
HERD
A LEGACY SINCE 1997
HERD IN FOCUS
Media Kit 2026

# ABOUT HERD



H**ERD (Hoedspruit Elephant Rehabilitation and Development)** was established in 2019 as the first and only dedicated elephant orphanage in South Africa, born out of necessity and compassion. For decades, elephants in Africa have faced increasing threats from poaching, habitat destruction and conflict with humans. Calves left orphaned are vulnerable and rarely survive alone. HERD was created to give these young elephants a second chance at life, not only through expert care but through the vital social bonds they need to grow and thrive.

At HERD, our approach is both scientific and compassionate. We focus on rehabilitation, ensuring that each calf receives round-the-clock care, specialised milk formulas, medical treatment and emotional nurturing. Once they are stable, the orphans are gently introduced to the Jabulani herd, a rescued family of elephants with an extraordinary capacity to accept new members. This unique adoptive structure offers the orphans something no human could ever replicate: a family that teaches them the skills, resilience and trust they need to live as elephants should.

HERD's work does not end with rehabilitation. We are committed to understanding elephant behaviour, researching the complexities of their social dynamics, and contributing knowledge that can help prevent further human-elephant conflict. Education is also at the heart of what we do, not only for visitors and supporters but for local communities, showing how elephants and people can coexist in a way that benefits both.

Our orphanage has already cared for and reintegrated several elephants, including the beloved Khanyisa, an albino snare survivor, whose remarkable story of survival and integration has touched hearts worldwide. HERD continues to be a safe haven and a symbol of hope for these iconic animals, with our work supported through the partnership with Jabulani Safari Lodge and the generosity of donors and guests.

# ABOUT HERD

## FROM RESCUE TO RESEARCH

To increase our orphans' chances of survival, well-being, and successful integration into their new herd, several research projects have been launched in collaboration with Universities such as the University of Pretoria, as well as other nature conservation groups.

## ROOTS, TRUNKS, AND TURNING POINTS

We aim to help restore and recycle as much as possible, constantly working towards greener methods and solutions. This includes how we feed the rescued elephants, protecting the land they live on, using their dung byproducts for new purposes, our on-site wormery, aquaponics, conservation research, educational projects, and even rodent control.



"Conservation is not just about protecting animals — it's about building a bridge between people and wildlife. Our elephants teach us resilience, connection and the power of family."

– Adine Roode

## OUR PEOPLE

HERD's work is supported by a dedicated team of conservationists and carers, led by Adine Roode, HERD Founder and Managing Director of Jabulani Safari Lodge. Adine's lifelong commitment to elephant conservation and her pioneering establishment of South Africa's first orphanage make her a respected voice in the global conservation community.

**Available for interviews, commentary, and collaborations.**

# WHY WE NEED YOU:

**South African elephants are not currently endangered, but they face intensifying threats every day:**

- Habitat loss due to land development,
- Escalating human-elephant conflict,
- Poaching for the ivory trade, and
- Climate shocks like drought and changing temperature.
- Every orphan represents a life impacted by these pressures. Supporting HERD now prevents long-term loss and suffering, while preserving the possibility of reintegration into the wild.

# WAYS TO SUPPORT US:

HERD thrives through collaboration. Our partners include conservation organisations, global donors, community leaders, and the guests who choose to stay at Jabulani Safari. Together, we sustain a unique model of care—one that ensures rescued elephants can live dignified, purposeful lives.

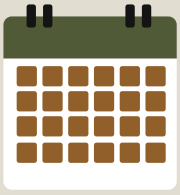
- Corporate partnerships and sponsorships
- Media collaborations
- Donations and adoptions
- Brand collaborations (such as JabuGin)

# UPCOMING CAMPAIGNS



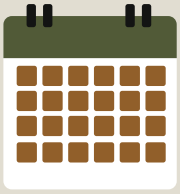
## HERD GOLF DAY

13 October 2026 | Pretoria, South Africa
More details to follow: https://herd.org.za/help-the-herd/events/



## 1000 ECHOES FOR ELEPHANTS CAMPAIGN

03 March 2026 | Global Campaign
More details to follow.
https://herd.org.za/project/1000-echoes-for-elephants/



## WORLD ELEPHANT DAY 2027

12 August 2027 | Global Campaign
More details to follow.

ADDENDUM:

