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 the Wildlife - activities that will continue to provide protection to the rhino and reduce poaching levels.
PRESERVE their Habitats - restoring and rewilding wild spaces to provide essential habitat for rhino and all wildlife.
PROVIDE for People - 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:

Ol Pejeta Conservancy:

- No rhino poaching on Ol Pejeta in six years.
- Support for the 171 strong Rhino Ranger team.
- Support for the Ol Pejeta anti-poaching dog patrol units.
- 18 eggs collected from northern white rhino resulting in 5 new embryos created, bringing the total to 29.
- 6 black and 2 southern white rhinos born in 2023.
- 75% of Ol Pejeta rhinos ear notched, above the national target of 60%.

Zululand Conservation Trust

- The rescue and rehabilitation of a record high number of new orphans in 2023 (exact number kept secret for security reasons).
- The expansion of the Zululand Rhino Orphanage (ZRO) facility significantly increasing capacity.
- Funding to providespecialistsecurity onsite at the orphanage.
- Funding the provision of anti-poaching dog patrol units dedicated to the orphanage.
- Agreement with local community to bring new land into the protected areas, expanding wild spaces for wildlife.
- Operation of the HelpingRhinos funded Speakman School on the borders of the ZCT area of operation.

Black Mamba all Female Anti-Poaching Unit

- Fully funded the BlackMambas Crime Prevention Unit - a team dedicated to disrupting illegal activity on the landscape.
- Funding for fuel for APU vehicles in order to keep the Black Mambas operational.
- 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.

African Rhino Conservation Collaboration (ARCC)

- The purchase of a new fixed wing airplane to expand the area of operation of our 'Eyes in the Sky' programme.
- Funding to support the salary of the 'Eyes in the Sky' pilot.

Kariega Foundation

- 1500hectares incorporated into the protected area, expanding wild spaces for wildlife.
- Introduction of black rhino (plus cheetah and springbok) to an area they have not occurred in for many decades.
- Participation in recapture of 4 convicted rhino poachers.
- Secured land for Liggerman and registered committee.

UK TRUSTEE'S REPORT

Financial review

In 2023 Helping Rhinos achieved the following financial highlights:

Revenue: £570k versus £491k the previous year.

Donations to field projects: £260k versus £315k the previous year*

Reserves held: £239k versus £97k the previous year
A full financial breakdown can be found in the approved year end accounts.

*Significant unrestricted funds were received in November and December 2023, leading to an increase in the unrestricted funds at the year end.

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 HelpingRhinos 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 legaciesand suitability of appropriate field projects to provide funding for. However, it would normally be expected that reserves would not exceed the next 12 monthsof operational expenditure.

At 31 December 2023, £239,192 is held in unrestricted reserves plus £31,307 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

Trustees and Officers

The trustees and officers serving during the year and since the year end were as follows:

Trustees:	D Finch ACA
	I Kerr
	S Clarke
	L Philpott
	R Bird
	J Smithers (resigned 29 February 2024)
	A Leuner (appointed 17 January 2023)
	S Jones (resigned19 February 2024)
Chairman:	I Kerr
Chief Executive Officer:	S Jones

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 existing Trustees. A majority vote is acceptable to appoint a new Trustee.

Induction and training of trustees

Helping Rhinos has an extensive suite of operating policies which are share with and signed by each 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.

The annual report was approved by the trustees of the charity on 16th May 2024 and signed on its behalf by:



Duncan Finch ACA
Trustee

UK TRUSTEE'S REPORT

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Duncan Finch ACA
Trustee

UK TRUSTEE'S REPORT

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 Charities (Accounts and Reports) Regulations 2008, 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.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The annual report was approved by the trustees of the charity on 16th May 2024 and signed on its behalf by:



Duncan Finch
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 31st December 2023.

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'),

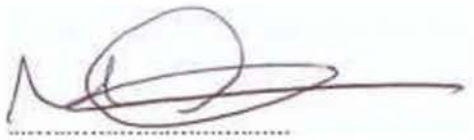
I report in respect of my examination of the Helping Rhinos's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

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: 16th May 2023

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 DECEMBER 2023

	Note	Unrestricted funds £	Restricted funds £	Total 2023 £
Income and Endowments from:				
Donations and legacies		238,267	121,779	360,046
Charitable activities		10,821	-	10,821
Other trading activities		119,993	78,775	198,768
Total income		369,081	200,554	569,635
Expenditure on:				
Raising funds		(119,849)	(27,689)	(147,538)
Charitable activities		(107,117)	(203,000)	(310,117)
Total expenditure		(226,966)	(230,689)	(457,655)
Net income/(expenditure)		142,115	(30,135)	111,980
Net movement in funds		142,115	(30,135)	111,980
Reconciliation of funds				
Total funds brought forward		97,077	61,442	158,519
Total funds carried forward	16	239,192	31,307	270,499

	Note	Unrestricted funds £	Restricted funds £	Total 2022 £
Income and Endowments from:				
Donations and legacies		214,740	151,167	365,907
Charitable activities		14,686	-	14,686
Other trading activities		1,426	109,735	111,161
Total income		230,852	260,902	491,754
Expenditure on:				
Raising funds		(181,898)	(26,252)	(208,150)
Charitable activities		(53,068)	(264,393)	(317,461)
Total expenditure		(234,966)	(290,645)	(525,611)
Net expenditure		(4,114)	(29,743)	(33,857)
Gross transfers between funds		1,818	(1,818)	-
Net movement in funds		(2,296)	(31,561)	(33,857)
Reconciliation of funds				
Total funds brought forward		99,373	93,003	192,376
Total funds carried forward	16	97,077	61,442	158,519

All of the charity's activities derive from continuing operations during the above two periods, The funds breakdown for 2023 is shown in note 16.

The notes on pages 12 to 21 form an integral part of these financial statements,

BALANCE SHEET AS AT 31 DECEMBER 2023

Registration number: 1175762

	Note	2023 £	2022 £
Current assets			
Stocks	12	3,000	3,062
Debtors	13	17,000	4,200
Cash at bank and in hand	14	266,994	156,257
		286,994	163,519
Creditors: Amounts falling due within one year	15	(16,495)	(5,000)
Net assets		270,499	158,519
Funds of the charity:			
Restricted income funds			
Restricted funds	16	31,307	61,442
Unrestricted income funds			
Unrestricted funds		239,192	97,077
Total funds	16	270,499	158,519

The financial statements on pages 9 to 21 were approved by the trustees, and authorised for issue on 16th May 2024 and signed on their behalf by:

Duncan Finch
Trustee

The notes on pages 12 to 21 form an integral part of these financial statements.

CASH FLOW STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2023

	Note	2023 £	2022 £
Cash flows from operating activities			
Net cash income/(expenditure)		111,980	(33,857)
Working capital adjustments			
Decrease/(increase) in stocks	12	62	(583)
(Increase)/decrease in debtors	13	(12,800)	34,220
Increase/(decrease) in creditors	15	11,495	(45)
Decrease in deferred income		-	(15,000)
Net cash flows from operating activities		110,737	(15,265)
Net increase/(decrease) in cash and cash equivalents		110,737	(15,265)
Cash and cash equivalents at 1 January		156,257	171,522
Cash and cash equivalents at 31 December		266,994	156,257

All of the cash flows are derived from continuing operations during the above two periods.

The notes on pages 12 to 21 form an integral part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2023

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 I 02) and the Charities Act 2011.

Basis of preparation

Helping Rhinos meets the definition of a public benefit entity under FRS I 02. 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.

Going concern

The financial statements have been prepared on a going concern basis. The trustees have considered relevant information, including the annual budget, future cash flows and the impact of subsequent events in making their assessment. Based on these assessments and having regard to the resources available to the charity, the Trustees have concluded that there is no material uncertainty and that they can continue to adopt the going concern basis in preparing the annual report and accounts.

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.

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 al located on the portion of the asset's use.

Raising funds

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

Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Grant provisions

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

Governance costs

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustees meetings and reimbursed expenses.

Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Stock

Stock is valued at the lower of cost and estimated selling price less costs to complete and sell, after due regard for obsolete and slow moving stocks.

Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Fund structure

Unrestricted income funds are general funds that are available for use at the trustees discretion in furtherance of the objectives of the charity.
Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

Pensions and other post retirement obligations

The charity operates a defined contribution pension scheme which is a pension plan under which fixed contributions are paid into a pension fund and the charity has no legal or constructive obligation to pay further contributions even if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.

Contributions to defined contribution plans are recognised in the Statement of Financial Activities when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

Financial instruments

Classification

The charity only has financial assets and liabilties 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	223,711	119,887	343,598
Gift aid reclaimed	14,556	1,892	16,448
Total for 2023	238,267	121,779	360,046
Total for 2022	214,740	151,167	365,907

3. Income from charitable activities

	Unrestricted funds General £	Total 2023 £	Total 2022 £
Merchandise sales	10,821	10,821	14,686

4. Income from other trading activities

	Unrestricted funds General £	Restricted funds £	Total funds £
Events income;			
Other events income	119,993	78,775	198,768
Total for 2023	119,993	78,775	198,768
Total for 2022	1,426	109,735	111,161

5. Expenditure on raising funds

a) costs of generating donations and legacies

	Note	Unrestricted funds General £	Restricted funds £	Total funds £
Marketing and publicity		259	-	259
Other direct costs of generating voluntary income		2,984	27,689	30,673
Allocated support costs		28,125	-	28,125
Staff Costs including subcontractor costs		82,969	-	82,969
Total for 2023		114,337	27,689	142,026
Total for 2022		174,219	26,252	200,471

b) costs of trading activities

	Unrestricted funds General £	Total funds £
Costs of goods sold	5,512	5,512
Total for 2023	5,512	5,512
Total for 2022	7,679	7,679

6. Expenditure on charitable activities

	Note	Unrestricted funds General £	Restricted funds £	Total funds £
Grant funding of activities	8	56,500	203,000	259,500
Staff costs including subcontract costs		35,558	-	35,558
Allocated support costs		12,053	-	12,053
Governance costs		3,006	-	3,006
Total for 2023		107,117	203,000	310,117
Total for 2022		53,068	264,393	317,461

7. Analysis of governance and support

Support costs allocated to raising funds

	Basis of allocation	Finance costs £	Information technology £	Administration costs £	Insurance £
Costs of generating donations and legacies	70%	4,848	14,575	410	670

	Other support costs £	Total 2023 £	Total 2022 £
Costs of generating donations and legacies	7,622	28,125	44,956

Supports costs allocated to charitable activties

	Basis of allocation	Finance costs £	Information technology £	Administration costs £	Insurance £
Expenditure on charitable activities	30%	2,077	6,248	176	286

	Other support costs £	Total 2023 £
Expenditure on charitable activities	3,266	12,053

Governance costs

	Unrestricted funds General £	Total funds £
Independent examiner fees		
Examination of the financial statements	2,740	2,740
Other fees paid to examiners	266	266
Total for 2023	3,006	3,006
Total for 2022	2,000	2,000

8. Grant-making

Analysis of grants

The support costs associated with grant-making are £Nil (31 December 2022 - £Nil).

Below are details of the material grants made to institutions.

Name of institution	2023 £	2022 £
Ol Pejeta	83,000	125,013
Black Mambas	31,300	38,800
Orphanage	83,984	78,339
ARCC	23,000	32,000
Kariega	30,275	25,300
Other	7,941	16,009
	259,500	315,461

9. Trustees renumeration and expenses

During the year the charity made the following transactions with trustees:

Trustees expenses of £28 were reimbursed during the year.

