



NON-PROFIT PROFILE

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OUR MISSION

We are passionate and deliberate in our actions to save the magnificent White Rhino from extinction, by supporting the largest white rhino breeding program in Namibia and their activities in anti-poaching, conservation education and as a top priority, breeding new calves to repopulate Namibia and Africa.

OUR VISION

We envision a world where wild rhino numbers are stable and increasing and importantly, where rhinos are safe, protected by communities that have a profound appreciation for them.

OUR HISTORY

At a local high school in northern Namibia, in a small town called Outjo, a 15-year-old presented an idea to bring about a large-scale White Rhino conservation project to his class. He proposed a breeding project ambitious enough to repopulate the country with these majestic creatures that have been driven near extinction by habitat loss and poaching. Projects of this size require dedication and resources. Through a series of events and over several years, this vision has led to the creation of the non-profit organisation (NPO), 'The Rhino Momma Project.'

The young man's father, Jaco Muller, decided in 2010 to convert his family-run antelope breeding program into a program that focused on breeding high-quality white rhino's in large enough quantities to potentially fulfil his son's dream to preserve and expand the white rhino population in Namibia. A bull was acquired from a local reserve, and soon after, the family companies acquired a mature cow and her calf at auction, Muller Investment Corp cc and Muller Stud Namibia cc. became the proud, ambitious and somewhat naïve owners of their first White Rhinos. The advice was sought from the largest breeder of Rhinos in South Africa to prevent losses, and it was then that the enormity of the task at hand began to reveal itself! This was going to be expensive!

The funds generated from developing two nature estates were used to purchase two properties adjacent to the original stand and to acquire the animals needed to invest in the breeding programme's success appropriately. White rhinos were sourced from throughout Namibia and South Africa at great expense to ensure the best genetic diversity possible. Genetic diversity is an essential tool in the conservation arsenal because it promotes the health and longevity of the population; it is a tool that will require constant investment in the future.

In January 2013, 3 years after the initial purchase, the first calf was born on the farm! Since that day, more than ten years ago, the delight experienced by the Muller family and company at the arrival of the first calf has been replicated 150 more times up to January 2024; each new calf contributing immeasurable to the conservation efforts!

Unfortunately, the programme has not been without trials and tribulations, as the dramatic increase in poaching in the area commenced in 2015. The program established anti-poaching patrols on foot with e-bikes, bicycles and 4x4 vehicles and aerial surveillance, and all the equipment and skills needed to prioritise deterrence and early warning were employed from the get-go. These efforts were initially funded by the Muller's various enterprises at the reserve. Still, they soon realised that funding the various patrolling efforts, general maintenance costs, and continuing investment into the stud would not be sustainable. At the same time, Namibia was experiencing prolonged periods of drought, which prevented the farm from producing enough forage to feed the ever-expanding rhino population.

As costs escalated, a decision was made in 2018 to register a non-profit organisation to help support the breeding program in its conservation efforts. The Rhino Momma Project was set up to raise funds and awareness that would allow the continuation of the essential breeding program owned by the Muller family's enterprises.

But as things go, the fundraising took valuable resources away from the breeding programme in the early days. Yet another significant decision was made, and the doors to the Kifaru Luxury Lodge were opened in 2019. Kifaru means "rhino" in the African language, Swahili, and the hope for this lodge was that it would generate sustainable funds for the NPO from the tourism sector. The reality was watching those newly opened doors close with the rise of the Covid 19 pandemic, a mere four months after they opened.





It was only in 2020 that The Rhino Momma project generated enough to implement further anti-poaching strategies such as dehorning in addition to maintaining the patrols and surveillance. Despite the difficulties faced by the lodge, the NPO was also able to provide enough to give the feedstocks a respite from the shortages brought about by the drought. This support was crucial to the breeding programme, so much so that it has encouraged the board at The Rhino Momma project to expand their vision to include the support of all black and white rhino custodians across Namibia in the future.

In 2022, international travel resumed, and so did bookings for the lodge. Slowly but surely, the much-anticipated revenue from the lodge is starting to come in, and the dream of raising awareness through tourism and generating a sustainable and reliable income for The Rhino Momma Project in support of the breeding program is being questioned.

The Muller family, through the Muller Stud Namibia, remain true to the vision conveyed by their son at that local school in the small town of Outjo, Namibia: "We cannot only preserve but expand the country's white rhino population to conserve the species." This vision should be expanded to include the entire continent of Africa. However, this will only be possible through dedicated individuals who, with the help and support from NPOs such as The Rhino Momma Project, continue to rescue the species from extinction's precipitous edge.

CORE ACTIVITIES

BREEDING

1

The Rhino Momma Project was launched as a non-profit organization focusing its efforts on making a significant impact on not only protecting the White Rhino but also helping the largest White Rhino breeding program to grow the rhino populations.

Since purchasing their first rhino in August in 2011, we have made it our mission to help save this species from extinction by breeding as many rhino calves as possible in an effort to counter the terrible loss in numbers due to illegal poaching. We celebrate the fact that from January 2013 to January 2024, 150 Rhino calves have been born under the auspice of the Rhino Momma Project!

Currently, the breeding animals are roaming in 4 separate, special camps, covering an area of 3 706 acres (1 500 hectares) per camp. At the current capacity, we have the potential to deliver an average of 20 - 25 calves per year!

As the rhinos are free-roaming within their respective camps, the breeding process is natural, with no artificial insemination or human intervention of any sort.

It is, therefore, a truly green, in-situ based conservation project.



