



# IMPACT REPORT 2016

Leaving our legacy in Africa



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**“Africa’s people,  
wildlife, and  
landscapes are her  
greatest Art form.”**



## A MESSAGE *from the* CEOs

We believe that within Africa’s people lies a vast reservoir of latent goodwill steeped in a rich tapestry of untapped creative talent. Africa’s people, wildlife, and landscapes are her greatest artform - and our inspiration.

Since Rhino Africa’s story began in 2004, Africa’s people, wildlife, and landscapes have been the golden thread that binds our vision and purpose together. They are the reason for our journey and they are the passion that lights our way. We are driven by a burning desire to leave a lasting legacy on this continent.

Our investment philosophy throughout the past decade has been guided by our firm belief that through investment in tourism in Southern Africa, we can provide a long-term and positive impact to communities and conservation initiatives. We see tourism as a transformational industry and one that has the power to affect real economic change and upliftment.

Hospitality creates stable employment opportunities in rural areas, which is increasingly recognised as one of the best manners in which to eradicate poverty. Employment is a key link between economic growth and poverty reduction, whereby productive and remunerative employment can help ensure that rural communities share in the benefits of economic growth.

At the heart of our operations lies the tailor-made African wildlife experience. This ensures that the vast majority of the 120 000+ bed nights we sell a year or the 20 000+ guests we bring to Africa each year, is dedicated to rural areas whereby the magnitude of their impact is multiplied.

While we do pride ourselves on the specific support we have been able to provide our CSR partners; making a difference to Africa’s people, landscapes, and wildlife is core to our DNA and simply an inherent part of everything we do.

Tourism (or ‘the economy of wildlife’, as we like to refer to it) ensures sustainable economic growth with direct benefits to Africa’s people, wildlife and landscapes. Rhino Africa is grateful to be a part of this journey, not only by providing support to the various centres of African excellence detailed in this report, but also by the impact our business has on a daily basis in ensuring Africa’s wildlife and landscapes are protected for generations to come, through the custodianship of her people.

None of this would be possible without the incredible support of everyone who has joined us on this journey: our clients, our suppliers, our friends, our families, and the Rhino team.

We are because you are.

All the best,

David and Guido

CEOs



## Our Vision

Rhino Africa aspires to leave a positive, sustainable, and lasting legacy in Africa guided by an unconditional love for this continent and a firm belief in her prosperous future. In everything that we do, we are driven by the desire to positively contribute towards our three fundamental pillars: the people, the wildlife, and the landscapes of Africa.

We know that the relationship between conservation and community is inextricably linked and that the future of wildlife conservation rests firmly in the hands of future generations. Because of this, and because upliftment is a key element to the success of conservation, we give equal focus to protecting the continent’s wildlife as well as empowering her youth and uplifting her communities.

Rhino Africa is determined to create and support safe havens that increase and enrich the biomass of ecosystems. Africa is a continent brimming with talent and opportunity, and we’re aware that once these qualities are given ample room and resources to grow, a resounding and lasting impact can be made. We at Rhino Africa are dedicated to finding and backing the ingenious and the innovative, the true champions of Africa, and supporting and realising their vision for the people, wildlife, and landscapes of this continent.



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## Who We Are

Rhino Africa is an organisation founded on passion: for people, for wildlife, and for the magnificent landscapes of Africa. This passion fuels our desire to pioneer a new path for sustainable tourism and to leave our legacy in Africa. As a result, we have always taken great care in choosing which grassroots projects and conservation initiatives to partner with and facilitate fundraising for.

For more than a decade, Rhino Africa has identified champions and backed their causes by providing coaching, mentorship, financial aid and infrastructural aid. With the creation of our formalised grant foundation towards the end of 2016, the Rise Africa Foundation, we are thrilled to be channelling our outreach initiatives on a greater scale and being one step closer to leaving our legacy in Africa.

We partner with centres of African excellence, rather than create them—as we're keenly aware of the talent and ingenuity already existing on this continent. Rise Africa acts as a vehicle for change between donors and beneficiaries, and with our CSR revenues on the rise, we wanted to be accountable and create visibility and transparency around our income and expenditure.

