



RHINARY IMPACT REPORT

2024



MEANINGFUL IMPACT

Welcome to Rhinory's 2024 Impact Report, a testament to the power of collective action in conserving one of the world's most iconic and threatened species – the rhinoceros. This report encapsulates a year marked by significant achievements, unwavering dedication, and the remarkable support of our community.

TABLE OF CONTENTS

- I. Annual Review
- II. Partnerships & Initiatives
- III. Conservation Education & Awareness
- IV. Blake’s Care & Expansion Program
- V. Member Impact
- VI. Looking Ahead
- VII. Corporate Sponsors





RAISING A GLASS TO CONSERVATION: A YEAR IN REVIEW

2024 was a year of significant growth and impact for Rhinory's commitment to rhino conservation. We continued to demonstrate that a passion for fine wine can be a powerful force for positive change, thanks to the vital support of our community. Here's how we made a difference:

Expanded Conservation Efforts: Rhinory strengthened its support for critical programs at the International Rhino Foundation and Care for Wild, contributing to anti-poaching efforts, habitat preservation, and rhino orphan care. This included funding for anti-poaching patrols in key rhino habitats.

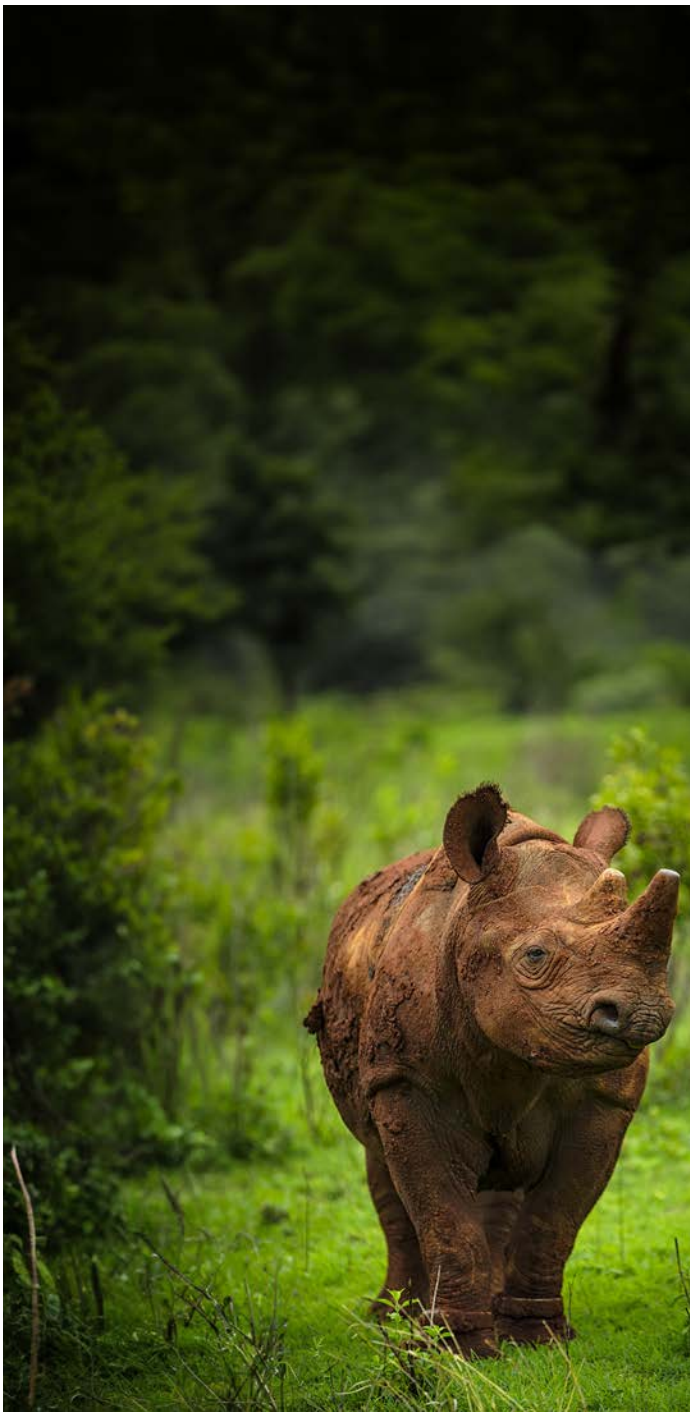
Inspiring Education: Through immersive experiences and educational initiatives, we empowered thousands of visitors with knowledge about rhino conservation. Our guests had the opportunity to meet Blake, our resident rhino, and learn about the challenges facing his wild counterparts.

