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	Effective Date: 1 March 2007
7.02-3	Reviewed/ Revised: 1 December 2016
Subject: Bowling for Rhinos	

Board Administrative Directive

PURPOSE

This Directive will establish the procedure for reporting and management of the American Association of Zoo Keepers (AAZK) for Bowling for Rhinos (BFR). AAZK shall serve as the resource for all local BFR events hosted by Facilities of AAZK Chapters, including direct solicitation of donations on the AAZK website. Per AAZK policy a long term commitment to a Conservation or Educational program that utilizes AAZK member and financial Resources categorizes BFR as an **AAZK Program**.

To establish a policy on the annual distribution of funds raised by a Bowling for Rhinos (BFR) event and to set a policy for the payment of funds to each designated entity.

To establish rules and procedures by which members of AAZK shall qualify and shall be conveyed as a winner of a sponsored trip to a foreign country, as the result of fundraising for an annual AAZK BFR event.

To clarify to the membership that an AAZK BFR event is an exclusive event and shall not be combined, co-joined, or held concurrently with any other AAZK Chapter fund raising event and all profits from an AAZK BFR Event shall be forwarded to AAZK for distribution to the AAZK BFR Program Partners.

POLICY

The BFR Program shall be managed by a Program Manager, and a Vice Manager and any number of Task Force Members to be determined by the Manager. Nominations for vacancies within this Program may be advertised in the *Animal Keepers' Forum* or other AAZK media or appointed at the discretion the AAZK Board Oversight.

The BFR Program Manager shall report directly to the AAZK Conservation Board Oversight. The AAZK BFR Program Manager is eligible for indirect compensation from AAZK in the form of gratis full or day registration to the annual AAZK Conference. Should the Manager be excused from attendance by the Board Oversight, the Vice Manager is eligible for Conference Registration.

Bowling for Rhinos (BFR) was established and recognized by the AAZK as an international fundraiser in 1990. Funds are raised by an AAZK Chapter or animal facility using an associated Federal Tax Exempt Non-profit number that have established contact and registered their intent

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to hold a BFR event in a calendar year. While BFR is primarily a bowling event, the BFR title is inclusive of all non-bowling, fundraising events held in the spirit of BFR, with the intent to support AAZK designated conservation entities. AAZK shall hold Trademark to BFR Events in any name (Winos for Rhinos, Wii© for Rhinos, Curling for Rhinos, Rockin for Rhinos, Rummage for Rhinos, et, al).

BFR events are to be organized, sanctioned, held and administrated by AAZK Chapters or approved groups (Reference Administrative Directive 7.02-3A – BFR Sanction) so that 100% of all profits realized shall be dedicated to rhino conservation strategies and distributed to the approved entities as defined in this Directive. For general accounting purposes and for the specific purpose of determining Trip Winners, sanctioned BFR Event funds or donations are tabulated and reported in the Country of the event. A rate of exchange to US currency is not applied, nor is the difference in currencies the responsibility of AAZK. AAZK shall underwrite all banking, wire transfer and processing fees incurred from the AAZK Operational Account.

Sanctioned Event Holders shall retain the right to recoup any and all approved expenses incurred in hosting a BFR event. Examples of approved expenses are limited to:

- Lane Rental
- Additional Insurance above the policy available and provided by AAZK.
- Advertisement
- Event Supplies
- Entertainment
- Procurement of Auction Item(s)
- T-Shirt Printing

Sanctioned Event Holders are permitted to fully direct or split the proceeds from a Live or Silent Auction, Raffle, commemorative photographs or T-shirt sales, *provided:*

1. The direction or split is solely intended to recoup all or part of the expenses associated with the production of the Bowling for Rhinos event.
2. The direction or split is clearly advertised and promoted to any and all participants, including those who donate items or services to the auction, raffle, or sale.

Additional event policies, rules, regulations and information can be found on the AAZK web page (aazk.org/bfr).

CONSERVATION RESOURCE GRANT PARTNERSHIP – BFR FUNDING

AAZK shall hold and annually review a Memorandum of Understanding with each conservation entity and/or each entity shall file a report with AAZK regarding the financial operation of the entity.

AAZK shall have the option to solicit exclusive naming rights to the AAZK event “Bowling for Rhinos” in exchange for a fee and shall establish a Memorandum of Understanding with the

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event sponsor in exchange for an annual fee. The fee received for the naming rights shall be distributed according to negotiated agreement from the donor, or at the discretion of the AAZK Board of Directors and shall not be affected by the following policy.

