

Introducing...the C-word



When I was a kid, I loved Sesame Street. I was particularly fond of the Cookie Monster, and used to sing along with “C is for cookie, that’s good enough for me” (if in a rather higher voice). These days, the first C-word that springs to mind is Covid-19.

Cathy Dean | CEO

People often say, “There’s no time like the present.” Right now, that couldn’t feel truer. As I write this, I’m sitting at my desk in Save the Rhino’s office in London, grateful for the small dose of normality in these strange times. But for now, it’s just the rhino costumes keeping me company.

2020 has certainly been a rollercoaster year. In February, we celebrated as rhino poaching statistics continued to decline, and in March, we were stunned by your continued generosity as we reached a new record for our grants. Thanks to you, last year, we sent out just shy of £2.5m in grants with another £1.25m ready to award to our programme partners to support their work.

At the same time, we were beginning to hear from our field partners about the initial impacts of the coronavirus. Many rhino conservancies in Africa were struggling in a way they never had before. There had never been such a sudden and total drop in tourism. To make things more difficult, no one knew when visitors might return: they had to plan for an unknown future, with fewer resources. In Asia, it wasn’t tourism, but staff travel restrictions that brought challenges: much-needed veterinary training was put on hold and vital search and rescue missions for Sumatran rhinos were delayed. But in all areas, there was one constant: rangers had to keep going.

Some rangers had already been on duty for six weeks and had to remain on duty when lockdown hit. Many had to stay on-site 24/7, not able to visit their partners or children; others had to accept pay cuts to help keep conservancies afloat. Every day rangers continued to patrol, monitor and protect rhinos and other endangered wildlife. There’s no doubt that their dedication kept rhinos safe.

Of course, as a loyal Save the Rhino supporter, you know that we don’t like to dwell on doom and gloom, and while it has been a challenging year, there have also been reasons to cheer. We’ve shared a few of these on pages 6 and 7 so that you can see the impact you have made.

There’s another reason that has kept all of us smiling this year: the fact that all of you, our brilliant rhino family, have given such unwavering support to rhino conservation. When announcements came of postponed marathons and cancelled bike rides, you – just like the rangers – kept going. You ran 26.2 miles in your gardens (sometimes in costume!), climbed your staircase to reach the height of Mt Kilimanjaro, and even used your time in lockdown to bake with a rhino stencil. And all of this to raise funds for the people and places that need it most.

I hope that, in this year’s edition of *The Horn*, you’ll see that despite the challenges that so many have faced, there is a common theme of hope. When times have been tough, we’ve been able to get through them as one big Save the Rhino team. With your continued support, we know it’s possible now too. Thank you for being part of our rhino family.

(And here’s looking forward to a time when C stands for cookies once again.)

Below: Rangers in Namibia have been working tirelessly to protect rhinos throughout Covid-19.

Find out more on page 20.



STEVE AND ANN TOON



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

Sunday 28 February 2021	The Vitality Big Half, UK
Wednesday 3 March 2021	World Wildlife Day, global
Sunday 11 April 2021	Royal Parks Half, UK
Saturday 31 July 2021	World Ranger Day, global
September 2021	ForRangers Ultra, Kenya
Sunday 12 September 2021	Great North Run, UK
Wednesday 22 September 2021	World Rhino Day, global
Sunday 3 October 2021	London Marathon, UK

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



FOR
THE
WORLD

YOUR CONSERVATION IMPACT

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Ensuring an encore for the singing rhino



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Fulfilling the rhino dream



IMPROVING OUR DOGS' TRACKING SKILLS

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Why Team ZimZam runs the London Marathon



Protecting rhinos with our community

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Rhino goodies

Silver Jewellery

Every piece is made by *Symbols on Silk*, South Africa, emanating a 'Simple But Significant' style. Each design symbolises a special message, the rhino being a symbol for confidence, assurance and steadiness.

From £19



Plaited silver Rhino bracelet £20

Sterling silver on light grey plaited bracelet.



Silver Rhino pendant necklace £30

Sterling silver chain and pendant.



Rhino silver disc bracelet £25

Sterling silver rhino disc charm on a light grey thread bracelet.



Rhino silver earrings £19

Sterling silver rhino stud earrings with butterfly backs.

MEMBERS GET A 10% DISCOUNT ON ALL MERCHANDISE ITEMS



Meet the herd!

Each and every one of our members helps us to make a difference. Why not treat the rhino enthusiast in your life with a membership? All membership options are available to purchase as a gift.

Electronic membership

Go eco-friendly and choose paperless, making your membership donation go further.
From £2.50 per month

Individual membership

Show your personal passion with our Individual membership. From £3.50 per month

Family membership

Share a membership with your loved ones through our Herd members' option.
From £8.50 per month

Ambassador membership

For those wanting to make a bigger impact in supporting rhinos.
From £12 per month

See our website for more details about membership types/ details, payment options and T&Cs.

IT'S EASY TO ORDER Visit our store at www.savetherhino.org
See lots more rhino goodies online!



Close Encounter Collection

We're delighted to be collaborating with artist Rebecca Carter, to bring her incredible illustration to life with our black rhino range as the first edition for our Close Encounter Collection.

The illustration comes on a number of products, from prints to water bottles.

From £15

NEW Alex's 2020 Mr Rhino Christmas cards £7

A6, pack of 10

'Too many lockdown cookies, maybe?' and 'Oops! Watch out for the crash!' Five of each design. Cards are blank for your own message.



NEW The Jungle Collection

Introducing you to our newest members of the herd, Wilbur and Walter, the water-wallowing rhinos! They feature in our Jungle Collection, inspired by the rich rainforests of Indonesia.

A fun and colourful design, printed to order to eliminate waste. Designed by Rachel Wynn, Twogether Creative.

From £7



OL 008

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ROBINING RHINOS: PETER MUFFET, FRONT COVER: STEVE AND ANN TOON

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