

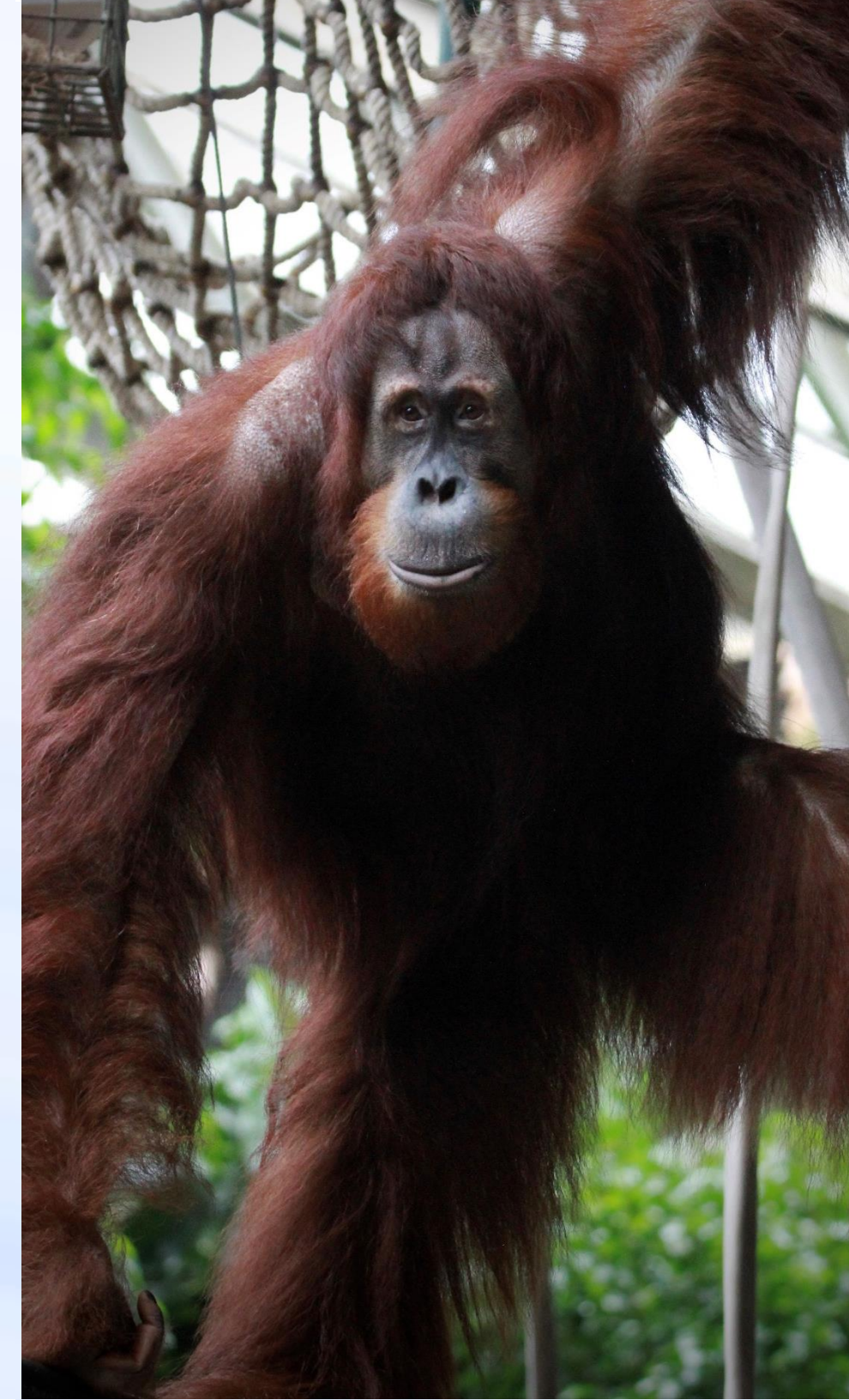
Toronto Zoo  
Wildlife Conservancy  
2020 Annual Report on  
Actions and Impacts



