

# theHORN

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STEVE & ANNE TOON / MARK CRAMER / SRT

BROWNIE PHOTOGRAPHS

# The future from a Rhino point of view

Back in June, I went to 'The World in 2050' dinner hosted by Synchronicity Earth. Speakers from the field of conservation, nutrition, health, climate and finance talked about what is likely to happen to the wild animal and plant species of the planet in the lead up to 2050, how our lives are interlocked with theirs, and what the implications are for humanity if the current loss of species and degradation of sea and land ecosystems continues on the current trajectory, particularly for those who stand to lose the most—the poor in developing countries.

Cathy Dean | Director

It was an inspiring evening, which prompted many more questions than it answered. I came back to the office and asked the team whether we could imagine Save the Rhino in the future. We tried to make it a bit easier by giving ourselves a 10-year perspective, rather than the 40 that Synchronicity Earth had tackled. You can read our predictions on page 13. We also asked the field programmes we support to respond to the same challenge, and you can

read some of their answers in this issue of *The Horn*.

As well as looking forwards, we've been doing a bit of present-day examination.

We are surveying our supporters, so that we can find out a bit more about you, your

interest in conservation and your involvement with us.

We reviewed our mission statement and objectives, and realised that when we rewrote them a couple of years ago, we had inadvertently left out a key part of our work: 'To raise awareness of the need for rhino conservation and communicate the work of Save the Rhino.' So that has been reinstated as our fourth objective and we have even

re-ordered our internal fortnightly action points meetings, so that all our activities are demonstrably linked to specific objectives.

We had a good hard look at our pro-sustainable use position, after an article in *The Sunday Times* attacked our relationship with Safari Club International. We discussed our stance all over again with the field programmes we support, and the feedback reassured us that our approach is valid, even if the position is not an easy one to take.

I think the sign of a healthy organisation is one that re-examines itself every two or three years, takes nothing for granted, shakes things up and looks at them in a different way, even if the broad conclusions remain the same. There's never a dull moment to be sure.



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## Events Schedule



PechaKucha Africa	Wednesday 20 October 2010
Hornucopia	26 November – 7 December 2010
3 Peaks 3 Weeks Challenge Africa	January 2011
Mark Carwardine: Last Chance to Save the Rhino	Wednesday 12 January 2011
Around the Horn: Comedy Night	Monday 17 January 2011
Ninth Douglas Adams Memorial Lecture	Thursday 10 March 2011
Virgin London Marathon	Sunday 17 April 2011
Rhino Mayday	Date to be confirmed
Rhino Trek South Africa	August 2011
Rhino Climb Kilimanjaro	Dates to suit
ING New York City Marathon	Sunday 6 November 2011

For more information about any of these events, please email [jo@savetherhino.org](mailto:jo@savetherhino.org) or call + 44 (0)20 7357 7474.