AAZK identifies the following entities that shall benefit from an annual BFR event:

Lewa Wildlife Conservancy
PO Box 10607, 00100 Nairobi, Kenya
Tel: (+254-64) 31405 Tel: (+254-20) 607197 Fax: (+254-20) 607893
E-Mail: info@lewa.org

U.S. 501(c) (3) Non-profit and Tax Exempt Organization N^o: 87-0572187 & U.K. Registered
Charity N^o: 1069800 & Canadian Business Information Number: 86187 6357 RR0001

International Rhino Foundation
201 Main Street, Suite 2600
Fort Worth TX 76102

The International Rhino Foundation is a non-profit, tax-exempt charitable organization under
Section 501(c) (3) of the Internal Revenue Code. Donations are tax-deductible.

Action for Cheetahs in Kenya
PO Box 1611
Sarit Center
Nairobi, Kenya, 00606, Africa
cheetah@africaonline.co.ke
www.resaf.org/ACK or www.actionforcheetahs.org
Telephone + 254733997910

American Association of Zoo Keepers, Inc.
Conservation Resource Grant
8476 E. Speedway Suite 204
Tucson, AZ 85710

All BFR Funds received, *excepting* those funds donated and then directed by the donor to the specific BFR partner shall be split in according to the following percentage:

Lewa Wildlife Conservancy	45%
International Rhino Foundation	45%
Action for Cheetahs in Kenya	08%
AAZK BFR Conservation Resource Grant	02%

All funds are to be held on account in the name of AAZK BFR, separated from AAZK Operational Funds, and are restricted from distribution to any other means. Monies on deposit shall be forwarded to the adopted entity in a manner specified by the conservation entity which may be a third party, and disposition of funds shall be subject to a full and complete financial annual accounting report forwarded to AAZK by the recipient.

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AAZK shall retain two percent (2%) of the BFR funds raised on deposit until June of the year following the BFR events. During that time, AAZK shall advertise in AAZK media the availability of conservation funds for distribution in grant format to recognized conservation projects. Affiliation or partnership with AAZK is not required, but preference may be given to AAZK Conservation Partners. Preference for funds distribution shall be given in the following manner:

- In-situ Rhino Conservation and Research
- In-situ Community, Educational or Medical Programs (Africa or Asia)
- In-situ Species Conservation (targeted)
- Ex-situ Rhino Conservation and Research (restricted)

Criteria for the AAZK BFR Conservation Resource Grant is referenced in Administrative Directive 1.01-8

All AAZK BFR Grant funds shall be distributed by vote of the AAZK Board of Directors, with recommendation and research performed by the AAZK Conservation Committee, from the AAZK BFR account by June 30 of each calendar year. If AAZK does not receive any grant funding application(s), does not choose to fund any application(s), or if funds remain on account in the calendar year, those dedicated funds will returned to the BFR Operating account and divided between the three (3) BFR Conservation Partners in equal shares.

Trips

AAZK, in conjunction with Lewa Wildlife Conservancy (LWC) and the International Rhino Foundation (IRF), shall endeavor to support the Bowling for Rhinos conservation program by coordinating overseas trips to LWC sanctuaries in Kenya (2) and to IRF sanctuaries located in Indonesia (2).

Funds for the LWC trips (2) are specified by contractually agreed amount and segregated from the LWC share of BFR payout and are applied directly to the travel (land and air) expenses associated with the Trip. LWC shall be responsible for any and all lodging expenses. Any unspent funds from the travel expenses are returned to the LWC share of the BFR payout. Trip winners (2) shall sign a Hold Harmless Agreement with AAZK. LWC travel arrangements are facilitated by the AAZK BFR Trip Coordinator.

In agreement with the IRF and when financially feasible two (2) overseas trips to Indonesia sanctuaries shall be funded in totality at the expense of the IRF. Trip Winners (2) shall sign a Hold Harmless Agreement with AAZK. IRF travel arrangements are coordinated solely by IRF.

The trip winners shall be identified as the top four (4) fundraisers of an annual Bowling for Rhinos event as defined by the Chapter on the BFR Financial Statement.

The **top two** (2) fundraisers shall have their choice of trip destination (Africa or Indonesia). Once the top two (2) fundraisers have selected their trip destination, the third trip winner may select or be awarded a trip to the remaining destination (Africa or Indonesia). The fourth trip winner will be awarded the remaining destination (Africa or Indonesia).

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In case of a tie in where more than two (2) winners are identified, AAZK shall fund one (1) additional winner from the AAZK Conservation Resource Grant in the amount specified by the CEO/CFO and BFR Program Manager.

