



**WILDLIFE
CONSERVANCY**

Presentation to Toronto Zoo Board of Management

April 14, 2022

Beth Gilhespy, Executive Director

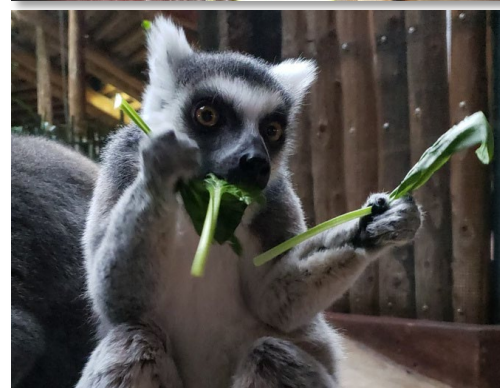




- In 2021, \$5.15 million was raised to support Toronto Zoo capital projects, conservation programs and Wildlife Conservancy operations.
- Funds came from donors with gifts ranging from \$1 to \$100K, from generous bequests, via grant applications and through many creative engagement initiatives

- Bequests are an increasingly important source of funds for the charitable sector
- Currently there are 6 bequests in the process of being transferred to the Wildlife Conservancy
- A recent \$4 million bequest is the largest gift to the Toronto Zoo in its history: \$2 million received in October 2021 plus \$2 million in March 2022
- The Wildlife Conservancy has responded to 25+ new enquiries for information regarding bequests in 2021 and early 2022, with 6+ confirming their intent to give; most bequests are unknown to us until we receive them





- \$1.36 million in donations to the
 - Outdoor orangutan habitat construction
 - ZooFood for Life program
 - Conservation breeding, and
 - Many other capital and project initiatives
- \$115K in gifts-in-kind of food was also received





- \$380,000 grant from the Government of Canada's Climate Action and Awareness Fund (CAAF)
- Supports the Zoo's *Climate Action Learning and Leadership Project* – the CALL
- Engages and inspires low-income, visible minority/BIPOC and new Canadian youth
- Provides them with knowledge and skills to create their own climate change call to action in their neighborhoods and wider networks, and learn about opportunities for careers in climate change and conservation science

Other conservation program grants received from:

- TD Friends of the Environment Foundation
- RBC Foundation
- Fisheries and Oceans Canada
- Canadian Polar Bear Habitat
- Other Government of Canada agencies
- Province of Ontario (species at risk program)

Engagement Fundraising

2021 Engagement and Other Revenues: \$880K

New and convenient opportunities for guests to make a donation or adopt an animal

