

Salter Mitchell

International Rhino
Foundation

Pauline Parikh
Cam Waller



IRF Today

The screenshot shows the homepage of the International Rhino Foundation (IRF) website. At the top, there's a navigation bar with links for 'ADOPT A RHINO', 'DONATE NOW', 'CONTACT US', 'JOIN EMAIL LIST', a search bar, and a 'VIEW CART' button showing '0 ITEMS IN CART'. Below the header, a large banner features a rhino's head with the text 'WHOSE TEAM ARE YOU ON? #TeamRhino' and a 'TEAM RHINO' logo. The main content area includes a map of Indonesia with a red dot indicating the location of rhinos, a section titled 'RHINOS IN CRISIS' with population numbers for various rhino species, and a 'Rhinos in the NEWS' section with articles about rhino poaching and a killer being deported. There are also sections for 'New in our Store' (featuring a rhino survival bracelet), 'The Rhino Shop' (featuring a hoodie), and 'Amazon Smile' (with a link to AmazonSmile). At the bottom, there's a 'IRF Community - Meet Our Dedicated Team' section with profiles of staff members like Sannie Ellis, PhD, Lee Bass, Rick Barrongi, Natasha Anderson, Evan Blumer, Patrick Condy, Gloria Govers, and Sectionov (Dawn).

- Leader in rhino conservation
- High bounce rate from home page
- Site structure and content
- Mission and values
- Visual cues and call to action