# Current Projects & Research



## BIG PROJECTS

# LIMPOPO RESEARCH CENTRE

South Africa is home to one of the largest remaining populations of African elephants. Yet despite their presence in our landscapes and national parks, elephants remain an endangered species and we know very little about why they act the way they do. Elephants are among the most intelligent and socially complex mammals on Earth, and understanding their stress levels is key to mitigating conflict and optimizing parks.

In the beginning of 2026 HERD announced the creation of the **Shambira Research Centre**. A pioneering research facility dedicated to understanding elephant stress, emotional well-being, and the hidden pressures they experience in a rapidly changing world.

This research, guided by renowned wildlife veterinarian Dr. Peter Stewart Rogers and Prof. André Ganswindt from the University of Pretoria, will also explore how unpredictable environmental factors, human and animal contact, seasonal change, and herd dynamics affect elephant well-being. In a country where human-animal conflict is intensifying, understanding the stressors is no longer optional, it is essential for conservation.



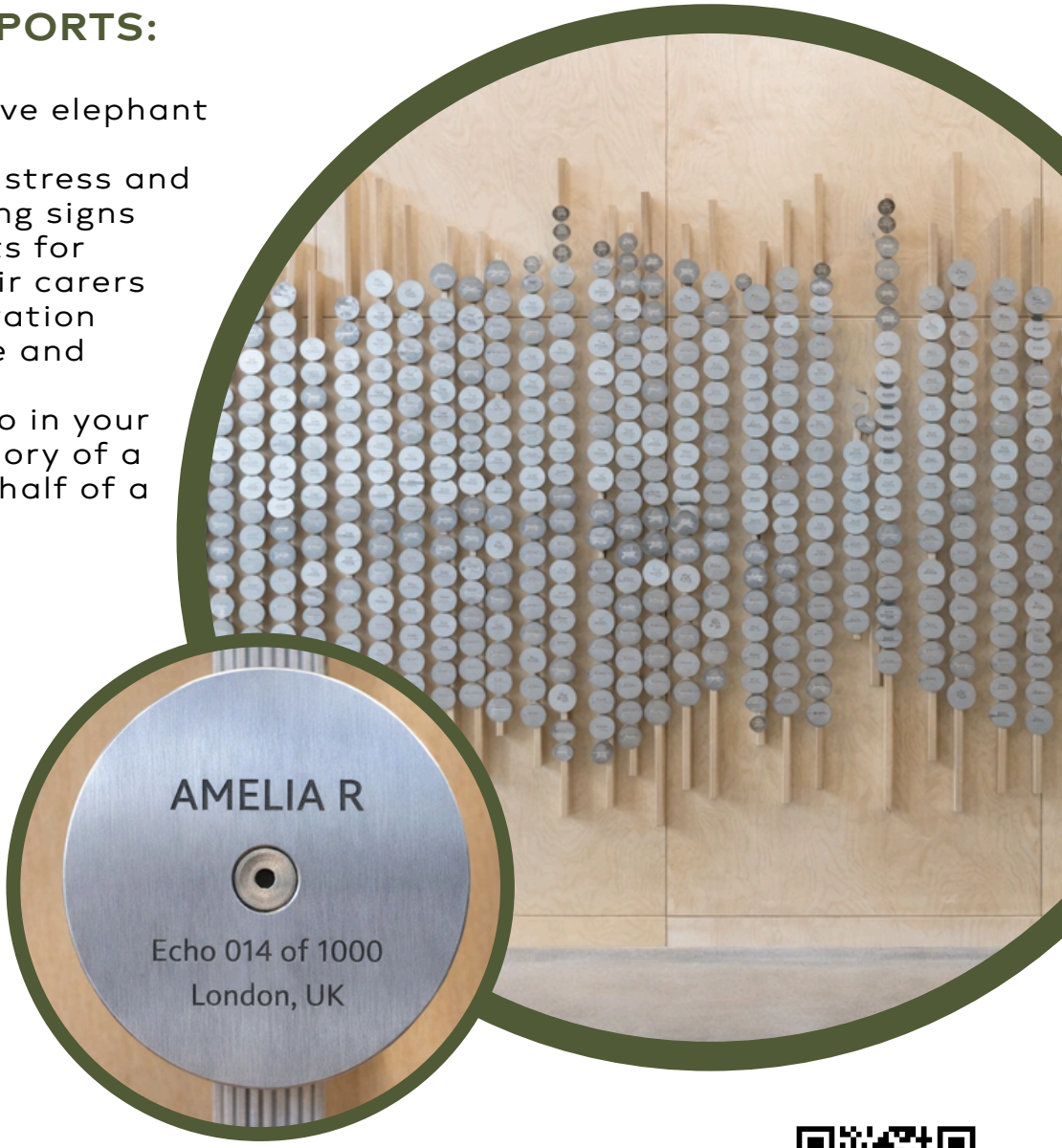
## BIG PROJECTS

# 1000 ECHOES FOR ELEPHANTS

To bring the vision of the **Shambira Research Centre** to life, HERD launched the "1000 Echoes for Elephants" campaign to raise $250 000. Each Echo is a metal plate forming part of a 1000-piece soundwave installation of the name "Shambira Research Centre" permanently displayed inside the research centre. Together, the plates create a visual reminder that every voice and every act of support matters. Each Echo costs $200 and can be bought in your own or a loved one's name.

## EACH ECHO SUPPORTS:

- Ethical, non-invasive elephant research
- Early detection of stress and behavioural warning signs
- Safer environments for elephants and their carers
- Long-term conservation through knowledge and understanding
- Dedicate your Echo in your own name, in memory of a loved one,or on behalf of a business.




FOR MORE INFO VISIT HERD.ORG.ZA