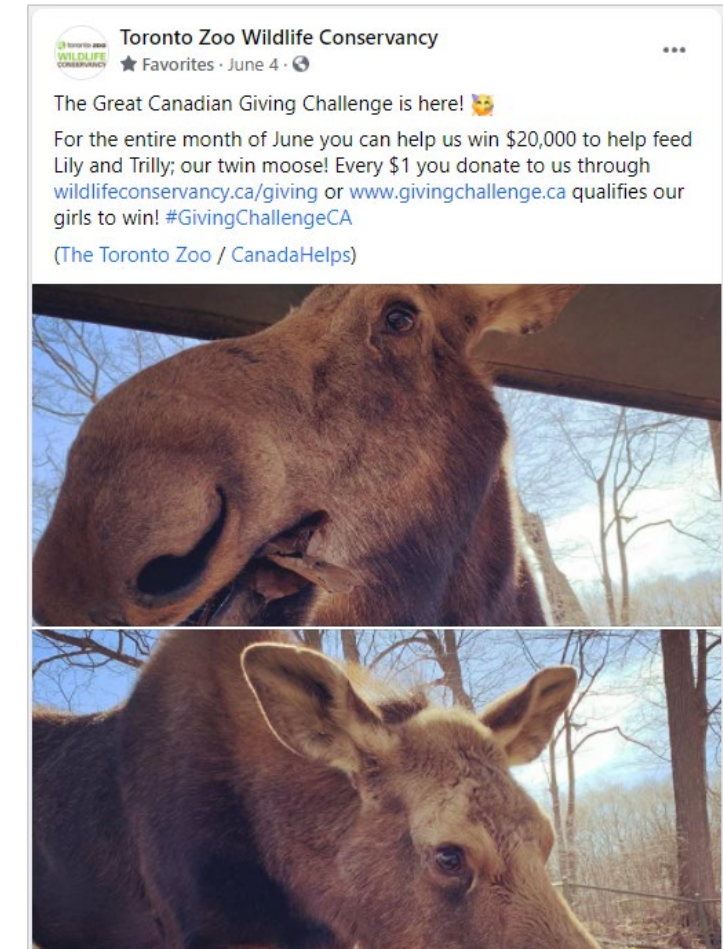


Peer to peer fundraising event opportunities continue in virtual format

- 1,500 Oasis Zoo Run participants raised over \$32K
- 629 Move Your Paws for the Polar Bear Cause raised \$35K



Social media outreach profiling giving opportunities, with 57% increase in followers in 2021



Engagement Fundraising



Adopt an Animal Highlights

- ~1,775 Adopt an Animal packages ordered in 2021, 784 in November and December alone
- Over 35 Blanding's turtle hatchlings were named and adopted before being released into the wild
- Five new QR code decals on Zoo site to make adopting a Toronto Zoo animal easy and convenient
- Amur tiger cub, Mila, was adopted more than 150 times as part of our limited edition holiday adoption package
- Limited edition Valentine's Day and Holiday adoption packages featured by Narcity Canada, CHUM 104.5, Toronto Star and other media

Engagement Fundraising



The Great Canadian Giving Challenge

Raised over \$7,000 to purchase food for mooses Lily and Trilly



Puppe's 54th Birthday

Raised \$8,000 to purchase and install pushbutton water spray feature in outdoor habitat



GivingTuesday

Raised \$17,000 in one day with \$8,000 going to purchase new enrichment brush devices

Other 2021 Initiatives



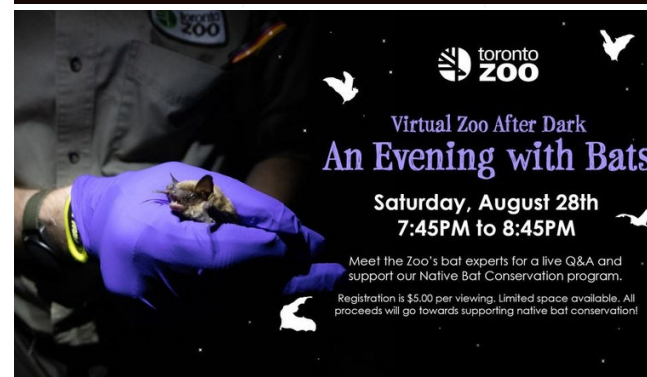
International Red Panda Day Silent Auction

Raised \$6,000 in support of the Toronto Zoo's conservation breeding and reintroduction programs



Halloween Silent Auction

Raised over \$5,500 in support of the Toronto Zoo's conservation breeding and reintroduction programs



An Evening With Bats

Raised \$500 for the Toronto Zoo's Native Bat Conservation Program

Engagement Fundraising



Lowe's Tree Donation

A local Lowe's donated 100+ trees for the animals to enjoy after the holidays



All Together for Animals

A private fundraising concert helped raise funds for the 240 member facilities belonging to the Association of Zoos & Aquariums (AZA), including the Toronto Zoo



