

Lead the Charge

FUNDRAISING PACK

Inspiring you to fundraise for all five species of rhino

SAVE THE RHINO®

Front cover image: ©Ilse Koks

Welcome to the herd!

Thank you for choosing to raise funds and awareness for Save the Rhino International!

This is your exclusive Lead the Charge fundraising guide. Inside you'll find creative ideas, essential tools and key information to kickstart your fundraising and make an impact.

Stay connected with us at fundraising@savetherhino.org
Our team is ready to help every step of the way!

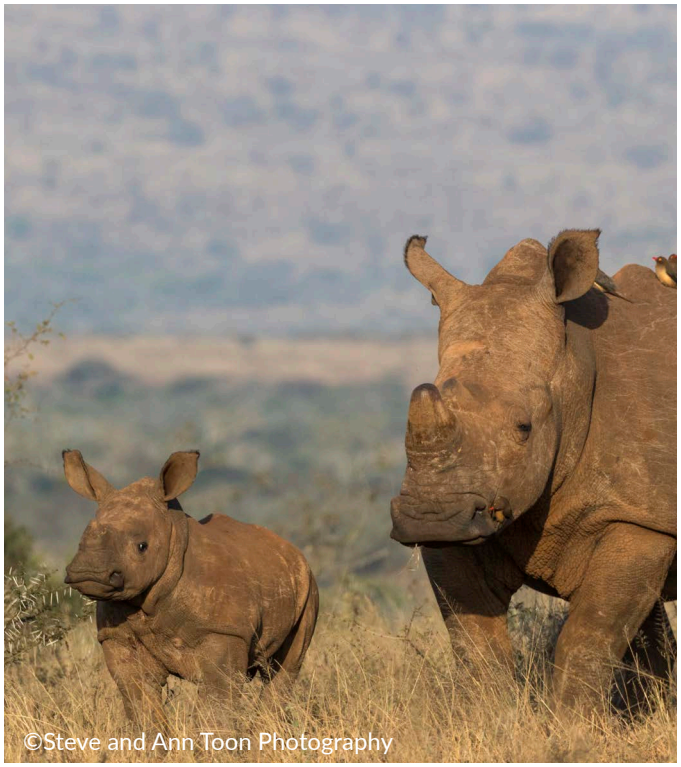


©Will Roberts

READY? SET? CHARGE!

"Your incredible efforts and unwavering commitment to Save the Rhino International mean the world to us. Thanks to fundraisers like you, we can support rangers on the ground, protect rhinos in the wild, empower communities and inspire change for future generations. Whether you're planning to run a marathon or host an event, your support is making a real difference. Together, we're creating a future where rhinos thrive. Thank you for being part of this journey – we couldn't do it without you!"

Dr Jo Shaw | CEO, Save the Rhino International


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WHO WE ARE?

We believe rhinos are magnificent. And they are endangered. To survive, they need a safe and diverse world. Every day, we work with incredible people across the globe to ensure that all five species of rhino thrive in the wild.



©Marcus Westburg

“Save the Rhino has always been a charity that I have looked up to, so I felt incredibly proud being able to run for them. The team were amazing from start to finish!”

Charlott Laurie | Runner



©Marcus Westburg


© Lara Jackson Turner


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© Phil Perry



© Ed Morris


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HOW YOU'RE SAVING RHINOS

Since 1994, our incredible supporters have helped to send more than **£30 million** towards critical rhino conservation programmes in Africa and Asia, making a significiant impact on rhinos and the communities around them. Here are some examples of how your fundraising could make a difference:

£3 may provide a life-saving first aid kit for tireless rhino rangers

£8 might buy a food ration pack for one ranger

£10 could purchase a comfortable foam mattress for a ranger on patrol, supporting their time in the field

£15 can provide a teacher with a Conservation Guide, inspiring the next generation of conservationists

£50 could purchase a good quality waterproof jacket, keeping rangers warm and dry

£100 could buy an 80L backpack for rangers in Indonesia, helping them to safely carry all the kit they need for weeks on patrol

£122 can buy a field ranger's uniform, ensuring they are well-equipped, comfortable, and in suitable clothing for vital activities

£300 could pay for a community project farming initiative, empowering local people to develop their natural resources sustainably

£1,000 could provide vital medical treatment for rhinos, including snare removal or caring for an orphaned rhino calf

Your fundraising will play a vital role in continuing this legacy. Together, we can secure a brighter future for rhinos.

