

ZB12.1

 **toronto zoo**
WILDLIFE
CONSERVANCY

October 23, 2020



The Toronto Zoo Wildlife Conservancy

- Incorporated as a charitable foundation on January 1, 2019, and began operations June 24, 2019
- Articles of Incorporation:

To receive and maintain a fund or funds and to apply all or part of the principal and income therefrom, from time to time, to the Board of Management of the Toronto Zoo, a qualified donee as defined in subsection 149.1(1) of the Income Tax Act (Canada), or its successor, provided that its successor is a qualified donee and is established for similar purposes to the Board of Management of the Toronto Zoo.

The Toronto Zoo Wildlife Conservancy works alongside and supports the Toronto Zoo in the fight against extinction



We are intricately linked by passion and by purpose

www.wildlifeconservancy.ca



Launched April 16, 2020 to
offset the lost revenues from
parking fees

*A tremendous response from
over 9,000 donors!*

Over \$1 million donated in just a
few weeks

As of October 22, 2020,
\$520,000 has been transferred
to the Toronto Zoo to cover food
costs

Other Wildlife Conservancy Fundraising Achievements

Compass Group Pledge

\$3 million over 2 years



Salesforce Mobile Greenhouse

\$200K “in kind” donation



Conservation Grant Funding

\$580K July 1 to Dec 31, 2019; \$447K in 2020 as of Sept 30



Increase in planned giving donors

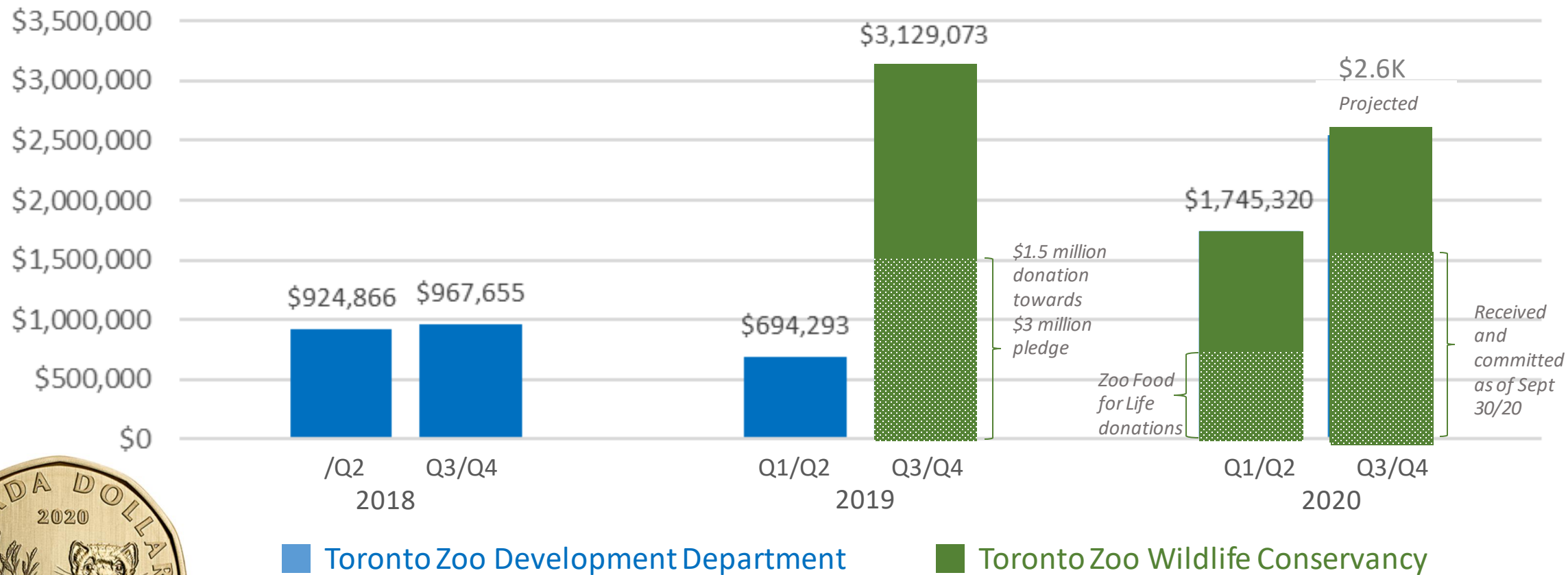
10 to 15 new commitments in 2020



Fundraising Ratio of 11% (based on 2019 data)

Comparison of Funds Raised 2018 to 2020

Toronto Zoo Development and Toronto Zoo Wildlife Conservancy



Canadian Mint/Wildlife Conservancy partnership to create a black-footed ferret coin set

Wildlife Literacy Study

Assessing the state of Wildlife Literacy in the GTA → *what do people know about the issues facing wildlife, and what can we do to increase their awareness?*

Preliminary results are exciting!