S Jones

S Jones received remuneration of £36,333 (2022: £23,760) during the year.

Donations made by the trustees without any conditions attached totalled £5,350 for the year (2022 - £Nil).

10. Staff Costs

The aggregate payroll costs were as follows:

	2023 £	2022 £
Staff costs during the year were:		
Salaries and wages	68,594	90,255
Social security costs	3,047	14,326
Pension costs (defined contribution scheme)	1,601	2,695
Staff training	-	345
	73,242	107,621

The monthly average number of persons (including senior management / leadership team) employed by the charity during the year expressed as full time equivalents was as follows:

	2023 No	2022 No
Fundraising	2	2
Charitable Activities	1	1
	3	3

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 £36,333 (2022 - £23,760).

11. Taxation

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

12. Stock

	2023	2022
	£	£
Stocks	3,000	3,062

13. Debtors

	2023	2022
	£	£
Accrued income	8,000	2,500
Other debtors	9,000	1,700
	17,000	4,200

14. Cash and cash equivalents

	2023	2022
	£	£
Cash at bank	266,994	156,257

15. Creditors: amounts falling due within one year

	2023	2022
	£	£
Other taxation and social security	2,700	-
Other creditors	4,354	3,000
Accruals	9,441	2,000
	16,495	5,000

16. Funds

	Balance at 1 January 2023 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2023 £
Unrestricted funds					
General					
General	97,077	369,081	(226,966)	-	239,192

	Balance at 1 January 2023 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2023 £
Restricted funds					
Ol Pejeta	4,226	72,902	(73,488)	-	3,640
Black Mambas	4,212	34,724	(33,215)	-	5,721
Orphanage	25,558	57,050	(75,985)	-	6,623
Kariega	1,009	26,467	(27,059)	-	417
ARCC	7,797	411	(13,000)	5,000	208
Giles	1	-	(1)	-	-
Rhino Strongholds	18,639	-	-	(12,941)	5,698
Big Give	-	9,000	-	-	9,000
LCA	-	-	(7,941)	7,941	-
Total restricted funds	61,442	200,554	(230,689)	-	31,307
Total funds	158,519	569,635	(457,655)	-	270,499

	Balance at 1 January 2022 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2022 £
Unrestricted funds					
General					
General	99,373	230,852	(234,966)	1,818	97,077
Restricted					
Ol Pejeta	33,714	121,213	(150,701)	-	4,226
Black Mambas	12,472	24,922	(31,364)	(1,818)	4,212
Orphanage	11,557	79,340	(65,339)	-	25,558
Kariega	343	4,966	(6,300)	2,000	1,009
ARCC	9,427	19,370	(21,000)	-	7,797
Giles	7,799	8,143	(15,941)	-	1
Rhino Strongholds	17,691	2,948	-	(2,000)	18,639
Total restricted funds	93,003	260,902	(290,645)	(1,818)	61,442
Total funds	192,376	491,754	(525,611)	-	158,519

17. Analysis of net assets between funds

	Unrestricted funds General £	Restricted funds £	Total funds at 31 December 2023 £
Current assets	255,687	31,307	286,994
Current liabilities	(16,495)	-	(16,495)
Total net assets	239,192	31,307	270,499

	Unrestricted funds General £	Restricted funds £	Total funds at 31 December 2022 £
Current assets	102,077	61,442	163,519
Current liabilities	(5,000)	-	(5,000)
Total net assets	97,077	61,442	158,519

18. Analysis of net funds

	At 1 January 2023 £	Financing cash flows £	At 31 December 2023 £
Cash at bank and in hand	156,257	110,737	266,994
Net funds	156,257	110,737	266,994

19. Related party transactions

There were no related party transactions in the year.


HELPING RHINOS
UK
Registered charity
number: 1175762
helpingrhinos.org

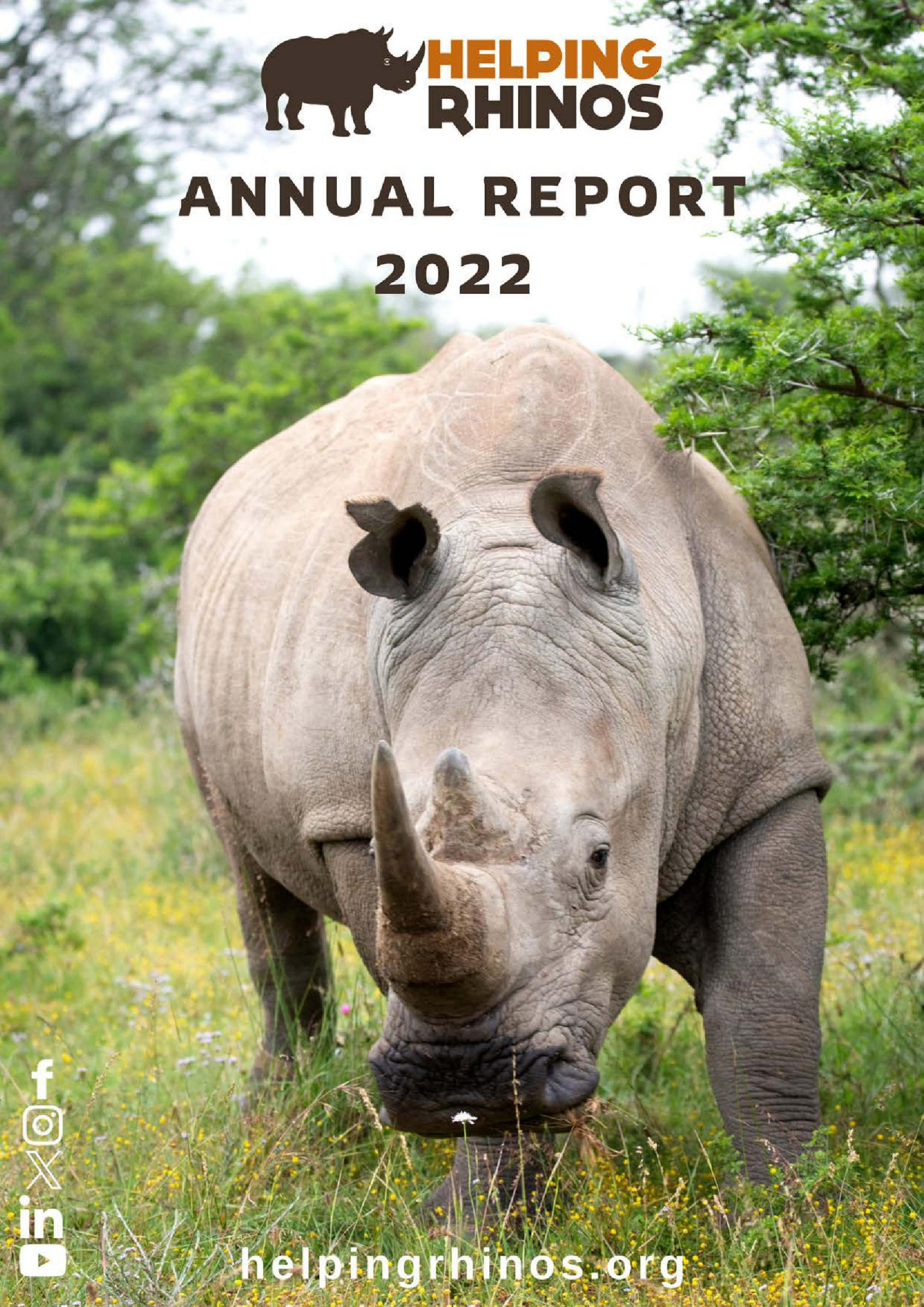
HELPING RHINOS

England & Wales - Charity number 1175762

Accounts

HELPING RHINOS

ANNUAL REPORT 2022



helpingrhinos.org



VISION

To provide secure and sustainable environments for all species of rhino so that they may thrive for generations to come.

MISSION

We work with expert conservationists to create and expand Rhino Strongholds; ecosystems where viable populations of rhino as well as other critically endangered wildlife can thrive. By protecting the rhino and conserving their natural habitat we are securing rich biodiverse environments for the long-term and helping local communities to benefit and prosper from their natural heritage.

A LETTER FROM OUR CEO



In 2022, Helping Rhinos reached a significant milestone as we celebrated our 10th anniversary. I am immensely proud of the collective effort, encompassing not just our dedicated staff, Trustees, and volunteers, but also you - our incredible and steadfast supporters.

Over the past decade, we've witnessed remarkable transformations in rhino conservation and Helping Rhinos has played a crucial role in a number of these, including introducing cutting-edge technologies and bolstering anti-poaching efforts both in the air and on the ground. These advancements have elevated the level of protection we can offer our rhinos. We've also intensified our engagement with local communities, ensuring they benefit from and actively participate in wildlife conservation. Additionally, we've expanded rhino habitats by opening up new wild spaces.

Yet, amidst these strides, certain challenges persist. Poaching remains an urgent threat, with over one rhino falling victim to poachers daily in South Africa alone. The escalating human population exerts mounting pressure on our wild spaces, resulting in territorial conflicts among rhinos, often with tragic outcomes. Climate change-induced extremes like prolonged droughts and flash floods are wreaking havoc on nature and wildlife, including the rhino.

Helping Rhinos envisions the creation and protection of Rhino Strongholds - wild spaces protected indefinitely for rhinos and all other wildlife to flourish, offering a legacy for generations to come.

This is a vision and a journey I embarked upon a decade ago, one that I am unwaveringly committed to and one that I firmly believe can be realised... with your continued support.



Simon Jones, Founder and CEO

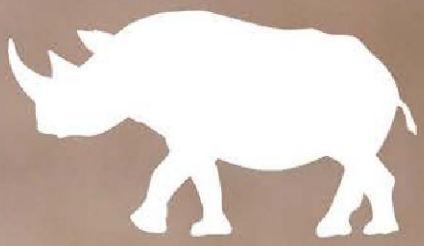
"Together, our generation has the power to forge something truly extraordinary - a living legacy for the rhino."

