



An Urgent Appeal

For the future of one of Africa's most iconic species



<https://youtube.com/shorts/sKGabxADa7A?si=llzZ5Y8uJ5NcKuaC>



This newsletter is different to most of the newsletters I send out

I could be telling you about what incredible work the Travers family do on Imire Conservancy
which they do

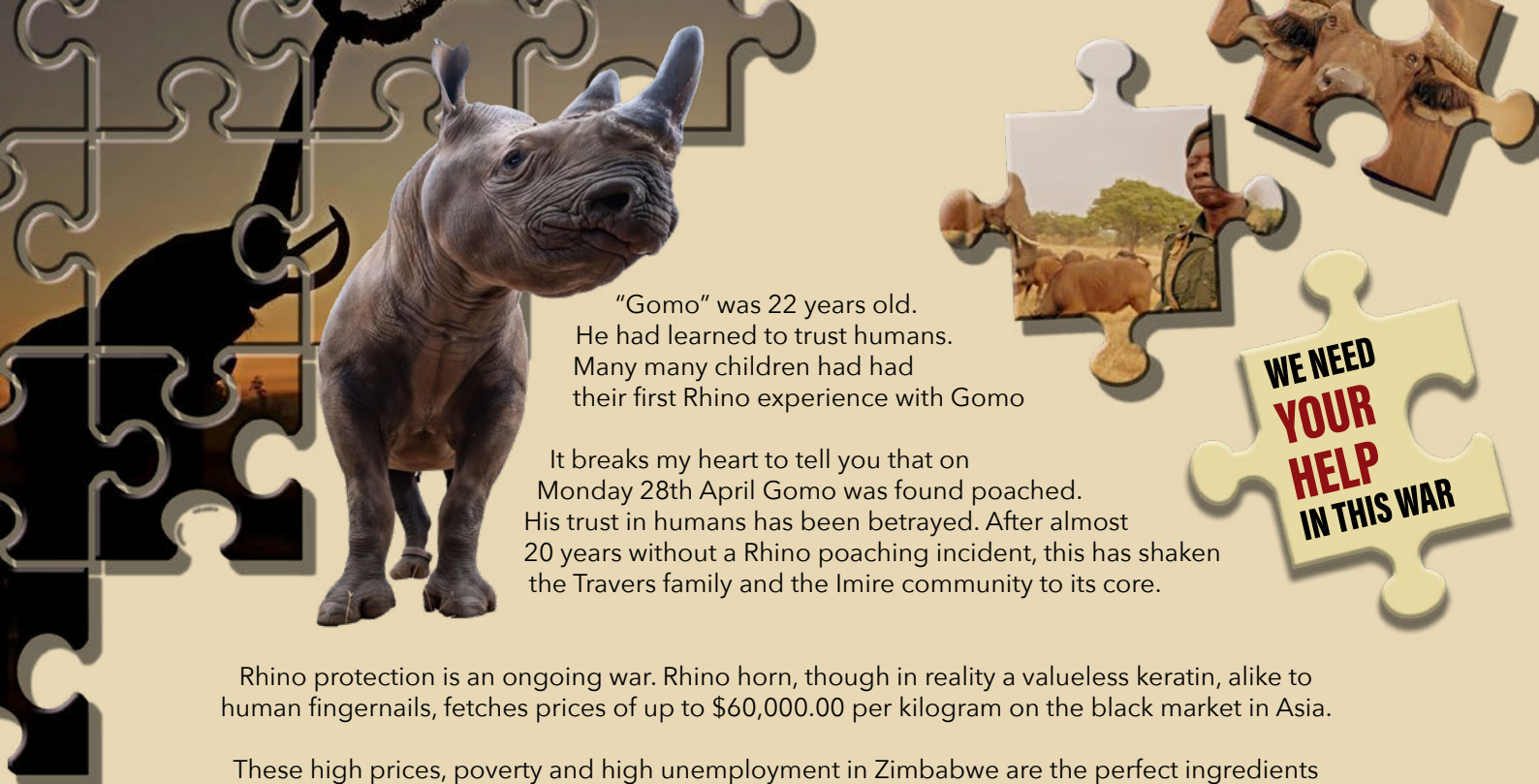
I could be telling you that Reilly is a good friend
and the fourth generation protecting that landscape
which he is