Goals

Drive **awareness** of rhino conservation issues

Establish the organization's **legitimacy and efficacy**

Raise funds and garner **support** for the organization

Brand

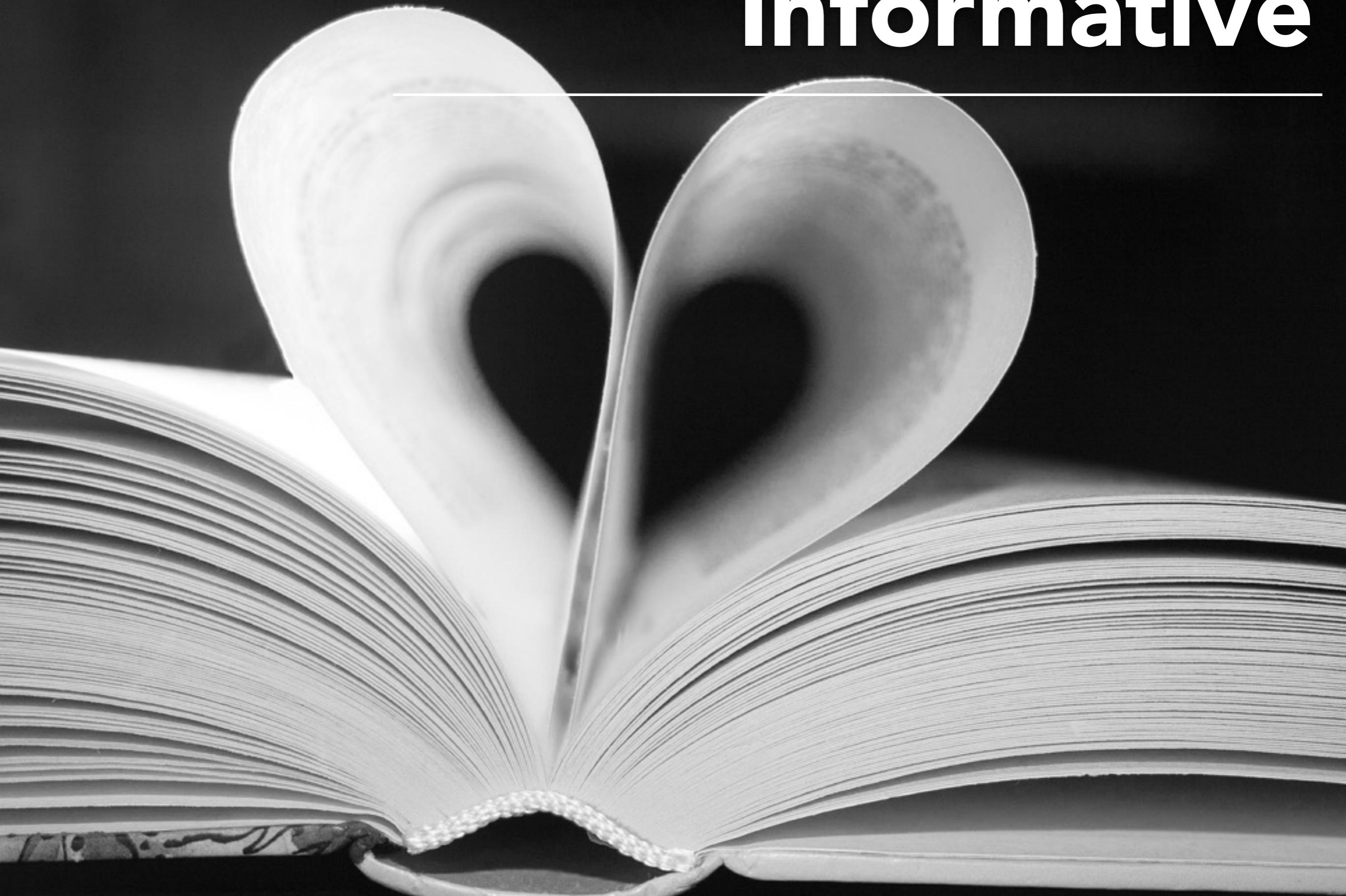


INTERNATIONAL
RHINO
FOUNDATION

Leader



Informative



Catalyst



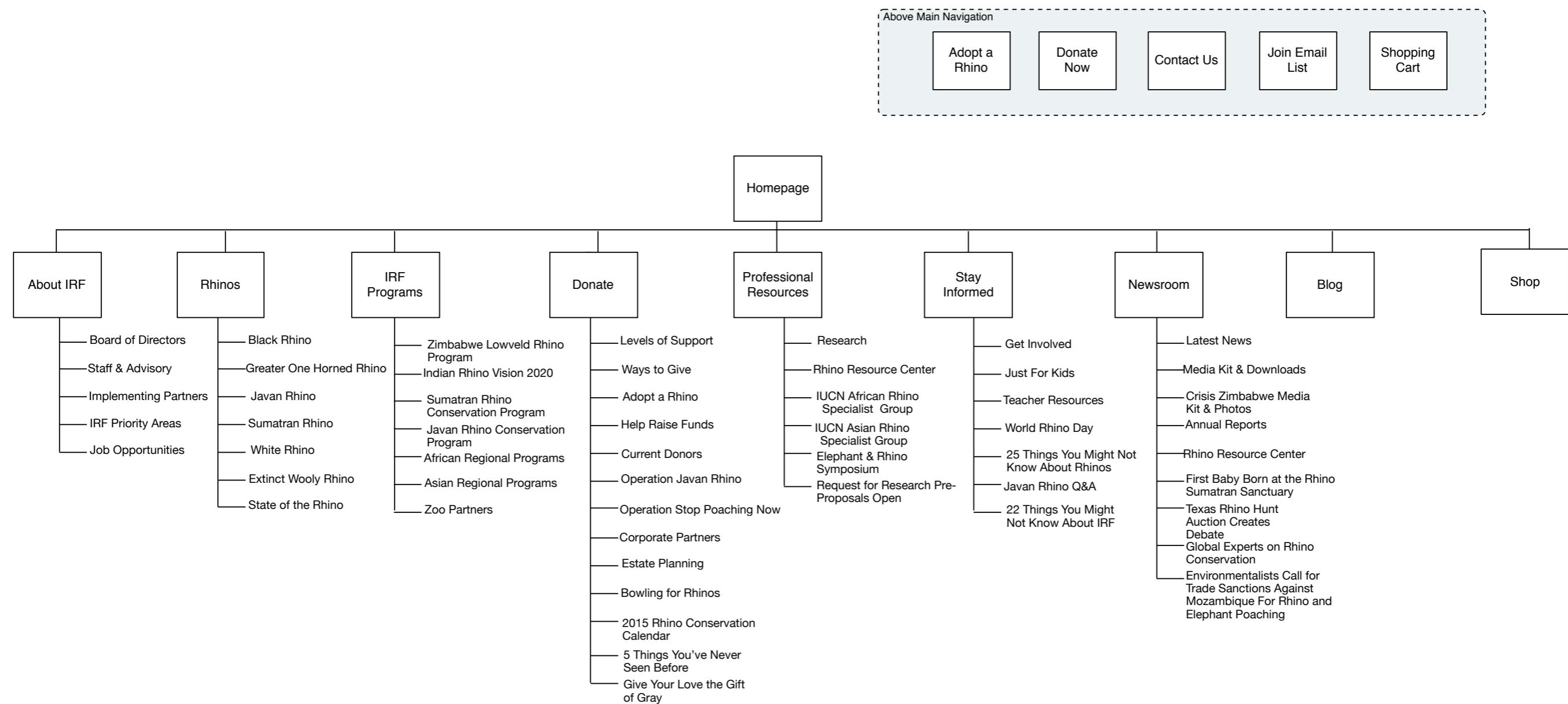
Partner

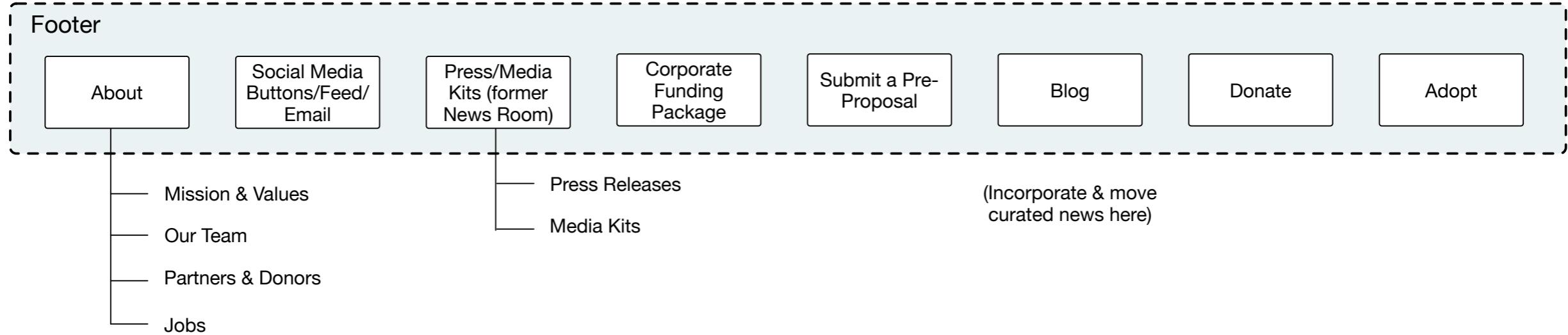
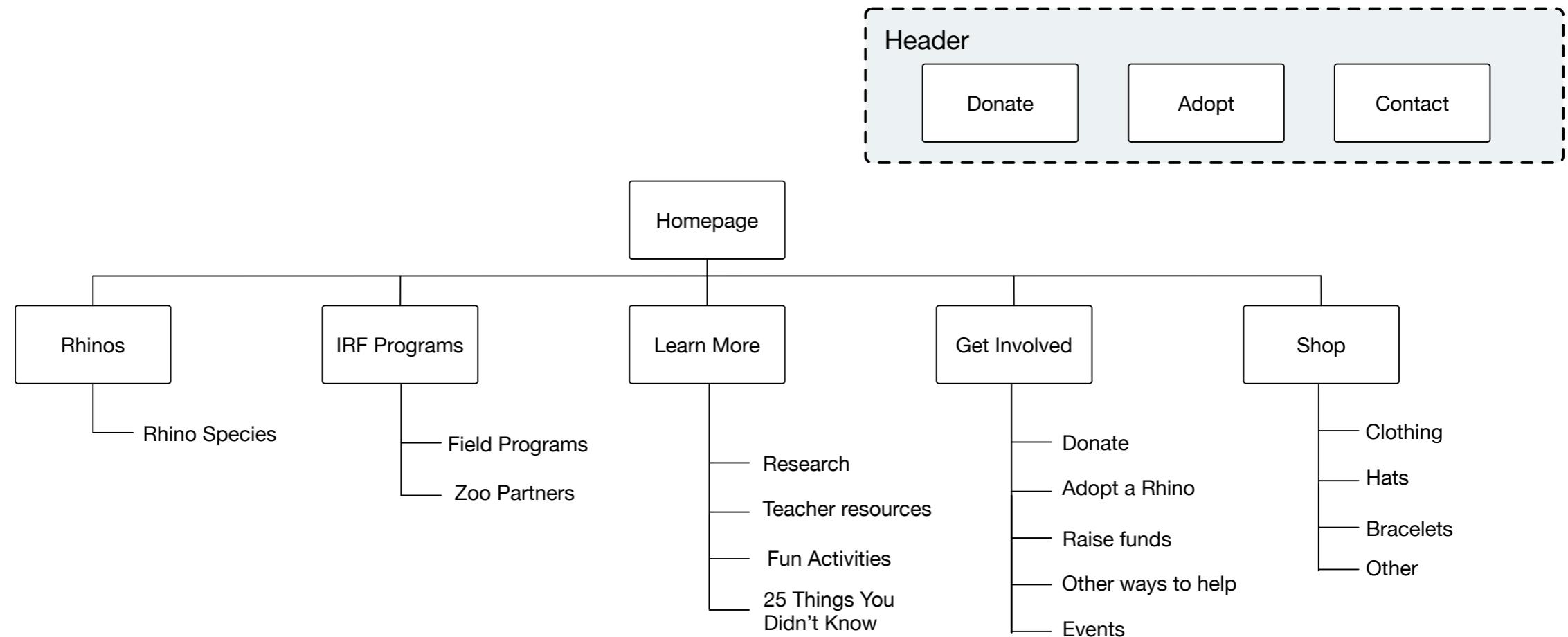


Differentiation

- Positivity
- Transparency
- Interactions
- Targeted, consistent, clear message
- Focus on cause