RHINOS IN CRISIS



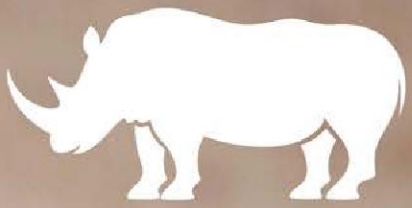
ONLY 200

Eastern black rhinos alive today



ONLY 2

Northern white rhinos on the planet



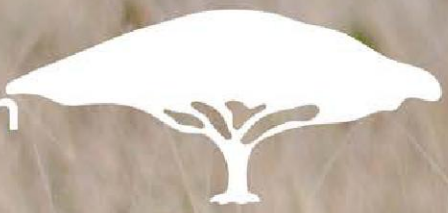
1

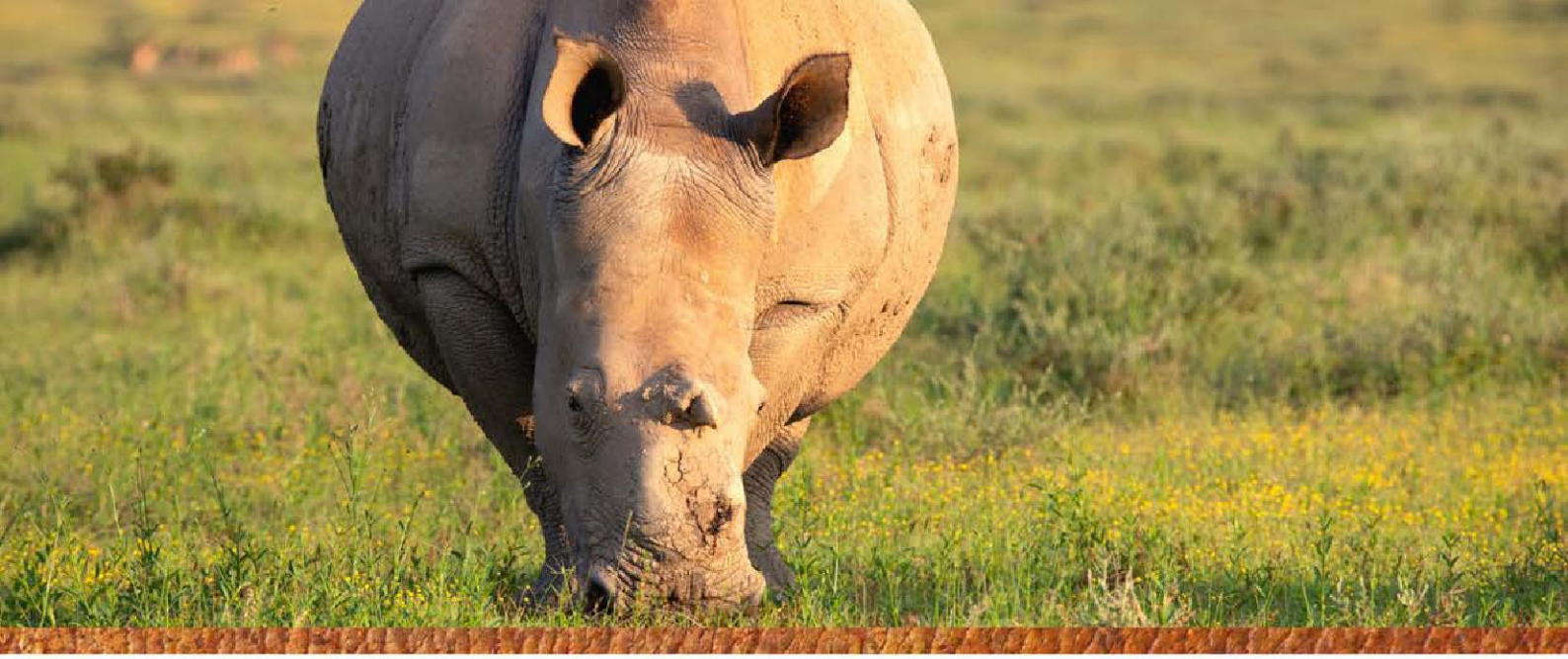
Rhino killed by poachers EVERY day



4 million

Hectares of forest cut down in Africa annually





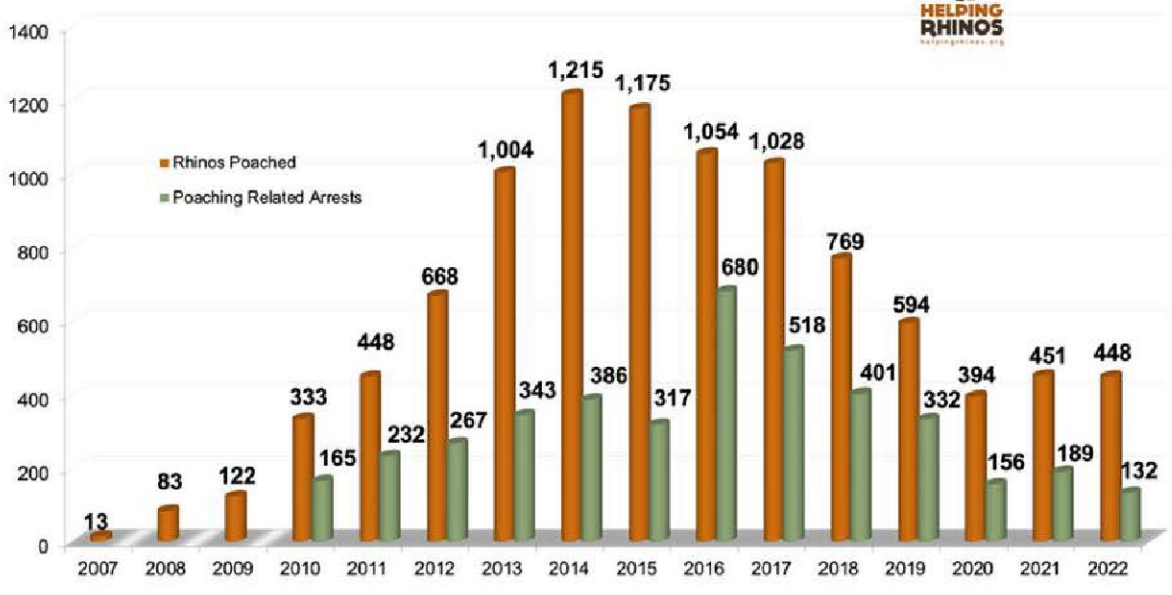
POACHING

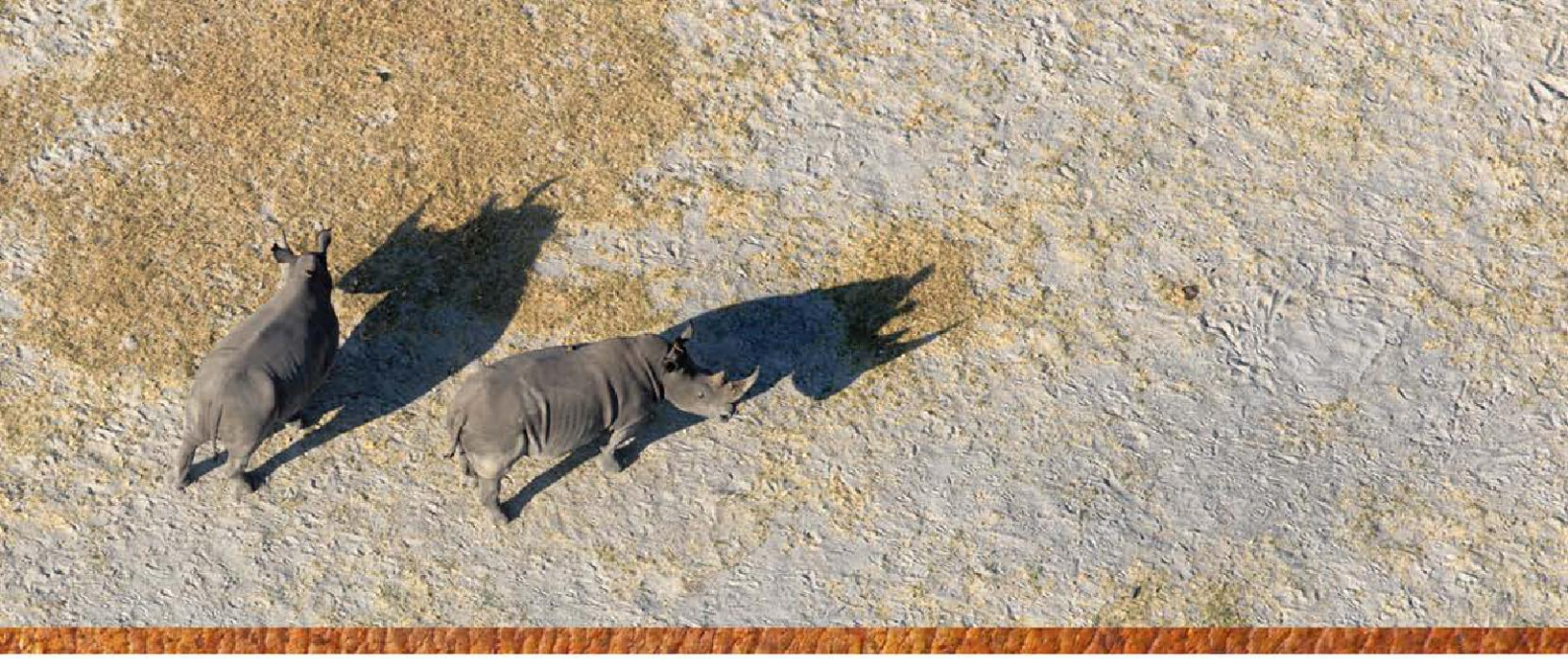
The current poaching crisis can be attributed to the growing demand for rhino horn in Asian countries, most notably Vietnam and China.

The international trade in rhino horn has been banned since 1977, yet it continues to fetch huge profits on the black market. At its peak, rhino horn was selling for up to $65,000 per kg, more than gold or cocaine.

The price of rhino horn over recent years has dropped to around $20,000 per kg. This trend is encouraging, although in the short term it creates new challenges as the illegal market becomes more affordable to a potentially wider customer base.

And yet there is no medicinal value in using a rhino horn. A rhino's horn is made of keratin, the same substance that makes up human hair and fingernails and despite the fact that numerous scientific studies have proved there is no medical benefit to taking rhino horn remedies, the demand in many Asian countries is still very high. Our messages to dispel this misconception continue





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.



DISENGAGED COMMUNITIES

Engagement and empowerment of local communities is critical to the long term success of wildlife conservation.

Unfortunately we still experience all too frequent cases of human wildlife conflict where local communities feel 'in competition' with the local wildlife. This can lead to a resistance to conservation practices which can take many months and sometimes years to breakdown. A disengaged community living on the borders of protected wild spaces can lead to an increase in illegal activities such as bushmeat poaching and setting of fires.

For conservation to succeed, it is essential local communities appreciate the benefit of living alongside wildlife and are engaged in wildlife conservation programmes. Humans and wildlife co-existing harmoniously alongside each other is key to the survival of rhino populations.

BUILDING A FUTURE



RHINO STRONGHOLDS

Creating wild spaces for wildlife

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 and contribute to the global climate change crisis.

Maintaining viable rhino populations that have the freedom to roam in their natural habitat, when the pressures on land and natural resources are increasing at such a rapid rate, is a constant challenge. There is an urgent need to restore habitats back to their natural state while simultaneously ensuring protection processes are in place and providing a sustainable improved livelihood for the local communities.

These wild spaces will become protected environments that improve the livelihoods of local people and see a growth in the rhino population for generations to come - **Rhino Strongholds**



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 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 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 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 on a greener, more compassionate planet.

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



WITH YOUR SUPPORT IN 2022 WE HAVE...



FUNDED NEW TECHNOLOGY TO FIGHT RHINO CRIME

Ground breaking new tracking devices successfully trialled and rolled out in South Africa's Eastern Cape

RESCUED MORE RHINO ORPHANS

Record number of rhinos orphans rescued and cared for

CREATED MORE WILD SPACES

New, secure wildlife habitat opened up to support key rhino populations

Plus so much more...



Rhino Orphan Rescues

KwaZulu-Natal saw a dramatic increase in poaching in 2022. The region has surpassed Kruger National Park as the global hotspot of poaching. Helping Rhinos works in close partnership with the Zululand Rhino Orphanage, the only dedicated rhino rescue and rehabilitation centre in the region.