# ACADEMIC RESEARCH:

# SCIENCE MEETS ELEPHANT WELFARE

## Research is a central pillar of the work conducted at HERD.

Beyond providing lifelong care to orphaned and displaced elephants, HERD serves as a collaborative research platform for leading local and international institutions. Together, this body of work strengthens both the welfare of elephants in managed care and broader conservation efforts across Africa.

**Bee alarm pheromones and ant defensive chemicals as tools in human-elephant conflict resolution.**
Principal investigator: Mark G Wright
University: University of Hawaii at Manoa

**Standing sedation in elephant with Bamanil – a new sedating combination for this species**
Principal investigator: Dr Liesel Laubscher
Institute: Bamanil, Wildlife Pharmaceuticals

**Physiological measure of animal welfare in relation to semi-captive African Elephant (Loxodonta africana) interaction programs**
Principal investigator: Chloe E Grotto
Institute: University of Pretoria

**Evaluating the Role of Savanna Elephants in the Seed Dispersal Ecology of Lala Palms (Hyphaene coriacea)**
Principal investigator: Katherine Bunney
Institute: University of Cape Town and Elephants Alive

**A Phased Approach to Increase Human Tolerance in Elephant Corridors to Link Protected Areas in Southern Mozambique**
Principal investigator: Dr Michelle D. Henley
Institute: University of South Africa & Elephants Alive

**Personalities in a semi-captive elephant herd and the effect on herd dynamics.**
Principal investigator: Chloë Bernice Caister
Institute: University of Witwatersrand & Elephants Alive

**Effect of feeding management on faecal glucocorticoid metabolite concentrations as a measure of physiological stress in the African Elephant (Loxodonta africana)**
Principal investigator: Marko Reynders
Institute: University of Pretoria

**Endocrine correlates of orphaned elephants and individuals of a semi-captive herd during introduction**
Principal investigator: Miane Reynolds
Institute: University of Pretoria

## COMMUNITY PROJECTS

# FOOTPRINTS IN THE COMMUNITY

**Community matters to us. Thanks to the opportunities created by the Jabulani Herd, we can make an impact that spans generations by employing locals, contributing to local schools, and uplifting the women in our community.**







### JABULADIES

The JabuLadies' projects focus on women who often need to stay home for childcare or lack access to job opportunities, JabuLadies provides them with the ability to work from home through several projects.