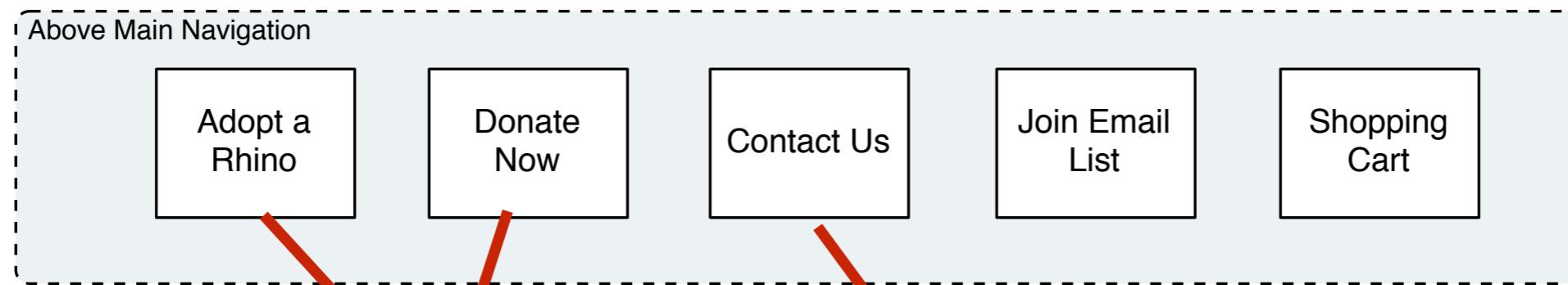
Sitemap



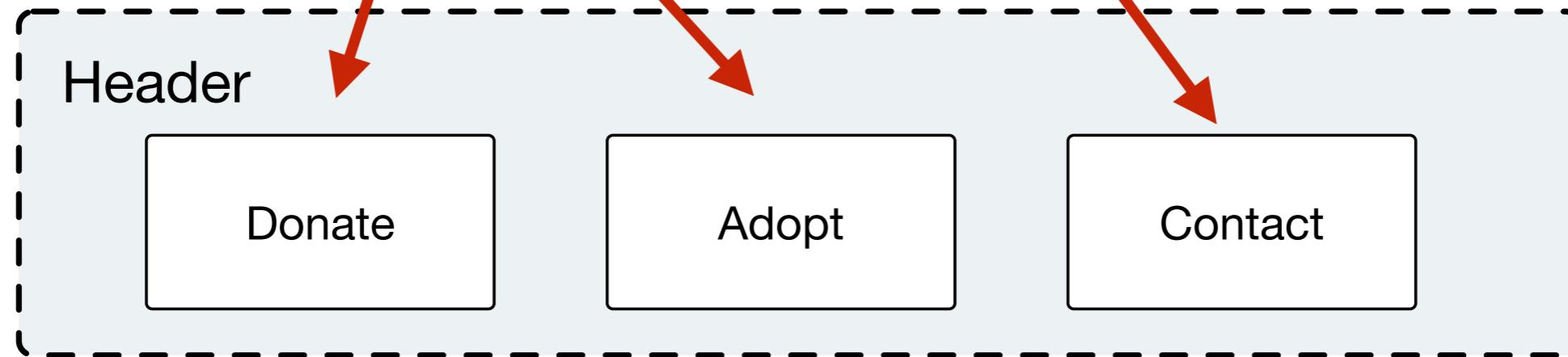


Header

Current

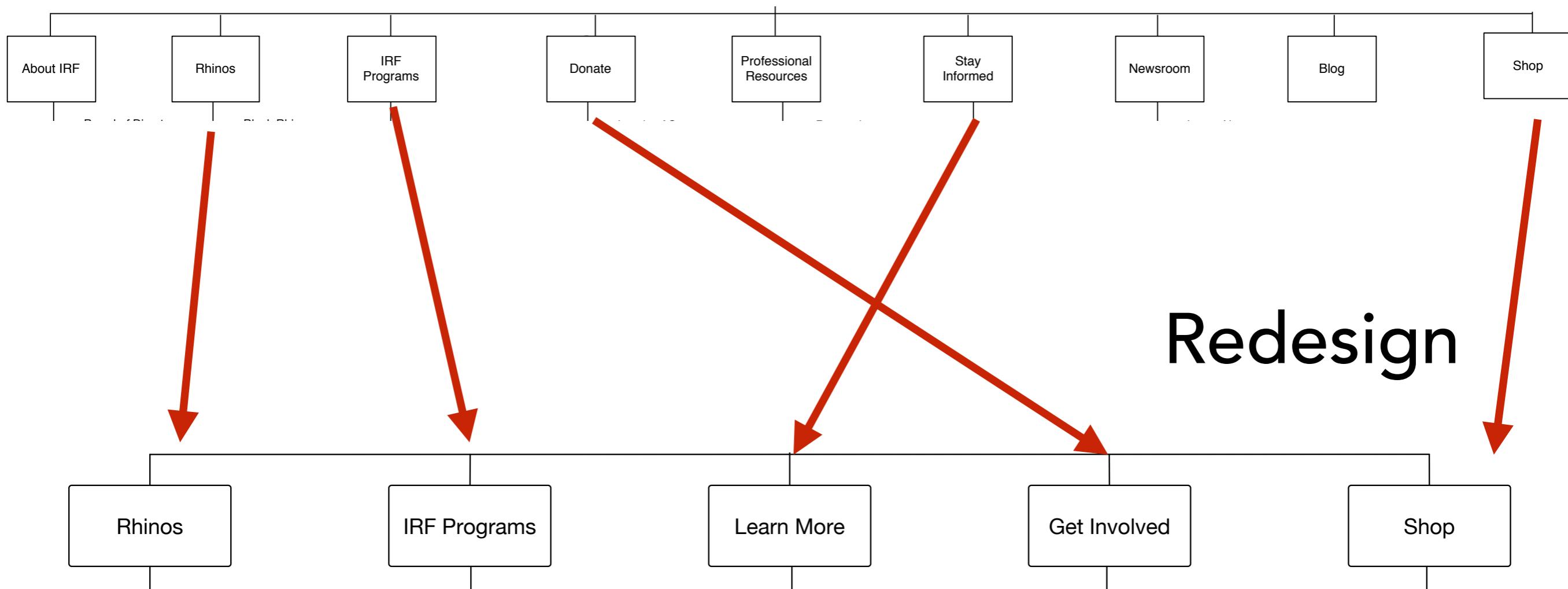


Redesign



Main Navigation

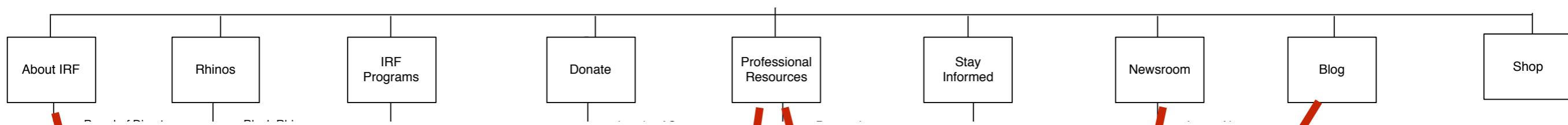
Current



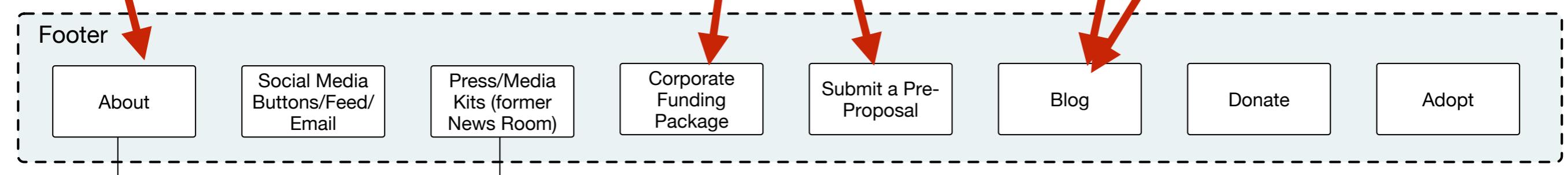
Redesign

Footer

Original Nav



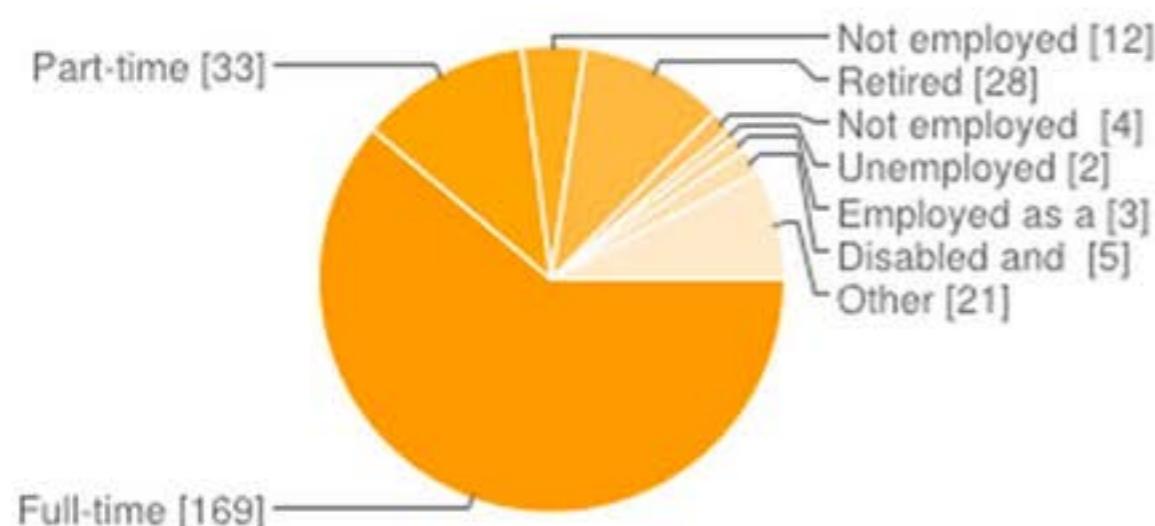
Footer



Audience

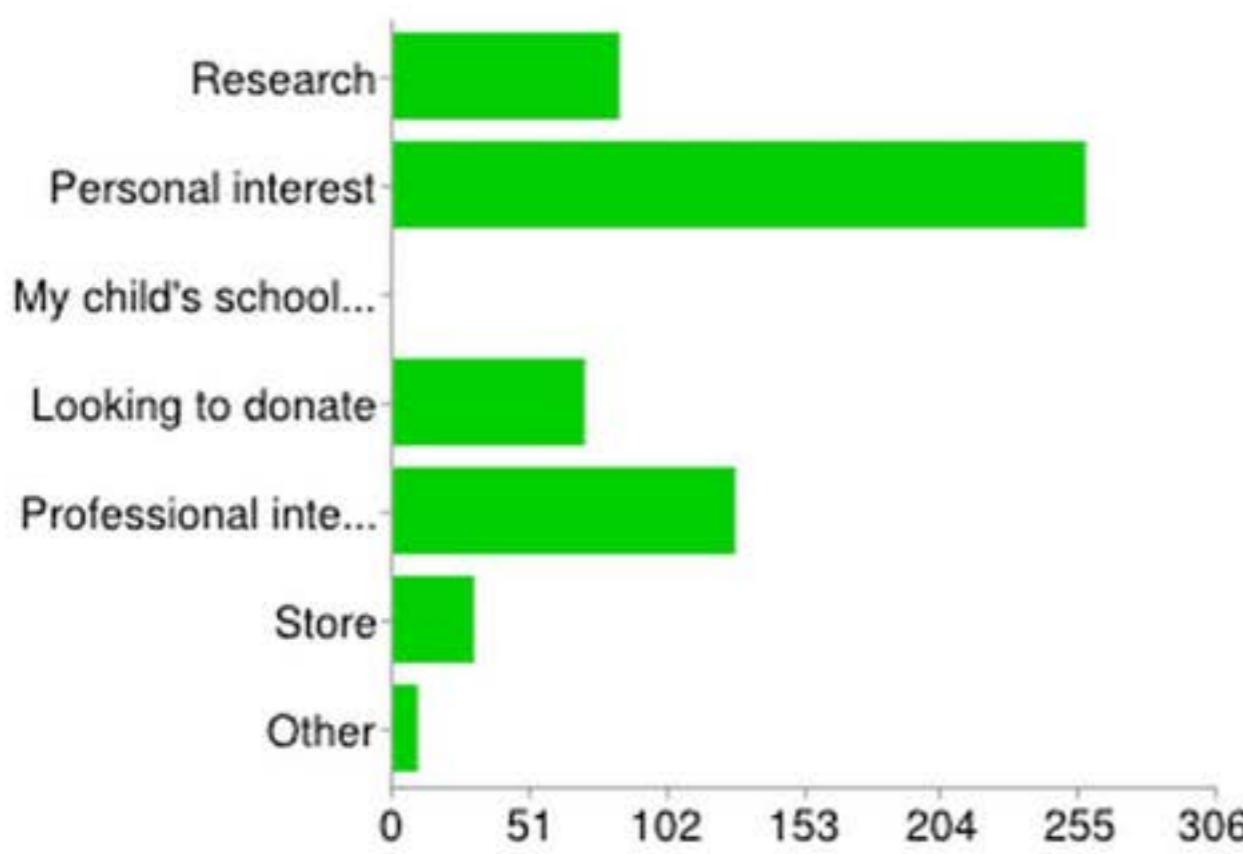


What is your employment status?



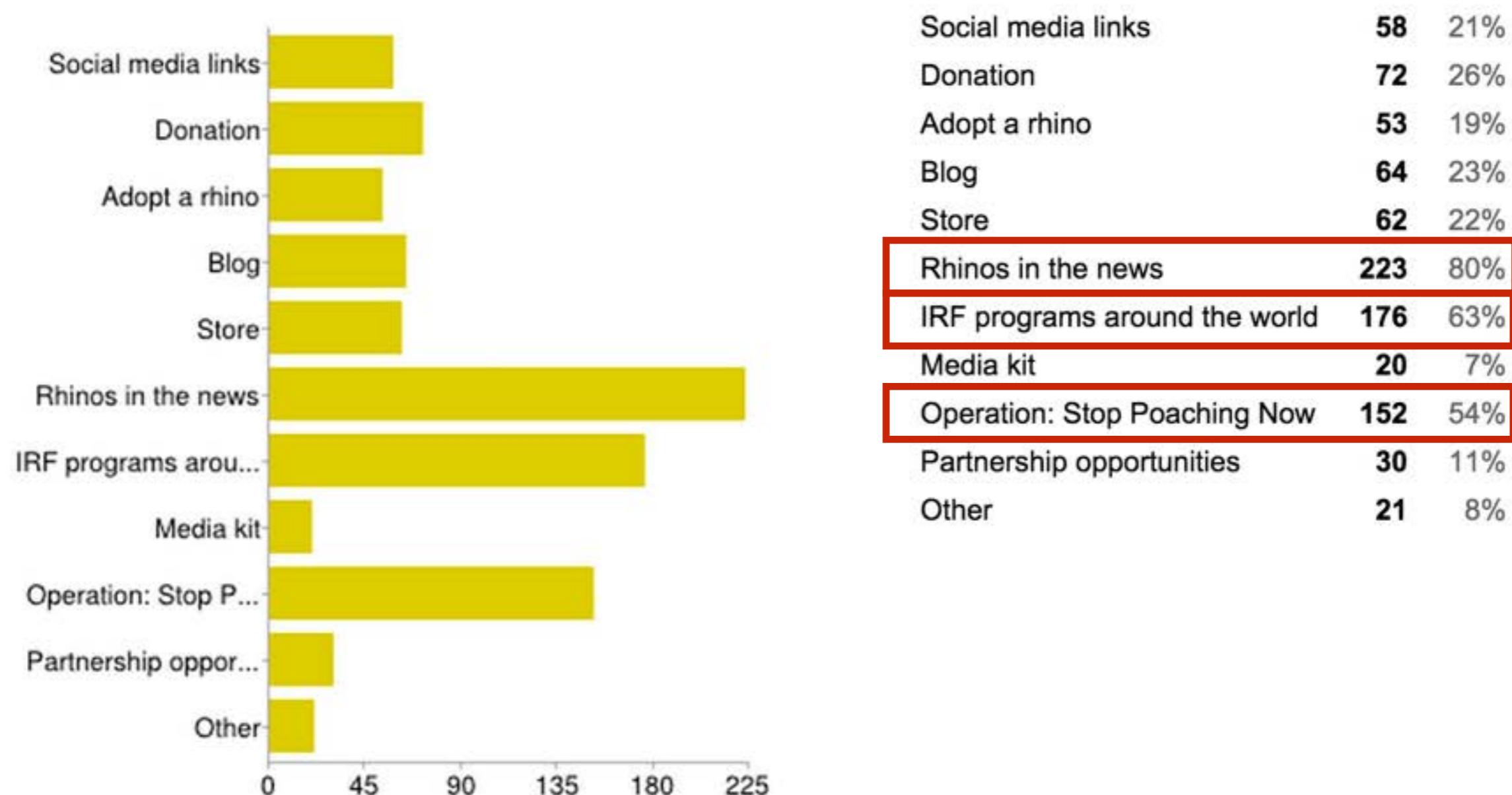
Full-time	169	60%
Part-time	33	12%
Not employed and a student	12	4%
Retired	28	10%
Not employed and looking for work	4	1%
Unemployed	2	1%
Employed as a homemaker	3	1%
Disabled and not able to work	5	2%
Other	21	8%

