



An awareness, education and survey campaign around
Southern Africa for rhino

Duration: 1st May - 18th September 2013

Campaign summary

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An initiative of Earth Awareness NPC
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1. Brief history

In 2009 Lloyd and I did a journey with our horses around South Africa to raise awareness of African Horse Sickness. African Horse Sickness is a virus disease endemic to Africa and many horses die from it every year. This journey took 581 days and we covered 7411km's and whilst travelling and living alongside our horses, going at their pace, they had become the non-judgemental barometers of our lives and changed us forever. The further we travelled the more aware we became of our horses, ourselves and the land we were riding through which made us deeper connected to everything. That is why we started our non-profit company *Earth Awareness NPC*, which is about encouraging environmental awareness and education from an early age.

When we returned to our horse trail business based on a reserve in the Eastern Cape in 2011, we were hit by a shocking and sad reality. The 11 rhino that used to live on that reserve had been killed and this sparked a fury of anger, sadness and along with a feeling of complete helplessness. It also sparked the wish to do something about it and after moving away from the Eastern Cape to the Natal Midlands by chance we moved onto a farm about 10km's from rhino conservation icon Dr. Ian Player. Dr Player along with others saved the White Rhino from extinction in the 60's and today with 86 years of age he is still fighting for their survival every single day. His commitment, dedication and passion for a cause is inspiring to say the least and after many conversations with him, the 'Rhino Knights' campaign was born.

Rhino Knights - Strength in Unity **An awareness and survey campaign around Southern Africa for rhino!**

2. Campaign aims and objectives

- To raise worldwide awareness for rhino using all media available (Social networks, YouTube, Website, print and digital media, TV)
- To conduct a survey/questionnaire to gather information on the current rhino and wildlife crisis from all stakeholders involved (Government, National Parks authorities, NGO sector, Private tourism sector, wildlife breeders and reserve owners, etc.)
- To network with and encourage rhino conservation stakeholders in Southern Africa to join forces and stand together under one united umbrella => Strength in Unity
- To educate the public (especially children) on the importance of wildlife conservation and sustainability through talks at schools, clubs, reserves etc.
- To involve the public through organized fun run's, cycle and horse riding events
- To document the campaign on film for YouTube uploads and to collect footage for a documentary on the campaign for TV broadcast

Initially the campaign was also aimed at raising funds for rhino but especially in South Africa, donor fatigue makes fund raising incredibly difficult. Before we left on the campaign on May 1st 2013 we decided to shift the focus towards the awareness/education part and the conducting of the survey. Funds raised during the

completion celebration (2nd October 2013) will therefore be shared evenly between the two organizations Lawrence Anthony Earth Organization and Magqubu Ntombela Foundation and their rhino initiatives/projects.

The Lawrence Anthony Earth Organization (TLAEO): TLAEO is an independent, non-profit group which seeks to reverse the dwindling spiral of the plant and animal kingdom and our environment through education and action. Late Founder of the organization Lawrence Anthony, author of *Babylon's Ark*, *The Elephant Whisperer* and *The Last Rhino*, always said that, "there is no silver bullet" to saving our Rhino's - we need to do it all.

Maqgubu Ntombela Foundation (MNF): The establishment of MNF founded by Dr Player, Andrew Ewing and Nick Steele, was based on a promise that Dr Player made to Magqubu Ntombela. Dr Ian Player who considers Magqubu his great mentor and friend once said: "Through his patient instruction he introduced me to a new cosmology. We worked together capturing rhino and on long patrols fighting poaching gangs. Together we took more than 1000 people into the wilderness areas of iMfolozi and Lake St. Lucia. He always led with courage; following the rhino paths and stopping to explain the history of the landscape. For Magqubu the hills and trees lived."

3. The Team

3.1 Lloyd Gillespie

Lloyd (director Earth Awareness NPC) has 15 years of guiding experience from foot, horseback and vehicle. Passionate about wildlife and conservation he has worked in reserves all over Southern Africa managing camps and training rangers.

3.2 Raphaela Wolf

Raphaela, a political science, geography and sociology student is Isabel's younger sister who has given 6 months to support Isabel and Lloyd as back-up during the campaign. The filming and editing of the YouTube Episodes was her responsibility along with setting up/taking down of camp.