### XILAVEKO DAY CARE

Xilaveko Day Care, is a not-for-profit daycare started by Obert Chauke, a highly respected butler at Jabulani Lodge. To support this noble cause, Jabulani encourages guests to contribute through Pack for a Purpose donations. Guests can pack extra supplies, such as educational tools and kitchen utensils, from the daycare's wishlist.

### JAMEYANA PRIMARY SCHOOL

Our collaboration with Jameyana Primary School has focused largely on nutrition. To address the lack of access to nutrition we partnered with the Nkosi Superbar initiative to provide local learners with nourishing bar at school.

HERD also helped set up a vegetable garden at the school and planted trees in an aim to address malnutrition, support the community and contribute to environmental sustainability.

## LAND RESTORATION

# RESTORING THE ELEPHANTS LAND

At HERD, we know that healthy land is essential for healthy elephants. Our land restoration project focuses on rehabilitating degraded areas within the reserve to create a sustainable and thriving home for the herd.

Our work includes building **hollows** to slow water runoff, retain moisture, and encourage seed germination, as well as using **brushpacking** and planting indigenous grass seeds to stabilise soils and promote natural vegetation growth. We protect **new growth** with thorn trees and manage invasive plant species, while revitalising the **bana grass plantation** to ensure nutritious grazing for the elephants. Geojute fabric is also trialled on steep embankments to **prevent erosion** and strengthen the soil as new vegetation establishes.

In addition, our new **solar power installation** provides a reliable, off-grid energy source for the orphanage, homestead, water pumping, milk preparation, and daily elephant care. Together, these initiatives restore balance to the landscape, improve biodiversity, and support the long-term health of the ecosystem.

By actively caring for the land our elephants roam, we ensure their well-being, protect the environment, and secure a resilient, thriving home for generations to come.







## PROJECTS:

# SUSTAINABLE FOOD SOURCES

Elephants are the largest terrestrial animals on the planet. Considering their size, it is understandable that they have to consume large quantities of food. On average, an adult African elephant requires about 100-270 kilograms of food and 160 litres of water per day.

Our **bana grass plantation** is a sustainable, fortunate and convenient extra source of food for the Jabulani herd and orphans to supplement their foraging in the bush.

Commonly referred to as "elephant grass", bana grass provides a good **source of nutrition**, including protein and fibre. The farm-to-fork concept of sustainability is just as essential when caring for elephants as it is for humankind.

The provision of bana grass for the elephants in the Jabulani herd and orphanage becomes even more important at times when some of the herd members aren't able to go out foraging and walking in the bush during the day. For instance, with Fishan, when he was recovering from his leg fracture.

Our bana grass plantation has a life cycle of around 7 - 8 years and in the beginning of 2026 we undertoke the enormous task of removing the old plants and planting new ones. With support from Animal Survival International, we were able to replant three hectares of bana grass.







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# ELEPHANT ADOPTIONS




## MARULA ADOPTION

**Once-off contribution of $60 (R600) OR monthly contributions of $10 (R100).**
Your Marula adoption fees go towards the cost of food for one day of each month. Your adoption will include a personalised printable certificate, anatomy guide, access to a private Facebook group, and a quarterly update on your adopted elephant.




## BRONZE ADOPTION

**Once-off contribution of $120 (R1,200) OR monthly contributions of $25 (R250).**
Your Bronze adoption fees go towards the cost of food for three to four days of each month, or one medication each year. Your adoption will include a personalised printable certificate, anatomy guide, access to a private Facebook group, and a quarterly update on your adopted elephant.




## SILVER ADOPTION

**Once-off contribution of $600 (R6,000) OR monthly contributions of $50 (R500).**
Your Silver adoption fees go towards the cost of food for one week of each month, or multiple medications each year, or one high-cost medication each year for your adopted elephant. Your adoption will include a personalised printable certificate, anatomy guide, access to a private Facebook group, and a quarterly update on your adopted elephant.