Why have you visited the IRF site?



310 participants

Which features of the IRF site were the most useful to you?



A large rhinoceros stands in a dry, brownish grassy field. The rhino is facing towards the left of the frame, its body angled slightly. Its thick, dark brown skin is visible, along with its long, curved horn and large ears. The background is a soft-focus view of more grass and possibly other animals.

"Not enough current **on-the-ground updates.**"

"I would like to hear more on the **success** on catching those who poach."

"Up-to-date **poaching statistics.**"

"**State of the rhino** only updated yearly."

"Something about specific animals, like **tell Bina's story** from The SRS YABI."



Andrea

Environmental
Philanthropist

Successful professional with an annual charitable giving plan who requires top value for investment in nonprofit organization.

Goals

- Make a real impact
- Leave a legacy
- Get recognition
- Stay in the know
- See progress
- Be different

Rhino Info

Donate



Fundraise

IRF Programs



Erica
Corporate Funder

CMO at mid-sized to large company interested in corporate social responsibility initiatives and funding partnership opportunities with IRF.

Goals

- Recognition
- Corporate social responsibility
- Improve company image
- Do good
- Offer services
- Exclusive travel opportunities

Corporate Partners

Corporate Funding Package

Mission & Values

Social Media





Frank

Retired Rhino Lover

Retired professional who has had a life-changing experience with rhinos and now wants to get involved and make an impact.

Goals

- Stay in the know
- Express interest in rhinos
- Make a real impact
- Advocate actively
- Attend rhino events
- Purchase rhino merchandise

Donate

**25 Things You
Might Not
Know**



**Rhinos
in the News**

IRF Programs

Prototype



Usability Test

- Icons associated with call to action/quick reference
- Location of Rhino Info within navigation
- Footer Donate/Adopt buttons used frequently
- Visuals served as cues over text

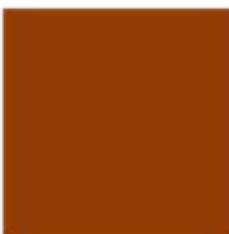
Visual Mockups



This is an Example of a Header

Font: Avenir Heavy

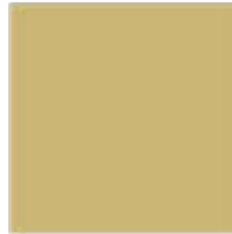
Possible Colors



#923C06



#4C2432



#CBB676



#78A22F



#E89419



#243B19



#4A882C



#E1E1EA



#508B9B



#268399

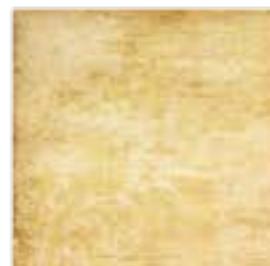
This is an Example of a Sub Head

Font: Avenir Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum a bibendum sapien, nec cursus urna. In hac habitasse platea dictumst. Suspendisse pharetra elementum nisl ut eleifend. Praesent vel efficitur mauris. Aliquam metus justo, scelerisque ac volutpat et, aliquam vitae nunc. Donec ultricies non ligula at malesuada. Vivamus aliquet sit amet dui a auctor. Donec efficitur, lectus vel tempor efficitur, ligula velit tincidunt nibh, bibendum tempus odio est sit amet nisi.

Font: Avenir Book

Textures



Adjectives

Scientific

Rugged

Sophisticated

Experienced

Wild

Positive



Buttons

DONATE

ADOPT

Input field

first name



ADOPT A RHINO | DONATE NOW | CONTACT US | JOIN EMAIL LIST

Enter Search Criteria

SEARCH

VIEW CART

0 ITEMS IN CART

We are dedicated to the survival of the world's rhino species through conservation and research.

ABOUT IRF

RHINOS

IRF PROGRAMS

DONATE

PROFESSIONAL RESOURCES

STAY INFORMED

NEWS ROOM

BLOG

SHOP

WHOSE TEAM ARE YOU ON? #TeamRhino



Help us make sure that rhinos and other wildlife that share their habitat will survive for future generations.

STAY INFORMED

[Donate](#)

INDONESIA

Endangered Rhinos: See the population map >

New in our Store



Rhino-Survival Bracelets: More than just rhino tough, this seven-strand bracelet can literally be a life-saver.

The Rhino Shop



IRF's online store is the perfect place for holiday shopping! Flip-flop rhinos, t-shirts, sweatshirts, hats, mugs, bracelets, and more are available for purchase. Check out the Rhino Shop today!

Amazon Smile

Shop at AmazonSmile
and Amazon will make
a donation to:
The International Rhino
Foundation

[Get started](#)
[amazon smile](#)

When you shop Amazon Smile, Amazon will make a donation to The International Rhino Foundation

[LEARN MORE](#) > [LEARN MORE](#) > [LEARN MORE](#) >

Rhinos in the NEWS

6 arrested for rhino poaching

Tuesday, February 17, 2015

Six people have been arrested in connection with rhino poaching in Limpopo at the weekend, police said on Monday.

[READ ARTICLE](#)

Nepalese rhino killer deported home from Malaysia meets reporters

Tuesday, February 17, 2015

A notorious Nepalese wildlife poacher and smuggler of the Indian rhinoceros was made public after he was deported back from Malaysia last week. Local Nepalese news reported that the World Heritage-listed Chitwan National Park (CNP) paraded Raj Kumar Praja

[READ ARTICLE](#)

[MORE ARTICLES](#) >

IRF Community - Meet Our Dedicated Team



Susie Ellis, PhD



Lee Bass



Rick Bayorgi



Natasha Anderson



Evan Blumer



Patrick Condy



Gloria Goeres



Sectionov (Isayev)

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You can help save the rhinos

[DONATE](#)

[ADOPT](#)

92% of donations go directly to the field
8% of our funds go to administration and funding

Why Support IRF?

LEARN

Get informed about the
poaching crisis

SUPPORT

Help fund our research
and programs

ADVOCATE

Spread the word to
make a difference

PARTNER

Join us to create an even
stronger network

Stories from the Field

Putting the spotlight on the hard working people
that dedicate their lives to rhino conservation.

Operation: Stop Poaching Now

Every eight hours another rhino is killed in South
Africa. Read our 10 solutions to address the issue.

Did You Know?

A group of rhinos is called a crash. Learn more
about this and other interesting facts!

#TeamRhino

Whose team are you on? Show and share your
support by wearing your Team Rhino gear!

IRF on Twitter

@RhinosIRF

New! Rhino Survival bracelets -Hand-made in South Africa,
more than just rhino tough. 4 colors <http://bit.ly/18oZFP>

For the love of #rhinos, make a donation to IRF in your
sweetheart's name: <http://bit.ly/1dCeU97> #FiftyShadesOfGrey

Brainstorming improved s/holder collaboration & support 4
Javan #Rhino conservation @WWF_ID @RhinoGoddess
@RhinosIRF

In the Rhiknow

Extraordinary Journey to Photography the Rarest Rhinos
on Earth

Monday February 9, 2015

Rampant Poaching Devastating for Asia

Monday February 9, 2015

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Homepage



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SHOP

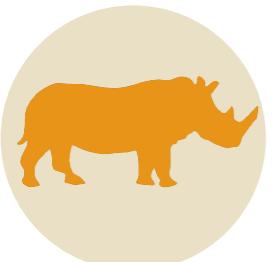
Clear call to action

Direct Erica (Corporate Funder) to contact IRF for partnership



Establish legitimacy

Why Support IRF?



LEARN

Get informed about the poaching crisis



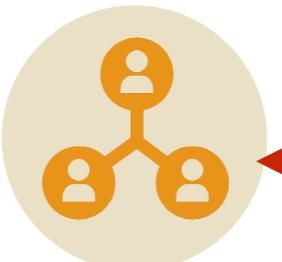
SUPPORT

Help fund our research and programs



ADVOCATE

Spread the word to make a difference



PARTNER

Join us to create an even stronger network

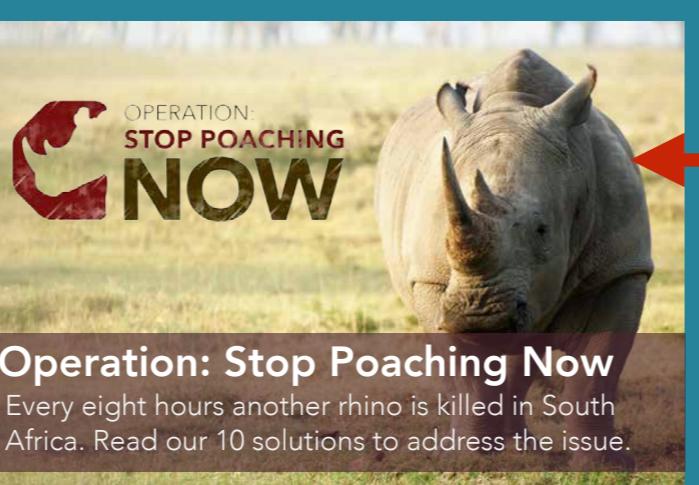
Share mission and direct audiences





Stories from the Field

Putting the spotlight on the hard working people that dedicate their lives to rhino conservation.