3.3 Isabel Wolf-Gillespie

Isabel is a nurse from Germany, director and full time operator of Earth Awareness NPC. She is an author and public speaker and believes children's environmental education is vital in encouraging social change that is needed to protect the environment and its wildlife.

4. Sponsors

Raising sponsorship for the campaign has been a challenge but Rhino Knights has received some support in the form of product and financial sponsorships. We are very grateful for the support as without it this campaign would not have been possible.

4.1 Products

- A Sony full HD video camcorder PJ790 and PJ200
Thank you to Timothy Barnard
HOD Product Marketing (011 690 3466)
Sony South Africa (Pty) Ltd.

- Silverback MTB
Thank you to Greg Albert from Cyclesphere Cycling (031 312 2559)
'KZN's biggest Giant dealer'

- Cycling shoes and cleats from Tony Lubner, Plettenberg Bay

- "Revamp" on our 1993 Toyota Hilux 4x4 (back-up vehicle)
Thank you to Warren Demmer and Elsa from Hillcrest Toyota (031 001 1520)

- Saucony running shoes & clothing
Thank you to Mia Goslett from Saucony/Omni-Sport

- Campaign vehicle decals
Thank you to Lauren Urquhar from Midlands Signage (031 766 7046)

- Rhino Knights T-Shirts & Print
Thank you to Justin Mansfield from Powerhouse Clothing (082 655 1797)

- Rhino Knights T-Shirts
Thank you to Byrne Gillespie from Clothing and Cloth (031 701 3993)

- Website Hosting
Thank you to Michael from Goat Multimedia (072 237 4100)

- Print of receipt books
Thank you to Kendall & Strachan Printhouse PMB (033 342 9941)

- Gym use during campaign preparation
Thank you to Navin Leeladhar and Shaun from SSS Gyms & Fitcamp (083 777 5883)

- Herbal food mixture from The Herbal Horse
Thank you Beryl Shuttleworth (083 437 1814)

- For a physical baseline assessment and monthly follow up assessments
Graeme Brebner Brebner & Bircher Biokineticists

- For sports massages and a functional movement assessment
Thank you to Holroyd & Goodenough Physiotherapists

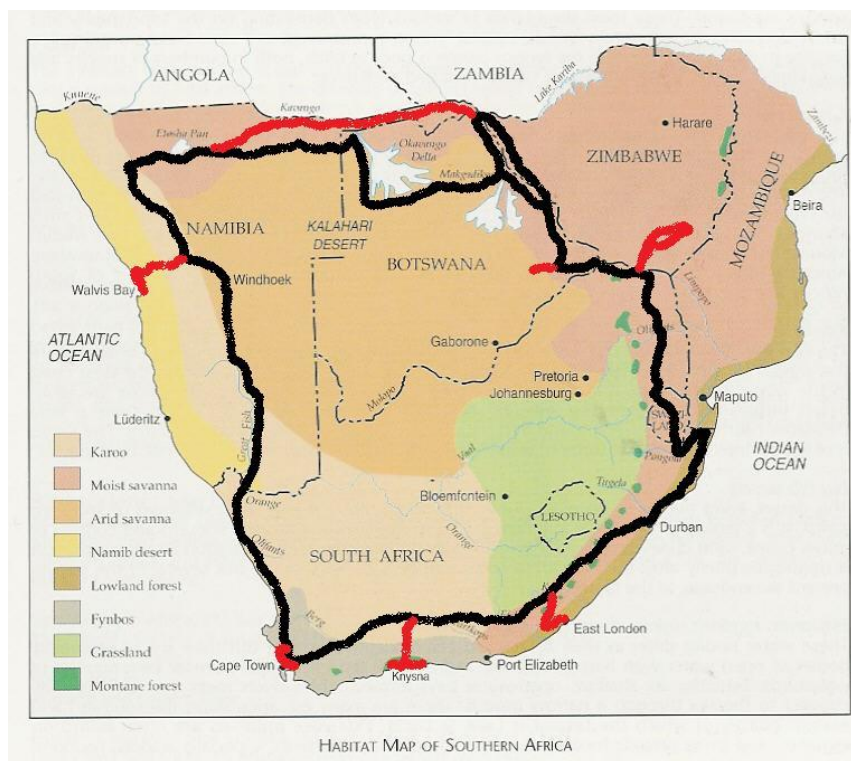
- Specifically for Lloyd Gillespie:
 - For Chiropractic manipulations
Thank you to Bernd from Hillermann Chiropractic Centre