## GOLD ADOPTION

**Once-off contribution of $1,200 (R12,000) OR monthly contributions of $100 (R1,000).**
Your Gold adoption fees go towards the cost of food for two weeks of each month, or one medication each month, or multiple high-cost medications each year, or one veterinary visit each year. Your adoption will include a personalised printable certificate, anatomy guide, access to a private Facebook group, a quarterly update on your adopted elephant, and a quarterly collection of photos of your adopted elephant.




## PLATINUM ADOPTION

**Once-off contribution of $2,400 (R24,000) OR monthly contributions of $200 (R2,000).**
Your Platinum adoption fees go towards the cost of food for most days of each month, or multiple medications each month, or one high-cost medication each month, or multiple veterinary visits each year. Your adoption will include a personalised printable certificate, anatomy guide, access to a private Facebook group, a quarterly update on your adopted elephant, a quarterly collection of photos of your adopted elephant, and a personal video of your adopted elephant.

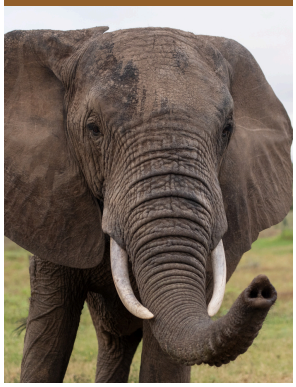
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# MEET THE HERD | THE ADULTS

## TOKWE



**Female | Born 1988**

Tokwe was part of the original herd that was rescued from Zimbabwe. Though she is not the oldest cow, she took on the role of matriarch when the herd was brought to South Africa. Tokwe is the biological mother of Pisa and the late Limpopo and the adoptive mother of Kumbura and Timisa. She is an exceptional leader and decision-maker who is always kind and accepting.

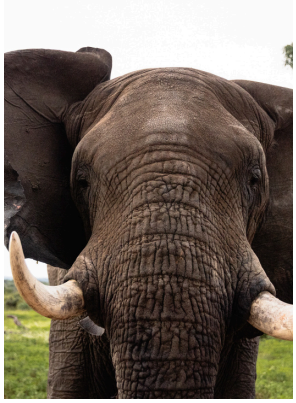
## JABULANI



**Male | Born 1997**

When he was 4 months old, Jabulani was found stuck in the mud of a silt dam, with his herd nowhere in sight. He was rescued and at the age of 5, he met his new family, the rescued herd from Zimbabwe. Jabulani is a friendly, curious, and peaceful elephant. He plays a vital role in helping new orphans to integrate into the herd.

## SEBAKWE



**Male | Born 1985**

Sebakwe was part of the original herd that was rescued from Zimbabwe. He is the dominant bull of the herd and is very protective. He is a friendly and patient elephant who is always willing to spend time with the youngsters or spar with the young bulls. He has a close bond with Setombe and her daughter, and he enjoys splashing about in the dam when the mood strikes.

## FISHAN



**Male | Born 1989**

Fishan was part of the original herd that was rescued from Zimbabwe. He is third in dominance amongst the bulls in the herd. In 2018, Fishan broke his leg. Though he has recovered well, he still walks with a slight limp. Fishan is very gentle and patient with the younger elephants. He helps the matriarch, Tokwe, watch over the youngsters and keep them safe.

## SETOMBE



**Female | Born 1985**

Setombe was part of the original herd that was rescued from Zimbabwe. She is Klaserie's mother. She is the oldest cow in the herd, but because of her nervous nature and lack of interest in the position, she is not the matriarch. She plays an important role as a disciplinarian to the young bulls. She has a curious nature, which she has passed on to her daughter. She has a strong bond with Sebakwe.