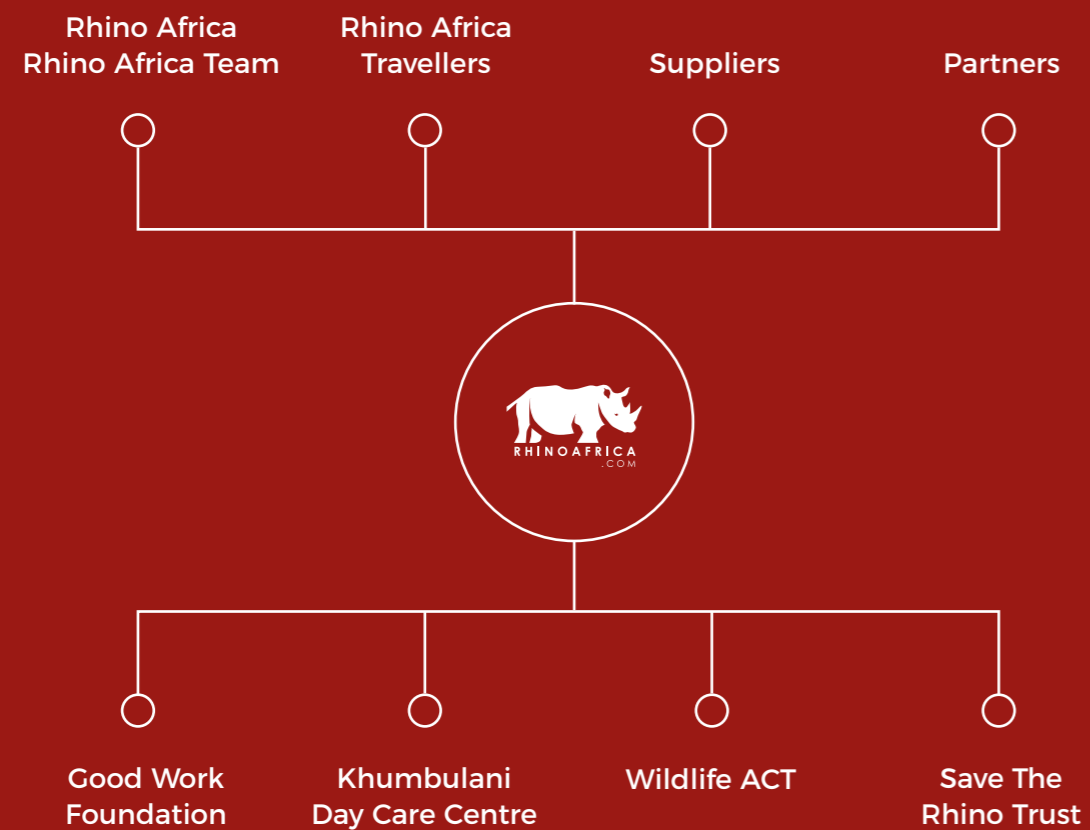
We want to be Africa's ambassadors, the envoys of her people, her wildlife, and her landscapes. We want to ensure that we have left a legacy to be proud of for generations still to come—one of prosperity, education, compassion, and reverence for this continent and all it has to offer.

Through partnership with like-minded travellers, suppliers, investors, and employees we believe that we can facilitate sustainable tourism initiatives and practices which in turn will make a marked and positive difference on this continent. We know that together, we can make things happen.

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## Fundraising



## Distribution



**“Founded on passion for people, for wildlife, and for the magnificent landscapes of Africa.”**



## Centres of Excellence

From providing a world-class education to rural communities and a safe haven for underprivileged children to assisting conservationists and providing them with the support crucial to protecting our most endangered wildlife and landscapes, Rhino Africa has long been in the business of backing champions. Over the years, we have built long-standing friendships with The Good Work Foundation, Khumbulani Day Care Centre, Wildlife ACT, and Save the Rhino Trust - true visionaries and pioneering proponents of Africa and all that she has to offer. We wanted to play our part in the fulfilment of the visions driving these continental game changers. Let's take a look at how, in the past year and through a partnership with us, these champions are leaving a legacy in Africa.

- The Good Work Foundation
- Khumbulani Day Care Centre
- Wildlife ACT
- Save The Rhino Trust



# The Good Work Foundation

## 4.1 About GWF

The Good Work Foundation (GWF) is a South African non-profit organisation on a mission to unleash the untapped potential of millions of people living in rural areas of the country. GWF aims to provide world-class education and to lead a focused, achievable, and digitally-[em]powered education model for rural Africa. Since it began, more than 4 000 young learners have been registered in digital learning campuses across the country.

GWF has developed a model of locally-managed digital learning campuses that improve a student’s abilities to learn and operate the 21<sup>st</sup> -century’s “languages of access”: digital, English, and self-creativity. With these tools in hand, GWF aims to close the gap between rural and urban communities. There are four digital learning campuses currently operating in rural South Africa in the areas of Hazyview, Philippolis, Londolozi, and Justicia.

### Vision

GWF’s vision is to lead a sustainable model of learning that can be introduced to rural African communities. The model will focus on delivering “digital-era” literacy education and career training via community-driven digital learning campuses of excellence.



**GWF**

“As social entrepreneurs, many of us start with a beat-up car, a couple of enthusiastic friends, and a grand vision (and in our case a ‘building 101’ manual). At that moment, if you can find a supporter who understands your vision and loves it as much as you do, you’ve won the lottery.

Today, GWF has four world-class digital learning campuses, programmes reaching thousands of rural people, and a vision to fundamentally change the way we approach education. David Ryan and his Rhino family have shared our vision from the start, and to this day, outside of the GWF, they are the team who continually remind us to take the dream, multiply it by 100, and then by 100 again, and *then* make that the goal”

– *Kate Groch*

## The aim of each digital learning campus is to:


1. Create an access “bridge” between high school and work, preparing rural adults for life in a global and connected world via the Bridging Academy
2. Become a hub of digital learning for public- sector primary schools that can outsource their digital learning to the campus via the Open Learning Academy
3. Reduce the “digital divide” by empowering rural communities with the opportunity to actively participate in today’s online economy

# 2016 Highlights

Identifying the challenges of learning in rural communities, GWF implemented two core programmes at its three digital learning campuses

[ **The Open Learning Academy** ] partners with rural primary schools, allowing them to outsource digital, English and mathematics literacy to the digital learning campus. This is a continuous programme that supports rural learners from Grade 4 onwards. Each digital learning campus can serve up to ten satellite schools.