2022 saw an 800% increase in the number of orphans being cared for at the orphanage by our dedicated team.

With poaching in the area looking like it will continue to rise in the short term, your support has never been more important. With kind and generous donations we have been able to provide milk, medications and veterinary care to all the new arrivals.





VOICES FROM THE FRONT LINE

"The circumstances that mean we need to take in a new orphan are often very sad, and they do make me very angry and upset. We teach them how to be rhinos so that they can live back out in the wild again one day. It involves being with them 24 hours a day, giving them lots of love, care and attention

The support of Helping Rhinos and their supporters means we have confidence that when a new baby arrives with us we will have the resources we need to give it the best chance of survival."

Simoné Marshall-Smith
Manager, Zululand Rhino Orphanage



Eyes in the Sky

Helping Rhinos fully funds the Eyes in the Sky project with our partner the African Rhino Conservation Collaboration (ARCC).

Pilot Siseko Mayinje is from the local community and patrols a number of private Game Reserves in the Eastern Cape of South Africa.

Siseko's patrols provide a visual deterrent to poachers from his fixed wing aircraft during the day while at night Siseko pilots the Eyes in the Sky drone with its state-of-the-art night vision camera.

The plane and the drone have proved to be a valuable tool in the region's fight to keep their rhinos safe from poachers.





VOICES FROM THE FRONT LINE

"From the air you see a lot more and it is much quicker to identify the wildlife and any threats to them. It's a big deterrent if there are poachers around, the presence alone is enough to scare poachers.

Nothing is cheap in aviation, it is not a cheap exercise to run this aircraft. Helping Rhinos are funding the whole project and I'm very grateful to them for their support."

Siseko Mayinje
Pilot, Eyes in the Sky



Rhino Protection

Helping Rhinos continues to proudly partner with Ol Pejeta Conservancy, home to the largest population of Eastern Black Rhino in the world and the last two northern white rhino in the planet.

East Africa has experienced a severe drought over recent years and the impact on both wildlife and the local communities has been severe. Supplementary feed was required to be given to the endangered species, such as the rhino, to ensure the animals survived the most challenging of times.

Thanks to Helping Rhinos' supporters we were able to keep security patrols operational and ensure the rhinos received the quantity of daily feed that was required to keep them thriving and breeding.





VOICES FROM THE FRONT LINE

"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.

Thanks to the support we receive from Helping Rhinos, myself and my team have been able to remain operational and providing the essential protection to keep the rhinos safe"

Simon Irungu
Rhino Patrol Unit
Ol Pejeta Conservancy



Tracking Devices

Following the successful fitting of tracking collars in 2021, we continued to fit tracking devices to rhinos in the Eastern Cape. Thanks to your support more than 50 rhinos are now better protected and monitored by anti-poaching Rangers.

In addition we have supported the pilot schemes of new tracking technology to ensure we are always staying one step ahead of the poachers.

Helping Rhinos will continue to support the protection of rhinos across all our projects with the fitting of tracking devices when it is appropriate.





VOICES FROM THE FRONT LINE

"I would like to extend a heartfelt thank you to Helping Rhinos and all of their supporters around the world who have contributed to the fitting of rhino tracking devices.

That support means that there are 50 plus rhino that are that bit safer in the Eastern Cape of South Africa. We appreciate and value that support enormously."

Dr William Fowlds
Wildlife Veterinarian
Director, African Rhino Conservation Collaboration



Range Expansion

In 2022 Helping Rhinos supported the first phase of an ambitious and important habitat expansion project in the beautiful Bushman's River Valley in the Eastern Cape of South Arica. This new land on the Kariega Game Reserve forms part of our vision to create Rhino Strongholds in key locations.

One of the consequences of the Kariega habitat expansion project has been the creation of a new home for poaching survivor Thandi's second calf, Colin. Fully funded by Helping Rhinos, Colin was translocated with two females and subadult calves to form a new crash on the expanded land.

The project will also enable the future introduction of critically endangered black rhino and other endangered species such as cheetah.





VOICES FROM THE FRONT LINE

"Habitat protection and expansion is perhaps the most important conservation objective of our time. The Eastern Cape of South Africa is one of the most biodiverse regions in the world and it is essential that we significantly increase the protected area footprint of this province and create the opportunity for connected conservation and wildlife corridors to support growing populations of wild animals and the socio-economic well being of local people.

The Kariega Foundation is proud to partner with Helping Rhinos on this and many other projects."

Lindy Sutherland
Director, Kariega Foundation



Opening of a New School

2022 saw the opening if a new pre-school and Community Centre in KwaZulu Natal. Built in partnership with the Zululand Conservation Trust and with the support of the Save a Child Foundation, The Speakman Pre-School was opened by Nkosi Zulu, the local Zulu King, in February 2022.

The new facility will provide early education to hundreds of children who would not otherwise enjoy any pre-school education.

The school also employs a teacher and cook from the local community and provides a nourishing meal to the children who attend class.





VOICES FROM THE FRONT LINE

"Speakman School is going to change a lot of people's lives. It's very important to teach children about the importance of conservation, and I think Speakman School will help to change the minds of local people in the future. They will see the value of having a wildlife reserve around them and the importance of conservation.

The community have expressed thanks and gratitude to Helping Rhinos and their supporters for this life changing education facility."

Sithembiso Makhanyela
Community Liaison Office
Zululand Conservation Trust



Black Mambas

The Black Mambas are the world's first all-female anti-poaching unit. In 2022, with funding from Helping Rhinos, a new specialist team was founded to focus on pro-active crime-prevention on the landscapes of Greater Kruger National Park.

Members of the Crime Prevention Unit were selected from over 200 applications and the successful candidates were jointly chosen after a screening process by our fitness partners, the local tribal authorities and our senior Black Mambas.

The team went through a comprehensive six week training programme which included learning skills in both para-military exercises and wildlife management.





VOICES FROM THE FRONT LINE

"The new team has been recruited from the Maseke and Makushani tribes and these six young women have already exceeded expectations.

It is in this time that we find it necessary to reinforce our model, following on the past decade of success. To relax now, would be to waste the last 10 years investments that the Mambas and their supporters have made.

The support from Helping Rhinos is essential to protection of wildlife on this landscape."

Craig Spencer
Founder, the Black Mambas

OUR FIELD PROJECTS

ARCC
AFRICAN RHINO CONSERVATION COLLABORATION

Bush Babies Environmental Education

KARIEGA FOUNDATION
COMMUNITY & CONSERVATION

OL PEJETA CONSERVANCY

Zululand Conservation Trust

Zululand Rhino Orphanage



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.

In 2022 our annual flagship 'Global Gala for Rhino' returned to the Royal Geographical Society in London and simultaneously streamed live around the world. A celebration of 10 years of Helping Rhinos and a decade of partnership with Ol Pejeta Conservancy in Kenya, the gala featured presentations from expert conservationists, stunning musical performances and of course, a world class auction.

Thanks to your support we raised over £100,000 to support the critical rhino conservation work at Ol Pejeta.



Auctions & Special Sales

Helping Rhinos is enormously grateful to the many talented artists and individuals who generously contribute incredible artworks, lifetime experiences, jewellery, fashionable clothing and accessories that help raise critical funds during our events.
Rhino conservation would be so much the poorer without their amazing support and we are indebted to all of them. Our two auctions in 2022 raised an incre auctio85i0000



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 Adoptee and give them a real sense of inclusion in the development of their rhino, anti-poaching dog and/or Black Mamba Ranger.



Campaigns and Appeals

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.



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 or climbing Mount Kenya to cycling across a continent or a more modest challenge much closer to home, we are indebted to your commitment and determina chall



Corporate Sponsors

Helping Rhinos is enormously grateful to all our business partners who have given their time and their gifts to help us generate essential income to protect critically endangered rhino and the wild landscapes in which the rhino, and a myriad of other wildlife thrives. We could not support our field projects without you!



HOW YOU CAN HELP

DONATE	ADOPT	FUNDRAISE
LEAVE A LEGACY	COMPANY GIVING	RHINO GUARDIAN

visit helpingrhinos.org/get-involved for more details

A MESSAGE FROM OUR CHAIRMAN



This has been another excellent year for Helping Rhinos. While many charities had static or lower incomes our income held up well during the year thanks to the continued support from many people all around the world.

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. 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.

This year we were joined by John Smithers, a South African veterinarian with direct experience of conservation with his family connections and homes in South Africa.

In the year we were delighted to receive more 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. This is designed to bring children into conservation, so they enjoy and see the benefit of animals. At the opening of another new school, we were honoured by the presence of the Zulu chief.

We were grateful for the opportunity to work again with Ol Pejeta Conservancy on our major and very successful Global Gala for Rhinos event attended by more than 250 people from the UK and overseas. The Gala's raised £120,000 thanks in part to our auction, and our gratitude goes to the artists who provided the auction items.

Ian Kerr
Chairman

HELPING RHINOS UK BOARD OF TRUSTEES

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

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.

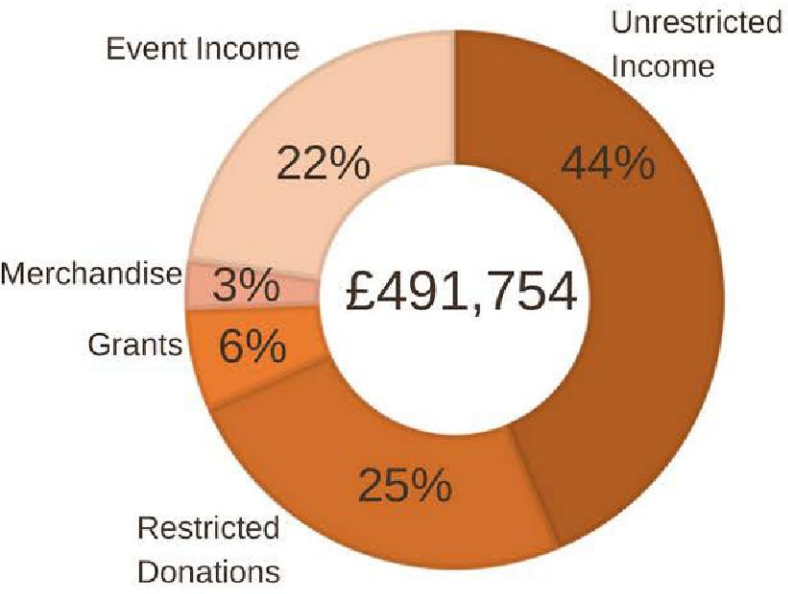
HELPING RHINOS NETHERLANDS BOARD MEMBERS