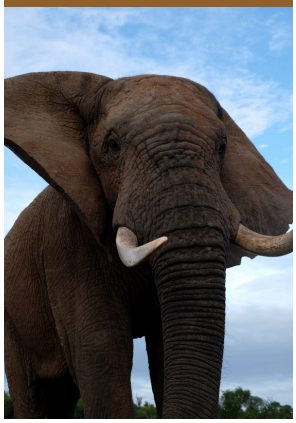
## BUBI



**Female | Born 1993**

Bubi was part of the original herd that was rescued from Zimbabwe. She had a difficult start in life, as she lost her mother to poachers at a young age. Bubi has exceptional manners and expects the same from her peers. She is Zindoga's mother, and she's an incredible and fiercely protective allomother to the calves of the herd. Her favourite pastime is swimming; she can spend hours in the water.

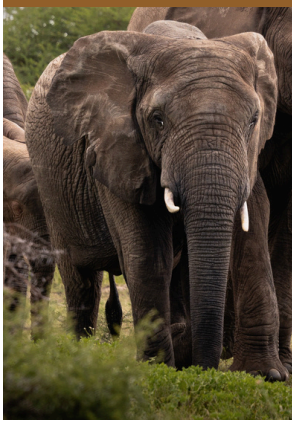
## SOMOPANE



**Male | Born 1987**

Somopane was part of the original herd that was rescued from Zimbabwe. He is thought to be the most intelligent elephant in the herd. He is an exceptional mediator, always showing patience in difficult situations. He loves time on his own, preferring the quiet of the bush, but is never far from the herd. He is fourth in dominance amongst the bulls and he doesn't have much interest in challenging the other bulls.

## LUNDI



**Female | Born 1989**

Lundi was part of the original herd that was rescued from Zimbabwe. She is Mambo's mother, and she became an adoptive mother to Khanyisa after she was rescued. She assists the matriarch, Tokwe, with looking after the herd, and the two are very close. Lundi is a calm elephant who enjoys exploring her surroundings. She has a bit of a mischievous streak, which she has passed on to her son as well.

# MEET THE HERD | THE SUBADULTS

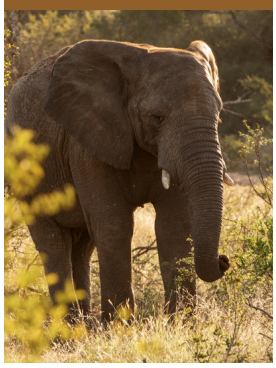
## KLASERIE



**Female | Born 2007**

Klaserie was the second calf born to the herd, just a few months after the late Limpopo. Her mother is Setombe. Klaserie is a sweet and easy-going elephant. She is very curious, just like her mother. She is exceptionally affectionate and is always ready to give trunk hugs to the younger elephants. She can often be found by her mother's side.

## ZINDOGA



**Male | Born 2007**

Zindoga was the third calf born to the herd. He was a surprise addition to the herd, as his mother, Bubi, showed no signs of being pregnant. He is a friendly and well-mannered young bull who is respectful of the other elephants. He is always patient with the calves and can often be seen playing with them. He is close to Somopane, who acts as a mentor to him.

## KUMBURA



**Female | Born 2008**

In 2009, Kumbura was found wandering alone near the border of South Africa and Botswana. It was estimated that she had been on her own for months. She was a very anxious elephant at first, but she calmed down considerably after being integrated into her new herd. She is an exceptionally dedicated allomother to the calves of the herd.

## PISA



**Female | Born 2009**

Pisa was the fifth calf born to the herd. Tokwe, the matriarch, is her mother. She has a strong bond with her older sister, the late Limpopo. Like her mother and sister, she is an excellent leader. Her name means "heat", as she was born in the bush and walked 4 kilometres back to the homestead on one of the hottest days of the year. Her self-confidence continues to shine, as does her independence.

## MAMBO



**Male | Born 2009**

Mambo was the fourth calf born to the herd. His mother is Lundi. Mambo is well-known for his mischievous ways and playful antics, which have occasionally gotten him into trouble. As he grows older, he continues to challenge the other bulls and some of the cows, which helps him to learn and grow stronger. He is also learning to be more responsible and is becoming more patient with the youngsters.