Direct Mail

Spring and Fall direct mail campaigns raised roughly \$55,000



Other 2021 Initiatives



Enrichment Giving Tree

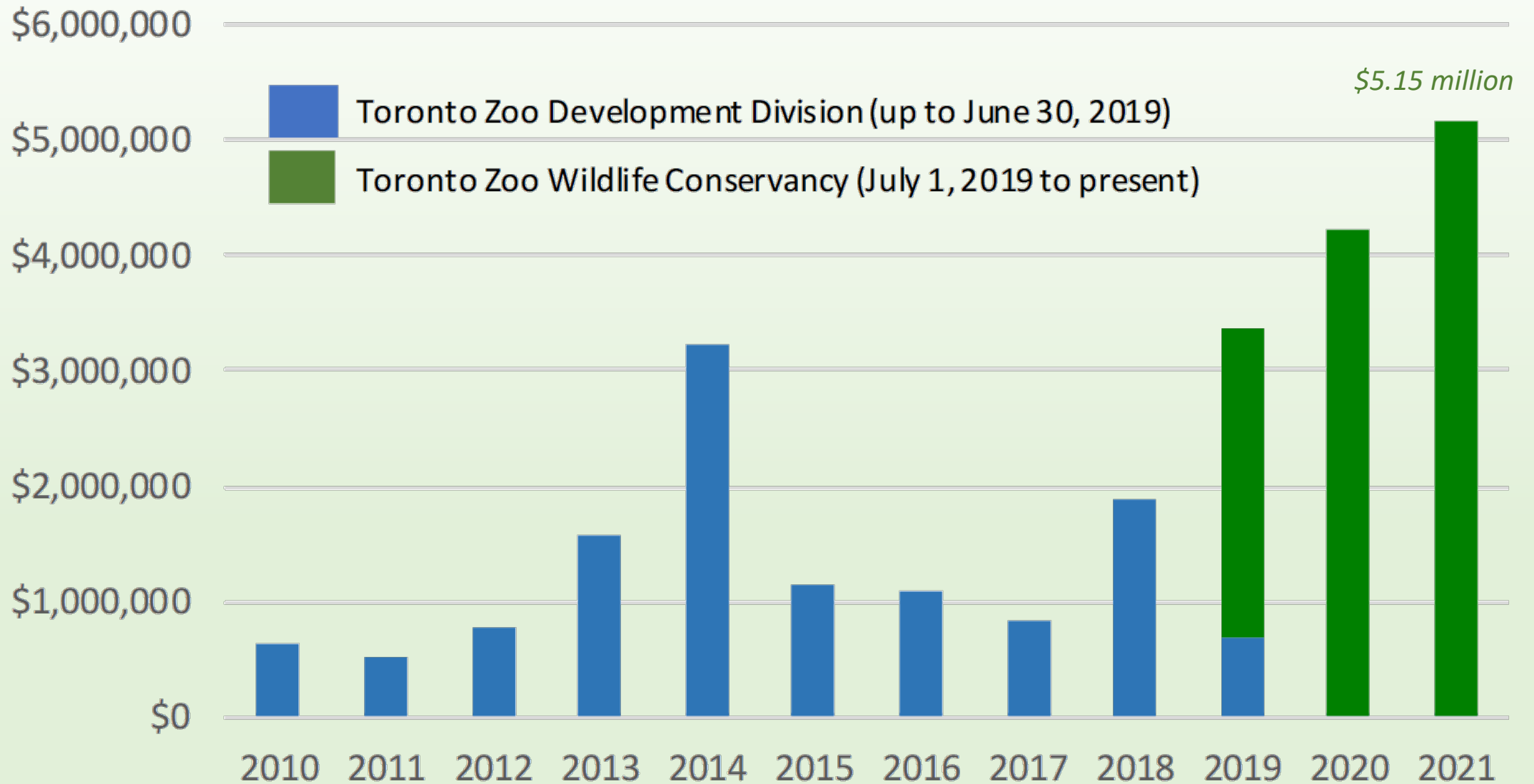
Raised over \$13,000 to purchase new enrichment items for the animals



Screening of 'The Woman Who Loves Giraffes'

Documentary showcased the incredible career of Dr. Anne Innis Dagg

Toronto Zoo Fundraising 2010 to 2021



In 2022 the Wildlife Conservancy will focus on:

- Preparing for a major Capital Campaign to support the Master Plan, Strategic Plan and our 50th Anniversary, including
 - Strategizing fundraising initiatives and upcoming milestones
 - Assembling a Campaign Cabinet to assist with identifying and soliciting major and transformational gifts
 - Starting to raise funds for near-term Master Plan projects (Community Conservation Campus, Amur Tiger Habitat Expansion and Red Panda Viewing Area)
- Increasing fundraising capacity through additional staffing and external expertise
- Supporting the Zoo's commitment to great ape survival with \$500,000 in funding for orangutan and gorilla in-situ projects over 10 years

While continuing to:

- Apply for grants to support conservation and educational initiatives, including native species conservation, Great Lakes programs, etc.
- Engage donors through our Adopt program, events, direct mail and other initiatives
- Identify and solicit major and transformational gift donors
- Steward our major gift donors for future support

And celebrating the opening of the Orangutan Outdoor Habitat!