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

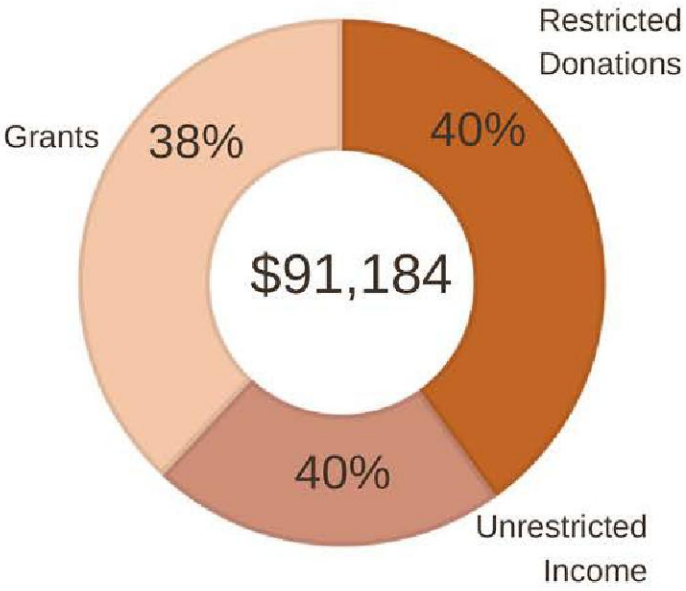
FINANCIALS 2022

HOW WE RAISE OUR FUNDS

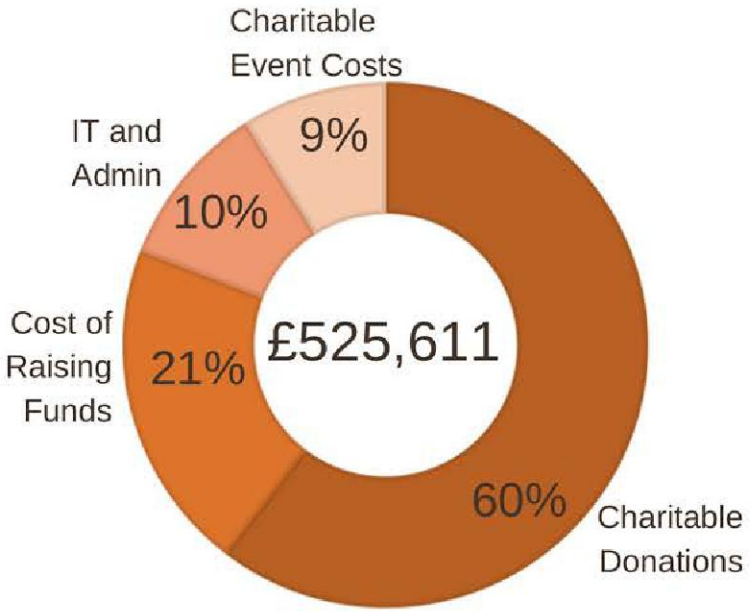
UK

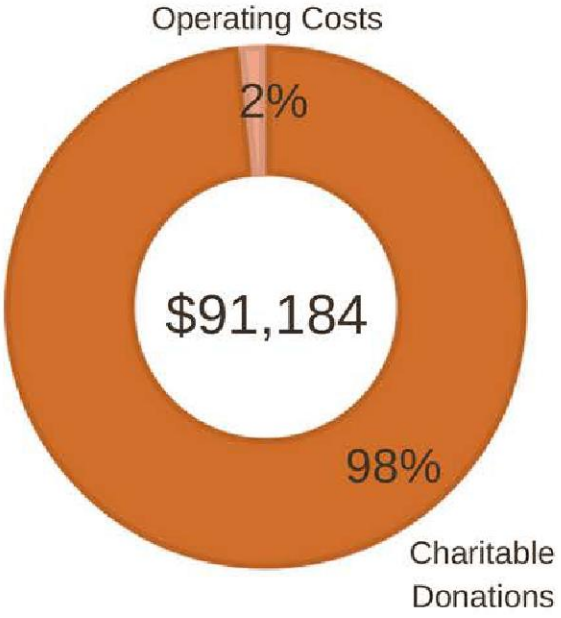


USA



HOW WE SPEND YOUR DONATIONS





Spend is greater than income in 2022 due to timing of charitable donations made in relation to restricted income reserves carried forward from 2021.

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, 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, Josh Gluckstein, Gary Hodges, Elaine Hoj, Diana Höhlig, Karen Laurence-Rowe, Tom Middleton, Tomasz Mikutel, Justin Mott, Jonathan Parkinson, Peter Pharoah, Tori Ratcliffe, Emma Swift, Sam Turley, STM Studio, Ben Wallace, Sara Wilson.

EVENT AND AUCTION CONTRIBUTORS

Imelda Bell, Adam Dadswell, Jessica Dannheiser, Ann & Anthony Gadd, Galago Joe, Marion Geiger, Lexi Sage Gilkey, Sophie Green, Katie Hayward, Jonty Hearnden, House of Neon, Jada Jo, Brendon Jennings, Bruce Little, Little Whits Knits, Philip Marriott, Mia Kora, Annie Oak, Ocean Sole, Jan Pitcher, Margot Raggett, Ruth Makes Jewellery, Sarah Lake Paper Art, Sculptglass, Tom Svensson, Dawn Thornhill, Margaret Veldman-Jones, Ami Vitale, Kimberly Webber, Lucy Webster, Sara Wilson, Wirelife Art.

VOLUNTEERS

Aislin Brooks, Phil Brooks, Adam Dadswell, Rile Dadswell, Tina Daley, Dharmesh Ganatra, Anita Jones, Tamara Lee, Jennifer Maddocks, Fiona Sanderson, Liz Simmonds, Lottie Simonson, Sarah Smith, Susan Swigor, Amy Terriere, Chris Wise, Richard Wise, Sarah Wise, Alison Woolcock, John Woolcock, Vanessa Woolley.



We are extremely grateful to everyone who has supported our work in 2022, 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.

Annie Adams
Animal Friends Foundation
Dh Akiyama
AndAnotherDay
Art of Football
Robert Asbury
Lindsay Banks
Louise Barber
Bare Kind Socks
Gavin Barker
Margaret Basu
Kathleen Beasley
Blackheath Rhinos
Kathy Bolen
Alice Bromage
James Brown
Bethany Bryan
Charles Budge
Nicholas Burge
Richard Buxton
Thomas Cahill
Julia Casey
Stuart Clarke
Delia Cowan
Nicola Davies
HM Dore
Joseph Dumbrill
Liann Eden
Ernest Kleinwort Charitable Trust
Ryan Eustice
Fiona Ferguson
H MGILBERT
Elena Girda
GL Dameck Ltd
Carol Goodsole
Alison Graham
Patricia Grant
Hans-Georg Greger
Janel Guyette
Heywood Real Estate Group
Jonty Hearnden
Kristi Hensley
Sam Hine
Hiliary Holder
Interactive Transaction Solutions
Jean Sainsbury Animal Welfare Trust
Sita Johnson
Karen Kaplan
Cynthia Knox
Val Koziol
Natascha Kreye
Lynda Leonard
Chris Lincoln
Jack Lord
Robert Maley
Jess Mangan
Meta Martin
Jonathan McNamara
NFT Rescue Foundation
Joshua Newton
Noah's Ark Zoo Farm
Patricia Nolan
NOXO ENERGY
Natalie Nurock
Jay Patel
Raciel Perez
Rhino Tears
Philip Perry
Lisa Philpott
Valentina Ricchiuti
RL Surveys Ltd
Doris Rodriguez
Portia Rowlands
Rodrigo Salinas
Markus Siepmann
Milan Slavíek
Hazel Smith
John Smithers
Kicko Stiber
Susan Swigor
The Chalk Cliff Trust
The Orr MacKintosh Foundation
The Reed Foundation
Pieter van der Peet
Claire Virge
Tina Vukovic
Julia Walker
Drorit Wertheim
Naissan Wesley
Kay Wheeler
White Rhino Patio and Cocktail Bar
Varina Whitener
Legh Wilkinson
Richard Wilson
Carole Wintersdorff
Vanessa Woolley



UK TRUSTEE'S REPORT

The trustees present the annual report together with the financial statements of the charity for the year ended 31 December 2022.

Objectives and activities

Objects and aims

Helping Rhinos is working with expert conservationists to create and expand Rhino Strongholds; ecosystems where sustainable populations of rhino and other critically endangered wildlife can thrive. By protecting the rhino and conserving their natural habitat we are securing long-term, a rich biodiverse environment and helping local communities to benefit and prosper from their natural heritage.

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 Wildlife – activities that will continue to provide protection to the rhino and reduce poaching levels.
SUSTAIN Habitats – restoring and rewilding wild spaces to provide essential habitat for rhino and all wildlife.
INSPIRE People – 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:

Ol Pejeta Conservancy:

- Essential funding to keep anti-poaching Rangers on Patrol, resulting in zero rhino poaching incidents in the reporting period.
- Support for the Ol 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 rescue and rehabilitation of 5 new rhino orphaned rhinos.
- 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 complete the building of a new school facility on the borders of the ZCT area of operation.

Black Mamba all Female Anti-Poaching Unit

- Funding to recruit and train the innovative Crime Prevention Unit to compliment the traditional anti-poaching work of the Black mambas
- 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 to support and maintain the Black Mambas HQ to allow for more efficient and effective operational control.

African Rhino Conservation Collaboration (ARCC)

- The maintenance 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 support the purchase of a ground-breaking drone to expand the 'Eyes in the Sky' programme and increase its effectiveness and efficiency.
- Funding to support 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 the inclusion of new land into the protected area, providing a critical piece of the range expansion jigsaw in the Eastern Cape of South Africa.
- Funding to support the dropping of fences between the new and existing land.
- Funding to translocate a crash of rhinos to the new land, relieving capacity pressure on the existing land and allowing genetic diversity within the rhino population.
- Funding to support the community outreach work of the Kariega Foundation.

UK TRUSTEE'S REPORT

Financial review

In 2022 Helping Rhinos achieved the following financial highlights:

- Revenue: £491,754 versus £657,615 the previous year*.
- Donations to field projects: £317,461 versus £568,893 the previous year**.
- Reserves held: £97,077 versus £99,373 the previous year.

* £657,615 received in 2021 included a one off legacy payment of £234,000. Normalised numbers would show a year on year growth.
** 2021 donations to field projects higher than expected due to the timing of 2020 income and resultant donations to field projects occurring 2021.

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 2022, £97,077 is held in unrestricted reserves plus £61,442 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 existing 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 Charities (Accounts and Reports) Regulations 2008, 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.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.
Approved by the trustees of the charity on 18th July 2023 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 I report to the trustees on my examination of the accounts of Helping Rhinos for the year ended 31 December 2022.

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

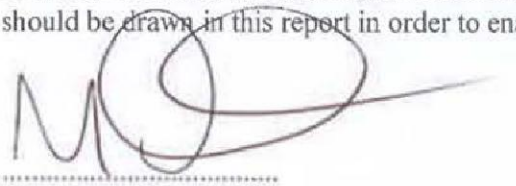
Since Helping Rhinos's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of ICAEW, which is one of the listed bodies.
I have completed my examination. I confirm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

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.

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: 6th September 2023

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED31 DECEMBER 2022

	Note	Unrestricted funds £	Restricted funds £	Total 2022 £
Income and Endowments from:				
Donations and legacies		214,740	151,167	365,907
Charitable activities		14,686	-	14,686
Other trading activities		1,426	109,735	111,161
Total income		230,852	260,902	491,754
Expenditure on:				
Raising funds		(181,898)	(26,252)	(208,150)
Charitable activities		(53,068)	(264,393)	(317,461)
Total expenditure		(234,966)	(290,645)	(525,611)
Net expenditure		(4,114)	(29,743)	(33,857)
Gross transfers between funds		1,818	(1,818)	-
Net movement in funds		(2,296)	(31,561)	(33,857)
Reconciliation of funds				
Total funds brought forward		99,373	93,003	192,376
Total funds carried forward	16	97,077	61,442	158,519

	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	16	99,373	93,003	192,376

All of the charity's activities derive from continuing operations during the above two periods.
The funds breakdown for 2021 is shown in note 16.