KICK-START YOUR FUNDRAISING

> Not sure where to begin your fundraising journey? Here's how to get started with our top tips for success!

Set a fundraising goal

Your target will keep you motivated and focused. Think about how much you want to raise. Don't be afraid to set an ambitious goal!

Choose your fundraising idea

Pick an event or activity that excites you! Whether it's running a marathon, hosting a bake sale or holding a quiz night, make sure it's something you're passionate about. Get creative with your ideas. The more fun and exciting your event is, the more people will want to get involved.

Create your fundraising page

Create a personalised fundraising page to make donating easy for friends and family. Share your story, explain why rhinos need help, and show how donations will make a difference. Add fun photos or videos to stand out

Top Tip: If you're doing a Save the Rhino challenge, check if a page was set up for you before creating a new one!



© Doug Goodman

"The cheers and the chanting from the crowd made me feel like a superhero! I've loved being part of the team... would I do it again? Absolutely!"

Kellie Clark | London Marathon Runner

Spread the word

Share your fundraising page on social media, email your contacts, and invite people to attend your event. Don't be shy! Let everyone know why this cause matters to you and how they can help!


© Jolene Brown

Fundraising little and often

Fundraising "little and often" is a great approach, especially in the current economic climate. It helps donors budget their support and reduces pressure on you, as you're less likely to feel the need to hit your target in just one or two attempts.

Starting your fundraising as early as possible lets you accumulate funds over time, making the process more manageable. As they say, "fundraising is a marathon, not a sprint"!



Keep the momentum going

As your event approaches, continue to connect with your supporters. Share your progress, celebrate milestones and remind them why you are raising money. When people see how passionate you are, they'll be more inclined to support you.

Say thank you

Take a moment to thank everyone who supported you on your fundraising journey. Share how much was raised and let them know the difference their support will make.

Let's get started — together, we can make a huge impact!

FUNDRAISING IDEAS

> Need a little inspiration? Here are some of our favourite methods for raising vital funds for rhinos

Bake sale

Everyone loves a bake sale! It's a fun and easy way to raise funds while showing off your baking skills. Offer a variety of sweet and savoury treats, or pick a theme like Christmas or Halloween. Remember to label allergens clearly.

Feeling creative? Why not have a go at creating some rhino themed cookies? Here is a recipe for Simple Rhino Cookies, as made by one of our own members of staff!



© Kylene Wright

Quiz night

Host a rhino-themed quiz night for a wildly good time! Gather your friends, charge an entry fee, and offer rhino-inspired prizes. You can boost your fundraising with a raffle or a "best rhino costume" contest. Whether in a local pub or online, it's a fun way to support rhino conservation.

Non-uniform day

Add some fun with a non-uniform day! Encourage participants to wear something wacky, wild, or rhino-themed. Charge a small fee to take part and raise funds for rhino conservation. Bonus points for those who rock a rhino costume — we've got one you can borrow!

Charity fun run

Get active and raise funds with a charity fun run! Whether you walk, jog, or sprint, it's a great way to involve people of all fitness levels. Add excitement with a theme like a fancy-dress or colour run, and borrow our iconic Save the Rhino costume to stand out. Encourage sponsorships and celebrate participants with medals or certificates!

Car boot sale

Clear out your clutter and raise funds with a car boot sale! Sell pre-loved clothes, furniture, books, and gadgets while supporting rhino conservation. Find a local event using www.carbootjunction.com. Display your cause proudly with our free "in aid of Save the Rhino" logo and fundraisers' pack!