ANTI-POACHING

2

Given the ongoing threat to the safety of the Rhinos in the world, we have deployed a highly trained anti-poaching unit to ensure the safety and protection of the animals on a 24/7 around the clock basis. Three different strategies are used in this regard:

Against this backdrop, we are extremely grateful to report that we have had no loss of animals up to this point due to poaching.

RANGER PATROLS

The vigilant anti-poaching rangers patrol the reserve around the clock by foot, vehicle and e-bike. Foot patrols enable them to get into the thickets of the African bush not accessible by vehicle, from where they can track the spoor of the rhinos.

Vehicle patrols cover most of the reserve on a daily basis to check fences, being on the lookout for any suspicious activity being especially vigilant during the weeks before, during and after full moon.



GYROCOPTER PATROLS

Jaco Muller, owner and founder of the Rhino Momma Project and the largest breeding program in Namibia, does daily air patrols with a gyrocopter covering the whole reserve for an eye-from-the-sky surveillance. Any attempts of poachers to set traps and snares or hunt with dogs can effectively be spotted and appropriate action taken.

CAMERA SURVEILLANCE

Stationary Cameras are positioned at hotspots as well as camera traps to keep an eye on different areas within the reserve. In this way, movements of animals and suspicious activity can be tracked aiding with surveillance.



VACCINATIONS

3

A vaccination program ensures that all rhinos on the reserve are vaccinated against Rabies and Anthrax, including calves once they reach the age of 6 months. Both of these diseases, once contracted are not curable and are fatal. Records of the vaccinations are meticulously kept. Vaccinations are administered by dart gun from a helicopter or by foot by a highly trained and skilled veterinarian, ensuring that the animals do not need to be sedated and suffer the least disturbance.

HORN TRIMMING

4

To ensure and increase the protection and safety of the rhinos, the project manages a regular horn trimming program. Although this has proven to make the rhinos much less appealing to prospective poachers, the process is unfortunately very costly, and can therefore only be done sustainably when the necessary funds are available.



RHINO RELOCATION

5

The primary reason for the existence of the Rhino Momma Project and the breeding program is to save this endangered species from extinction by repopulation Namibia, Africa and the world. Part of the strategy deployed to achieve this goal is to relocate rhinos born on the reserve to other safe and protected areas under the care of entities with the same goal. This perpetuates and expands repopulation efforts and thus increasing rhino numbers, moving us closer to our goal.

RHINO FODDER

6

Ensuring that the Rhinos remain well-fed in the arid Africa climate necessitates that fodder is sustainably cultivated for the dry season. This crucial goal is achieved by planting an area of about 22.24 acres (9 hectares) with Lucerne (Alfalfa) and 18.53 acres (7.5 hectares) of Rhodes grass. In a good rain season, the need of the animals only require to be supplemented by about 30% and therefore the remaining 70% of alfalfa produced can be sold for extra income. The underground water supply is more than sufficient to irrigate 247.10 acres (100 hectares), which can ensure a further expansion and offer the prospect of good returns on investment.



CONSERVATION EDUCATION

7

In order to safeguard a future for the endangered rhino, it is vital to educate the future generations about the importance as well as the measure to take to do so. Therefore our team visits schools in Namibia to teach thousands of children exactly that.

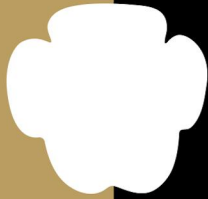
RHINO ORPHANAGE

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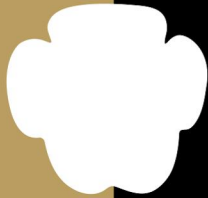
Sadly, sometimes infant rhinos are orphaned, either due to human inflictions like poaching, or sometimes these incidents happen naturally, and a mother rejects the baby, falls ill etc. In these situations, the Rhino Momma Project hand raises these infants, until they are old enough to live in the reserve with the other rhinos, to further help safeguard their populations - every rhino life counts.



PROJECT SUCCESSSES



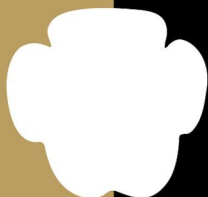
The breeding exported a total of 17 White Rhinos to a safe and protected reserve within the DRC, Congo during 2018. These were the first White Rhinos to be introduced to the DRC in 50 years! These Rhinos have already started breeding, and at least 1 calf has been born.



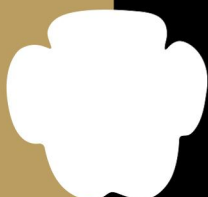
3 White Rhinos have been translocated to a Game Reserve in Angola.



A further 10 White Rhinos have been relocated to a breeding project in the United States of America.



The remainder of the calves were relocated to protected reserves across Namibia to increase the general population.



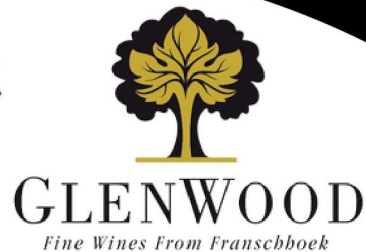
In just 11 years, from January 2013 to January 2024, the Rhino Momma Project and the breeding program have succeeded to facilitate in the birth of 150 Rhinos boosting dwindling numbers in the world. We humbly celebrate this as a great achievement for Rhino conservation!

OUR SUPPORTERS

A HUGE “thank you” to every person, or entity that made this achievement possible through your support. Every act of support from you whether large or small made this possible! Without you, the Rhino Momma Project would cease to exist, and the Rhino populations in Namibia and the world would continue to face the threat of extinction. Thank you for making a difference.



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Thank you for your interest in our project and helping the magnificent rhinos of the world!

For further information, collaborations or feedback, please do not hesitate to contact us. We look forward to hearing from you.

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