## Wildlife Conservancy 2020 Highlights

- **Exceeded** \$4 million in donations and grants, to support your Toronto Zoo in the fight against wildlife extinction
- **Raised** over \$800K with Zoo Food for Life, ensuring all animal food costs were covered through to the end of 2020
- **Granted** funds for a behavioural research project that will increase our knowledge of orangutan behaviour
- **Attracted** thousands of new donors and increased awareness of wildlife conservation issues, which builds our base of financial support for future projects
- **Reached out** to tell the story of our outdoor orangutan habitat project, engaging supporters and generating significant donations to the project
- **Initiated** a wildlife conservation awareness study that confirmed the Zoo's important role in wildlife conservation education
- **Weathered** year 1 of the global pandemic by focussing on digital outreach and engagement, yielding significant donations to wildlife conservation operations and programs

Endangered Masai Giraffe Amani Innes-Dagg, born May 2020. Donations to the Room to Grow campaign raised funds for giraffe house retrofits



A message of gratitude from the Toronto Zoo Wildlife Conservancy

“In 2020, the first full year of Toronto Zoo Wildlife Conservancy operations, more than \$4.2 million was donated to the Wildlife Conservancy to support your Toronto Zoo’s wildlife conservation programs. Our sincere thanks to all of our donors and supporters who are partners with us in the fight against wildlife extinction.

The actions we are taking as a new and emerging foundation supporting your Toronto Zoo are leading to positive impacts for wildlife preservation and the fight against extinction, and I invite you to read more about our actions and their impact in this annual report.

It was particularly poignant to receive such tremendous support as we faced numerous Toronto Zoo shutdowns and disruptions due to the pandemic. The pandemic is not our problem alone – millions of people and organizations are facing challenges around the country and around the world – but thousands of donors made the decision to support your Toronto Zoo in this time of need. We are extremely grateful.

As we proceed through 2021, with the pandemic still impacting our lives, we can nevertheless see a brighter future for ourselves. We can also see a brighter future for wildlife – both here and around the world – because of the dedicated support of donors who believe in wildlife conservation.

The Toronto Zoo and the Wildlife Conservancy are linked by passion and by purpose, committed to engaging people in the fight against extinction – through research, breeding, education and public outreach. The support of our donors makes that work possible.

Thank you for being our partner in the fight against extinction.”

Beth Gilhespy  
Executive Director



Zoo Food for Life launched on April 16, 2020, in response to the closure of the Toronto Zoo due to the COVID19 Pandemic. The initiative was designed to offset lost parking revenues, which normally support the Zoo's food and nutrition program.

The response was astounding! Within a few short weeks over \$800,000 was raised for the Zoo's food and nutrition program, which meant that food costs were fully funded through to the end of 2020. Many of the more than 8,000 donors were new to the Toronto Zoo, and have since gone on to make additional gifts in support of conservation programs.

In addition to the Zoo Food funds raised, another \$300,000 was donated to other programs in the few weeks after the launch, due to increased views of the Wildlife Conservancy's web page and donation prompts.

Thank you, Zoo Food donors!

## Animal Behavioural Research Partnership

Your Toronto Zoo is working in partnership with researchers at York University and EAIGLE, a company specializing in artificial intelligence, to develop technology-based behavioral monitoring approaches for our animals.

Research on animal behaviour is typically collected manually, in real time, by observers. This is a lengthy and tedious process that limits the data zookeepers and researchers can collect.

The research project will take computer vision technology designed to detect COVID-19 in humans, and adapt it to monitor animal behavior and welfare.

*“The first phase of this project will focus on orangutans. Studying orangutans can provide information about the evolution of complex cognitive abilities - including perception, memory, and sociality - across great apes. Sadly, Sumatran orangutans are critically endangered and could become extinct in the wild with the last remaining animals living in zoos and conservation sites.”*

Jenna Congdon, project post-doctoral research scientist, quoted in the Scarborough Mirror May 2, 2021

Donations to the Wildlife Conservancy were used to provide a \$50,000 grant from the Wildlife Conservancy to your Toronto Zoo to support the project’s equipment costs. We look forward to reporting on the results of this exciting new program in 2021.



Toronto Zoo Sumatran orangutan Kembali



CASE FOR SUPPORT

# REACHING NEW HEIGHTS FOR ORANGUTANS

*"I can't imagine a world without orangutans and we need to do everything we can to save them from extinction. The Toronto Zoo is building a new outdoor orangutan habitat and research station to educate and activate our guests and the public on the need to protect these majestic animals."*

TORONTO ZOO WILDLIFE CONSERVANCY 2020

- Dolf DeJong, CEO Toronto Zoo

The Reaching New Heights for Orangutans campaign, which is raising funds for the new outdoor orangutan habitat, came into full swing in Fall 2020. Significant gifts were received towards the campaign in 2020, and this giving has continued into 2021.