[ **The Bridging Academy** ] creates an access bridge between school and work or further education training, preparing rural school graduates for life in modern business environments. This is a one-year accredited programme.

 **240** previously unemployed rural adults graduated with internationally-recognised qualifications in IT, English and hospitality management as part of the Bridging Academy programme

  
100 children complete Hour of Code

  
GWF's staff grew to 80 people in 2016

  
75% of GWF's staff is made up of women

**1000 SCHOOL CHILDREN**  
experience the Kruger National Park for the first time

GWF enrolled 26 local teachers in the International Computer Driving License programme

The cost of the Open Learning Academy programme is approximately \$50 per child per year or \$1.25 per hour of digital learning

For \$50 per child per year, the programme delivered an average 19 percentage point improvement for maths and 12 percentage point improvement in English on baseline pre and post-testing



Hazyview Digital Learning Campus is the winner of the PricewaterhouseCoopers national 'Empowerment of Women in the Community' Award

GWF is the winner of the international Wharton Business School Reimagine Education Award for the category 'Hybrid Learning'



GWF launches its most rural digital learning campus on the border of the Kruger National Park





GWF appointed a woman leader at all three of its digital learning campuses



GWF launched a first-of-its-kind rural call centre, employing four full-time staff and servicing one of Europe's largest ICT companies



80% of Bridging Academy students were made up of women

 **\$ 600 student / year**  
 **\$ 3.00 student / day**

The cost of the yearlong Bridging Academy programme in 2016

**90%**   
of GWF staff are locally employed and trained



The children of the Open Learning Academy

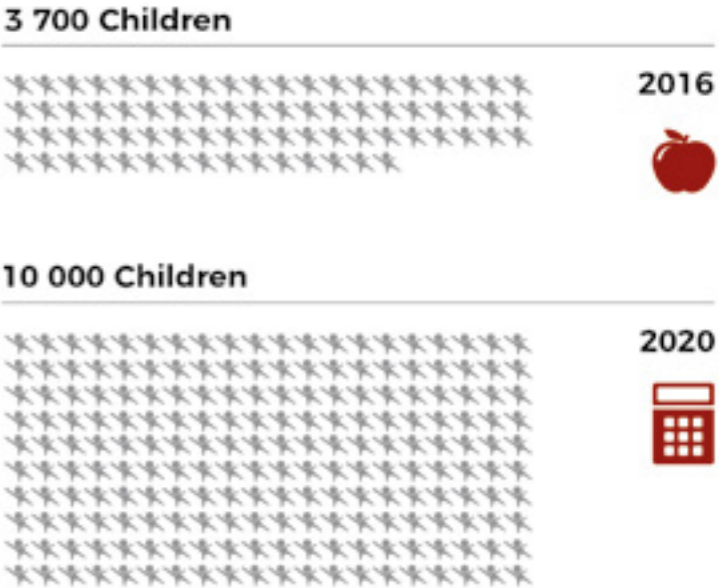


# The Road Ahead

Over the next four years, Rhino Africa aims to support GWF in their mission to:

- Reach more children and adults with relevant and digital learning
- Quadruple their impact in South Africa's Mpumalanga province
- Package the "GWF rural education model" as a product that can be efficiently shared across the continent
- Rhino Africa aims to sponsor more than 3 000 children through the Justicia Digital Learning Campus
- Honour our Partner and Operational Commitment to Justicia Learning Centre
- Aid in the empowerment and education of more female leaders
- Give Rhino Africa's clients an opportunity to visit learning centres
- Ensure the sustainability of GWF as a social enterprise
- In partnership with GWF, Rhino Africa plans to launch an Open Learning Centre at Khumbulani Day Care Centre in Khayelitsha in 2017. This soft launch will begin with the centre's preschool learners and extend to Grade 4 pupils from the neighbouring primary school
- Demonstrate the viability on an enterprise-driven non-profit and for profit integrated platform, developing business models for a call centre and a smart training hotel

## Number of children enrolled in the GWF's Open Learning Academy





“Khumbulani strives to help create a visionary community.”

## Khumbulani Day Care Centre

### 4.2 About Khumbulani

Acting as a haven for 300 HIV Aids-infected and affected children, Khumbulani Day Care Centre is a registered non-profit organisation working in Khayelitsha, one of South Africa’s largest informal settlements and one of the poorest communities in the greater Cape Town area. It had humble beginnings in the 2-bedroom home of Gloria Bebeza in 2000, a local from Khayelitsha township, who saw that parents affected by the HIV virus, and their children who directly or indirectly suffered from it, were in great need of support.