Winners of the trip to Lewa Wildlife Conservancy shall have the option of having one (1) guest accompany them, at the winner's (or guest's) expense. Guest expenses normally consist of round-trip airline and ground transportation. The guest must be able to lodge in the same room as the trip winner. Guests are not normally accommodated to Indonesia sanctuaries.

All Lewa trip winners shall;

- Be members in good standing with the AAZK;
- Be requested to contribute an article regarding the trip to AAZK Media, within one (1) year of trip completion;
- Be responsible for payment of Federal, State and local income taxes on the BFR monies retained to fund the air and ground transportation portion of the Trip;
- Complete and return to AAZK National the IRSW9 Form to ascertain the trip winners Social Security number;
- Complete and return to AAZK National the AAZK Hold Harmless Agreement.

All IRF Trip winners shall:

- Be members in good standing with the AAZK;
- Be requested to contribute an article regarding the trip to AAZK Media, within one (1) year of trip completion;
- Complete and return to AAZK National the AAZK Hold Harmless Agreement.

AAZK Chapter or facilities shall disclose to the BFR Program Manager, any BFR fundraising strategy that may potentially benefit a member by utilizing funds raised by the facility, group or Chapter and co-mingled, combined, earmarked or similar, in the name of an individual. The facility or Chapter shall be able to document and justify such strategy in the following manner:

1. The individual has participated in a minimum of three (3) prior BFR events, or;
2. The individual has served as event coordinator for the current or past BFR event(s), or;
3. The individual can document raising at least twenty-five percent (25%) of the total funds raised from the current BFR event funding through an individual effort, or;
4. The individual can document they have secured at least twenty-five percent (25%) of items (in number or value) utilized as door prizes, raffle or auction items for the current BFR event, or;
5. A combination of items 3 and 4 that equal at least twenty-five percent (25%) of the funds raised or items secured to benefit the current BFR vent.

Definitions

Current: The year during which the BFR event, funds raised, and winner eligibility are one in the same.

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Individual: The actual highest fund raiser or designated beneficiary of the AAZK Chapter fundraising strategy.

Trip winners who receive the benefit of combined, co-mingled, earmarked or designated funds shall be exempt from AAZK Administrative Directive 4.01-1 – Personal Gain, due to the continuing commitment to an AAZK-approved conservation program, with documented approval from facility or Chapter, and in meeting the above requirements.

All Trip Winners to either Africa or Indonesia shall travel to each destination together. For Lewa travel is typically scheduled in February or March of the calendar year **following** award. For Indonesia travel is typically scheduled in May of the calendar year **following** award and is coordinated by IRF. For Lewa travel Air and Ground transportation shall be negotiated, reserved and purchased typically September - December in the year the award based upon best available airline rates.

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Appendix A Anna Merz Rhino Champion Award

Policy

AAZK shall endeavor to honor the efforts of an individual that who contributed to the Bowling for Rhinos Program or events by conveying the Anna Merz Rhino Champion Award through a qualification and random selection process.

AAZK and LWC shall award one (1) expense paid trip to the Lewa Wildlife Conservancy by a random selection process from the top fundraisers at each AAZK chapter meeting the established and published deadline for submission. AAZK Chapters holding a valid charter with the Association and who hold a fundraising event(s) with the intention of donating the proceedings to AAZK BFR program *or* who donate Chapter funds to AAZK's BFR program may provide a single candidate into the random selection process, provided;

- The Chapter registers the fund raising event with AAZK or donate to AAZK BFR;
- The Chapter pays the required registration fee and receives BFR sanction;
- The Chapter meets all established and published deadlines for submission by postmarked or timestamped date of midnight August 1 of each calendar year;
- The Chapter notes the designee in writing to AAZK in the manner defined.

Note: The Chapters associated with the top four (4) fundraising individuals described previously are not eligible for entry into the Anna Merz Rhino Champion Award random selection process in the same calendar year.

Travel (air and ground) shall be covered by funds retained from the LWC share of the BFR payout at a rate contractually agreed between AAZK and LWC. Any unspent funds to cover the transportation expenses of the AMR Champion Award shall be returned to the LWC share of the BFR payout.

Lodging expenses for the AMR Champion Award shall be covered by the Lewa Wildlife Conservancy. The Award winner shall have the option of asking one (1) guest to accompany them on the trip to Lewa Wildlife Conservancy with the provision that the guest shall cover all travel expenses associated with their share of the trip to Lewa Wildlife Conservancy and shall be able to share the same lodging accommodations as the AMR Champion Award winner. Travel typically takes at the discretion of the Lewa Wildlife Conservancy in consultation with the AMR Champion Award winner.