Operation: Stop Poaching Now

Every eight hours another rhino is killed in South Africa. Read our 10 solutions to address the issue.



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Popular links from survey

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Monday February 9, 2015

Rampant Poaching Devastating for Asia

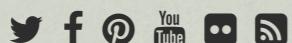
Monday February 9, 2015

Get News and Alerts!

Twitter and newsfeed at a glance and establish legitimacy

Call to action repeated

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Species Page

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Rhinos

[Rhino Species](#) | [Greater One-Horned Rhino](#) | [Black Rhino](#) | [White Rhino](#) | [Asian Rhinos](#) | [CITES](#) | [Conservation](#) | [Research](#) | [Programs](#) | [Adopt](#) | [Shop](#)

Black Rhino

[Buy the Black Rhino](#)

IUCN Red List: Critically Endangered

CITES: Appendix I

During the last century, the black rhino has suffered the most drastic decline in total numbers of all rhino species. Between 1970 and 1982, the population of this species decreased by 96%. In 1970, it was estimated that there were approximately 65,000 black rhinos in Africa – but, by 1982, there were only 2,300 surviving in the wild. Intensive anti-poaching efforts have had encouraging results since 1986. Numbers have been recovering and still are increasing very slowly. With the growing purchasing power of many Asian countries, and the existence of organized groups of poachers who sell rhino horn to black market syndicates in some range countries, the poaching threat remains great and anti-poaching efforts must be continued and accelerated.

Current Black Rhino Numbers and Distribution

There are currently approximately 5,000 black rhinos surviving (IUCN African Rhino Specialist Group, 2010).

Biology

- The black rhino lives in Africa, primarily in grasslands, savannahs and tropical bush lands.
- There are four black rhino sub-species.
- Black rhinos are browsers. Their prehensile upper lip is adapted for grasping and holding leaves and branches of shrubs and trees. This adaptation is the species' most distinguishing characteristic.
- Black rhinos can live to be 30-45 years in the wild and more than 45 years in captivity.
- Gestation lasts approximately 15-16 months, and mothers give birth to one calf every 2.5-3 years. Females reach sexual maturity between 4 and 7 years of age; males mature between 7 and 10 years of age.
- Black rhinos are semi-social and territorial. Females and subadults generally are social, but bulls are typically solitary. Sometimes, satellite males may reside within one another's territories.
- Adult female black rhinos have overlapping ranges and are rarely as solitary as often portrayed. Males are generally solitary and may be territorial. Black rhino home ranges vary greatly, depending on the habitat and to some extent on sex and age.

Common Names

Black rhinoceros. Black rhinos are actually not black at all. The species probably derives its name as a derivative from the white-rhino (now a rhinoceros) and from the dark-colored loam soil that often covers its feet after wallowing in mud.

Scientific Name and Origin

Names

Names from the Greek "bo-", meaning "bullock" and "ceros", meaning "horn"; and "rhino" from the Latin "rhin-", meaning "nose" and "cerus", meaning "wax."

Physical Characteristics

Size

Weight: 1,750–3,000 kg (3,800–6,600 lb)
Height: 4.3–5.0 ft (1.4–1.7 m) tall at shoulder
Length: 10–12.5 ft (3.0–3.8 m) length of head and body

Horn

Black Rhinos have two horns. The front (dorsal) horn is larger and measures 1 foot, 8 inches (0.5–1.3 m). The rear (posterior) horn is smaller and measures up to 22 inches (55 cm) long.

Other Features

Prehensile Lip: Relatively broad snout with a prehensile lip adapted for grasping branches and leaves.

Click the rhino to learn about the Black Rhino's horns, weight and more.

BLACK RHINO ►

[Africa Regional Programs](#)

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We are dedicated to the survival of the world's rhino species through conservation and research.

Black Rhino

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Black Rhino

Diceros bicornis

During the last century the black rhino was reduced by 96% from an estimated population of 65,000 in 1970 to 2,300 in 1982. It was around this time that black rhinos became the most highly valued target for poachers. By 1986, there were only 2,000 surviving in the wild. Intensive anti-poaching efforts have had encouraging results since 1986. Numbers have been recovering and still are increasing very slowly. With the growing purchasing power of many Asian countries, and the existence of organized groups of poachers who sell rhino horn to black market syndicates in some range countries, the poaching threat remains great and anti-poaching efforts must be continued and accelerated.

Current Black Rhino Numbers and Distribution

There are currently approximately 5,000 black rhinos surviving (IUCN African Rhino Specialist Group, 2010).

Behavior & Ecology

The black rhino is diurnal, primarily in grasslands, savannahs and tropical bush lands.

Black rhinos can live to be 40-50 years in the wild and more than 50 years in captivity.

Conservation

Black rhinos are approximately 10-14 months, and females give birth to one calf every 2.5-3 years. Females reach sexual maturity between 4 and 7 years of age; males mature between 7 and 10 years of age.

Black rhinos are semi-social and territorial. Females and subadults generally are social, but bulls are typically solitary. Sometimes, satellite males may reside within one another's territories.

Black rhino males mark their territory by spraying urine and feces on trees or shrubs. They also use their tails to flick feces over their backs. Black rhinos are gregarious, partially depending on the female for socialization and care.

Click the rhino to learn about the Black Rhino's horns, weight and more.

BLACK RHINO ►

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Subtle video to set the scene

Black Rhino

Diceros bicornis

During the last century, the black rhino has suffered the most drastic decline in total numbers of all rhino species. Between 1970 and 1992, the population of this species decreased by 96%. In 1970, it was estimated that there were approximately 65,000 black rhinos in Africa – but, by 1993, there were only 2,300 surviving in the wild. Intensive anti-poaching efforts have had encouraging results since 1996. Numbers have been recovering and still are increasing very slowly. With the growing purchasing power of many Asian countries, and the existence of organized gangs of poachers who sell rhino horn to black market syndicates in some range countries, the poaching threat remains great and anti-poaching efforts must be continued and accelerated.

Current Black Rhino Numbers and Distribution
There are currently approximately 5,055 black rhinos surviving (IUCN African Rhino Specialist Group, 2013)

Habitat & Maturity

The black rhino lives in Africa, primarily in grasslands, savannahs and tropical bush lands.

Black rhinos can live to be 30-35 years in the wild and more than 45 years in captivity.

Gestation lasts approximately 15-16 months, and mothers give birth to one calf every 2.5-3 years. Females reach sexual maturity between 4 and 7 years of age; males mature between 7 and 10 years of age.

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Adult female black rhinos have overlapping ranges and are not really as solitary as often portrayed. Males are generally solitary and may be territorial. Black rhino home ranges vary greatly, depending on the habitat and to some extent on sex and age. .



Large image with info to move viewer down page



Click the rhino to learn about the Black Rhino's horns, weight and more.



BLACK RHINO ►

Africa Regional Programs
Learn more about what's being done to save the Black Rhino.

Get Involved
Learn what you can do to help the Black Rhino.

Interaction to encourage engagement & improve retention

Programs & involvement to encourage support

IRF Programs

INTERNATIONAL RHINO FOUNDATION

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We are dedicated to the survival of the world's rhino species through conservation and research.

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IRF Programs

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ZIMBABWE LOWVELD RHINO PROGRAM

INDIAN RHINO VISION 2020

SUMATRAN RHINO CONSERVATION PROGRAM

JAVAN RHINO CONSERVATION PROGRAM

AFRICA REGIONAL PROGRAMS

ASIA REGIONAL PROGRAMS

ZOO PARTNERS

IRF Programs

In response to the global crisis in rhino conservation, the International Rhino Foundation protects particularly threatened rhino populations in the wild, while also supporting applied research that can help to improve the chances for long-term survival of all rhino species. We have already made great strides in preventing further declines of these magnificent animals and turning rhino population trends around in the areas in which we work.



IRF funds and operates field programs in Asia and Africa targeted to the rhino species most in need of and most appropriate for intensive protection and management.

The Rhino Shop



IRF's online store is the perfect place for holiday shopping! Flip-flop rhinos, t-shirts, sweatshirts, hats, onesies, bracelets, and more are available for purchase. Check out the Rhino Shop today!

[LEARN MORE](#)

CONTACT US · [DONATE](#) · [ADOPT](#)

IRF Programs

Click on a priority area, highlighted in blue, to learn more about current programs.

[Africa Regional Programs](#) · [Asia Regional Programs](#)

Zoo Partners

More than 200 zoos worldwide exhibit and breed rhinos. About 60 of these institutions currently participate in IRF's Zoo Partners Program. By doing so, they contribute directly to the protection of wild rhino populations. Millions of zoo visitors can observe these animals in captivity, while taking pride that their zoo is also helping to secure a future for the rhinos' wild cousins.



As our partners in rhino conservation, zoological parks, gardens and affiliated organizations:

- Are on the front line of support for Rhino Protection Efforts;
- Reintroduction Projects and Managed Breeding Programs;
- Receive regular Rhino Reports covering all five species;
- Receive Invitations to attend Annual Trips to Field Projects;
- Are on our premier list for IRF Staff Presentations; and
- Receive information and materials to support rhino Graphics, Educational Materials and Special Events.

[Click here to see the institutions, organizations and associations that are members of IRF's Zoo Partners Program.](#)

IRF Programs

Click on a priority area, highlighted in blue, to learn more about current programs.



