



PROJECT OVERVIEW

“All that is necessary for the triumph of evil is that good men do nothing” - Edmund Burke

ROCK 'N RIDE 4 RHINO (www.rnr4r.org) is an epic conservation project that entails a 10,000km motorcycle adventure around Southern Africa, planned for April – Sep 2013. It has been conceived by Jason Hartman (2009 SA Idol and founding director of **Men of the Trees SA**) and Dave Estment (ex-professional superbike racer, professional wildlife photographer and videographer, and founding trustee of the **Wild Imaging Trust**) - both passionate dirt bikers and conservationists - in partnership with Damien Mander (former Australian Army Special Operations sniper and founding director of the **International Anti-Poaching Foundation**).

The purpose is to raise R20,000,000 to help fund the extensive equipment, manpower, resources and communication channels required to effectively combat the poaching scourge that is threatening our wildlife and our planet. The funds raised will be divided between the three trusts. The core objective of each is as follows:

- To raise awareness and funds to be used for clearly defined and co-ordinated conservation projects focussed on the protection of our wildlife and environment (www.iapf.org)
- To implement social upliftment and self-sustainability programs and initiatives that support communities, thereby addressing the needs that can drive poaching (www.menofthetrees.org)
- To communicate via video, still images and internet platforms in order to educate, inform and provide exposure for conservation projects, while catalysing effective action (www.wildimaging.org)

Our goal is to create a culture of conservation for the entire population with the aim of highlighting awareness of the fact that everything is inter-connected and that the collapse of one species can lead to the collapse of an entire ecosystem. The tragedy of the brutal slaughter of our rhino makes this an indicator species to highlight the plight of many lesser-known but equally threatened species. Combined together these trusts form a holistic approach towards conservation and humanitarian projects; the two of which must go hand in hand if they are to be successful.

Donations are fully deductible as the beneficiaries are registered Section 18a organizations, simultaneously benefitting sponsors' BEE status. Octagon, a highly respected, leading auditing firm in Johannesburg is managing all funds received for this important, high-profile initiative.

Key Focus Points of the Tour:

Schools:

Interactive presentations to schools form the backbone of our Rock 'n Ride 4 Rhino tour. These will take place at approximately 90 privileged schools, reaching up to 70,000 students and engaging them in a 10 week Philanthropy Challenge, an innovative new tool developed in Australia that we are introducing to South Africa. It teaches students the act of doing something for a worthwhile cause without receiving anything in return. Funds raised by the students will go to Rock 'n Ride 4 Rhino with a percentage of the funds being given back to support local outreach initiatives.

Jason Hartman Gigs:

Jason will perform songs from his debut album *On the Run*, as well as his new album *All or Nothing* at the schools and appropriate venues throughout the journey to generate additional value, interest and enthusiasm among locals.

Conservation Activities:

Specific events will take place en route to highlight and support conservation efforts already taking place around Southern Africa, with particular relevance to rhino.

Motorcycle Community:

As a headline sponsor, Yamaha SA are providing state-of-the-art motorcycles for Dave and Jason to ride as well as incorporating mass rides and gigs throughout their dealer network across Southern Africa.

Public Participation:

An exclusive group of adventure bikers and wildlife enthusiasts will join paid, off-the-beaten-track sections of the tour in Botswana and Namibia as well as at the Hoedspruit base of the International Anti-Poaching Foundation.

Media Coverage:

The entire adventure will be captured via photographs and film by the Wild Imaging Trust team, TV networks, live-stream broadcasts by online radio, newspapers and magazines, and shared widely through social media platforms.

Why Rock 'n Ride 4 Rhino - what sets us apart?

- Unique, unforgettable adventure that combines the freedom of the motorcycling spirit with the raw energy of rock 'n roll, resulting in an irresistible recipe to engender a national culture of conservation by finally making the concept cool
- Introduces the phenomenal Philanthropy Challenge for the first time in South Africa, taking up the baton from Australian school children who are raising funds for rhino amongst other endangered species
- Engages 70,000+ students, their parents and large numbers of the general public in a unified, vibrant effort to help save rhino, as the indicator species of the greater global conservation crisis
- Collaboration in action; this is a ground-breaking partnership between 3 non-profit organisations and high profile individuals that contribute powerful, complementary skills towards achieving the common goal of rescuing rhino and rolling out a far-reaching conservation solution
- Exceptional platform for raising local and international awareness for rhino and other endangered species, supporting Southern African tourism, promoting our heritage and culture, whilst highlighting a broad spectrum of conservation and associated humanitarian projects

Where will the funds go?

A percentage of the funds raised by the school students for Rock 'n Ride 4 Rhino will be distributed to local community projects selected by participating schools, in recognition of the fact that conservation and humanitarian work must go hand in hand. The remaining balance of funds raised will be evenly distributed between the International Anti-Poaching Foundation, Men Of The Trees SA and the Wild Imaging Trust for the purposes listed below. The Wild Imaging Trust and Men Of The Trees SA will collaborate together in developing a self-sustainable wilderness centre which takes a holistic approach by combining conservation and humanitarian projects. A key part of this centre will include a partnership with the International Anti-Poaching Foundation where a base will be developed to train rangers in effective anti-poaching techniques for the benefit of rhino and other wildlife species.

International Anti-Poaching Fund

- Each 1,000,000 Rand raised can purchase a state of the art unmanned drone aircraft, capable of flying for 8 hours non-stop and covering 700km². This unblinking eye in the sky can locate poachers with thermal imaging optics before they get to our rhinos
- 250,000 Rand will help fund the completion of a newly developed qualification and training material that teaches rangers the skills they need to combat today's poachers. This training material will be made available to all rhino key range states
- 100,000 Rand helps fund instructor training and deployment. This assignment is critical in preparing rangers for the front lines of our rhino wars
- 1,000 Rand goes towards valuable mission essential equipment for rangers such as medical kits, binoculars, GPS, backpacks and boots

Wild Imaging Trust

- Fund the operational costs of creating documentary films, short videos and photographic galleries to educate, inspire and empower people through raising global conservation awareness, primarily focussed on rhino and other endangered wildlife, with reference to integral humanitarian projects
- Develop a program where international volunteers, students and tourists will have the opportunity to contribute to conservation and allied projects, while developing their skills in photography and videography, particularly of rhino, as well as other African wildlife and cultures
- Implement and maintain a development program for underprivileged people to learn photography, videography and social media skills in order to promote employment - at the same time empowering them to share insight into conservation issues in their own language with their broader communities, particularly those in close proximity to rhino reserves
- Establish an archive of heritage photographs and film footage, highlighting conservation and humanitarian projects, while supporting tourism and recording valuable wildlife and cultural history, particularly for endangered species such as rhino

Men of the Trees SA

- Develop a “Mother Garden” where local communities can learn valuable skills such as initiating and maintaining vegetable gardens, establishing indigenous nurseries, composting and earthworm farming, recycling and small scale livestock and bee-keeping practices in order to become self-sustainable in an environmentally friendly manner
- Implement and maintain a development program in which community champions are trained in self-sustainability techniques which they are then able to transfer to underprivileged communities across South Africa, particularly those bordering reserves that contain rhino and other wildlife species
- Provide economic empowerment for underprivileged communities by training them in agricultural methods and enabling them to sell produce, thereby generating a viable income and reducing the need to poach
- Establish an educational centre for both children and adults where they will be taught conservation and survival skills, highlighting environmental problems and solutions such as invasive alien plant species, water and wetlands preservation and the planting and protection of indigenous trees and forests, leading to a deeper understanding and appreciation of Southern African flora and fauna, in turn promoting the passion to preserve our national heritage