Methodology:

- Survey conducted between August 29th and September 7th, 2020
- 1,006 respondents in the Greater Toronto Area
- Responses roughly representative of the population of the Greater Toronto Area at the regional level (City of Toronto, Durham, Peel, York, Halton)

In one area of the study, we asked how aware people were about six conservation issues, including:

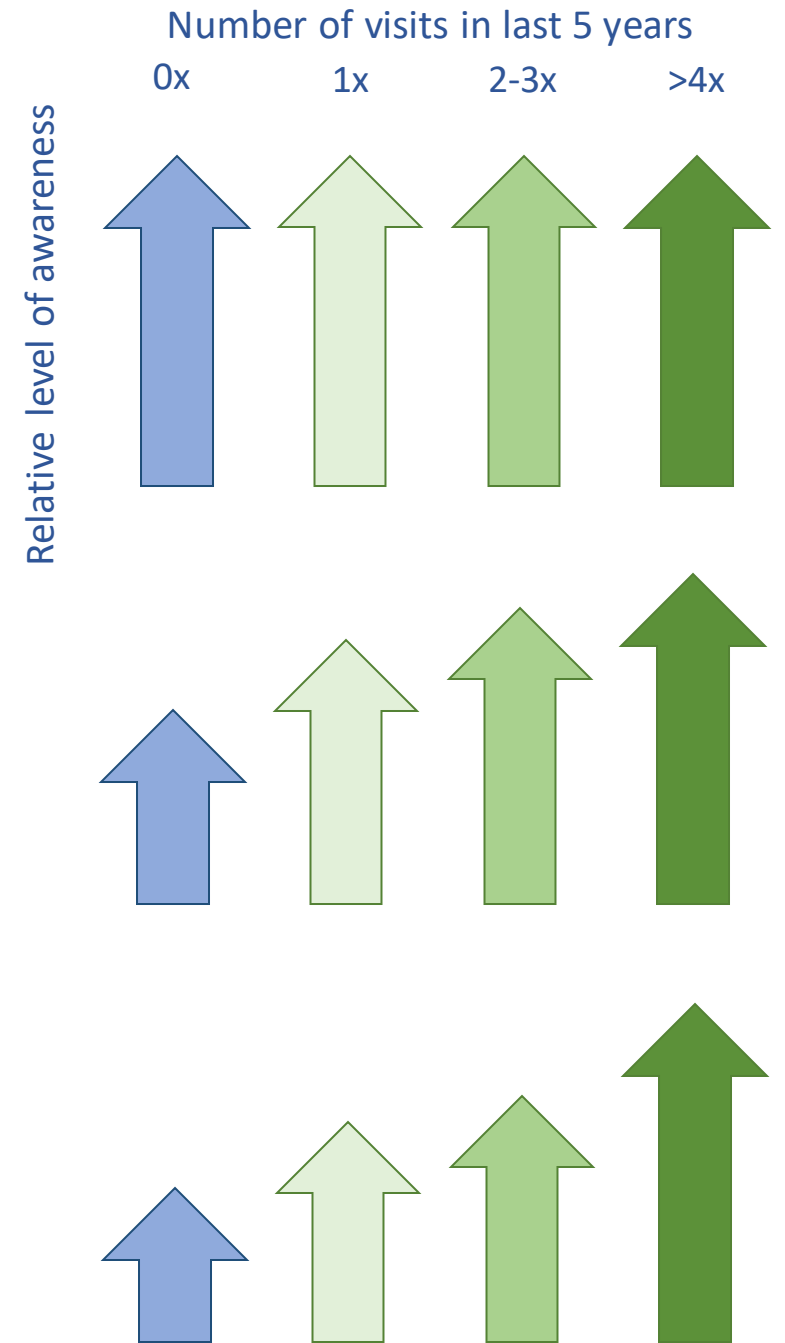
Sea ice melting



Palm oil harvesting



Rare earth mineral extraction





EAIGLE/York U/Toronto Zoo Behavioural Research Partnership

- Project will take computer vision technology designed to detect COVID, and adapt it to monitor animal behavior and welfare
- Initial focus will be on orangutan behaviour
- \$50K provided by the Wildlife Conservancy for the equipment



Major Gifts



Planned Gifts



Monthly donors

Our Fundraising Focus

- Securing Major Gifts (\$10K+) and Transformational Gifts (\$100K+) from Individuals, Corporations, Foundations and government granting agencies
- Expanding our Planned Giving commitments (bequests, insurance policies)
- Increasing the number of monthly donors

Major Donor Prospecting

Securing Major Gifts (\$10K+) and Transformational Gifts (\$100K+) is an important part of our fundraising success

Fundraising at the Toronto Zoo is about providing compelling opportunities for donors to engage, to support, and to make a difference for wildlife conservation.

A good prospect has:

- Connection *A personal connection to us, or to people who can help us*
- Affinity *Interest in our mission*
- Capacity *Able to give major (5-figure) or transformational (6-figure+) gift*