Exceptional Rhino Care: We provided outstanding care for Blake, while achieving significant milestones in his training and enrichment. For example, Blake learned to participate in routine medical checks through positive reinforcement, ensuring his continued health and well-being.

Financial Success: The Rhinory community demonstrated its incredible commitment to rhino conservation in 2024, generating over \$450,000 through wine and merchandise sales, Gala attendance, sponsors, and guest experiences to support local and international rhino conservation. This remarkable sum underscores the power of collective action in making a real difference for rhinos.

Foundation Launch: We proudly established The Rhinory Foundation, a non-profit 501 (c) (3) dedicated to supporting global rhino conservation initiatives. This foundation will allow us to further expand our impact and create a lasting legacy for rhino conservation.





PARTNERSHIPS & INITIATIVES

Rhinory is deeply committed to supporting organizations making a tangible difference in rhino conservation. In 2024, we focused our efforts on two key partners: Care for Wild, a globally recognized organization operating the largest orphaned rhino sanctuary in the world dedicated to rescuing, rehabilitating, and protecting endangered species; and the International Rhino Foundation, a global organization employing a multi-faceted approach to protect all five rhino species, including supporting anti-poaching efforts, habitat conservation, and community engagement.



INTERNATIONAL RHINO FOUNDATION

The International Rhino Foundation (IRF) stands as a global champion for rhino conservation, dedicated to protecting all five rhino species from the brink of extinction. They understand that safeguarding these animals requires a multi-faceted approach, one that addresses the complex threats rhinos face while empowering communities and fostering collaboration.

Rhinory is proud to partner with the IRF, contributing \$80,000 (including matching funds) in 2024 to support their vital work. Our contribution focused on the Sumatran Rhino Sanctuary in Way Kambas National Park, a haven for the critically endangered Sumatran rhino. This sanctuary provides a lifeline for these magnificent creatures, offering them a safe haven where they can breed, thrive, and contribute to the survival of their species.

Rhinory's funding also equipped Wildlife Protection teams in the Leuser Ecosystem, providing them with the tools and resources they need to combat poaching and protect rhinos in their natural habitat. Thanks to this ongoing support, ten rhinos, including the adorable calves Anggi and Indra, are thriving within the sanctuary's protected embrace.

Furthermore, our contribution bolstered Rhino Protection Units in Way Kambas National Park, dedicated guardians who safeguard not only rhinos but also the rich biodiversity of the surrounding ecosystem. And, recognizing the vital role of healthy habitats, Rhinory's support enabled the planting of over 38,000 seedlings in critical areas. This reforestation effort helps to restore degraded lands, expand rhino habitat, and provide vital resources for local communities.



CARE FOR WILD

Care for Wild is a globally recognized conservation organization dedicated to the rescue, rehabilitation, and protection of at-risk species. Driven by their powerful ethos, "Save Rhinos, Save People, Save Tomorrow," Care for Wild operates the largest orphaned rhino sanctuary in the world, providing a beacon of hope for these magnificent creatures.

At the heart of Care for Wild's mission lies a deep commitment to rescuing orphaned and injured rhinos, often victims of the devastating poaching crisis. These vulnerable animals are given a second chance at life within the sanctuary's secure haven, where they receive expert care, specialized nutrition, and a nurturing environment to heal both physically and emotionally.

