



25 Years of Save the Rhino

In the 1980s and early 1990s, rhino poaching was rampant across Africa. It was then that our founders, Dave Stirling and Johnny Roberts, decided more could be done to protect rhinos. In 1994, Save the Rhino was established as a UK charity.

Cathy Dean | CEO

25 years later and we're continuing to champion rhino conservation. While the situation is different today, we face some familiar challenges. After years of low poaching in the late 1990s and early 2000s, today an average of two rhinos are poached each day. Thanks to the significant efforts from anti-poaching units and many initiatives, the total number of rhinos poached is now decreasing year-on-year since the crisis began (see pages 4-5 for the latest figures), but reducing poaching remains as one of our top priorities, as well as securing sufficient space to boost population numbers in the future.

Four of the species (white, black and Greater one-horned) are more numerous than they were 25 years ago. Better estimates of Javan rhino numbers now give us a figure of 65-68; when I joined Save the Rhino in 2001, numbers were reckoned to be around 45 animals. Slow, steady progress, but they're not out of the woods yet. The real concern is the

Sumatran rhino. In 2001, conservationists and governments were quoting figures of 300 animals surviving in Malaysia and Indonesia. Revised estimates now reckon there are fewer than 80 remaining.

Sumatran rhinos are considered to be even more at risk of extinction than Javan rhinos, as the populations are fragmented and breeding is depressed as a result. But we're determined to support efforts to save this charismatic - and very charming - species, which is why we're giving a grant of \$100,000 from our core funds to the Sumatran Rhino Rescue project, which you'll read about on pages 36-37.

Throughout this edition of *The Horn*, you'll hear from many of our partners across Africa and Asia how each programme is making a difference for rhinos and rangers, whether focusing on breeding efforts, providing more equipment and resources, or creating connected habitats for rhinos to roam. Every project and partnership brings me more hope for a future where rhinos are no longer threatened.

Of course, the reason we can help fund these programmes is that you have supported Save the Rhino. If you're reading this magazine, then you are part of our rhino family. You may have taken on a tough sponsored challenge, generously given a donation, become part of the herd as a member, or been a valued partner for our team. In doing so, you have helped save rhinos. While we don't know the exact amount granted out since 1994 (our filing systems in the early years were not as good as they are now!), we do know that none of this would have been possible without you and all of the amazing people who have been a part of our 25-year journey.

Thank you so much for helping to save the rhino.

You can read more about Isla and other ways to fundraise on page 11.



Save the Rhino International is a UK-registered charity which raises funds and awareness for the world's five rhino species. We work with global project partners to support 17 long-term rhino conservation programmes in Africa and Asia.

Upcoming events for your diary

Big Half, London	Sunday 1 March 2020
London Marathon	Sunday 26 April 2020
World Ranger Day	Friday 31 July 2020
RideLondon100	Sunday 16 August 2020
ForRangers Ultra	Wednesday 16 - Sunday 20 September 2020
World Rhino Day	Tuesday 22 September 2020
Royal Parks Half	Sunday 11 October 2020

For more information about any of these events (and more), please visit www.savetherhino.org/events or contact us by email at events@savetherhino.org or call +44 (0)20 7357 7474



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The Horn

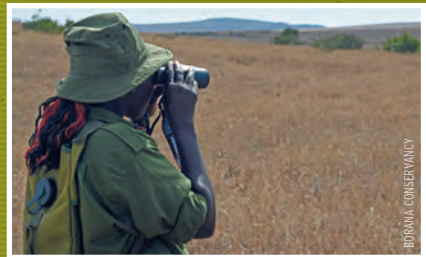
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ROCKSTAR
2019



**FEELING LIKE
A ROCKSTAR**

running in a rhino
costume!



CAMPAIGN

Once Upon
a Time...

There lived a mighty beast

Help us to not consign
these iconic giants to
storybooks

More inside
on Rhino Gregg
and our Rockstar Runners

Rhino Membership From £2.50 per month

Become a member and be part of the movement to save the rhino!

We have five different membership levels to choose from, including electronic options and ones for the whole family, each with exclusive member-only perks.

Treat yourself or a loved one, and you can make a bigger difference for rhino conservation.

Rhino silver bracelets and earrings From £19

Made by 'Symbols on Silk' in Cape Town, South Africa, each item is created with intention, honouring the philosophy of giving back.



Plaited silver Rhino bracelet £20

On green plaited silk. Grey plaited silk and silver chain also available.



NEW Beaded gold Rhino bracelet £25

Gold-dipped sterling silver shown. Silver version also available.