The AMR Champion Award winner shall be responsible for payment of Federal, State and local income taxes on the BFR monies retained to fund the air and ground transportation portion of the Trip and shall complete and return to AAZK National the IRSW9 Form to ascertain the trip winners Social Security number, along with the AAZK Hold Harmless Agreement.

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Nomination and voting results may be held confidential until the annual conference of the Association, where the results of the AMR Champion Award shall be conveyed to the membership during a specified conference function.

Anna Merz Rhino Champion Award Description

The purpose of this award is to randomly select an individual AAZK member whose passion and drive for the AAZK signature conservation project, Bowling for Rhinos emanate the values of the late Lewa Co-founder and Rhino Champion, Anna Merz. This individual may have mastered "the power of one"- where the ideas, passion, and drive of one person can reach out to others and involve them in those wishes to save a species from extinction.

The Chapter-nominated individual may be the highest fundraiser within the Chapter's BFR Event, an individual who coordinates a Bowling for Rhinos event year after year, or be an ever-present, reliable AAZK Chapter member always ready to volunteer and fundraise.

Qualifications

- The Chapter nominee **shall be an AAZK member in good standing** involved with Bowling for Rhinos for at least three (3) years.
- The Chapter nominee shall be nominated by his or her peers who have witnessed their dedication to Bowling for Rhinos through the same AAZK Chapter, zoo, aquarium or related facility.
- The nominee **may not** be a previous recipient of the Anna Merz Rhino Champion Award (formally – AAZK Honorary Trip) or have been awarded a previous BFR Lewa or IRF trip as one of the highest fund raisers.
- The nominee shall not be Committee Chair or Vice Chair, Program Manager or Vice Manager, members of the AAZK Conservation Committee or a current member of the AAZK Board of Directors.

Nomination Procedure

- Each qualified AAZK Chapter may nominate one (1) individual for the AMR Champion Award.
- Nominations open 1 January and close at midnight 1 August of each calendar year.
- Chapter nominations may be sent by electronic mail to the Conservation Committee at Conservation@AAZK.org or by US Mail to the AAZK Administrative Office.

Selection Procedure

- The Conservation Committee shall submit all qualified Chapter nominees to the AAZK Board of Directors.
- The AAZK BFR Program Manager in conjunction with the AAZK CEO/CFO shall determine the four (4) highest fundraisers through the funds submitted to AAZK BFR by

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the established deadline and eliminate those Chapter nominees from the random selection process.

- The AAZK Board of Directors shall select one (1) AMR Champion Award winner through a random selection process.
- The AMR Champion Award winner will be announced at the Rhino Rally held in conjunction with the AAZK National Conference.
- The AMR Champion Award winner will be contacted by the Program Manager of AAZK BFR regarding the Award.
- The AAZK BFR Trip Coordinator will contract the AMR Champion Award Winner to coordinate travel

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Appendix B
Funding of Yearly Trip Winners (2)
Funding of Anna Merz Rhino Champion Award (Trip)

Purpose

To clarify the responsibilities and the mechanism for funding the two (2) selected trip winners and the Anna Merz Rhino Champion Award winner resulting from the gross receipts of the current year Bowling for Rhinos event.

Policy

The allocated funds are designated to pay for air and ground-associated travel and lodging expenses are to be segregated from the Lewa Wildlife Conservancy share of the BFR payout. Lewa trips shall be funded by the retention of BFR funds in a contractually agreed upon amount. Any unspent funds allotted for the travel expenses shall be returned to the LWC share of the BFR payout. LWC agrees to pay all lodging expenses associated with the Trip Winners.

The two (2) of the four (4) individuals identified with the highest fund raising totals shall be eligible to be awarded an all-expense paid trip to the Lewa Wildlife Conservancy (LWC) in Kenya.

The Anna Merz Rhino Champion Award winner to LWC shall be conveyed by the random selection process defined within this Directive.

Once an individual has been awarded **any** expense paid trip to LWC in Kenya they are declared ineligible from winning any future trip to LWC.

AAZK in conjunction with the LWC shall review the allocated funds on a yearly basis to account for inflation and/or economic issues that will affect airline and ground travel expenses and may affect lodging expenses. Adjustments to the allocated funding shall be made accordingly and ratified by the Board of Directors of AAZK.

Current allocation is set at \$6750.00 to fund three Lewa (3) trip winners or \$2250.00 for each winner.

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