Mama Gloria’s home-run initiative has flourished into the safe haven it is today. In addition to a day care, the centre is home to a soup kitchen feeding 350 people daily, an aftercare programme for eighty primary and high school children, and a weekly HIV support group for women from eight surrounding communities.

#### Vision

Khumbulani strives to help create a visionary community which operates in a safe environment where children, youth, parents, and families are active, educated, and empowered. This community is made up of functional families and self-sufficient and responsible individuals who know their rights and purpose.



“Rhino Africa has worked with Khumbulani Day Care Centre since 2009 and has helped us develop a shared understanding of our vision and mission and to take it to greater heights. I have been privileged and honoured to have been a part of this commitment that has ensured the required growth, stability, and development of this Centre. Such achievements, as all would know, come only through hard work and commitment. Today, I am pleased to share that, with the support of Rhino Africa, we have managed to protect Khumbulani’s children, we have prepared them for school, and we have taught them their rights to receive safe and adequate care. I alone could not have achieved this success without the unfailing and continued support of Rhino Africa. Because of our desire to excel in our operations, we continue to do our very best to grow and develop the Centre so that it can reach greater heights. Rhino Africa’s support enabled us to provide health, nutrition, education, and development services to the target groups in our communities.”

– Gloria Bebeza

Khumbulani’s mission is to empower children, youth, parents, and families through a strong and active Community-Based Organisation which works towards:

1. Protecting those individuals and families who are vulnerable, in crisis, or at risk
2. Enhancing the capacity of families and communities to protect and develop their children
3. Empowering children to claim their rights and accept their responsibilities
4. Networking with other service providers for referrals and the general benefit of the target group

2016 Official Opening



Of the new building with special guest, Western Cape Premier, Helen Zille



60 children sponsored to visit the Two Oceans Aquarium



120 children sponsored to visit Monkey Town



23 048 nutritious meals sponsored for 300 children



New playground and jungle gym installed



120  
49  
75

People had their eyes tested by Optic Clinic  
Pairs of prescription glasses donated  
Pairs of reading glasses donated



**A VEGETABLE GARDEN**  
Donated to the centre allowing the whole community to manage and grow their own vegetables

150



Pairs of winter pyjamas donated to the children of Khumbulani Day Care on Mandela Day

65



Pairs of shoes, backpacks, and stationery sets donated to ensure children were equipped for school in 2017



Painted the bathrooms together with our IGLTA visitors





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## The Road Ahead

### Goals for 2017 - 2020

- Continue to contribute to Khumbulani's overall vision that aims to empower children, youth, parents, families, and community members through a strong and active Community Based Organisation.
  - Establish and drive a digital learning and literacy program that will empower Khayelitsha's community and children and give them the skills needed to thrive in a growing digital age
  - In partnership with GWF, Rhino Africa plans to launch an Open Learning Centre at Khumbulani Day Care Centre in Khayelitsha in 2017. This soft launch will begin with the centre's preschool learners and extend to Grade 4 pupils from the neighbouring primary school
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**“What counts in life is not the mere fact that we have lived. It is what difference we have made to the lives of others that will determine the significance of the life we lead.”**

**– Nelson Mandela**

“Wildlife ACT advances conservation and enables community upliftment.”

## Wildlife ACT

### 4.3 About Wildlife ACT

Wildlife ACT's founders, Simon, Chris, and Jo, were united by their shared love for Africa, her inhabitants, and her spaces, along with a keen awareness of the disparity between the effort put towards wildlife conservation versus those put towards the communities living in close proximity to these areas. With this in mind, **Wildlife ACT advances conservation and enables community upliftment in three ways:**

**Delivering time and expertise to provide adequate management, capture, transport, and reintroduction of endangered animals to new homes**

**Developing and deploying state-of-the-art monitoring and anti-poaching measures and equipment in the field**

**Helping rural communities who live alongside protected wildlife areas to develop a love and respect for nature, providing them with reasons to protect it, and advancing economic empowerment**

### Vision

Wildlife ACT's vision is to save our planet's endangered wildlife and wild places from extinction.



“Wildlife ACT was established 9 years ago and it was Rhino Africa who first took our NGO under its wing and laid the foundation from which we have been able to launch our endangered species conservation and community outreach work. Through their support we have been able to, amongst other achievements, help relocate 243 endangered black rhinos to safe new homes, fit 387 white rhinos with life-saving tracking devices, save 32 wild dogs trapped in poachers snares, and provided thousands of rural children with in-school conservation education lessons. Without Rhino Africa, this important work would simply never have happened. Thank you, Rhino Africa, for your extremely generous and continued support.”

– Johan Maree



Participants of a conservation bush camp



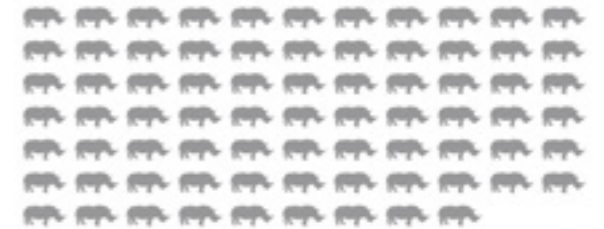
Ankle collar fitting



## 2016 Highlights - Rhino Monitoring

### Wildlife ACT's Partnership

Wildlife ACT, in partnership with Wildlands and the Emvokhweni Community Trust, manages a monitoring team of 7 trackers who are responsible for keeping an eye on the entire white and black rhino population of the community-owned Somkhanda Game Reserve.