Challenge yourself

Take on a challenge for rhinos! Run a marathon, cycle long-distance, skydive, or climb a peak — the options are endless. Prefer something creative? Try a dance-a-thon, charity swim, or even a sponsored silence. Every challenge helps support Save the Rhino International.



Rhino dash

Get your school moving with a rhino dash! Take part in a sponsored walk or run to raise awareness and funds for rhino conservation. Our fundraising team can provide posters, classroom activities, and support to make your event a success. Every step helps protect rhinos!



© Eve Mellor



“The rhino costume is the most spectacular way of raising awareness and attention. People pay so much attention when you are running along in this awesome costume.”

‘Rhino Boy’
Chris Green

© Cameron Wright

‘Rhino Boy’ Chris Green

Meet Chris Green, aka Rhino Boy! For over 15 years, Chris has been on an epic adventure, raising awareness and funds for rhino conservation while dressed as a rhino. That’s right — a rhino! And he’s been doing it all around the world.

He’s run over 100 marathons in the iconic Save the Rhino costume. Whether he’s racing through the streets of London or New York, Chris is always spreading the word about saving rhinos and making people smile along the way!

But that’s not all — Chris also visits schools to teach kids about rhinos and how they can help. He makes learning about rhino conservation fun and exciting, showing everyone that anyone, no matter their age, can make a difference.

In 2024, Chris went on the ultimate adventure by running the ForRangers Ultra in Kenya—a massive 230km ultramarathon race across the wild Kenyan bush!







© Cameron Wright

Chris is the perfect example of what makes Save the Rhino supporters so amazing. His passion, energy, and commitment show us that fundraising for rhinos is about more than just raising money—it’s about heart, fun, and working together to protect these incredible animals.

Keep an eye out for Chris! You might just see him out spreading the rhino love at events like the London Marathon, showing us all that even one person can make a huge difference for rhinos – and you can too!

FUNDRAISING RESOURCES

> Become a rhino expert and tell your supporters why their donations are so important! Our website is full of rhino species, conservation and fun fact knowledge. Learn more about rhinos, what we do and the impact their donation can make.

Download your rhino resources:

- Event Poster
- Thank You Poster
- Save the Rhino Poster
- Sponsorship Form (£GBP)
- Sponsorship Form (€EUR)
- Sponsorship Form ($USD)
- Social Media Graphics



Our supporter logo

As a fundraiser for Save the Rhino, you have access to our 'Supporter Logo', a vibrant representation of the incredible people fundraising and raising awareness for rhino conservation!

To receive our logo, please email us at fundraising@savetherhino.org

If you have any questions or need more resources, email us at fundraising@savetherhino.org





HOW TO PAY IN YOUR FUNDRAISING?

> The great news is that all money you raise through your fundraising page comes directly to us. However, if you are collecting cash donations, we have different options for you to get the donations safely to us.

1. Bank transfer

Account name: Save the Rhino International
Account number: 23300897
Sort code: 20-69-15
Bank name: Barclays Bank PLC
Bank address: 29 Borough High Street, London, SE1 1LY
SWIFT code: BUKBGB22
IBAN: GB68BUKB2069152330089

2. Cheque

Made payable to 'Save the Rhino International'
Post to: Save the Rhino International, Unit 3 Coach House Mews, 217 Long Lane, London, SE1 4PR

3. Website

When on our website, select 'Fundraising' as the source of your donation and add any comments that you'd like us to know. You can add this to your page as an 'offline fundraising'.

3. Fundraising page

If you have a fundraising page, simply bank the cash into your own bank account, then donate this amount to your own page.

Please remember:
1.All fundraising donations should reach the charity within 28 days of collection
2. Please do not deduct expenses from the funds raised unless you have had prior approval from Save the Rhino, and you have cleared this with your donors



FUNDRAISING GUIDELINES

> Advice on keeping things legal and safe while fundraising

Collecting funds in public

Please note that you will require a licence from your local authority if you intend to collect funds for your campaign door-to-door or in a public space such as sports centres, shopping malls or train stations. There are also specialist guidelines surrounding bucket collections. Please check with your local authority in plenty of time (at least a few weeks) before your intended collection date.

