



# ABOUT THE RHINO CHARGE

36<sup>TH</sup> ANNUAL RHINO CHARGE  
EVENT

# ABOUT THE RHINO CHARGE

The Rhino Charge is a unique and exciting annual off-road 4x4 competition held in Kenya in which entrants are required to visit 13 Checkpoints while travelling the shortest possible distance across difficult, trackless terrain, where speed is not a necessity and is in fact penalised.

To prevent adverse environmental impact, entries to the event are limited to 65 vehicles and Rhino Ark fully offsets the event's carbon footprint making it Carbon Neutral.

The winner is the competitor who finishes at the control point where they started having visited all the other control points in the shortest distance (GPS measured).

The event is organised to raise funds to support the activities of the Rhino Ark Kenya Charitable Trust.



# ABOUT RHINO ARK KENYA CHARITABLE TRUST

Established in 1989, Rhino Ark is a charitable trust that seeks solutions to the challenges facing the mountain forest ecosystems of Kenya, also known as the water towers. More specifically, Rhino Ark's conservation program is developed around six priority thematic areas:

1. Protection of Kenya's mountain forests, other threatened habitats and their rich biodiversity;
2. Engagement and education of adjacent communities in conservation;
3. Securing the connectivity between mountain forests and other threatened wildlife habitats;
4. Establishment of sustainable financing mechanisms for the conservation of mountain forests and other threatened wildlife habitats;
5. Advocate nationally and internationally for the conservation of the mountain forests and other threatened habitats, their wildlife and their ecological functions; and,
6. Use of science to assess the impacts of, and review conservation interventions.





## FUNDING SOURCES

Government contributions

Conservation partners

Rhino Charge

Private Donors

Public sector donations



## PROJECTS

Educating forest adjacent communities

Building capacity with partners

Securing wildlife corridors

Fencing protected areas

Ecological monitoring

Responding to wildfires

Combating wildlife crime

Promotion of bio-enterprise

# RHINO ARK'S ACHIEVEMENTS

1.8 billion Kenya Shillings (\$18 million) invested in conservation

650km of game-proof electrified fences built

Over 500,000 hectares of mountain forest secured

80,000 Kenyan families protected from human/wildlife conflict and their livelihoods secured

178 schools actively learning about conservation

90 hectares of forest rehabilitated

## ECOSYSTEMS WHERE RHINO ARK IS CURRENTLY WORKING

Mount Kenya

Aberdares

South Western Mau

Mau Eburu

Kakamega

# MORE ABOUT THE CHARGE



# 65

The event is limited to 65 teams/cars, and cars can either be modified or unmodified

# 1989

The event was initially conceived in 1989 to raise funds for the construction of the Aberdare Electric Fence



# 325m

Whilst the first Rhino Charge raised only KES 250,000, this amount increased tremendously over the years to reach KES 325 million in the 2024 event which is currently the highest amount for a single year of fundraising.



The Rhino Charge continues to raise funds for the Rhino Ark Kenya Charitable Trust. The Rhino Ark projects, are multifaceted and are embedded in the overall philosophy **HUMANS IN HARMONY WITH HABITAT AND WILDLIFE**

[www.rhinoark.org](http://www.rhinoark.org)



The location and venue of the Rhino Charge is kept secret until the last minute to maximise the challenge



# 10h

The Charge takes place over a period of 10 hours in remote area of Kenya

The event is featured in local and national media



Each entrant must pledge and raise a minimum sponsorship fee between 750,000 KES and 1.5 Million KES. Most entrants however raise considerably more

# 79,113,000KES

## FUNDS RAISED FOR THE HOST COMMUNITIES

This money is raised from the Land Access Fees (LAF) paid for by all who access the venue. This money is then used for community projects in the area such as the construction of school classrooms or the installation of boreholes.

SINCE 1989 366 GUARD POST SPONSORS 1761 COMPETITORS 850 VOLUNTEERS APPROX. EVERY EVENT 3000+ ATTENDEES

Who as a result, have contributed to the funding of the vital projects managed by Rhino Ark. #ConservationHeroes

# 2,451,705,011KES

## FUNDS RAISED FOR RHINO ARK SINCE 1989



Rhino Ark fully offsets the event's carbon footprint by purchasing Certified Emission Reductions (CERs) or Verified Carbon Units (VCU) from energy or REDD+ projects in Kenya that reduce, avoid or remove greenhouse gas emissions from the atmosphere.

### WHAT IS NEEDED FOR A RHINO CHARGE?

- A secret venue with rough terrain that will provide a challenging course.
- A maximum of 65 competing teams.
- Sponsors to support the event with in-kind donations as well as specific sponsorships.
- A team of volunteers to effectively run the event.



# THE RHINO CHARGE VOLUNTEERS



The Rhino Charge is primarily volunteer run. The Main Organising Committee consists of 9 members. They plan the event year-round and spend up to 2 weeks on site before and after the Charge.

Onsite at the event another 70+ volunteer Officials give their time and expertise to ensure the smooth running of the event. Volunteers not only donate time, but considerable resources which help reduce the overall costs of the event.





# ABOUT THE SPONSORS



Without the sponsors that support the event the Rhino Charge would not achieve such amazing fundraising for conservation in Kenya.

There have been over 1000 different sponsors over the 34 years of the event with 50% of those sponsors supporting the event for two or more years.

10% of our amazing sponsors have supported the cause for 10 years or more!

There are several different types of sponsors at the Rhino Charge that fit into the following categories:

- Checkpoint Sponsors,
- Service Sponsors,
- In-kind Sponsors,
- Individual Sponsors and
- Car/Team Sponsors.

# SPONSORS OPPORTUNITIES

Check Point Sponsor



Sponsors of the Rhino Charge get access to one or more of these opportunities depending on their sponsorship level and category.

- Branding opportunities and visibility at the Rhino Charge venue.
- Sponsor logo list in official digital and print material.
- Sponsor listed in Rhino Ark's biannual ARKive magazine – Print and Digital format (circulation approx. 3500).
- Coverage on Rhino Charge social media channels.

Service Sponsor



In-Kind Sponsor



CarTeam Sponsor



**rhinocharge.co.ke**



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Rhino Ark Kenya Charitable Trust

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