### Tracking Teams

These teams play a pivotal role in the capture and dehorning of this entire population, a strategy which, in combination with intensive monitoring and security patrolling, has been 100% effective in deterring poachers from Somkhanda Game Reserve over the last 12 months.



### Two Community Members

Identified to attend a fully funded 12-month tracker training course, in partnership with the Tracker Academy, an NGO.



White Rhino



At the scene of a poached rhino



2016 Highlights - Conservation of Wild Dogs

Monitored 11 wild dog packs  
(150 individuals) across 5 reserves



In Aid of  
Wild Dogs



- 2 National wild dog meetings attended
- 3 KZN wild dog meetings attended
- 6 Local reserve wild dog meetings Attended

Over 10 000km flown

Over 50 000km driven



24 wild dogs successfully relocated,  
involving 10 separate translocation  
operations

800+  
Specialised man  
hours spent in aid  
of wild dogs

7 wild dogs rescued  
from snares



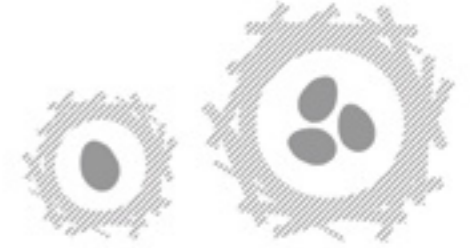
## 2016 Highlights - Conservation of Vultures



3 vultures released after poisoning rehabilitation

### 2 Nest

surveys carried out across Kwazulu-Natal



## In Aid of Vultures

Over 4 500km driven

Over 15 000km flown



### 5

GPS tracking units have been fitted to vultures

### 12

unfledged chicks have been sampled and tagged



Attended 2 KZN vulture meetings and 1 PAN Africa Vulture Summit in Dakar, Senegal



3 poisoning events aided in KZN



Currently live tracking 12 individuals as they fly across the continent via state of the art satellite GPS

### 800+

Specialised man-hours spent in aid of vultures



White-backed vultures



## 2016 Highlights - Conservation of Lion & Cheetah

### Lion



Successfully fitted 7 lions with tracking collars



Supported the relocation of 6 lions to KZN



Supported 30 successful lion call ups

### Cheetah



2 GPS collars and 3 VHF collars fitted



4 cheetah successfully relocated



Over 10 000km driven in aid of cheetah

**300+**

Specialised man-hours spent in the field



Attended 4 local lion & cheetah meetings

## 2016 Highlights - Research & Development



Research and development into tracking collar technology for all endangered species is ongoing



Rhino ankle collars have been perfected and are performing well across Kwazulu-Natal



New, more affordable and reliable GSM GPS technology currently being tested for cheetah, wild dog, and lion



New, more affordable and reliable Solar GSM GPS technology currently being tested for vultures and other birds



## 2016 Highlights

### Other support through emergency response excluding focus species



2 hyaena rescued  
from snares



1 elephant rescued  
from a snare

### Community Outreach

**413**

Students attended 14,  
4-day Conservation  
Education Bush Camps  
organised and run by  
Wildlife ACT



**251**

Adults participated in  
Wildlife ACT-assisted  
bush camps

**250**

children attended  
4-day WLAActive Kid's  
Camp for conservation

### Marketing & Media Support



3 professional videos produced by  
Rhino Africa's in-house marketing  
and multimedia department to help  
create awareness for Wildlife ACT

### Awards



Thokozani Mlambo (Community  
Conservation Liaison for KwaJobe)  
received the 2016 Disney  
Conservation Hero Award



3 832 students & 2 518 adults  
attended environmental  
conservation presentations



Along with other partners,  
conducted the "Rhino Art"  
campaign at 22 schools



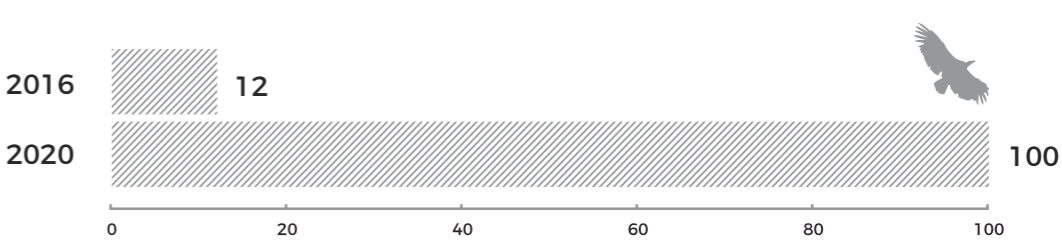
861 students and 1 234  
adults participated in  
game drives