4.2 Financial contributions

- R 5 000.00 from ISS Integrated Sustainable Systems
- R 3 000.00 from Nelson Mandela Metropolitan University George
- R 5 000.00 from Grootberg & Fish River Lodges (managed by Journeys Namibia)
- R 10 000.00 from Wilderness Safaris Botswana
- R 10 000.00 from private anonymous donor

The campaign expenses have been kept to the bare minimum. All around Southern Africa the team camped on the sides of roads to save the expenses of accommodation. Lloyd and I have sold our own private vehicle to fund over 80% of the campaign.

5. Map/Route:



Black line: Route exclusively run/cycled around Southern Africa (9 300 km's)

Red line: Additional distance driven back and forth for further outreach (approx. 10 000 km's)

Total distance travelled: +/- 19 300 km's

The (run/cycled) route through South Africa started in Durban heading west following a portion of the Freedom Challenge route up and over the Drakensberg Mountain Range, through the Karoo to the Cape, heading north along the West Coast entering Namibia at Violsdrif Border Post. Staying on the Eastern side of the Fish River Canyon the team passed through the Ai-Ais/Richtersveld National Park, through small rural villages like Bethanien, Hermelinghausen and Maltahoehe all the way to Windhoek and Swakopmund.

From there to the well-known Ethosa National Park, heading east for the first time to Grootfontein and entering Botswana at Tsumkwe Border Post. In Botswana we headed around the Okavango Delta along the pan handle to Maun, Nata, Francistown, Kasane and the Kazungula Border Post which enters into Zimbabwe.

The famous Victoria Falls marking our most northern point we headed south passed the Hwange National Park to Bulawayo and back into Botswana to Francistown, Palapye to the Khama Rhino Sanctuary in Serowe. Thereafter we made our way through the Tuli Block finally putting our feet back onto South African soil through Pont Drift. Travelling passed Mapungubwe National Park and Mussina we then headed south through Louis Trichardt, Tzaneen, Hoedspruit, Sabie and Nelspruit.

From Nelspruit via Kaapsehoop to Barberton we worked our way back up the mountains entering Swaziland at Bulembu Border Post. In Swaziland we passed through Piggs Peak, Mbabane and Big Bend to the Golelo Border post nearby to the Pongola Game Reserve. Our next destinations on route were Jozini Dam, Ndumo Game Reserve, Tembe Elephant Park to Hluhluwe.

The home stretch took us through to Matubatuba to St. Lucia, along the old main road to Zinkwazi Beach and finally through the coastal areas of Ballito, Umhlanga, Durban North to Westville, where we had started from on the 1st May 2013, 4 months and 18 days ago.

6. Achievements

6.1 Awareness

Through media articles, interviews (radio & TV) and public events in the different countries (Often the campaign was picked up by newspapers and articles were published without our knowledge.).

April 2013	May 2013	June 2013	July 2013	August 2013	September 2013	October 2013
South Coast Herald	Radio interview on 'In your element'	Talk at Atlantic Imbizo Conference Centre CT	Talk at the Scientific Society Swakopmund Museum	Interview on Super Sport (Marathon show also aired in Europe and Asia through IEC Sweden - World of Athletics; on Tshwane TV and DSTV Channel 262)	Interview on Super Sport (Marathon show also aired in Europe and Asia through IEC Sweden - World of Athletics; on Tshwane TV and DSTV Channel 262)	Greenline magazine (pending)
Tourism Tattler DUB						
Country Life Magazine	Radio Interview on East Coast Radio	The Republikein	Hitradio Namibia interview			Out of Africa magazine (pending)
Der Westallgauer (German newspaper)	Tabloid Newspaper	Victoria Falls24.com online news	Radio Interview Swakopmund (German)	The Intrepid Explorer, Issue 3	Talk at Minas Market Magoebaskloof	Article in Geo Reise (German Environmental magazine, Namibia)
	Simply Green Magazine CT	Tourism Tattler DUB Interview on Namaqualand Radio	Tourism Tattler DUB			Interview German Radio station NBC (Namibia)
	Somerset Budget Newspaper Group (5) The Rep Queenstown	Full Sus MTB magazine	Victoria Falls24.com Online news Villiersdorp Info	Tourism Tattler DBN	Talk at Kaapsehoop Festival	
	Tourism Tattler	Travel News Namibia online mag	PAKO Kids magazine	Victoria Falls24.com online news Malilangwe Trust talk and fun run with staff	Talk at Mlilwane Wildlife Sanctuary Swaziland	
		Westville Times				