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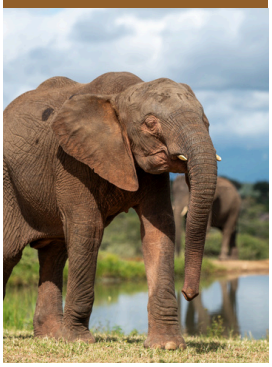
# MEET THE HERD | THE JUVENILES

## TIMISA



**Female | Born 2015**
In 2016, Timisa was found wandering alone in the Kruger National Park. It's suspected that her mother had died 2 weeks prior. Timisa was rescued and introduced to the Jabulani herd. She is a very inquisitive little elephant who is always keen to explore with her adoptive sister, Pisa. She can often be found playing with Pisa and Khanyisa.

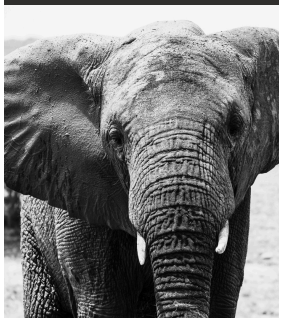
## KHANYISA



**Female | Born 2019**
Khanyisa is an albino calf who was found trapped in a snare when she was 4 months old. She had very serious injuries to her mouth, neck, and ears. After a long rehabilitation, she was integrated into the Jabulani herd. She is a very energetic young elephant, always ready to play with anyone willing. Khanyisa means "light" or "sunshine" in the Shona language.

# IN MEMORY OF

## LIMPOPO



**Female | 2006 - 2025**
Limpopo was the very first calf born to our rescued herd, a milestone that marked a new beginning for us all. She was the daughter of Tokwe, the herd's matriarch, and carried many of her mother's qualities.

Her curious spirit defined her, Limpopo was often the first to explore anything new, leading the way with courage and intelligence. She will always be remembered for her strength, her care, and the legacy she leaves within the herd she helped shape.

All existing and future adoption funds for Limpopo will be redirected into a dedicated elephant research and welfare fund, established in her memory to help strengthen future care and safety practices.

**HERD Elephant Orphanage** was built in 2019 in response to a growing number of young orphaned elephant calves that needed a place of rehabilitation and an existing herd that would accept them unconditionally. Enter the Jabulani herd, now a family of sixteen elephants. Eleven of these are orphans, while five were born to the herd over ten years ago.

In 2004, the Jabulani lodge was built to help sustain the herd, with proceeds from tourism assisting with the care and management of the elephants. In 2021, a decision was made to move the Jabulani herd and homestead operations, together with the elephant orphanage, under the umbrella of HERD Trust, a registered PBO and NPO. This allowed for public funding to ensure the well-being of all the elephants.

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# SOUTH AFRICA'S FIRST AND ONLY DEDICATED ELEPHANT ORPHANAGE.

**HERD Trust** is a Registered Non-profit Organisation and Public Benefit Organisation in South Africa. **HERD USA** is an IRS 501c3 Not-For-Profit Organisation in the USA

**Founded:** 2019
**Location:** Greater Kruger, South Africa
**Current Herd Size:** 15 elephants (11 orphans + 4 born to the herd)
**Unique Model:** Combines rescue, rehabilitation, reintegration and lifelong care

## KEY ACHIEVEMENTS

**Successful Orphan Rehabilitation:**
Over 11 elephant orphans rescued and integrated into the Jabulani herd.

**Community Outreach**:
Education and development programmes supporting local communities.

**Tourism for Conservation:**
Supported by Jabulani Safari, where tourism funds elephant care.

**Conservation Awareness:**
Global campaigns such as World Elephant Day, Trails for Trunks, and JabuGin have amplified HERD's message.

**Sustainability Commitment:**
From renewable energy use at HERD Homestead to ethical practices across all operations.

## OUR CHANNELS

**398 K**
SUBSCRIBERS

**100 K**
FOLLOWERS

**256k**
FOLLOWERS

**204K**
FOLLOWERS



# GET IN TOUCH

**Partnership Enquiries:**
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**Other Media Enquiries:**
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Phone: +27 12 460 5605

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