



RHINORY



IMPACT REPORT
2025



LOCAL STEWARDSHIP: THE HEART OF THE MISSION

Our “Home Base” in Fredericksburg serves as a vital educational sanctuary. Every guest who joins us for a tasting experience contributes directly to the care of our resident ambassador, Blake.



THE POWER OF PURPOSE

In 2025, Rhinory solidified its mission: proving that world-class viticulture is not just a luxury, but a primary engine for global wildlife preservation. Through our **“Sip Wine, Save Rhinos”** initiative, we have created a dual-impact funding model that protects rhinos both here in the Texas Hill Country and across the globe.

Our Conservation Circle members and guests are the heart of our mission. To date, your support has allowed Rhinory to raise over **\$1.7 million** to protect rhinos here at home and around the world.

SUPPORTING BLAKE, OUR RESIDENT WHITE RHINO

When you visit the winery, your experience has an immediate local impact. This year, **\$450,000** was raised through our on-site tasting experiences and membership shipments and are dedicated to:

World-Class Husbandry: Rhino husbandry and management are constantly evolving, so it's essential that our animal care team pursue ongoing professional development. To that end, two staff members attended the four-day Rhino Keeper Workshop at Omaha's Henry Doorly Zoo and Aquarium. The workshop covered all facets of rhino care—including nutrition, veterinary management, breeding, and conservation—equipping our team with up-to-date knowledge and best practices to better support Blake. In August, a member of our rhino team participated in hands-on conservation fieldwork with the Katie Adamson Conservation Fund in South Africa. During the two-week trip they learned and practiced on-the-ground methods such as rhino dehorning and elephant collaring to monitor migration through Tembe National Park. For a keeper, participating directly in field conservation deepens understanding of the initiatives that protect wild populations and helps inspire our guests to support rhino conservation.

The Pinnacle Experience: We hosted over 550 guided encounters this year. These curated experiences move guests “beyond the glass,” allowing them to learn about the biological importance of rhinos directly from our professional keepers and fostering a lifelong bond with wildlife.

Introduction of a natural pest-control system: To better align with our conservation mission, we introduced 32 Helmeted Guinea Fowl, native to South Africa, as a natural pest-control solution. These lively, occasionally noisy birds help reduce insect damage in our vines and provide enrichment for Blake, who enjoys herding them around his pasture.



LEADERSHIP IN THE FIELD

True stewardship requires going where the need is greatest. In December 2025, Rhinory founders Craig Stevens and Chesney Castleberry traveled to the frontlines of the most urgent rhino conservation crisis on Earth: the survival of the Sumatran Rhino. With fewer than 80 individuals remaining in the wild, these “living fossils” are the most critically endangered of all rhino species.

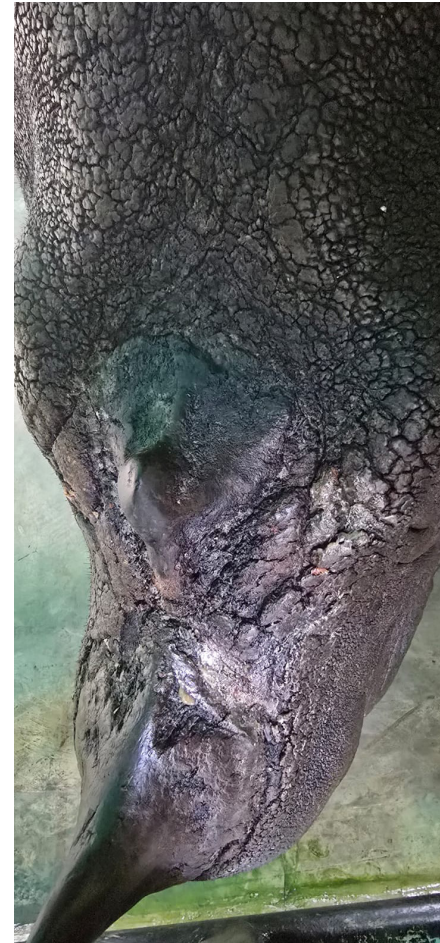
During their visit, Craig and Chesney spent time at the Sumatran Rhino Sanctuary (SRS) in Way Kambas National Park, a facility supported by our partners at the International Rhino Foundation (IRF). This sanctuary is the only place in the world where reproductively viable Sumatran rhinos live in a semi-wild, protected environment.

Behind-the-Scenes Stewardship: They met with the dedicated Indonesian veterinarians and keepers who provide 24/7 care for resident rhinos like Harapan and Delilah, whose recent births have provided a “ray of hope” for the species.

Habitat Restoration: The founders witnessed the vital reforestation work occurring in the park, where degraded land is being replanted with native “rhino food” to create a sustainable future for the population.