In 2024, Owner Craig Stevens and Wine Program Director David Bradbury journeyed to South Africa to witness firsthand the incredible impact of Care for Wild. Inspired by their experience, Craig made an initial donation of \$25,000 and pledged to raise an additional \$25,000. Through the incredible support of our community and the success of our Holiday Gift Guide, we were able to fulfill that pledge, bringing our total contribution to Care for Wild to \$50,000 for the year.

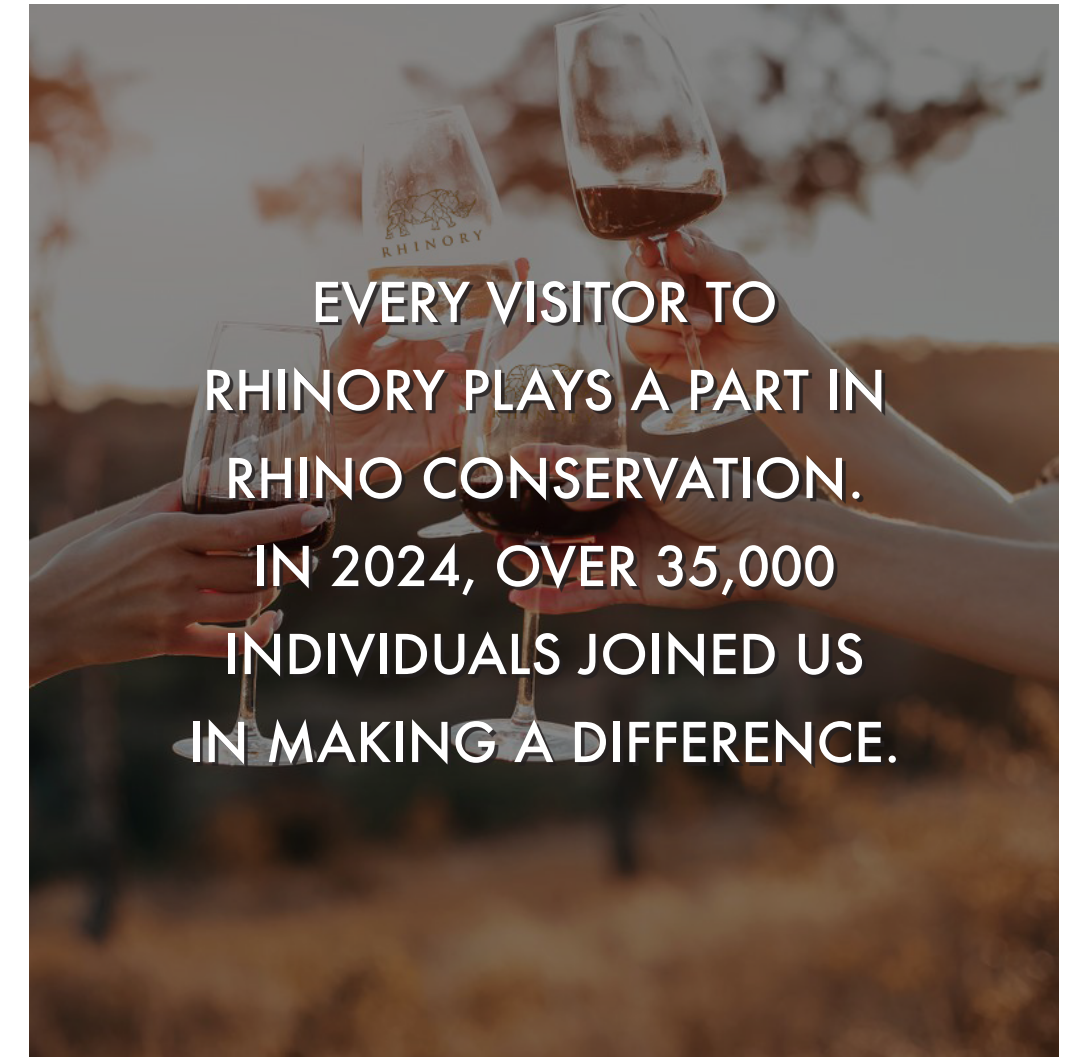
Rhinory's \$50,000 contribution to Care for Wild in 2024 directly supports their multifaceted approach to conservation, which includes rescuing orphaned and injured rhinos, providing comprehensive rehabilitation with the goal of returning them to the wild, maintaining robust security to protect rhinos within the sanctuary, and engaging local communities to become active participants in conservation through education and sustainable livelihood programs.