Establishes legitimacy by matching IRF's work with location

More engaging and less disjointed

Africa Regional Programs

Asia Regional Programs



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Creates relationship between work & partners

Informs about global affiliates

Better opportunity to feature zoo partners



Fun Activities

INTERNATIONAL RHINO FOUNDATION

ADOPT A RHINO · DONATE NOW · CONTACT US · JOIN EMAIL LIST

Enter Search Criteria SEARCH

[VIEW CART](#) 8 ITEMS IN CART

We are dedicated to the survival of the world's rhino species through conservation and research.

ABOUT IRF · RHINOS · IRF PROGRAMS · DONATE · PROFESSIONAL RESOURCES · STAY INFORMED · NEWS ROOM · BLOG · SHOP

Stay Informed

home / stay informed / just for kids

Just for Kids

[Books About Rhinos That We Love!](#) Pre-Kindergarten Through 3rd Grade. [Download the list.](#)

[Operation Javan Rhino:](#) [Read and read the report](#) (with photos!) to learn more about incredibly rare Javan rhinos and what you can do to help protect them.

[Rhino Origami:](#) Download this [origami sheet](#) so you can make your very own origami rhino!

Adopt a Rhino

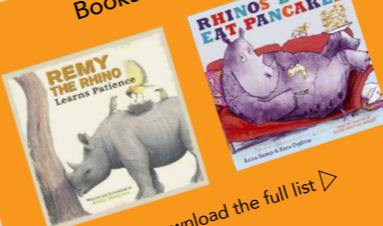


The Sumatran rhinoceros is one of the most endangered mammals on Earth. No more than 200 animals survive in small, isolated forest fragments in Indonesia and Malaysia.

You can help protect the Sumatran rhino from extinction by "adopting" the rhino at the Sumatran Rhino Sanctuary!

[LEARN MORE](#)

Books We Love



[Download the full list ▾](#)

Rhino Crafts



[Download a crafts sheet and get creative!](#)

Put Your Knowledge of Rhinos to the Test!

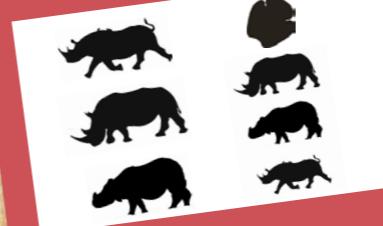


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Write a poem! Read this beautiful poem written by Eva Malone, age 8.

Rhino Silhouettes: Silhouettes of three rhino species so the sizes can be compared. Also includes rhino footprints.

[Black Prints](#)

[White Prints](#)

[Summer Prints](#)

[Size Comparison](#)

[Footprints](#)

Rhino Masks: Download these blank coloring sheet templates. Courtesy of The Horns and Heroes Project.

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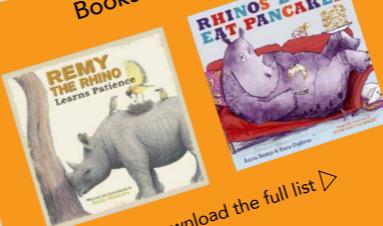
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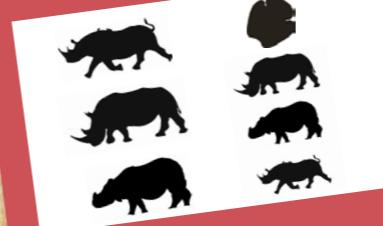


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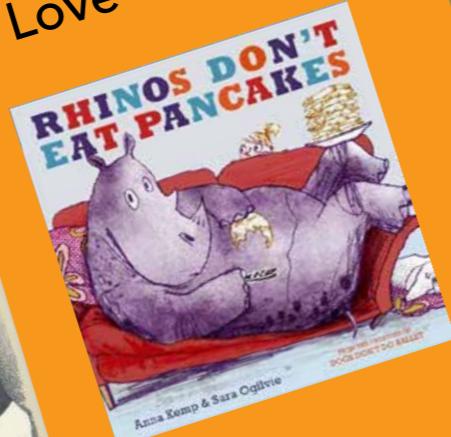
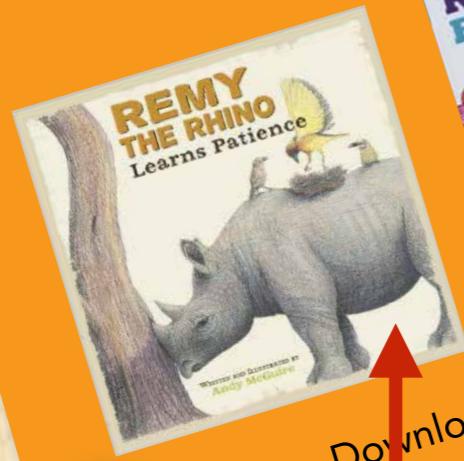
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Download a *crafts sheet* and get creative!

More visuals, less text heavy

Clear call to action



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The International Rhino Foundation is dedicated to the survival of the world's rhino species through conservation and research.

Why We're Different: Money portions of your gift goes directly to our field programs.

2013 Expenses:

Category	Amount
Conservation Programs	85%
Advocacy & Fundraising	10%
Conservation Research	5%

Donor Information:

Donation amount: \$100

Address: 101 Main Street, Suite 2000
Austin, Texas 78701, USA

City: Austin
State: TX
Zip: 78701
Country: United States

Phone: (512) 477-1000
Email: info@rhino.org

Comments: I would like to receive information about International Rhino Foundation's work.

Payment Information:

PayPal

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Why We're Different:

90% of your gift goes directly to our field programs.

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A screenshot of a donation page for the International Rhino Foundation. At the top, there's a dark banner featuring seven circular icons representing different donor levels: FRIEND (red heart), ADVOCATE (Save the RHINOS sign), SUPPORTER (thumb up), RANGER (hat), GUARDIAN (crown), PROTECTOR (ring), and DEFENDER (shield). Below this is a green section containing a \$1.99 donation amount and a message about recognition for donors. A red arrow points from a callout box to the ADVOCATE level icon. Another red arrow points from another callout box to the green message area.

\$1.99
Every gift—no matter the size—helps us do more. All donors to the International Rhino Foundation will be recognized on IRF's website and other publications, and will receive a subscription to our regular e-newsletter.

Visual representation
of donor levels

Consolidated info
keeps users on
donation page



\$ 50 = A sleeping bag for a rhino monitor

donate another amount: donate once

Donor Information

first name last name

address

address 2

zip code city AK

USA email

Subscribe to newsletter
 This is also my billing information

Payment Information

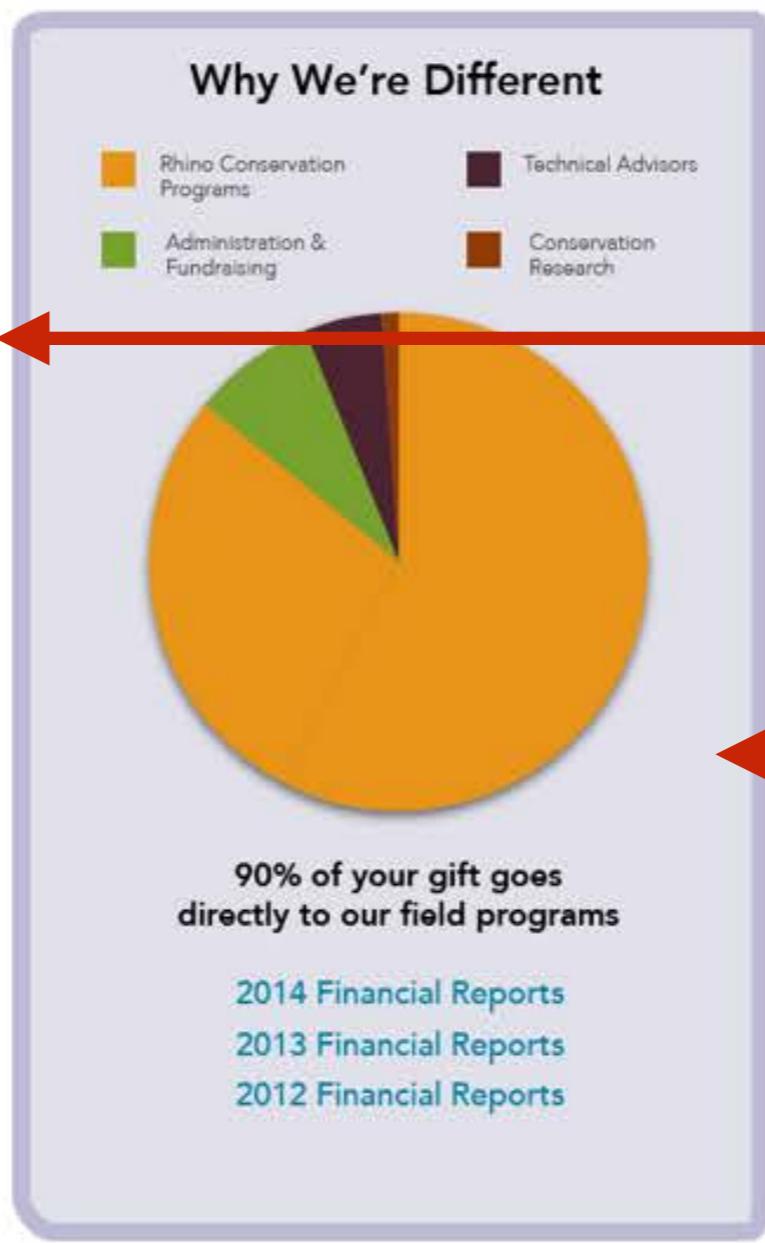
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Impact message helps increase donation amount

Simplified form with Paypal option

Up-to date financial information

Clear call-to-action





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The Rhino Shop



IRF's online store is the perfect place for holiday shopping! Flip-flop rhinos, t-shirts, sweatshirts, hats, onesies, bracelets, and more are available for purchase. Check out

Adopt a Rhino



Which shade of gray is your Valentine? Does he like it hot and steamy? Is he secretive, shy and a little hairy? Does he sometimes come home covered in mud? Then he may be just like a Sumatran rhino!