	Kingswood College News	Awareness horse ride Swakopmund (Okakambe Equestrian Centre)	THE ECONET VIC FALLS MARATHON EVENT WITH TV INTERVIEW	Westville Times	Full Sus MTB magazine	
	The Dispatch			Zambezi Traveller	Highway Mail	
	Radio Interview on Knysna FM Nature Sport Company Fun Run	Shalom Breakfast Run Swakopmund Coastal Runners	Motsana (Maun) Centre Fun half marathon	Online mag	Go Multi Magazine	
	Radio Interview Cape Talk with John Maytham			Woman's expo Plettenberg Bay (presentation of campaign)	Radio Interview on East Coast Radio	
	Fund raiser dinner & talk at The Grand Africa Café Plettenberg Bay			Zoutnet News Louis Trichardt	Victoria Falls24.com online news	
				Fun run with Soutpansberg Athletic Club	Tourism Tattler DBN	
					Awareness horse ride Peterhouse Equestrian Centre Zimbabwe	
					Talk at Rhino Commemorati on Lake Chivero Harare	
					Talk & Run at HAC Runners race Harare	

6.2 Environmental education

Rhino Knights has visited a total of 41 schools throughout the countries of SA, Namibia, Botswana, Zimbabwe and Swaziland talking to over 16 000 children.

<ol style="list-style-type: none"> 1. Kainon School Westville DBN 2. Brown School DBN 3. Kearsney College DBN 4. Maris Stella DBN 5. Kind Edwards High School Matatiele 6. Merrifield Grahamstown 7. Clarendon Girls High School GHT 8. Kingswood College GHT 9. Rhodes University GHT 10. Nelson Mandela Metropolitan University George 11. High School Plettenberg Bay 12. Oakhill High School Knysna 13. Walddorf School Windhoek 14. St. Pauls Windhoek 15. Namib High School Swakopmund 16. Namib Primary Swakopmund

17. International School Walvis Bay
18. Swakopmund Primary School
19. Mondesa Youth Opportunity (Afternoon school)
20. Deutsche Schule Swakopmund
21. Matshwane Primary School Maun
22. Botselelo Primary School Maun
23. Clifton Preparatory School Francistown
24. John Mackenzie Primary School Francistown
25. Environment Africa group (Children from Victoria Falls)
26. Ethandweni Children Home Matobos NP
27. Hoerskool Louis Trichardt
28. Primary School LTT
29. Soutpansberg Primary LTT
30. Ridgeway College LTT
31. Kingfisher Primary Phalaborwa
32. Waterford Mbabane (Swaziland)
33. Peterhouse Girls Marondera
34. Peterhouse Boys Marondera
35. Peterhouse Springvale Junior School Marondera Zim
36. Ruzawi School Marondera
37. Lendy Park Junior Marondera
38. SHARON School Harare Arundel Girls High School Harare
39. St. Johns Junior Boys School Harare
40. Hellenic Academy Harare
41. Hellenic Junior School Harare

Survey

148 survey questionnaires from over 50 different organizations throughout Southern Africa have been filled out. Over the last couple of years poaching has increased dramatically and the information gathered is valuable in finding solutions to this crisis. A scientist from Save the Rhino Trust Namibia is assisting in the evaluation and has shown great interest in the results for his PhD. The evaluation is going to take place in the next couple of weeks.

Thank you...

...to everyone that has supported us and helped to make this possible! Without you it would not have been possible.



OUR MISSION

Encouraging social change through environmental awareness and education