Raffles and lotteries

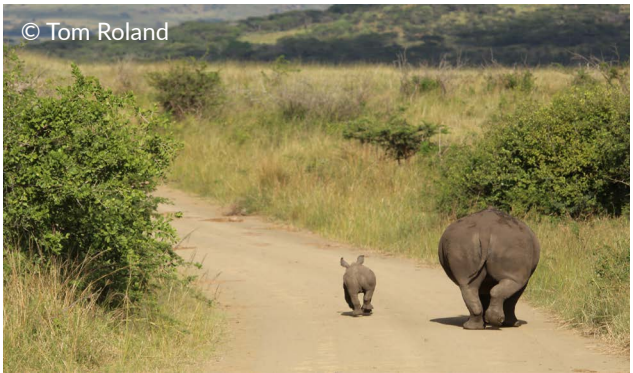
There are strict laws and regulations surrounding "gambling", which includes raffles and lotteries. For more information, please visit the Gambling Commission's website: https://www.gamblingcommission.gov.uk/licensees-and-businesses/licences-and-fees and email fundraising@savetherhino.org before you intend to hold such an event.

Tax-effective giving in the USA

If you are in the USA and looking for tax-effective giving, one-off donations may be made via Save the Rhino International, Inc. (SRI Inc), which is a 501(C)(3) not-for profit organisation. Large donations (defined as >$1,000 USD) must be made via a bank transfer.

For bank details, contact finance@savetherhino.org to arrange this. Smaller donations can be made directly at www.savetherhinoinc.com ensuring that you make it clear that your donation is to support your fundraising efforts!

Please remember that you are fundraising "In aid of", rather than "on behalf of Save the Rhino".


© Tom Roland

Gift Aid

Gift Aid is a scheme that allows and enables UK-based charities to claim back tax on all donations made by UK taxpayers. It is critical to Save the Rhino and other charities because it increases the impact of your donations, with no additional cost or expense to you. For every £1 donated that's eligible for Gift Aid, Save the Rhino can claim back an additional 25p.

Gift Aid is automatically organised with your sponsor when they donate via your fundraising page. When you are collecting donations offline, to make Gift Aid available, please ask donors to provide their first and last names, addresses, and their express permission to provide Gift Aid: this is achieved by simply ticking the correct box next to their name on the sponsorship form.

It is important to note that the details are solely for HMRC and are never used for Save the Rhino's marketing purposes. If you require a printable Gift Aid form, please get in touch with us on fundraising@savetherhino.org.

General health and safety

- You are responsible for ensuring your fundraising activities are conducted safely and efficiently. Save the Rhino International cannot accept liability for the fundraiser(s) or anybody participating in a fundraising event held in aid of the charity
- Conduct a risk assessment before any event involving sports, parties, dancing, etc.
- Brief all participants on fitness requirements, potential hazards, special equipment, and the type of behaviour and standards acceptable at the event
- Check with your local authority for any required licences (e.g., for car boot sales, alcohol sales, or public entertainment) as fees may apply. Always check whether special licences are required, e.g., a licence to sell alcohol, soaps, cosmetics or to undertake public entertainment
- Ensure events are properly supervised
- Children must be supervised by a responsible adult with parental permission and necessary background checks (e.g., DBS). Do not leave valuables, keys, money, or access to premises unattended
- Check if insurance is required for your venues or events

CHECKLIST

Let's make sure you've checked the following before you charge off on your fundraising adventure:

- [ ] Have you chosen the type of event for your fundraising?
- [ ] Selected a time, date and place for your event?
- [ ] Been granted permission by the relevant parties?
- [ ] Notified Save the Rhino International of your fundraising?
- [ ] Asked everybody to sponsor you? E.g., friends, family, colleagues, local groups, etc.?
- [ ] Set up a fundraising page online?
- [ ] Collected all donations?
- [ ] Thanked all of your amazing sponsors and supporters?
- [ ] Paid in money to Save the Rhino International?

For all upcoming Save the Rhino events, visit here!



©Daleyvande Sande



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