The notes on pages 39 to 46 form an integral part of these financial statements

BALANCE SHEET AS AT 31 DECEMBER 2022

Registration number: 1175762

	Note	2022 £	2021 £
Current assets			
Stocks	12	3,062	2,479
Debtors	13	4,200	38,420
Cash at bank and in hand	14	156,257	171,522
		163,519	212,421
Creditors: Amounts falling due within one year	15	(5,000)	(20,045)
Net assets		158,519	192,376
Funds of the charity:			
Restricted income funds			
Restricted funds	16	61,442	93,003
Unrestricted income funds			
Unrestricted funds		97,077	99,373
Total funds	16	158,519	192,376

The financial statements on pages 8 to 19 were approved by the trustees, and authorised for issue on 18th July 2023 and signed on their behalf by:

Duncan Finch
Trustee

Simon Jones
Chief Executive Office and Trustee

The notes on pages 39 to 46 form an integral part of these financial statements

CASH FLOW STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2022

	Note	2022 £	2021 £
Cash flows from operating activities			
Net cash expenditure		(33,857)	(78,192)
Working capital adjustments			
(Increase)/decrease in stocks	12	(583)	100
Decrease in debtors	13	34,220	15,026
(Decrease)/increase in creditors	15	(45)	1,116
(Decrease)/increase in deferred income		(15,000)	5,000
Net cash flows from operating activities		(15,265)	(56,950)
Net decrease in cash and cash equivalents		(15,265)	(56,950)
Cash and cash equivalents at 1 January		171,522	228,472
Cash and cash equivalents at 31 December		156,257	171,522

All of the cash flows are derived from continuing operations during the above two periods.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022

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. 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 financial statements have been prepared on a going concern basis. The trustees have considered relevant information, including the annual budget, future cash flows and the impact of subsequent events in making their assessment. Based on these assessments and having regard to the resources available to the charity, the Trustees have concluded that there is no material uncertainty and that they can continue to adopt the going concern basis in preparing the annual report and accounts.

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.

Raising funds

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

Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services
for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an
indirect nature necessary to support them.

Grant provisions

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

Governance costs

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustees meetings and reimbursed expenses.

Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Stock

Stock is valued at the lower of cost and estimated selling price less costs to complete and sell, after due regard for obsolete and slow moving stocks.

Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities. Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Fund structure

Unrestricted income funds are general funds that are available for use at the trustees discretion in furtherance of the objectives of the charity. Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

Pensions and other post retirement obligations

The charity operates a defined contribution pension scheme which is a pension plan under which fixed contributions are paid into a pension fund and the charity has no legal or constructive obligation to pay further contributions even if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods. Contributions to defined contribution plans are recognised in the Statement of Financial Activities when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

Financial instruments

Classification

The charity only has financial assets and liabilties 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	202,502	151,167	353,669
Gift aid reclaimed	12,238	-	12,238
Total for 2022	214,740	151,167	365,907
Total for 2021	96,247	395,357	491,604

3. Income from charitable activities

	Unrestricted funds General £	Total 2022 £	Total 2021 £
Merchandise sales	14,686	14,686	22,809

4. Income from other trading activities

	Unrestricted funds General £	Restricted funds £	Total funds £
Events income;			
Other events income	1,426	109,735	111,161
Total for 2022	1,426	109,735	111,161
Total for 2021	10,000	133,202	143,202

5. Expenditure on raising funds

a) costs of generating donations and legacies

	Note	Unrestricted funds General £	Restricted funds £	Total funds £
Marketing and publicity		831	-	831
Other direct costs of generating voluntary income		20,810	26,252	47,062
Allocated support costs		44,957	-	44,957
Staff Costs		107,621	-	107,621
Total for 2022		174,219	26,252	200,471
Total for 2021		111,789	40,428	152,217

b) costs of trading activities

	Unrestricted funds General £	Total funds £
Costs of goods sold	7,679	7,679
Total for 2022	7,679	7,679
Total for 2021	14,697	14,697

6. Expenditure on charitable activities

	Note	Unrestricted funds General £	Restricted funds £	Total funds £
Grant funding of activities	8	51,068	264,393	315,461
Governance costs		2,000	-	2,000
Total for 2022		53,068	264,393	317,461
Total for 2021		-	568,893	568,893

7. Analysis of governance and support

Governance costs

	Unrestricted funds General £	Total funds £
Independent examiner fees		
Examination of the financial statements	2,000	2,000
Total for 2022	2,000	2,000

8. Grant-making

Analysis of grants

The support costs associated with grant-making are £Nil (31 December 2021 - £Nil).

Below are details of the material grants made to institutions.

Name of institution	2022 £	2021 £
Ol Pejeta	125,013	212,455
Black Mambas	38,800	250,000
Orphanage	78,339	71,098
ARCC	32,000	20,662
Kariega	25,300	14,678
Other	16,009	-
	315,461	568,893

9. Staff costs

The aggregate payroll costs were as follows:

	2022 £	2021 £
Staff costs during the year were:		
Salaries and wages	90,255	77,800
Social security costs	14,326	5,749
Pension costs (defined contribution scheme)	2,695	1,664
Staff training	345	-
	107,621	85,213

The monthly average number of persons (including senior management / leadership team) employed by the charity during the year expressed as full time equivalents was as follows:

	2022 No	2021 No
Fundraising	2	2
Charitable Activities	1	1
	3	3

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

10. Independent examiner's remuneration

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

	2022 £
Examination of the financial statements	2,000

11. Taxation

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

12. Stock

	2022 £	2021 £
Stocks	3,062	2,479

13. Debtors

	2022 £	2021 £
Accrued income	2,500	38,420
Other debtors	1,700	-
	4,200	38,420

14. Cash and cash equivalents

	2022 £	2021 £
Cash at bank	156,257	171,522

15. Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	-	5,045
Other creditors	3,000	-
Accruals	2,000	-
Deferred income	-	15,000
	5,000	20,045

16. Funds

	Balance at 1 January 2022 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2022 £
Unrestricted funds					
General					
General	99,373	230,852	(234,966)	1,818	97,077
Restricted funds					
Ol Pejeta	33,714	121,213	(150,701)	-	4,226
Black Mambas	12,472	24,922	(31,364)	(1,818)	4,212
Orphanage	11,557	79,340	(65,339)	-	25,558
Kariega	343	4,966	(6,300)	2,000	1,009
ARCC	9,427	19,370	(21,000)	-	7,797
Giles	7,799	8,143	(15,941)	-	1
Rhino Strongholds	17,691	2,948	-	(2,000)	18,639
Total restricted funds	93,003	260,902	(290,645)	(1,818)	61,442
Total funds	192,376	491,754	(525,611)	-	158,519

	Balance at 1 January 2021 £	Incoming resources £	Resources expended £	Balance at 31 December 2021 £
Unrestricted funds				
General				
General	96,803	129,056	(126,486)	99,373
Restricted				
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	173,765	528,558	(609,320)	93,003
Total funds	270,568	657,614	(735,806)	192,376

17. Analysis of net assets between funds

	Unrestricted funds General £	Restricted funds £	Total funds at 31 December 2022 £
Current assets	86,136	77,383	163,519
Current liabilities	(5,000)	-	(5,000)
Total net assets	81,136	77,383	158,519

	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

18. Analysis of net funds

	At 1 January 2022 £	Financing cash flows £	At 31 December 2022 £
Cash at bank and in hand	171,522	(15,265)	156,257
Net debt	171,522	(15,265)	156,257

	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

19. Related party transactions

There were no related party transactions in the year.


HELPING
RHINOS
helpingrhinos.org
UK
Registered charity
number: 1175762
USA
USA 501(c)3 registered
EIN: 81-3266651
Netherlands
KvK Number: 80748902
RSIN number: 861785599

HELPING RHINOS

England & Wales - Charity number 1175762

Accounts

HELPING RHINOS

PROTECTING WILDLIFE & WILD SPACES

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.



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

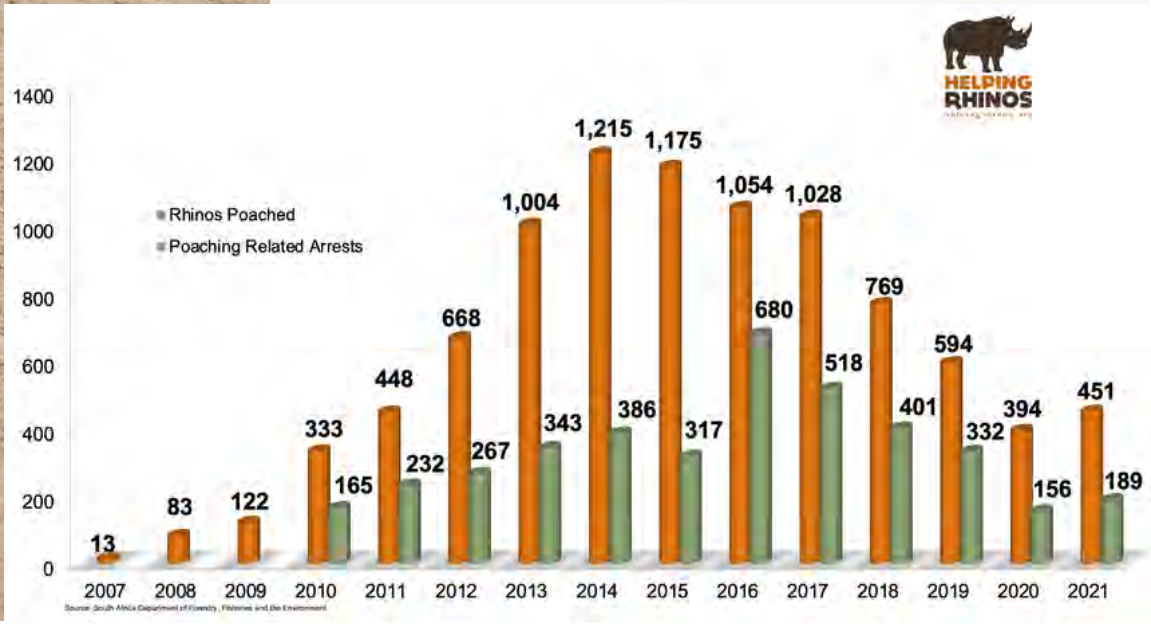
On average, at least one rhino is killed every day by poachers in Africa.

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 rewildling 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 Laikipa, Kenya is hime 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 addition 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

ARCC
AFRICAN RHINO CONSERVATION COLLABORATION

Bush Babies Environmental Education

KARIEGA FOUNDATION
COMMUNITY & CONSERVATION

OL PEJETA CONSERVANCY

Zululand Conservation Trust

Zululand Rhino Orphanage



VOICES FROM THE FRONT LINE



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."*



VOICES FROM THE FRONT LINE

OL PEJETA CONSERVANCY

SIMON IRUNGU

RHINO PATROL UNIT

Ol 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 Ol Pejeta's rhinos safe and must get a visual on every rhino at least once a week.

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

After a few years with the NPR, Simon returned to the ranks at Ol 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.

Ol 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 his 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!

VOICES FROM THE FRONT LINE



KARIEGA
FOUNDATION
COMMUNITY & CONSERVATION

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.