This Valentine's Day, give your love the gift of gray. Adopt a Sumatran rhino to show your sweetheart you know what he likes.

The [Sumatran rhinoceros](#) is one of the most endangered mammals on Earth. Perhaps no more than 100 animals survive in small, isolated forest fragments in Indonesia and Malaysia.

The Sumatran Rhino Sanctuary (SRS), a 250-acre complex located within Indonesia's Way Kambas National Park, Indonesia, is currently home to five rhinos that are part of an intensively-managed research and breeding program aimed at increasing the Sumatra's wild rhino population. At the sanctuary, the rhinos reside in large, open areas where they can experience



Meet Ratu!

Ratu, believed to be about 14 years old, became a mother for the first time on June 23rd, 2012! We are happy to report that Ratu and her male calf, Andatu (and dad Andalas) are doing great!

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Adopt a Rhino



Meet Ratu

Ratu, believed to be about 14 years old, became a mother for the first time on June 23rd, 2012! She originally made her home along the border of Way Kambas National Park. She is currently at the Sumatran Rhino Sanctuary.

[Learn More](#)



Meet Andatu

Andatu is one of the world's "newest" rhinos. He was born on Saturday, June 23, 2012 at the Sumatran Rhino Sanctuary in Way Kambas National Park, Indonesia. His father is Andalas and his mother is Ratu. Andatu's name means a "Gift from God."

[Learn More](#)



Meet Bina

Bina is the oldest female at the Sumatran Rhino Sanctuary and the second oldest of her species in captivity. Bina is 26 years old, is one of the last Sumatran rhinos to be captured and relocated within Indonesia. Bina was originally born in Sumatra's Bengkulu Province.

[Learn More](#)



Meet Rosa

Beginning in late 2003, Rhino Protection Units working in Bukit Barisan Selatan National Park began receiving reports from local villagers that a young Sumatran rhino, Rosa, had been observed walking along roads and browsing for vegetation. She is very fond of people.

[Learn More](#)



Meet Andalas

Cincinnati Zoo-bred Andalas, the first Sumatran rhino born in captivity in 112 years, was transferred from the United States to the Sumatran Rhino Sanctuary, a management and breeding facility located in Way Kambas National Park, Indonesia, in early 2007.

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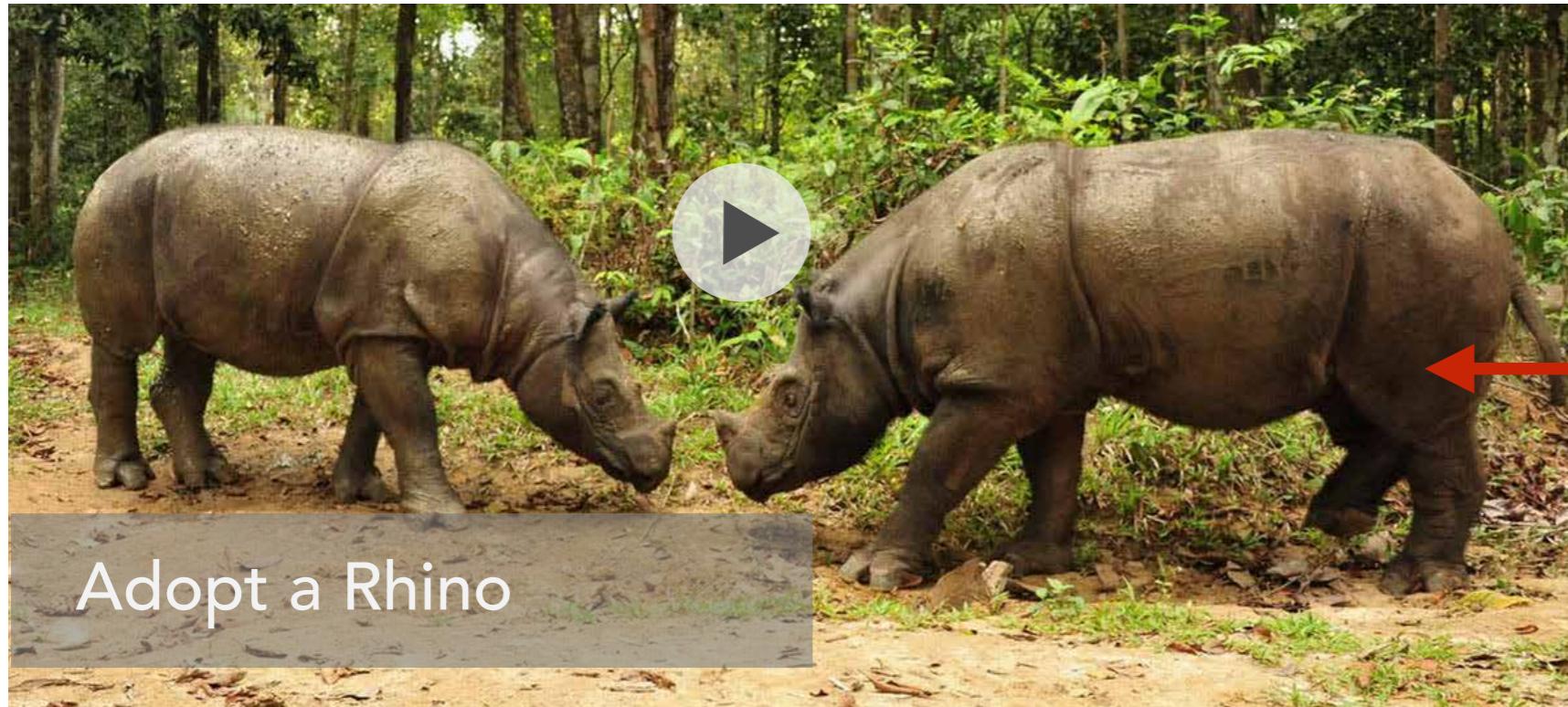
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Bringing adoption process to life with a video



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Quick reference to each rhino

Clear call to action



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Adopt Rhino Andatu

Please fill out the following form to complete your donation. All fields are required.

YOUR DONATION DETAILS

Please select the amount you want to give now or click the link below to view our giving levels.

SECURITY INFORMATION

SETUP RECURRING DONATION

GENERAL INFORMATION

NAME OF ORGANIZATION

MAILING ADDRESS

STREET ADDRESS

CITY

STATE/PROVINCE

ZIP/POSTAL CODE

COUNTY

CONTACT PHONE NUMBER

BILLING INFORMATION

NAME ON THE CREDIT CARD

CREDIT CARD NUMBER

EXPIRATION MONTH & YEAR

SECURITY CODE

GIVE A GIFT

If you would like to make a gift to another person, please enter their name, email address, and mailing address to receive an e-card about your gift.

GIFT RECIPIENT

GIFT RECIPIENT EMAIL

GIFT RECIPIENT MAIL/PAK ADDRESS

GIFT MESSAGE

PROCESS DONATION

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Andatu

Meet one of the world's "hottest" rhinos, Andatu, who was born early in the morning on Saturday, June 23, 2012 at the Sumatran Rhino Sanctuary in Way Kambas National Park, Indonesia. His birth's name is Andatu. He was born at the Cincinnati Zoo on September 13, 2001 and came to Indonesia when he was six years old. His mother, Nelly, was born in Way Kambas National Park, and she currently resides in Sumatra. Andatu's father, Andi, was born in Sumatra and died in 2008. Andi was the first rhino ever born in captivity in Indonesia, and perhaps only the eighth Sumatran rhino born in captivity anywhere in the world. Andatu is the son of Andi and Nelly, and he is the fifth rhino ever born in captivity in Indonesia, and perhaps only the eighth Sumatran rhino born in captivity anywhere in the world.

Watch Andatu

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IN HONOR OF

Adopter Information

First Name | **Last Name**

Address

Address 2

City | **State** | **Zip**

Country | **Postal Code**

USA | **Intl** | **Email**

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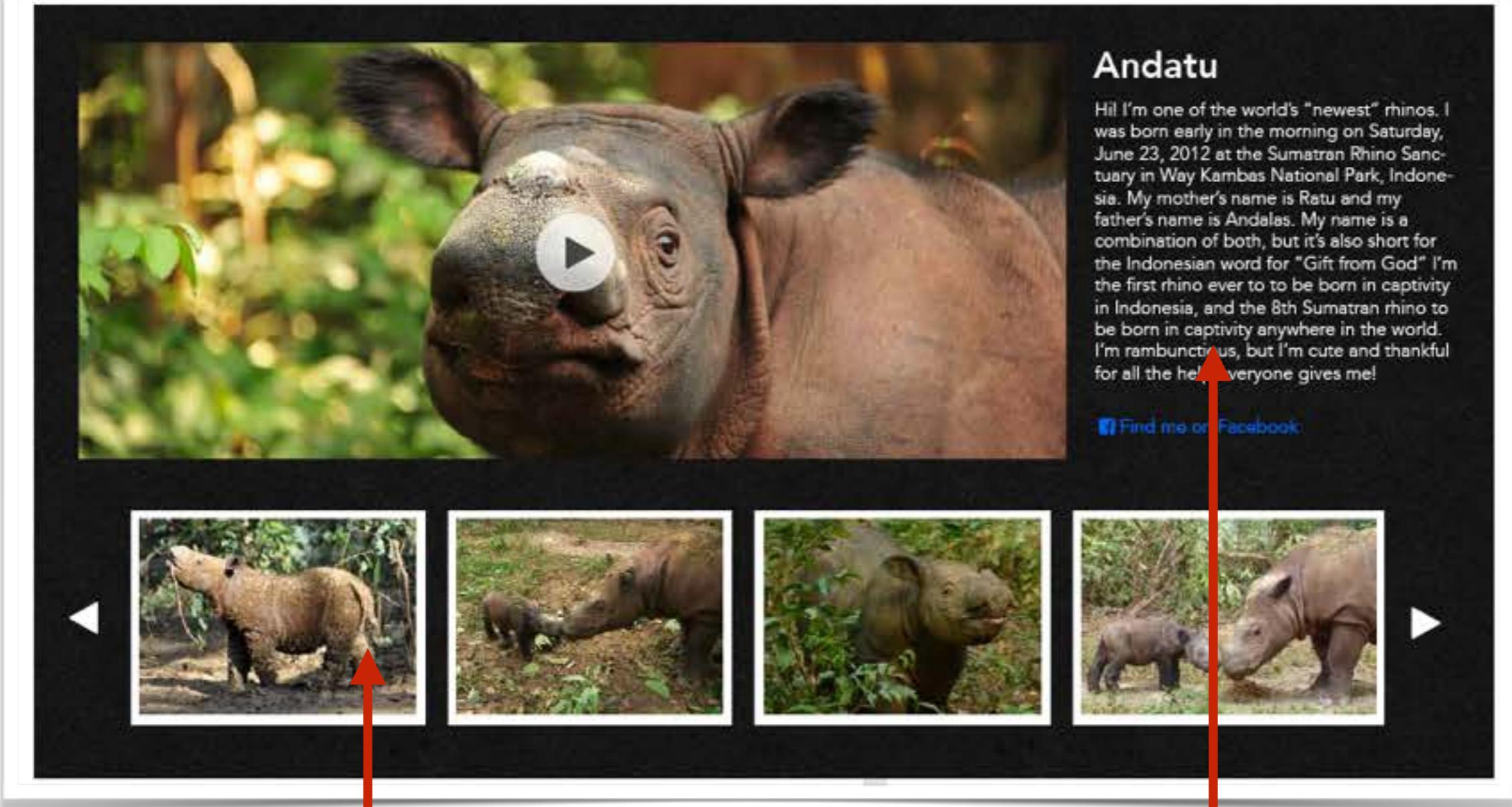
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More visuals to build emotional connection and motivation