When completed in Fall 2021, the new outdoor home will enrich the lives of orangutans at your Toronto Zoo, allow for observational research, and connect Zoo guests to the issues facing orangutans in the wild and the actions they can take to fight extinction.

The cost for the new habitat, research station and educational activation is \$10 million. By the end of 2020, thanks to generous donors and supporters, \$7.8 million was in place. The campaign continues into 2021, and more information can be found at [wildlifeconservancy.ca/habitat](https://wildlifeconservancy.ca/habitat).





Since 2013 your Toronto Zoo has invited runners and walkers of all ages and abilities to move their paws to help one of the world's most vulnerable species, the polar bear. Canada Running Series donates over 40% of entry fees from this much loved 1k/5k run/walk to support polar bear conservation at the Toronto Zoo. The February 2020 event raised over \$24,000 to support the Zoo's ongoing polar bear conservation and research work.

February 2020 also saw the second annual Polar Dip, which gave participants a chance to "dip" into icy-cold waters to raise awareness for polar bear conservation. This event raised over \$16,000 to purchase a play and enrichment apparatus for the Zoo's polar bears and provide support for a research study undertaken by the Ontario Ministry of Natural Resources and Forestry. The project allowed for identification and mapping of critical habitat for polar bears to better understand how climate change is impacting sea-ice.



Polar bear Status: vulnerable



# OASIS ZOO RUN

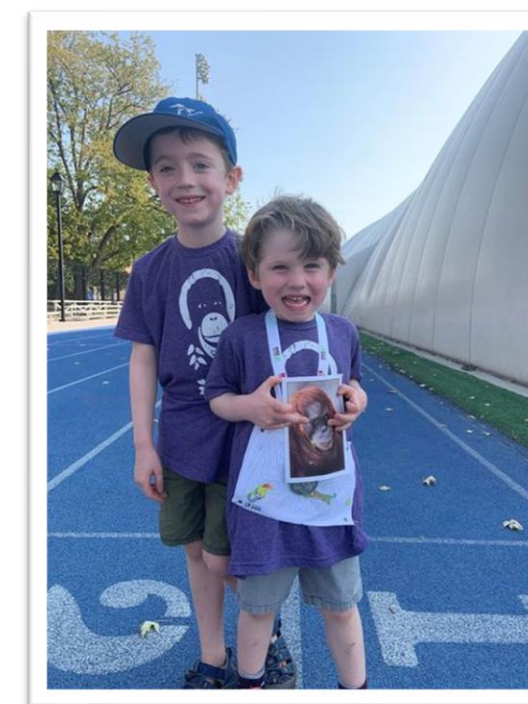
10k Run & 5k Run/Walk



Hosted virtually for the very first time, the **18th Annual Oasis ZooRun** looked a bit different in 2020. This much-loved fundraising event took place from Tuesday, September 1st to Monday, October 12th, 2020, allowing participants the opportunity to complete their 10K, 5K Walk/Run or Cub Run in one day or over a few weeks.

Runners connected with the Toronto Zoo Wildlife Conservancy and Canada Running Series (CRS) online sharing photos of their race times and routes, wild costumes and race medals – which featured Puppe, one of your Toronto Zoo's beloved Sumatran orangutans.

Over the years, the Oasis ZooRun has raised over \$500,000 to support your Toronto Zoo's conservation and research efforts to save wildlife and wild spaces. This year 1,658 participants, including Toronto Zoo and Wildlife Conservancy Staff and Volunteers, **raised over \$40,000 in support of the Zoo's new outdoor orangutan habitat.**



Oasis ZooRun participants Sebastian and Zach

The Adopt an Animal program engages new donors and spreads awareness of at-risk species and the Zoo's conservation and research efforts to save them.



There are over 20 animals at your Toronto Zoo available for symbolic adoption, including four Canadian species.

In 2020 there was a surge in Adopt interest, with 1,890 packages purchased (1,549 in 2019). Nevertheless revenues were the same as 2019 as we were unable to offer packages at the \$500 and \$1,000 levels, which include on-site tours.