CONSERVATION EDUCATION & AWARENESS

Rhinory believes that education is key to rhino conservation. We seamlessly blend learning with the visitor experience, offering a unique opportunity to connect with these iconic animals. In 2024, we welcomed over 35,000 visitors to our space where wine and wildlife intertwine. Those participating in our tasting experiences received integrated rhino conservation education, including nearly 1,000 up-close encounters with Blake, our resident Southern white rhino. Guests witnessed these animals firsthand, learning about rhino behavior, biology, and the challenges they face. Our knowledgeable rhino keepers and wine educators engaged guests with fascinating talks, sparking conversations about conservation and sustainability. These experiences enriched our visitors' understanding of rhinos and inspired them to join our conservation efforts.



Blake, Rhinory's resident rhino, is always happy to greet visitors with a snort and a smile.





BLAKE'S CARE & EXPANSION PROGRAM

At Rhinory, we believe that providing exceptional care for our resident rhino, Blake, is not just a responsibility, but a privilege. We are committed to ensuring his physical health, mental well-being, and enrichment are always our top priority. This dedication translates into a significant investment in his care. To ensure Blake thrives, the annual cost of to care for Blake on property is upwards of \$300,000. This includes operational costs, dedicated rhino experts, specialized veterinary care, nutritious food, stimulating enrichment activities, and the maintenance of his expansive habitat.

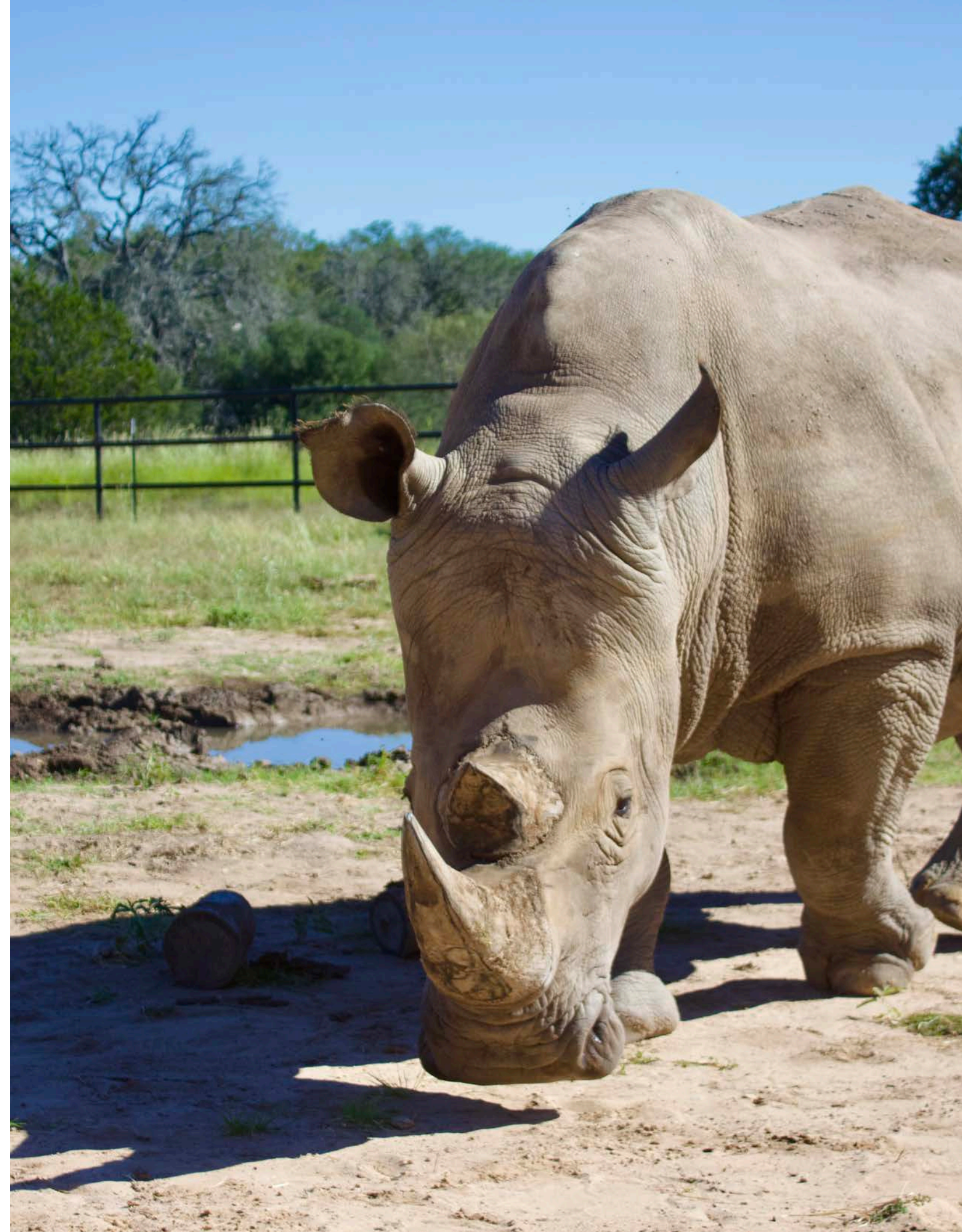
Blake, now a six-year-old sub-adult weighing approximately 4,100 lbs, continues to thrive under this attentive care. He achieved significant milestones in his training and overall well-being:

Training: Blake mastered “foot presents,” allowing for safe footwork and nail filing. He also learned “open mouth,” which enables regular dental checks as he loses his baby teeth.

Medical Training: Through positive reinforcement, Blake successfully participated in routine blood draws, which revealed a need for a Vitamin A supplement, now incorporated into his daily diet.

Enrichment: Blake enjoyed a variety of new toys and enrichment activities, including barrels, a cube, a back scratcher, and seasonal treats like watermelons and pumpkins. The “skin painting” program, which allows visitors to paint Blake with non-toxic paint, raised over \$16,500 since its inception in 2022, further supporting his care.

Rhinory is dedicated to establishing a successful rhino breeding and expansion program. In 2024, we diligently worked to expand our facilities to provide the ideal environment for more rhinos. This includes spacious enclosures designed to promote natural breeding behaviors, dedicated areas for maternal care and calf rearing, and features that prioritize the safety and well-being of both the rhinos and the animal care staff. In 2024, we finalized architectural designs for an expanded rhino habitat, a crucial step in bringing this vision to life. We raised almost \$80,000 from this year's Horns for Hope Gala that went directly into our expansion program fund. This expansion will allow us to welcome more rhinos to Rhinory, providing them with exceptional care and contributing to the long-term survival of these magnificent creatures.





OUR MEMBERS MAKE IT POSSIBLE

Rhinory wouldn't exist without the incredible support of our members – the heart and soul of our conservation community. Our members are more than just wine enthusiasts; they are passionate advocates for rhino conservation, and their commitment is woven into the fabric of everything we do. They are our partners in conservation, our biggest cheerleaders, and the driving force behind our mission.

Financial Contribution

In 2024, our dedicated members fueled our mission with their exceptional generosity. Every wine club shipment is a contribution to rhino conservation. A special thank you to those members who added more to their shipments—the more you add, the more you help to save rhinos! This year, our members generated an incredible \$350,000 for rhino conservation through their wine club shipments alone. These funds go directly towards supporting vital programs ensuring the protection of rhinos both locally and globally. Every sip our members take contributes to a greater cause, and their support enables us to make a tangible difference in the lives of rhinos.