Personalize with rhinos story and bio



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25 Things You Might Not Know About Rhinos

1. The word rhinoceros is a combination of two Greek words – rhino (nose) and ceros (horn).

There are five living species of rhinoceros – white, black, greater one-horned, Javan and Sumatran. In addition, a number of other animals have rhinoceros as part of their names, including the rhinoceros auklet, rhinoceros beetle, rhinoceros chameleon, rhinoceros cockroach, rhinoceros fish, rhinoceros hornbill, rhinoceros iguana, rhinoceros rat snake, rhino shrimp, and rhinoceros viper. All of them have horn-like appendages on their noses.

2. Rhinos have also been referred to as pachyderms.

The name pachyderm also comes from two Greek words – pachys (thick) and derma (skin). Many years ago, zoologists grouped a number of thick-skinned species together as pachyderms, including rhinos, tapirs, horses, elephants, hippos, pigs, peccaries, and hyraxes. This classification is no longer considered useful, but the name is still used every now and then.

3. Rhino is sometimes used as a nickname.

A number of people have been given the nickname Rhino. They include American professional wrestler and actor Terry Gerin (Rhyno), Mark Smith from the British show Gladiators, guitarist Lamy Reinhardt (El Rhino) from the band Iron Butterfly, and David Unsworth, a former British soccer star. The national rugby teams of South Africa and Indonesia are also known as the Rhinos.



The Rhino Shop



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25 Things You Might Not Know About Rhinos



A female rhino's first thought when she sees danger? Turned out to be to run in a more peaceful environment.



The word rhinoceros is a combination of two Greek words meaning "nose" and "horn".



Rhinos have two horns, but their original horn is the smaller, front one. The back one is much larger and used to prove their place in the hierarchy.



White rhinos are the largest rhino species and the second most massive after the elephant.



An adult white rhino can eat up to 80 pounds of dung per day!



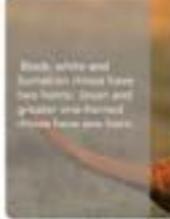
The rhino's thick skin contains 10 times more blood vessels than ours.



Rhinos have three types of skin: smooth, wrinkled, and folded.



Rhinos are threatened by poachers.



Black rhinos and Sumatran rhinos have two horns. Indian and greater one-horned rhinos have one horn.



Black rhinos have been poached to near extinction.



Rhinos are pregnant for 15 months.



A group of rhinos is called a herd.



White rhinos have been poached to near extinction.



Rhinos are the most heavily traded animal in the world.



The black rhino has been poached to near extinction.



Throughout their history, rhinos have been a long-distance group.



Rhinos have a symbiotic relationship with ticks.



Rhinos have been poached to near extinction.



This ancient rhinoceros piece of stone from La Brea Tar Pits in Los Angeles, California, is 30,000 years old.



Rhinos are the most heavily traded animal in the world.



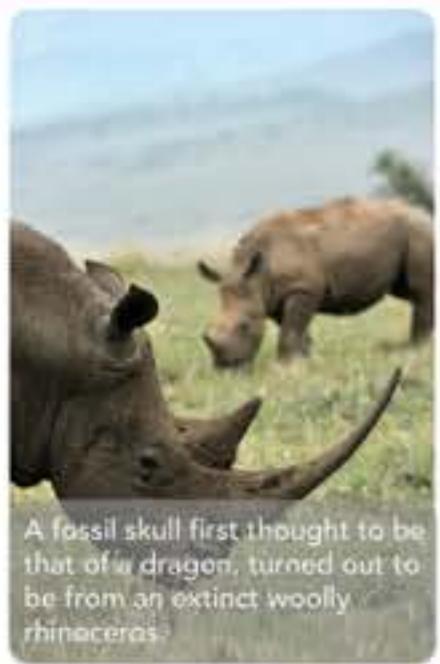
Rhinos are the most heavily traded animal in the world.



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25 Things You Might Not Know About Rhinos



A fossil skull first thought to be that of a dragon, turned out to be from an extinct woolly rhinoceros.



The word *rhinoceros* is a combination of two Greek words – *rhino* (nose) and *ceros* (horn).



Rhinos have also been referred to as pachyderms.



Rhino horns are not made of bone, but of keratin, the same material found in your hair and fingernails.



An adult white rhino can produce as much as 50 pounds of dung per day!



White rhinos aren't white and black rhinos aren't black.



The white rhino is the largest rhino species and the largest land mammal after the elephant.



Rhino is sometimes used as a nickname.



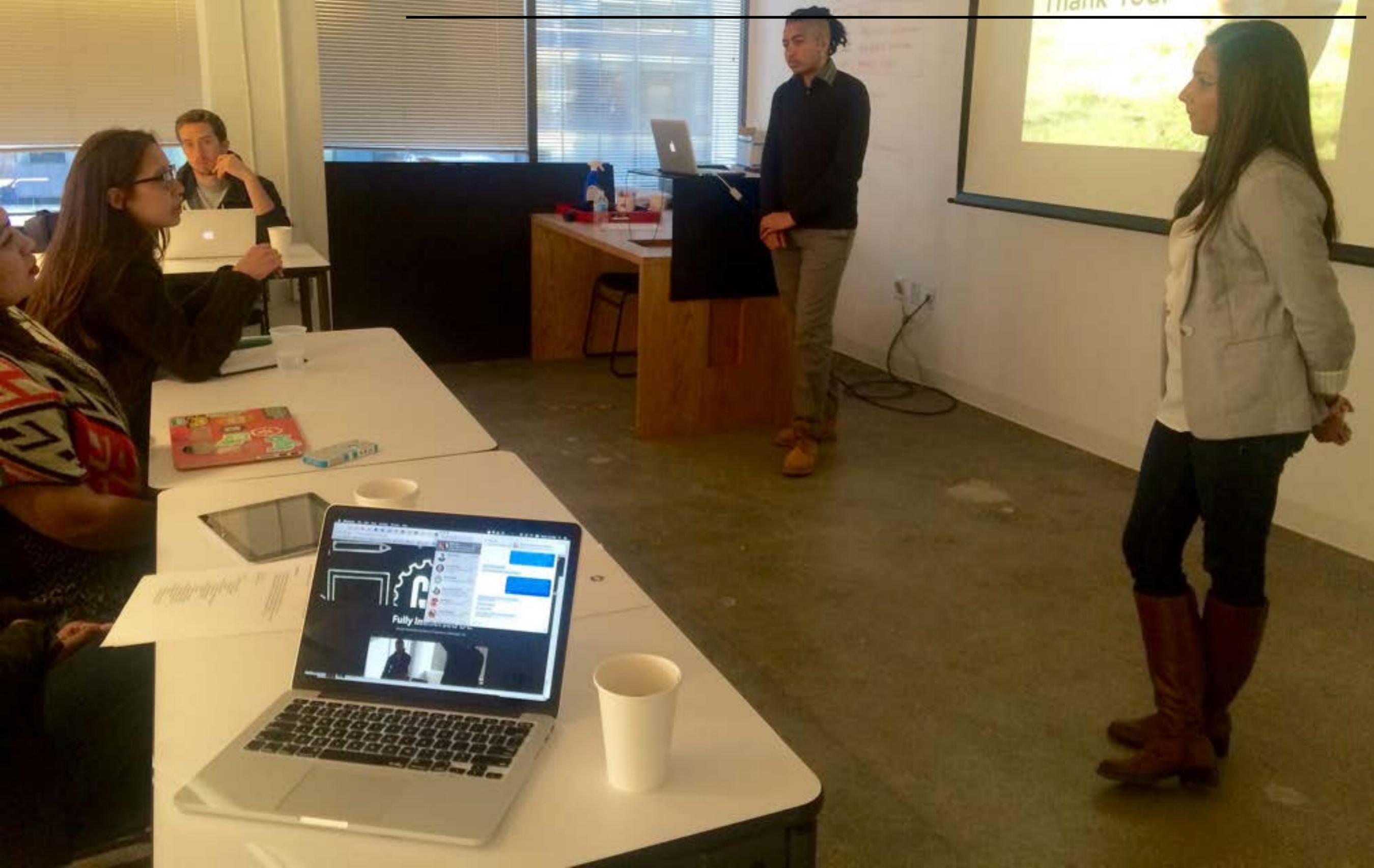
Some rhinos use their teeth – not their horns – for defense.

More visuals and familiar Pinterest inspired layout



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