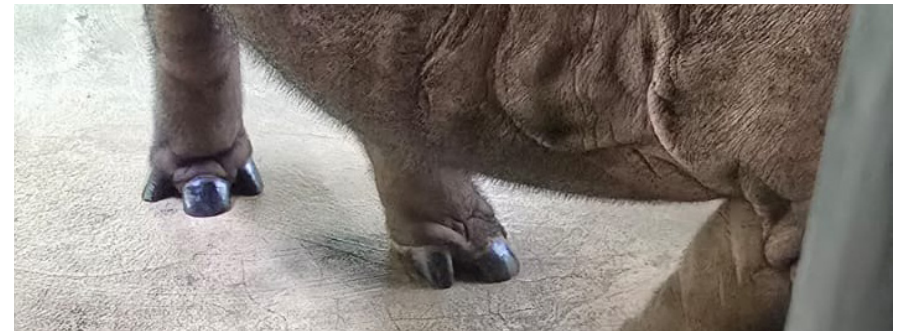
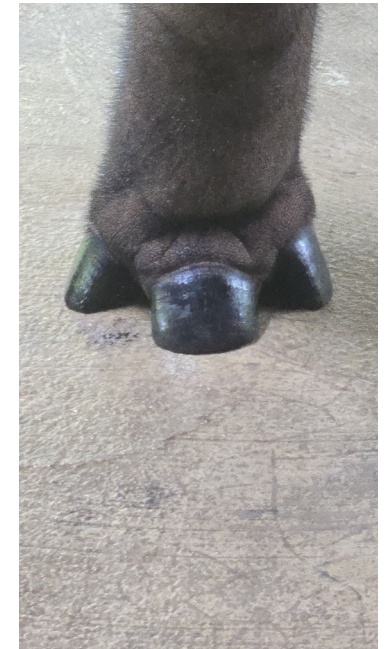
The Breeding Initiative: They gained first-hand insight into the complex breeding programs that we are now modeling for our own future White Rhino Breeding Barn and Black Rhino Sanctuary in Texas.

“Seeing the resilience of these rhinos and the tireless work of the IRF team in Indonesia reaffirmed why we do what we do. Our work in the Texas Hill Country isn’t just about local care—it’s a direct link to ensuring the Sumatran rhino doesn’t vanish from the Earth.” — Craig Stevens



Eye-to-eye with a Sumatran Rhino. This is the face of a prehistoric legacy we are fighting every day to protect.

The rarest toes in the world! Craig captured these moments at the Sumatran Rhino Sanctuary, where even the smallest details—like their ‘cute’ hooves—tell a story of survival.



GLOBAL CONTRIBUTIONS: THE RHINORY FOUNDATION

While tasting experiences at the winery directly sustain Blake and his local sanctuary, the Rhinory Foundation serves as our global engine for change. As a dedicated 501(c)(3) non-profit, the Foundation ensures that **100% of designated funds** are deployed to high-impact partners with proven track records in field protection and habitat restoration. In 2025, we successfully raised **\$210,000** in direct aid to protect, heal, and home rhinos on the frontlines of the poaching crisis, bridging the gap between the Texas Hill Country and the most vulnerable habitats on Earth.

With a total impact of **\$134,100** - anchored by a \$70,100 investment with a matching \$64,000 donation—we are significantly expanding our global footprint through the International Rhino Foundation (IRF). This funding supports a holistic strategy: equipping anti-poaching units, restoring habitats, and protecting the critically endangered Sumatran rhino. Our founders, Craig and Chesney, saw the urgency of this work firsthand in Indonesia. Today, that investment is transforming poachers into protectors and providing the specialized care wild populations need to thrive across Africa and Asia.

Beyond field protection, we dedicated **\$61,000 to care and rehabilitation of rhinos in Africa**. This included a \$25,000 sponsorship for the orphaned White Rhino calf, Hercules, at **Care for Wild**, and \$36,000 to care for the specialized nutritional and medical needs of our sponsored Black Rhino calf, Liora and her fellow Black Rhinos, at **Oi Pejeta Conservancy**. Our commitment to compassion also extended to the \$14,900 for **Wanda's Wee Zoo**, providing a permanent, high-quality sanctuary for exotic animals often cast aside as “un-saveable” due to chronic illness or injury.

As we move into 2026, we are deepening this impact by launching a suggested donation for visitation guests. This initiative will allow every visitor to become an active stakeholder in our mission, with 100% of these contributions going directly to the Rhinory Foundation. By inviting our guests to join the Conservation Circle, we aim to scale our support for these frontline partners even further, ensuring that the legacy of every visit to the Rhinory is a measurable contribution to global wildlife survival.



Liora | Oi Pejeta Conservancy, Kenya: Supporting essential nutrition and veterinary care for this resilient Black Rhino calf.



Hercules | Care for Wild, South Africa: Funding specialized milk formula and rehabilitation for a rescued White Rhino orphan.



LOOKING AHEAD: 2026 GOALS

As we move into 2026, the Rhinory is committed to deepening the bond between our guests and the global cause through these key initiatives:

Immersive Guest Experiences: We are expanding our lineup of unique, interactive rhino encounters designed to move guests “beyond the glass.” By offering new ways to engage with Blake and our professional conservation team, we aim to transform every visitor into a lifelong advocate. These experiences directly fund Blake’s premium care and the continued evolution of our local sanctuary.

Launching Guest-Led Conservation: To empower every visitor to make a measurable difference, we are introducing a suggested donation program for guests. 100% of these contributions will flow directly to the Rhinory Foundation, allowing our guests to personally fuel the work of our global partners on the frontlines of the poaching crisis.

Research & Data: We are formalizing partnerships with rhino specialists and veterinary researchers to track Blake’s health and behavioral metrics. This work contributes vital, real-world data to the broader scientific understanding of rhinos in managed care, offering insights that benefit the species on a global scale.

Land Stewardship: We remain dedicated to the restoration and maintenance of 55+ acres of native Texas land. This “Savannah Model” serves as a living laboratory, proving that viticulture and thriving native wildlife can—and should—thrive side-by-side.



R H I N O R Y

To learn more about our conservation initiatives,
visit our website at rhinory.com.