Special packages were created to celebrate the birth of Adira, our baby Red Panda, and World Orangutan Day.



The Canadian Mint and the Wildlife Conservancy partnered to create a black-footed ferret adopt package coin set

Donor funds supported the Toronto Zoo's breeding and release program for the endangered Black-footed ferret and other Canadian animals.





# ROOM to grow

toronto ZOO | WILDLIFE CONSERVANCY



Wood turtle  
Status: endangered



Vancouver Island marmot  
Status: critically endangered



Loggerhead shrike  
Status: critically endangered



Donations to the Wildlife Conservancy's [Spring Into Conservation](#) initiative supported your Toronto Zoo's breeding and release programs, which are directly increasing the number of endangered Canadian animals in the wild.

Coinciding with the birth of calf Amani Innis Dagg to mother Mstari in May 2020, the Room to Grow Campaign raised funds to support the Zoo's growing giraffe family. Funds raised support a three-phase plan to adjust the layout of the giraffe house, helping the giraffes and Wildlife Care staff better use the space, including:

- Reconfiguring the house to add an additional 400 square feet of indoor giraffe space,
- Adding a new giraffe door to improve connectivity and flexibility, and
- Moving the giraffe training chute to allow for better access to the giraffes by Wildlife Care staff and the veterinary team.

In 2020 Room to Grow raised over \$20K for giraffe house retrofits, and has been relaunched in 2021 with the exciting announcement of another baby giraffe calf expected in early 2022!



Black-footed ferret  
Status: endangered



Massasauga rattlesnake  
Status: endangered



Blanding's turtle  
Status: endangered

## 2020 Wildlife Conservation Awareness Study

In 2020 the Wildlife Conservancy commissioned a survey to assess the state of wildlife conservation awareness in the GTA. The aim of the study was to find out what people know about the issues facing wildlife survival, and what role your Toronto Zoo could play in increasing their awareness.

The survey of 1,006 participants in the Greater Toronto Area was conducted by Common Good Strategies between August 29th and September 7th, 2020. In one area of the study, participants were asked about their awareness of conservation issues, including sea ice melting, the impact of palm oil production on orangutans, and rare earth mineral extraction as a critical factor in gorilla survival.

While most participants knew about sea ice melting, regardless of their visitorship to the Toronto Zoo, their awareness of less well-known issues like palm oil and rare earth minerals on wildlife extinction directly correlated with visitation to the Toronto Zoo.

Results of the survey were released in early 2021 and showed the importance of the Toronto Zoo's role in conservation education, particularly around less well known issues including orangutan and gorilla survival.

The full report is at [wildlifeconservancy.ca/reports](https://wildlifeconservancy.ca/reports).

