

We can all go MAD for our Rhinos



Species

These gentle giants are the gardeners of Africa. You can hear them scuffing around with their 3-toed hooves.

You can see their ears constantly rotating to pick up the sounds and stories that make up for what their tiny eyes don't tell them. You can feel their rough, mud encrusted skin and there is no way you don't feel small in their powerful presence. Their magnificent horn, made of the same material as our fingernails, is their constantly growing weapon which they file on trees, wires and poles into amazing shapes of up to 1.5m long.

Key Threat

Rhino horn is worth more than gold on the illegal black market. Greed and desperation leads to 3 African rhinos losing their lives every day.

These losses cannot be sustained by this incredible animal. While their biggest threat is the human species, we are also their greatest hope. With enough people fighting for their right to live free from poaching, this species can be saved from extinction.

Conservation Message

Monarto and Adelaide Zoos are home to Rhinos who are ambassadors for their wild populations.

Sera Wildlife Conservancy is part of a Northern Rangelands Trust community-led conservation initiative within Northern Kenya. Zoos SA has been an active part of a re-introduction program to bring Black Rhinos back home to Sera after being poached to extinction in Northern Kenya. Since 2009, Zoos SA has sent over \$100,000 to ensure that the people and wildlife of Sera Conservancy both benefit through alternative and sustainable livelihoods

Go MAD for wildlife

SHOP SMART

Sell African beaded items made by the women of Sera Conservancy and support products with proceeds going to species conservation.

Selling Beadwork gives back in 3 ways:

- to the women who get paid to make them
- to the rangers who are paid to protect wildlife from bead sale profits
- to the purchaser who makes a difference by helping the people and wildlife of Northern Kenya



SHOP SMART... it makes a REAL difference

Zoos SA's beaded items provide an income to the **150 woman** involved in Beadworks from Sera Conservancy. The average family size is seven, meaning this income will provide food, health and education to approximately 1050 people within in the community.



The wildlife in Sera is protected by **33 Armed Rangers** who ensure the survival of Africa's endangered wildlife, including Black Rhinos that have been re-introduced to the area after being poached to extinction. Bead sales support the Rangers wages and life insurance.

Every 6 bead sales you make provides;

- One weeks wages for a woman
- One days wages and life insurance for a ranger

How to GO MAD



1. Pre-Order Beadworks stock from Monarto Zoo Learning using the order form
2. Every beaded item sells for \$9 each
3. There is no pre payment for the stock
4. Sell as much as you can
5. Return money for sold items and any unsold stock either by bringing to the Zoo or via post
6. Receive a special certificate

If you want to adopt an animal or commit to conservation go to

<http://www.zoossa.com.au/regular-giving/>

Call Monarto Zoo Learning

08 8354 4100 or monartoed@zoossa.com.au



Go MAD for Rhinos ORDER FORM

SCHOOL TO FILL OUT PRE SALES

Please scan and email back to monartoed@zoossa.com.au or call 85344100 to order bead stock

School: _____ Teacher: _____ Teacher sign: _____

Contact Number: _____ Date: _____

Collect stock from (please circle) **Monarto Zoo** **Adelaide Zoo** **Other:** _____



Photo Example of item (Many colour variations of each item)	African Beaded Item ALL ITEMS \$9 each	Total Num- ber Re- quired	Zoo Use only Stock take, date and sign out	Total Num- ber unsold
	Keyrings (MAD tags)			
	Bracelets			
	Warrior bands			
	Necklaces			
ALL THE INCREDIBLE FUNDS THAT YOU MAKE FROM SELLING BEADED ITEMS NEED TO BE RETURNED, ALONG WITH UNSOLD ITEMS IN WEEK OF:				
Total funds raised		\$	Total items returned	
Zoo Use only Stock take, date and sign in				

POST SALES Return stock to (please circle) **Monarto Zoo** **Adelaide Zoo** **Other:** _____

(please circle) **In mail** **Dropped off** **Cheque Included** **Invoice required**

(please address cheque to Monarto Zoo – 3401 Old Princes Highway, Monarto, SA, 5254)

Date: _____ Teacher sign: _____