I could tell you amazing statistics about the rhinos they have bred and sent to the wild
which would be true

I could tell you how they introduce thousands of schoolkids a year to wildlife
which they do

But instead I am going to tell you of an incident that's heartbreaking





"Gomo" was 22 years old.
He had learned to trust humans.
Many many children had had
their first Rhino experience with Gomo

It breaks my heart to tell you that on
Monday 28th April Gomo was found poached.
His trust in humans has been betrayed. After almost
20 years without a Rhino poaching incident, this has shaken
the Travers family and the Imire community to its core.



Rhino protection is an ongoing war. Rhino horn, though in reality a valueless keratin, alike to human fingernails, fetches prices of up to \$60,000.00 per kilogram on the black market in Asia.

These high prices, poverty and high unemployment in Zimbabwe are the perfect ingredients to fuel a thriving illegal trade.

Imire and the Travers Family, led by Reilly Travers, have collectively dedicated their lives to rhino conservation. This loss is personal and devastating. Immediate and rapid changes are required at Imire to keep up with poachers whose tactics, technology and networks are ever strengthening.

Immediate concerns for Imire involve the addition of even more layers of protection.

These layers include:

- Increasing security of fencing using camera technology and sensors as an early warning system.
- Replacing decaying wooden poles with steel fencing poles.
- Increasing the number of electrical strands on the boundary fence.
- Increasing the number of drones in the Drone Unit and training more rangers as drone pilots.
- Increasing the number of weapons for rangers in the field.

The costs associated with this type of security, protection and implementation add up quickly.

This campaign supports Imire's efforts to protect their remaining rhino population and the new babies that give us hope for the species.



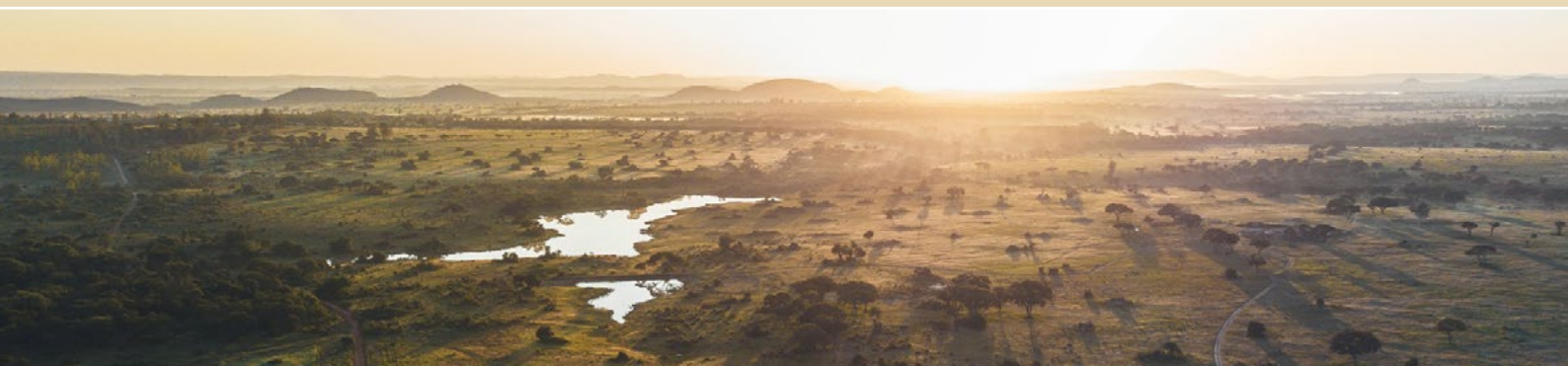
If this story moves you,



if this story resonates with you,

please, I ask you, consider supporting Imire.

<https://www.mightycause.com/story/4cignf>



As a 501c(3) your donation be it direct, or through Mighty Cause is tax deductible and together we can ensure that this incredible landscape increases its protection and continues to thrive into the future.



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Please consider clicking on this link and supporting the Imire conservancy, or you can send a check, made out to Ivan Carter WCA, mailed to 3933 Elm Streer, Dallas TX 75226