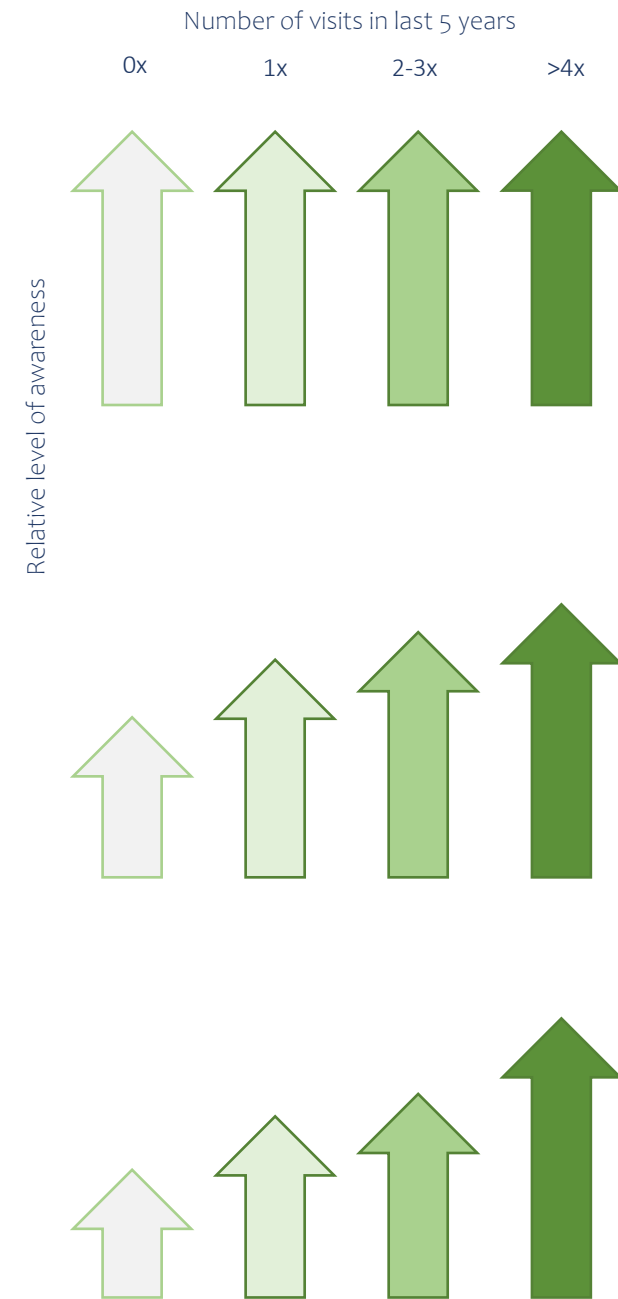
Sea ice melting



Palm oil production



Rare earth mineral extraction



The 2020 Wildlife Conservation Awareness study showed the importance of your Toronto Zoo in educating the public about wildlife extinction. During 2020 funds were raised for the new outdoor orangutan habitat, an engaging and stimulating space that will allow the orangutans to explore, climb, interact with guests and feel the sun and the breeze on their faces. When completed in late 2021 the new habitat will also engage and educate zoo guests about the critical issues facing orangutan survival due to palm oil production and habitat destruction.

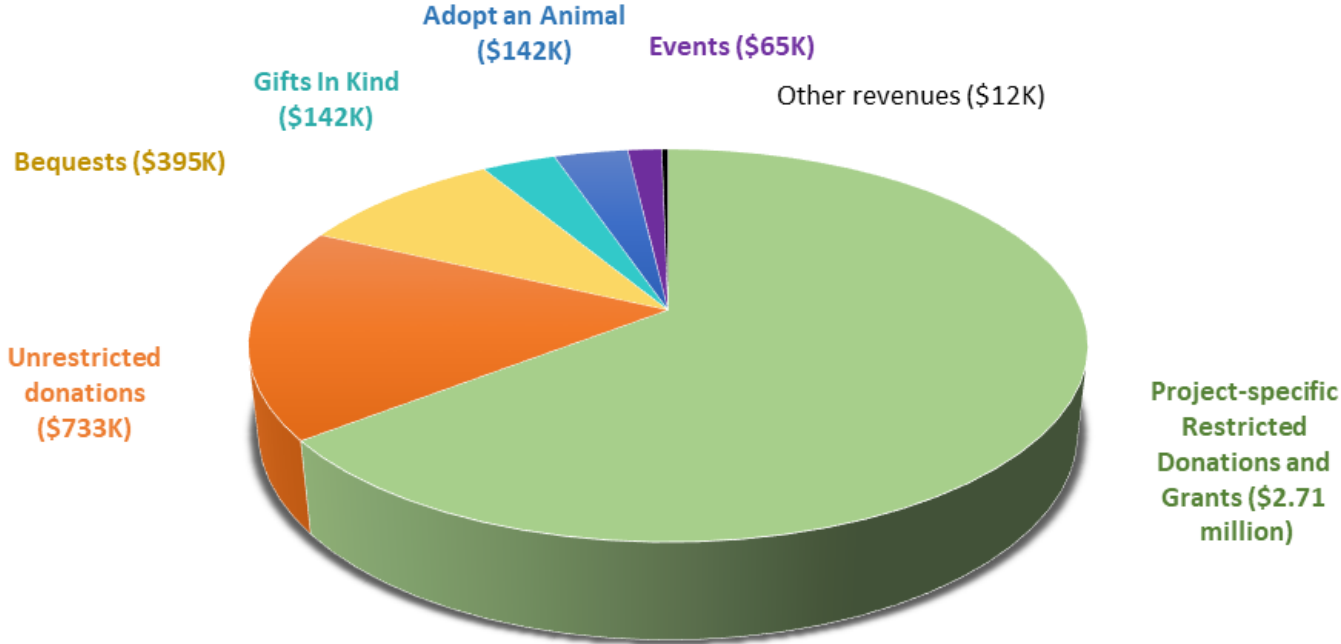


### 2020 Gifts and other Revenues (\$4.2 million)

During 2020, \$4,198,590 in donations and other revenues were received by the Wildlife Conservancy, to support Toronto Zoo conservation programs and animal care.