NEW Rhino silver disc bracelet £25

Sterling silver on silk.



Rhino silver earrings £19

Sterling silver. For pierced ears.

Great rhino gifts!

Looking for a rhino-themed gift for that last-minute Christmas pressie? Or perhaps you want to treat yourself? We have a beautiful collection of gifts, toys and homeware online.

Here are our top picks:



'Rumble the Rhino' medium soft toy £14

Introducing Rumble, the softest and newest member of the crash! Nose to tail approx. 22cm. Complies with SSCS specifications. Suitable for ages 3+



NEW Water bottle £20

Stainless steel, leak-proof and double walled. Suitable for hot or cold liquids.



NEW Mug £7- £10

Bright white with glossy finish. Dishwasher and microwave safe. Colours available:



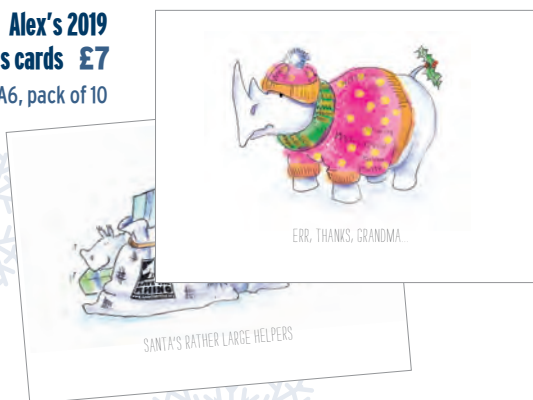
IT'S EASY TO ORDER Visit our store at www.savetherhino.org/shop
>TELEPHONE< +44 (0)20 7357 7474 See lots more rhino goodies online.

*See product size guides on our website. Colours shown are matched as closely as printing process allows. See our website for more details about membership types/details, payment options and T&Cs.

**NEW Alex's 2019
'Mr Rhino' Christmas cards £7**

A6, pack of 10

'Santa's rather large helpers' and 'Err, thanks Grandma'. Five of each design. Cards are blank for your own message.



Africa keyrings £5 each

Round, Baby rhino, Rhino or Africa

Handmade in an independent workshop in KwaZulu Natal, South Africa. Approx. 75 mm



Tote Bag £16

Eco-friendly. Made from 100% organic cotton. 38 cm x 42 cm. Graphic on one side.



NEW Savannah collection

Introducing our new Savannah collection with fun and colourful designs printed on a wide range of products from water bottles to t-shirts.

Each Savannah collection item is printed to order, so there's no waste! Designed by Rachel Wynn, Twogether Creative.

**NEW Men's t-shirts* £20
Women's t-shirts* £20
Kid's t-shirts* £15**

100% organic ringspun cotton.

See the full range and colour choices online:





ON TOP OF THE WORLD

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The joy of working with rhinos in zoos



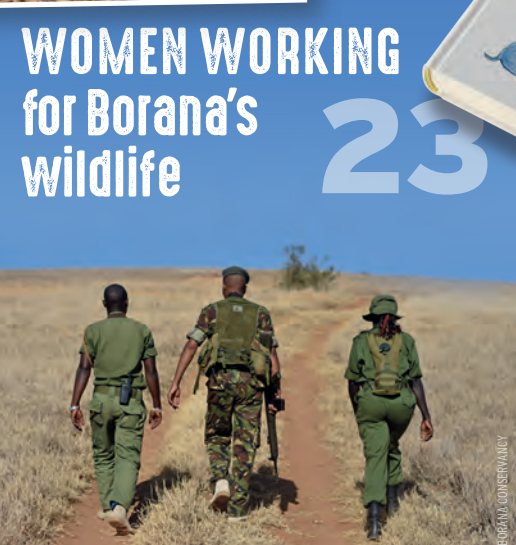
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Once Upon a



Let's not consign these iconic giants to storybooks.

Once abundant across Africa and Asia, today there are fewer than 28,000 rhinos remaining.

We can't imagine a world without rhinos. The good news is that we shouldn't have to. If we can provide enough space and security, rhino numbers will increase.

You can help us change the story for rhinos. Your donation can help protect rhinos from poaching and habitat loss, making sure that they have a happily ever after.

The world is better with rhinos in it. Help us keep it that way.

Donate or join online at
www.savetherhino.org/rhino-real-talk

Time...

...there lived a wondrous, mighty
beast called the Rhinoceros.

**#RHINO
REAL TALK**

#RhinoRealTalk

We want rhinos to be part
of everyone's future.
Let's keep them out
of storybooks and
in our wonderful
world.

