**STOP RHINO POACHING**

**Welcome to StopRhinoPoaching.com**

South Africa's rhinos are in crisis, and we're doing everything we can to help by channeling public support to selected key reserves and rhino security projects. You will have heard that there is no 'silver bullet' to end rhino poaching and that it's an incredibly complex battle. Never have truer words been spoken. While there are numerous organisations addressing various focus areas, we concentrate on the very basics - keeping rhinos alive and buying them time while diplomatic solutions are found. We're committed for the long haul, and its going to take all of us to win this.

Since the start of the poaching epidemic in 2008 South Africa has lost over 2600 rhinos - a figure that, despite so much effort, increases daily. Coupled with the increasing poaching figure comes the question – why after all this are we still losing more rhino than ever? Sadly, few people realize the challenges facing those on the frontlines – thousands of kilometers to patrol with little to no idea of where the poachers plan to hit next. At this stage the poachers have the upper hand – they know when, they know how, and if need be they’ll just come back another day or hit a softer target.

Bearing this in mind, intelligence driven operations (knowing the when and the how) are the cornerstone to cracking the level 1 and 2 syndicates (see our Learn More About Poachers page), which is why we’re putting as much available funding into investigations and informant networks as possible while at the same time still focusing on training and special equipment. Winning the hearts and minds of communities living around rhino reserves is paramount to intelligence gathering and many reserves are working closely with their communities in this regard.

Reflecting back over the last few years since StopRhinoPoaching.com’s launch in June/July 2010, to where South Africa is today, noteworthy progress has been made (though we still lack an influential political champion). Mobilizing a country is no easy task, let alone getting everyone to pull in the same direction, and the synergy that has been forming amongst various stakeholders and role-players in encouraging to see