Cumulative Impact

The impact of our members' contributions extends far beyond a single year. Since our founding, their steadfast dedication has enabled us to:

- Provide exceptional care for Blake, our resident rhino ambassador.
- Expand our support for critical conservation programs worldwide.
- Educate and inspire thousands of visitors about rhino conservation.
- Make significant strides towards establishing our breeding program.

Our members are the driving force behind our success, and their cumulative impact is a testament to the power of collective action. They are the true champions of our mission, and we are deeply grateful for their partnership in building a future where rhinos thrive.



LOOKING AHEAD

Rhinory's journey in rhino conservation is just beginning. We are excited to continue building on our successes in 2025 and beyond, amplifying our impact and advancing our commitment to protecting these magnificent creatures.

GROWING THE CRASH

In the coming year, we are thrilled to be taking significant steps to grow our rhino family. We are actively working to welcome additional rhinos to Rhinory, providing them with a safe haven and the highest quality of care. This growth will not only enrich the experiences of our visitors but also contribute to the long-term genetic diversity and sustainability of the captive rhino population.



ENHANCING THE RHINORY EXPERIENCE

Rhinory is committed to continuous growth and development, both in our conservation efforts and in the experiences we offer our guests. This includes a significant investment in new facilities and programs. We are constructing a spacious new barn to provide optimal care for our rhinos, as well as expanding our tasting room and creating innovative experiences that will further immerse our guests in the world of rhino conservation.





BUILDING A LEGACY: THE RHINORY FOUNDATION

The Rhinory Foundation, our non-profit organization dedicated to supporting global rhino conservation, will play an even greater role in 2025. We will focus on strengthening its infrastructure, broadening its reach, and expanding its impact on rhino conservation efforts worldwide. The Foundation will host our 2025 Gala, with all proceeds directly supporting the International Rhino Foundation's critical programs.



DEEPENING OUR IMPACT

Rhinory is committed to nurturing our invaluable partnerships with Care for Wild and the International Rhino Foundation. In 2025, we will explore new avenues to collaborate and support their vital work, ensuring that our collective efforts have the greatest possible impact on rhino conservation.





OUR COMMUNITY: OUR STRENGTH

Our ambitious goals for 2025 and beyond would not be possible without the loyal support of the Rhinory community. Our members, guests, partners, and staff are the driving force behind our success. Together, we will continue to champion rhino conservation, ensuring that these magnificent creatures thrive for generations to come.



Chesney Castleberry and Craig Stevens, owners of Rhinory, with their children, Carly and Sam. The family behind Rhinory, where laughter, love, and a passion for conservation come together.

THANK YOU TO OUR 2024 CORPORATE SPONSORS

CORPORATE SOCIAL RESPONSIBILITY

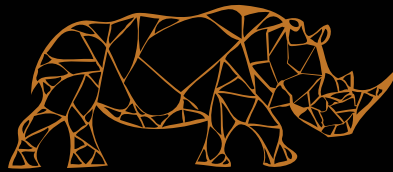
At Rhinory, we believe that businesses have a powerful role to play in protecting our planet's incredible inhabitants. We are passionate about rhino conservation and demonstrate this through our partnerships with leading organizations like Care for Wild and the International Rhino Foundation. Our collaborative efforts combat poaching, protect habitats, and ensure the future of these beautiful creatures.

We believe that corporate social responsibility is not just a trend, but a necessity. Businesses have a unique opportunity to leverage their resources and influence to make a positive impact on the world. By supporting conservation efforts, we can help to safeguard biodiversity, protect threatened species, and create a more sustainable future for all.

Together, we can create a powerful movement for change and ensure that future generations inherit a planet where wildlife thrives. We encourage other businesses to join us in this critical mission.

To learn more about Rhinory's conservation efforts and how your business can get involved, contact us at 830-992-9526 or info@rhinory.com.





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