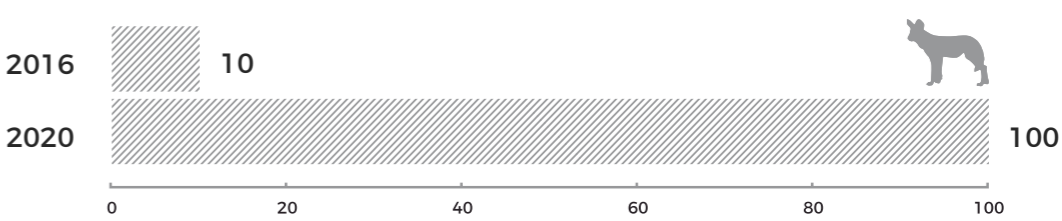
# The Road Ahead

- Continue supporting Wildlife ACT’s vision to bring our endangered and threatened wildlife back from the brink of extinction.
- Tag 100 vultures by 2020
- Equip 100 VHF and GPS satellite collars for wild dogs in South Africa by 2020
- Reach and educate 600 children from 20 schools through the 4-day WActive Kid’s Camp for conservation
- Rhino Africa will continue to provide marketing and multimedia support for Wildlife ACT to help create awareness

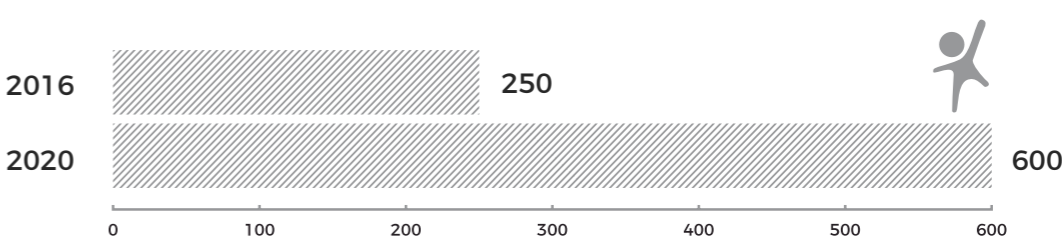
Wildlife ACT’s goal is to tag 100 vultures by 2020



Wildlife ACT aims to sponsor 100 VHF and GPS satellite collars for wild dogs in South Africa



Number of children educated through the 4-day WActive Kid’s Camp for Conservation



“The Save The Rhino Trust has been integral to increasing the black rhino population.”



## Save The Rhino Trust

### 4.4 About Save The Rhino Trust

Save The Rhino Trust’s origins in 1982 were rooted in the dramatic poaching epidemic that was running rampant in Namibia’s Kunene region at that time. The rhinos calling this area home are the largest free-roaming population found in the wild today and account for more than a third of the world’s black rhino population, making their protection all the more crucial.

Save The Rhino Trust provides consistent patrolling and monitoring across the 25 000km<sup>2</sup> landscape that these animals inhabit. The success of this project has been twofold: many other species (in addition to black rhino) have flourished due to constant patrolling, and the Kunene region is now one of the leading examples and success stories of ecotourism in Southern Africa. Rhino rangers are employed by local conservancies and have been working alongside Save The Rhino Trust for many years and present an ideal pool from which to recruit trackers. Save The Rhino Trust has been integral to increasing the black rhino population on the continent up to five times since the 1980s.

### Vision

The overall objective of Save The Rhino Trust is to effectively protect the Kunene region’s black rhino population from poaching by developing and implementing a long-term, sustainable, and enhanced security and management protocol.



SRT team



“Rhino Africa partnered with Save The Rhino Trust Namibia at a very crucial time in Southern African conservation efforts when funding, as well as support, wavered. By providing us with the much-needed capital to supply field and family rations to our trackers, Rhino Africa has given us hope that our operation is being recognised and appreciated. We pledge to continue our hard work in wildlife conservation and to protect the desert-adapted black rhino for generations to come.”

– *Save The Rhino Trust*



Damaraland Namibia



## 2016 Highlights

### 365-day presence

of well-trained and appropriately equipped field personnel with teams patrolling on foot for a 20-day cycle

418 Field Patrols



108%

increase in Rhino sightings compared to 2015

36%

increase in Rhino sightings per month compared to 2015



### 38 Food Ration Packs

were donated to field trackers of Save The Rhino Trust in Namibia by Rhino Africa



10 298km of foot patrols



73 830km driven for patrols



2 088 Rhino ID forms completed



### Strategic Planning

Workshop held at Wereldsend for The Save Rhino Trust



### Annual Event

Rössmund Golf Course hosted a grand annual event to the benefit of Namibia's black rhino population as a commitment to support the Save The Rhino Trust



### Annual Event

Scores of people took part in the Brandberg Rhino Run and Cycle Tour in aid of the Save The Rhino Trust

### Meetings Attended

Attended a meeting with the Namibian Association of Community Based Natural Resource Management Support Organisation to aid in the revision of their strategic plan

Attended the International Union for Conservation of Nature Rhino Specialist Group meeting