A total of \$2,903,719 in restricted funds - funds that have been restricted for a specific purpose either by the donor or by the Wildlife Conservancy - were received.

These restricted funds were primarily donations for the ZooFood program, donations for the new outdoor orangutan habitat, scheduled to be completed in Fall 2021, and grants for conservation and research projects being carried out in 2020 and 2021.

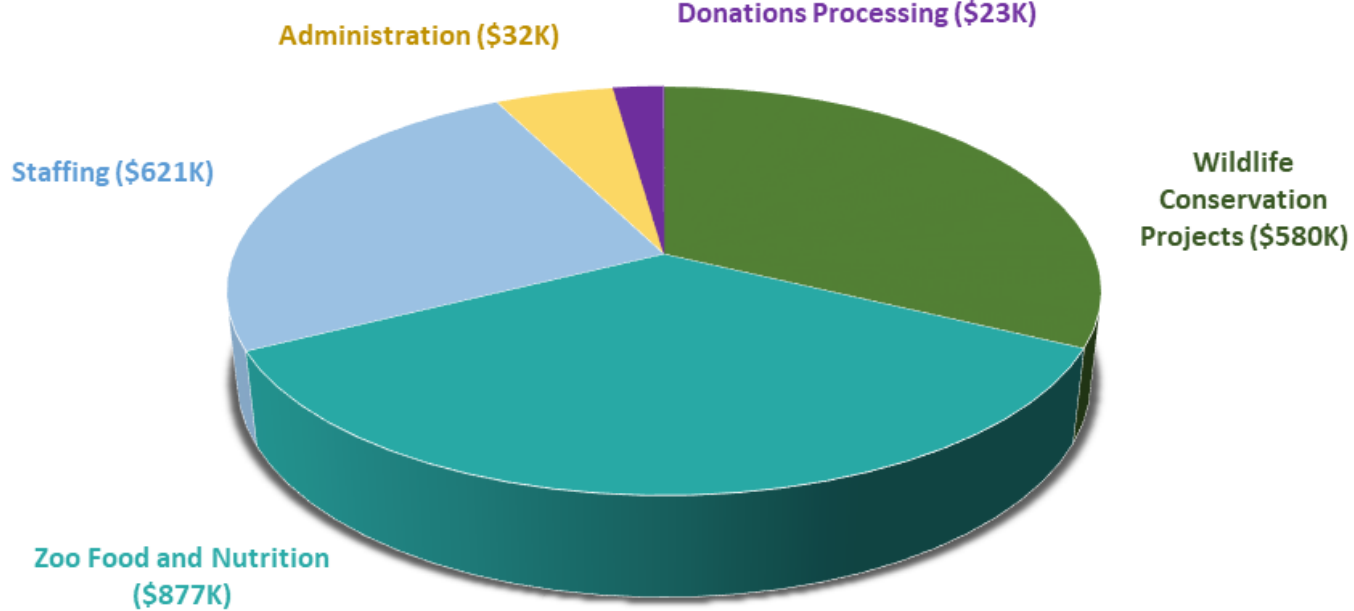


### 2020 Disbursements and Expenditures (\$2.5 million)

During 2020 approximately \$1.5 million in funds raised by the Wildlife Conservancy was transferred to the Toronto Zoo to support wildlife conservation projects and the Zoo's food and nutrition programs.

Expenditures incurred in 2020 included \$621K in staffing costs for Wildlife Conservancy and Toronto Zoo support staff, as well as \$55K in donations processing and other administrative tasks.

The fundraising ratio for 2020 was 19%, meaning that for every dollar donated, \$0.81 went directly to animal conservation and care programs. The other \$0.20 was spent on administrative and fundraising support to ensure maximum impact for Toronto Zoo wildlife conservation programs.



An additional \$1.7 million raised in 2020 for the orangutan habitat and other conservation programs will be disbursed in 2021 as these projects are completed.



## Thank you to our donors for being a partner with your Toronto Zoo in the fight against wildlife extinction.

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