VOICES FROM THE FRONT LINE



ABRAHAM NJENGA

MUTARA CONSERVATION AREA COORDINATOR & RANGER

The black rhino is doing so well at Ol 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.

Ol 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 Ol 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' AdoptionProgrammes 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

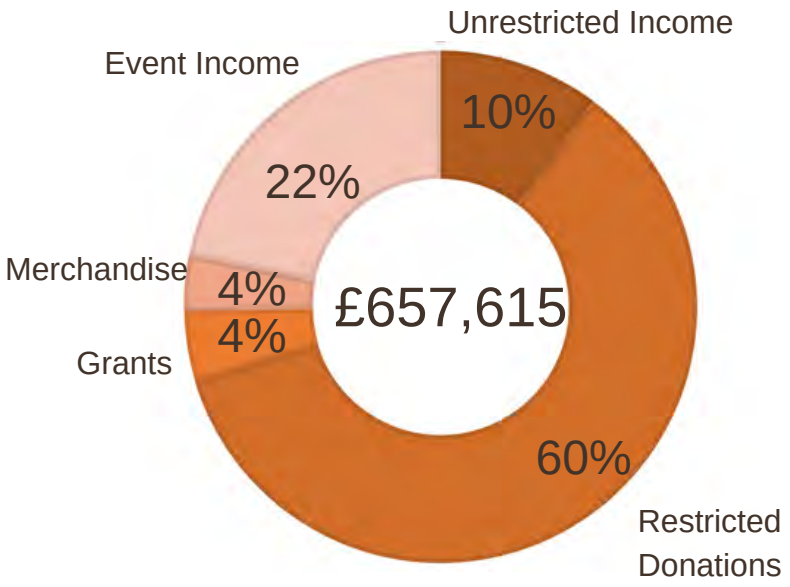
DONATE	ADOPT	FUNDRAISE
LEAVE A LEGACY	COMPANY GIVING	RHINO GUARDIAN

visit helpingrhinos.org/get-involved for more details

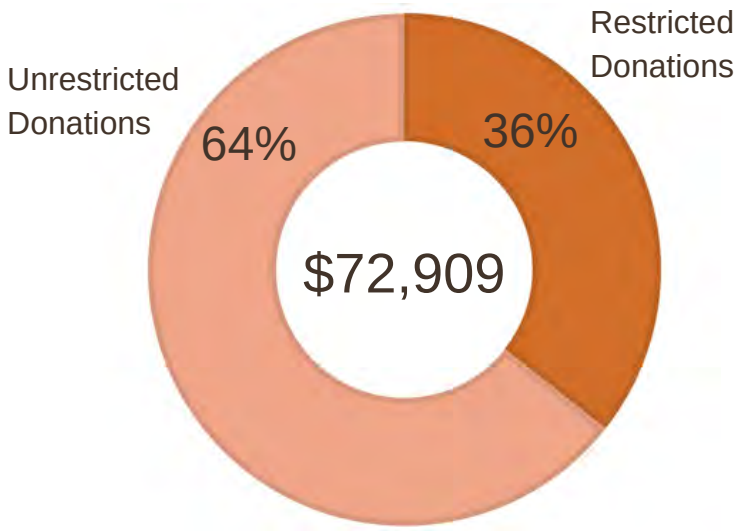
FINANCIALS 2021

HOW WE RAISE OUR FUNDS

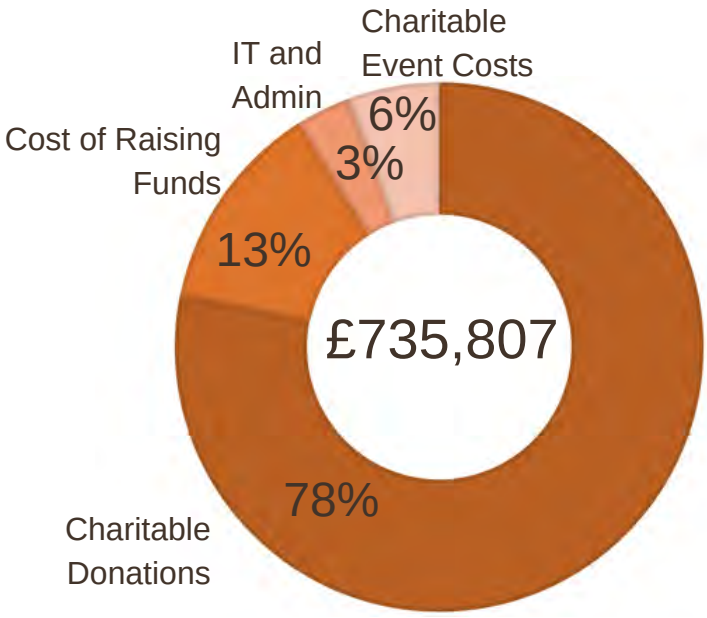
UK

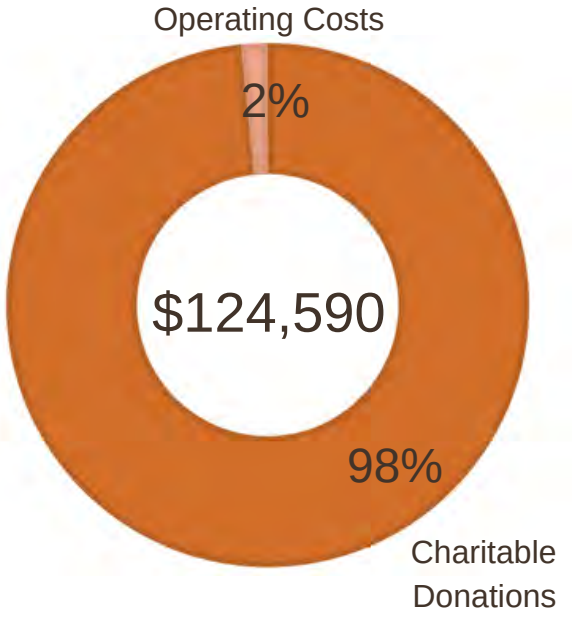


USA



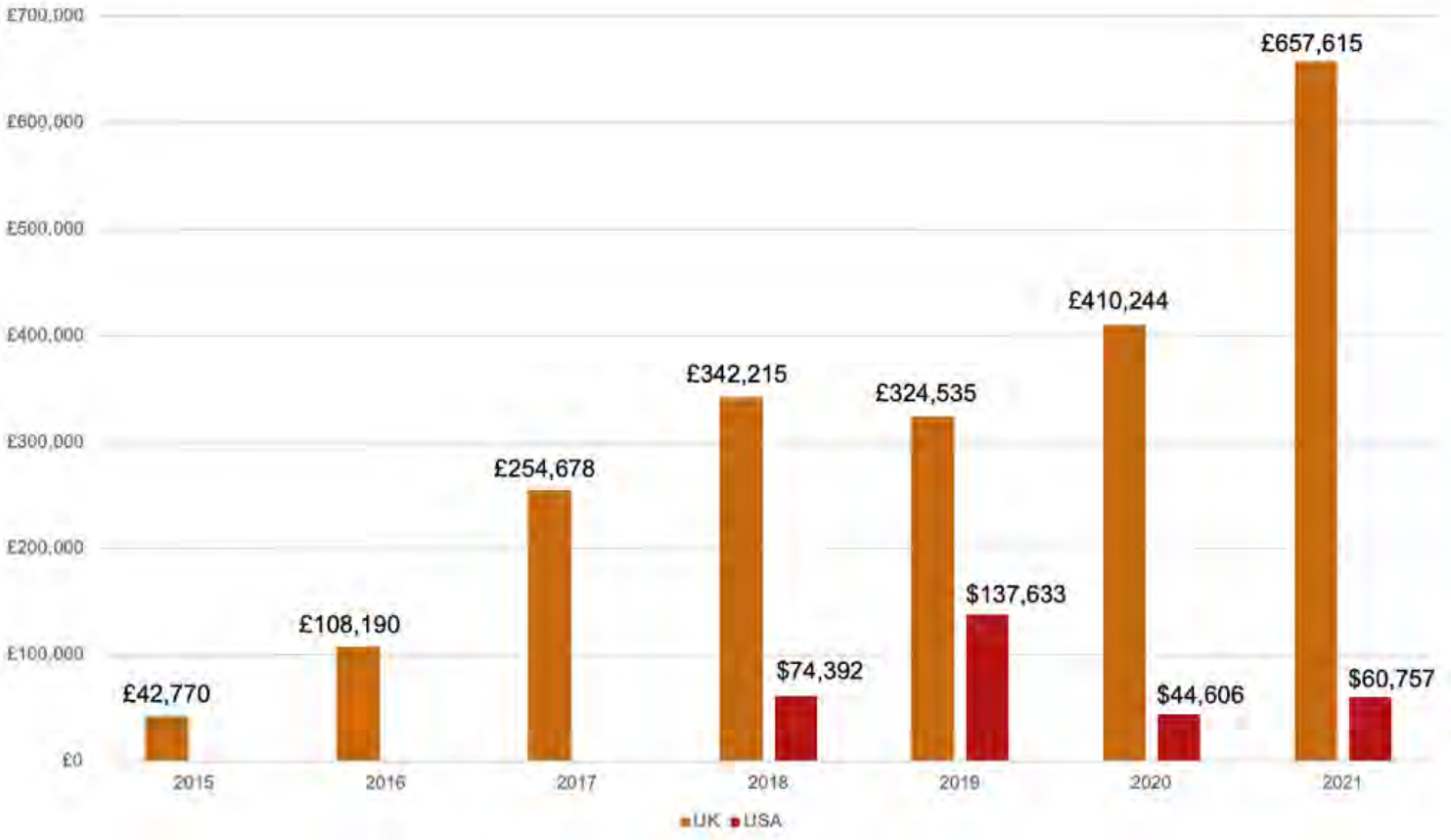
HOW WE SPEND YOUR DONATIONS





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







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

Ol Pejeta Conservancy:

- Implementation and operation of ground breaking technology to support anti-poaching work.
- Support for the Ol 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:

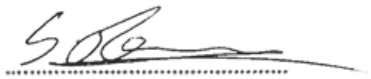
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed 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.

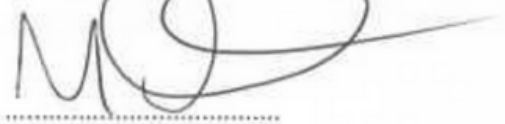
Independent examiner's statement

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 ENDED31 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.