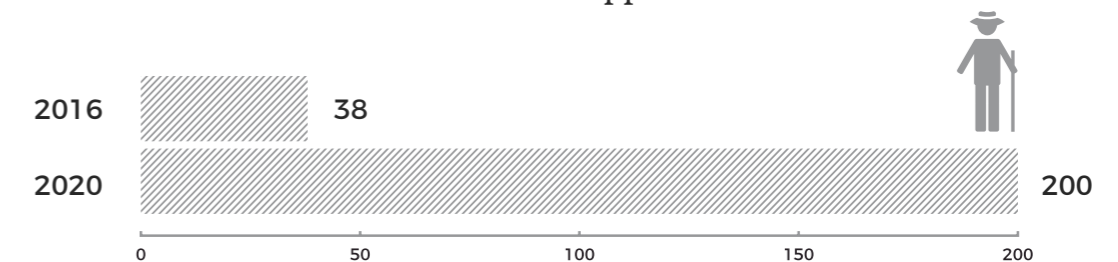
Attended the Rhino Technical Advisory Group meeting



## The Road Ahead

- Continuing to invest in supporting conservancy-based rhino monitoring
- Broadening the breadth and depth of field operations to include proactive human threat monitoring
- Strengthening mechanisms that promote better collaboration among stakeholders
- Expanding community outreach efforts to target youth
- Diversifying the research agenda
- Supply food rations to 200 field trackers

/// Total number of SRT trackers supported



*SRT trackers in the field*



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## Fundraising

Through our fundraising efforts, Rhino Africa has been able to make meaningful contributions to the various centres of African excellence that we partner with, who are, in turn, dedicated to protecting our continent's wild spaces, wildlife, and people. Rhino Africa's Rise Foundation is an admin-free and overhead-free organisation, ensuring every rand raised is exclusively and transparently used to benefit the champions of Africa that we support. Rhino Africa raises funds in the following ways:

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# Fundraising

## 5.1 Rhino Africa Clients

Many of our clients are short on time but certainly not short on heart. They choose to leave their mark in Africa simply by donating to our causes. Their contributions help sponsor digital learning bursaries for students in rural Africa or educational outings for the kids at Khumbulani Day Care Centre.


While travelling with us helps fund our initiatives, many of our clients can and *do* affect more change. Clients can extend their trip to our continent and visit our various centres of African excellence to see conservation and upliftment in action. Clients who wish to volunteer their time and their skillsets while on holiday in Africa are most welcome and encouraged to do so.

## 5.2 Rhino Africa Suppliers

Rhino Africa's generous suppliers are one of our primary fundraising resources by joining us in our fundraising efforts every year. In 2016, Rhino Africa's suppliers donated over 160 free bed nights which were in turn sold by our Rhino Africa consultants. The proceeds of these bed night sales were donated to our various centres of African excellence.



*Caring for orphaned white rhinos*

A person wearing a helmet and a backpack is riding a mountain bike on a dirt trail. The landscape is arid with reddish-brown soil and sparse vegetation. In the background, there are low, rounded hills under a clear blue sky.

**“Our Rhino team have helped get countless initiatives off the ground”**

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## Fundraising

### 5.3 Rhino Africa

A tangible difference is made here in Africa when clients simply choose to travel with us. Rhino Africa makes a R100 donation to our outreach partners for every booking made. By booking vacations with us, our clients give us the chance to give back.

For every rand a supplier raises or donates, Rhino Africa matches it out of their profitability. Proceeds from the 160 free bed nights that were donated from our generous suppliers in 2016 were matched by Rhino Africa and donated to our centres of African excellence.

Our very own Rhino team is particularly adept at raising funds for our causes. Giving out of their own pocket and of their own time and by spreading the word, our Rhino team have helped get countless initiatives off the ground. They are an integral element of our fundraising success.

### 5.4 Challenge4ACause

Challenge4ACause is Rhino Africa’s annual mountain biking expedition through one of the world’s last great wildernesses: Namibia’s Damaraland. Since 2009, riders from all around the world have joined forces to tackle 400km of rugged, yet starkly beautiful, terrain over a course of six days. Proceeds from this event aid in the protection of the Damaraland’s black rhino population — the largest remaining herd of it’s kind.

2017 marks the decennial anniversary of Challenge4ACause. To celebrate this momentous milestone, our riders have been given permission to venture further into the Damaraland and Skeleton Coast concessions than they ever have before, riding on untouched trails and across unmarked terrain.

### 5.5 Cape Town Cycle Tour

Every year, Rhino Africa’s clients, suppliers, and staff members take part in the world’s largest cycling tour in the world’s most beautiful city: The Cape Town Cycle Tour. Funds raised during this event go to our various wildlife conservation efforts, particularly Wildlife ACT.

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## Financials

In 2016, a total of R 3,461,428 was raised through Rhino Africa, our Rhino team, our clients, and our suppliers. Our fundraisers have allowed us to give back and to ensure the wellbeing and continued protection of this continent's treasured wildlife, landscapes, and communities. Of the total amount raised, R 3,106,051.05 was used to back our partners: the Good Work Foundation, Wildlife ACT, Khumbulani Day Care Centre, and Save The Rhino Trust.

We have set ourselves an ambitious target for the next financial year and want to see our fundraising efforts result in double the amount raised in 2016. Any remaining funds from 2016 fundraisers are being used to leverage our impact going into the new year, to help us reach our 2017 fundraising goal, and to further our vision of leaving a legacy in Africa.

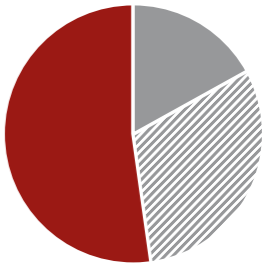


“We want to see our fundraising efforts result in double the amount raised in 2016.”






## Financials

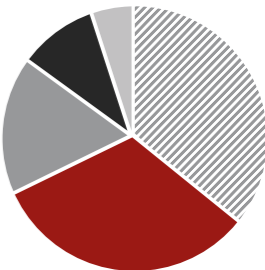
### Total Funds Raised R3,461,428

	Rhino Africa	52%	R1795 446
	Suppliers	31%	R1 067317
	Clients	17%	R598 664



### Total Funds Distributed R3,461,428

	Good Work Foundation	36%	R1 258 862
	Wildlife ACT	32%	R1 100 000
	Khumbulani Day Care	17%	R567 188
	Save The Rhino Trust	10%	R355 377
	Cash Surplus	5%	R180 000



*The Khumbulani Day Care Centre's playground*



## Join our journey and leave your legacy in Africa

After another ground-breaking year of bringing about positive change in Africa, Rhino Africa is more committed than ever to our goal of preserving the wildlife, landscapes, and communities of Africa.

The various centres of African excellence that we are proud to support continue to astonish and reach even greater milestones on their journey, but we know that none of it would have been possible, or will continue to be, without the goodwill and generosity of others.

With your help, we can make even greater strides in the fight to protect our three pillars. Get involved, join us on our journey, and leave your legacy in Africa.

Want to get involved? *Here's how*

Travelling with Rhino Africa

Just by booking with Rhino Africa, you will help support and fund our various partners from the Good Work Foundation and Khumbulani Day Care Centre to Wildlife ACT and Save The Rhino Trust.



Extend your stay in South Africa

Visit or volunteer at one of our centres of African excellence to see, and be, a part of conservation and upliftment in action



Participate in Challenge4ACause

Funds raised at this event support wildlife conservation in Africa.



Become an ambassador

Raise funds to support our initiatives by creating your own donation page on a crowd funding platform such as Given Gain.



Donate directly to support our initiatives

You can donate directly by visiting our "Doing Good" page on our website and clicking the "Donate Now" button.

Details

When making a donation, please send an email to our co-CEO, Guido, with your name, donation amount, and which initiative you'd like your funds to go to.

Still have questions? Find out more about our initiatives and the specific needs of our partners by getting in touch today.

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guido@rhinoafrica.com

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\* The Rise Africa Foundation is a registered non-profit organisation. Reference Number: 183-947. Please note that South African donors are eligible for a section 18A certificate.

# Donations from Sponsors and Partners

## Up to R150,000

Singita  
Desert and Delta Safaris  
More Hotels  
Londolozi  
Webrepublic

## Up to R50,000

Rovos Rail  
&Beyond  
Delaire Graff  
Ellerman House  
Ulusaba Private Game Reserve  
Machaba Main Camp  
Azura Retreats  
Garonga  
Ker & Downey Botswana / Okuti  
African Bush Camp  
Sabi Sabi  
Choha Hills  
Sanctuary Retreats  
Transnet and The Blue Train  
Royal Portfolio  
Grootbos Private Nature Reserve  
Tongabezi  
Nhlayisa Nutrition Solutions  
Makakatana Bay Lodge  
Wild Horizons  
Zouk Ventures LTD

## Up to R20,000

Bidvest  
Victoria Falls River Lodge  
Federal Airlines (Pty) Ltd  
Sun International  
Seasons in Africa  
Kichaka Private Game Lodge  
One&Only  
Sun Destinations  
Odie Air  
Tswalu Kalahari Reserve  
Wilderness Safaris  
Virgin Limited Edition  
Africa Albida Tourism  
Cape Grace  
Kosi Forest Lodge  
Lawhill Luxury Apartments  
Africa in Focus  
Classic Portfolio  
Savanna, Dulini, River  
and Leadwood  
Mfafa Safaris  
Beachcomber  
IGLTA

## Thank you to our company Sponsors

Cullinan Transport  
Red Carnation Hotels &  
12 Apostles Hotel and Spa  
The Two Oceans Aquarium  
Believers World Outreach Missions  
Davey Wavey Inc  
The Robert Bosch  
Stiftung Foundation

## Thank you to our personal Donors

Anthony Warner  
Janet M. Winfrey  
Ken Easterling  
Oriana Korin  
Petra Westerhoff  
Singrid Ahrens

## Thank you to our Challenge4ACause cyclists

David Ryan  
Guido Dunckel  
Jo Maree  
Ingo Brüggemann  
Mikeal Audebert  
Jonathan Lithgow  
Ross Biggs  
Nicola Harris  
Emilian Popa  
Stuart Lewis  
Ben Willson  
Alfredo Seidemann  
Adick Renner  
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Adrian Wenzl  
Nicole Hasenkamp  
Thomas McKay  
Roberto Gallotta



Challenge4acause cyclists 2016