The notes on pages 40 to 46 form an integral part of these financial statements

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	171,522	228,472
		212,421	284,497
Creditors: Amounts falling due within one year	13	(20,045)	(13,929)
Net assets		192,376	270,568
Funds of the charity:			
Restricted income funds			
Restricted funds	14	93,003	173,765
Unrestricted income funds			
Unrestricted funds		99,373	96,803
Total funds	14	192,376	270,568

The financial statements on pages 38 to 46 were approved by the trustees, and authorised for issue on 20/12/22 and signed on their behalf by:

Duncan Finch
Trustee

Simon Jones
Chief Executive Office and Trustee

The notes on pages 40 to 46 form an integral part of these financial statements

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		20,000	133,870	153,870

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
	568,892	153,870

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
	85,213	68,841

The aggregate payroll costs were as follows:

	2021 No	2020 No
Fundraising	2	1
Charitable Activities	1	1
	3	2

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	2,479	2,579

11. Debtors

	2021 £	2020 £
Accrued income	38,420	53,446

12. Cash and cash equivalents

	2021 £	2020 £
Cash at bank	171,522	228,472

13. Creditors: amounts falling due within one year

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

14. Funds

	Balance at 1 January 2021 £	Incoming resources £	Resources expended £	Balance at 31 December 2021 £
Unrestricted funds				
	Balance at 1 January 2021 £	**Incoming resources £**	**Resources expended £**	**Balance at 31 December 2021 £**
General				
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	173,765	528,558	(609,320)	93,003
Total funds	270,568	657,614	(735,806)	192,376

	Balance at 1 January 2020 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2020 £
Unrestricted funds					
General					
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	45,266	267,601	(143,300)	4,198	173,765
Total funds	118,371	410,244	(258,047)	-	270,568

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

HELPING RHINOS

England & Wales - Charity number 1175762

Accounts

Charity registration number: 1175762

Helping Rhinos

Annual Report and Financial Statements

for the Year Ended 31 December 2020

Helping Rhinos

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Helping Rhinos

Reference and Administrative Details

Chief Executive Officer	Simon Jones
Trustees	Mr Duncan Finch Stuart Clarke Simon Jones Lisa Philpott Ian Kerr Ros Bird Chad Stephenson
Principal Office	50 Coulstock Road Burgess Hill West Sussex RH15 9XZ
Charity Registration Number	1175762
Independent Examiner	Hodson & Co Wiston House 1 Wiston Avenue Worthing West Sussex BN14 7QL

Helping Rhinos

Trustees' Report

The trustees present the annual report together with the financial statements of the charity for the year ended 31 December 2020.

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 has also expanded its international education programme to raise awareness of, and engage students in, rhino 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.

Achievements and performance

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

Ol Pejeta Conservancy
- Implementation and operation of ground breaking technology to support antipoaching work.
- Support for the Ol 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 Rhino Orphanage
- Funding to provide essential feed and medication is available at the orphanage facility.
- Securing the provision of an onsite blood testing machine, significantly reducing the diagnosis timeframes of any infection picked up by one of the rhino orphans.
- The release back to the wild of two 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.

Helping Rhinos

Trustees' Report

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.

African Rhino Conservation Collaboration (ARCC)
- Funding to keep the fixed wing antipoaching plan airborne.
- Support of the anti-poaching unit pilot responsible for scheduling and flying the aerial surveillance.

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
- Education talks carried out schools throughout the UK, providing information and material on rhino conservation and what the role of international students is to help combat the threats to rhinos.

Actual fundraising achieved at the end of the reporting period equalled £410,244.

Financial review

In 2020 Helping Rhinos achieved the following financial highlights:
- Revenue: £410k versus £324k the previous year
- Donations to field projects*: £154k versus £213k the previous year
- Surplus held*: £270k versus £118k the previous year

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

*Donations to projects were lower and the surplus held was higher than the previous year due to a delay in a major fundraising event as a result of COVID restrictions. This resulted in the funds raised of circa £118k being sent to the field projects in January 2021.

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.

£96,803 is held in unrestricted reserve plus £173,765 in restricted reserves allocated to the field projects supported.

Helping Rhinos

Trustees' Report

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.

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 5 Trustees, one Chief Executive Officer and one part time Fundraiser, one part-time Marketeer and one part-time social media representative.

The annual report was approved by the trustees of the charity on 16/6/21 and signed on its behalf by:

Mr Duncan Finch
Trustee

Simon Jones
Chief Executive Officer and Trustee

Helping Rhinos

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 16/6/21 and signed on its behalf by:

Mr Duncan Finch
Trustee

Simon Jones
Chief Executive Officer and Trustee

Helping Rhinos

Independent Examiner's Report to the trustees of Helping Rhinos

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 December 2020 which are set out on pages 7 to 16.

Respective responsibilities of trustees and examiner

As the charity's 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.

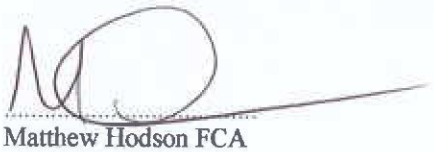
Independent examiner's statement

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: 16/06/21

Helping Rhinos

Statement of Financial Activities for the Year Ended 31 December 2020

	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

	Note	Unrestricted funds £	Restricted funds £	Total 2019 £
Income and Endowments from:				
Donations and legacies		67,841	149,912	217,753
Charitable activities		5,750	-	5,750
Other trading activities		-	101,032	101,032
Total income		73,591	250,944	324,535
Expenditure on:				
Raising funds		(89,572)	(31,076)	(120,648)
Charitable activities		-	(212,849)	(212,849)
Total expenditure		(89,572)	(243,925)	(333,497)
Net (expenditure)/income		(15,981)	7,019	(8,962)
Net movement in funds		(15,981)	7,019	(8,962)
Reconciliation of funds				
Total funds brought forward		89,087	38,247	127,334
Total funds carried forward	14	73,106	45,266	118,372

All of the charity's activities derive from continuing operations during the above two periods.
The funds breakdown for 2019 is shown in note 14.

The notes on pages 9 to 16 form an integral part of these financial statements.

Helping Rhinos

(Registration number: 1175762)
Balance Sheet as at 31 December 2020

	Note	2020 £	2019 £
Current assets			
Stocks	10	2,579	2,775
Debtors	11	53,446	19,322
Cash at bank and in hand	12	228,472	113,829
		284,497	135,926
Creditors: Amounts falling due within one year	13	(13,929)	(17,554)
Net assets		270,568	118,372
Funds of the charity:			
Restricted income funds			
Restricted funds	14	173,765	45,266
Unrestricted income funds			
Unrestricted funds		96,803	73,106
Total funds	14	270,568	118,372

The financial statements on pages 7 to 16 were approved by the trustees, and authorised for issue on 16/6/2021 and signed on their behalf by:

.....
Mr Duncan Finch
Trustee

.....
Simon Jones
Chief Executive Officer and Trustee

Notes to the Financial Statements for the Year Ended 31 December 2020

1 Accounting policies

Statement of compliance
The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK 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. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

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.

Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Grant provisions

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

Government grants

Government grants are recognised based on the accrual model and are measured at the fair value of the asset received or receivable. Grants are classified as relating either to revenue or to assets. Grants relating to revenue are recognised in income over the period in which the related costs are recognised. Grants relating to assets are recognised over the expected useful life of the asset. Where part of a grant relating to an asset is deferred, it is recognised as deferred income.

Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Stock

Stock is valued at the lower of cost and estimated selling price less costs to complete and sell, after due regard for obsolete and slow moving stocks. Cost is determined using the first-in, first-out (FIFO).

Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Fund structure

Unrestricted income funds are general funds that are available for use at the trustees's discretion in furtherance of the objectives of the charity.

Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

Financial instruments

Classification

The charity only has financial assets and liabilties 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	55,987	140,210	196,197
Gift aid reclaimed	8,590	-	8,590
Grants, including capital grants;			
Ol Pejeta grant	30,169	-	30,169
Total for 2020	94,746	140,210	234,956
Total for 2019	67,841	149,912	217,753

3 Income from charitable activities

	Unrestricted funds General £	Total 2020 £	Total 2019 £
Merchandise sales	9,462	9,462	5,750

4 Income from other trading activities

	Unrestricted funds General £	Restricted funds £	Total funds £
Events income;			
Other events income	38,435	127,391	165,826
Total for 2020	38,435	127,391	165,826
Total for 2019	-	101,032	101,032

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	86,373	9,430	95,803
Total for 2020	86,373	9,430	95,803
Total for 2019	85,732	31,076	116,808

b) Costs of trading activities

	Unrestricted funds General £	Total funds £
Costs of goods sold	8,375	8,375
Total for 2020	8,375	8,375
Total for 2019	3,840	3,840

6 Expenditure on charitable activities

	Note	Unrestricted funds General £	Restricted funds £	Total funds £
Grant funding of activities	7	20,000	133,870	153,870
Total for 2019		-	212,849	212,849

7 Grant-making

Analysis of grants

The support costs associated with grant-making are £Nil (31 December 2019 - £Nil).

Below are details of material grants made to institutions.

Name of institution	2020 £	2019 £
Ol Pejeta	11,652	143,453
Black Mambas	45,923	20,403
Orphanage	32,981	33,831
ARCC	21,295	10,000
Kariega	13,980	370
Itemba	570	950
NWR Search	7,469	3,842
ARCC	10,000	-
Kariega	10,000	-
	153,870	212,849

8 Staff costs

The aggregate payroll costs were as follows:

	2020 £	2019 £
Staff costs during the year were:		
Salaries and wages	64,030	63,102
Social security costs	410	1,275
Pension costs (defined contribution scheme)	1,171	1,205
	65,611	65,582

The monthly average number of persons (including senior management team) employed by the charity during the year expressed as full time equivalents was as follows:

	2020 No	2019 No
Fundraising	1	2
Charitable Activities	1	1
	2	3

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 £31,608 (2019 - £30,768).

9 Taxation

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

10 Stock

	2020 £	2019 £
Stocks	2,579	2,775

11 Debtors

	2020 £	2019 £
Accrued income	53,446	19,322

12 Cash and cash equivalents

	2020 £	2019 £
Cash at bank	228,472	113,829

13 Creditors: amounts falling due within one year

	2020 £	2019 £
Trade creditors	3,929	-
Accruals	-	7,359
Deferred income	10,000	10,195
	13,929	17,554

Notes to the Financial Statements for the Year Ended 31 December 2020

14 Funds

	Balance at 1 January 2020 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2020 £
Unrestricted funds					
General					
General	73,105	142,643	(114,747)	(4,198)	96,803
Restricted funds					
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	45,266	267,601	(143,300)	4,198	173,765
Total funds	118,371	410,244	(258,047)	-	270,568

	Balance at 1 January 2019 £	Incoming resources £	Resources expended £	Balance at 31 December 2019 £
Unrestricted funds				
General				
General	89,087	73,591	(89,572)	73,106
Restricted				
Ol Pejeta	3,636	176,131	(174,529)	5,238
Black Mambas	9,077	17,213	(20,403)	5,887
Orphanage	21,102	21,695	(33,831)	8,966
Kariega	210	1,538	(370)	1,378
Itemba	380	1,045	(950)	475
NWR	3,842	-	(3,842)	-
ARCC	-	33,322	(10,000)	23,322
Total restricted funds	38,247	250,944	(243,925)	45,266
Total funds	127,334	324,535	(333,497)	118,372

Notes to the Financial Statements for the Year Ended 31 December 2020

15 Analysis of net assets between funds

	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

	Unrestricted funds General	Restricted funds	Total funds at 31 December 2019
	£	£	£
Current assets	86,160	49,766	135,926
Current liabilities	(13,054)	(4,500)	(17,554)
Total net assets	73,106	45,266	118,372

16 Analysis of net funds

	At 1 January 2020	Financing cash flows	At 31 December 2020
	£	£	£
Cash at bank and in hand	113,829	114,643	228,472
Net cash	113,829	114,643	228,472

	At 1 January 2019	Financing cash flows	At 31 December 2019
	£	£	£
Cash at bank and in hand	133,024	(19,195)	113,829
Net cash	133,024	(19,195)	113,829