



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
TORONTO ZOO WILDLIFE CONSERVANCY 1813

- Duff Deiong, CEO Toronto Zoo

CLIMATE ACTION
LEARNING & LEADERSHIP PROJECT



toronto ZOO | WILDLIFE CONSERVANCY

THE | CALL

toronto ZOO | WILDLIFE CONSERVANCY

TOGETHER, WE CAN FIGHT EXTINCTION.

Western Lowland Gorilla - Critically






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For more information visit wildlifeconservancy.ca



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REACHING NEW HEIGHTS FOR ORANGUTANS

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toronto ZOO | **WILDLIFE CONSERVANCY**

TORONTO ZOO, WILDLIFE CONSERVANCY 2020

- Dolf DeJong, CEO Toronto Zoo

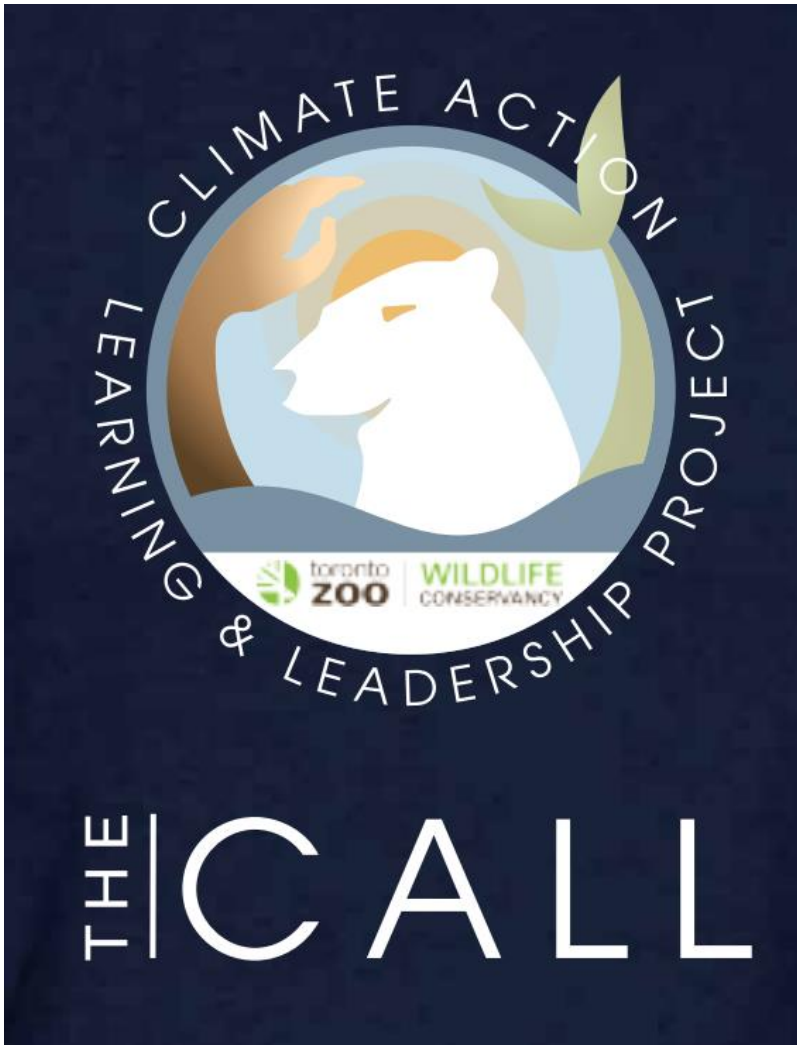


- \$1.36 million in donations to the
 - Outdoor orangutan habitat construction
 - ZooFood for Life program
 - Conservation breeding, and
 - Many other capital and project initiatives
- \$115K in gifts-in-kind of food was also received



- A \$2.2 million in bequests were received in 2021
- The Wildlife Conservancy responded to several new enquiries for information regarding bequests in 2021





- \$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





- **~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

Other 2021 Initiatives



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



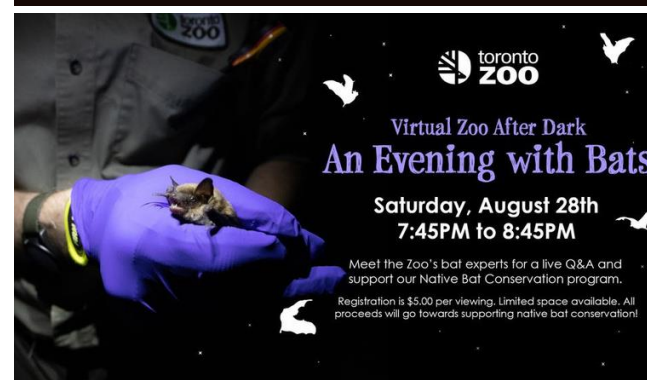
International Red Panda Day Silent Auction

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

Other 2021 Initiatives



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



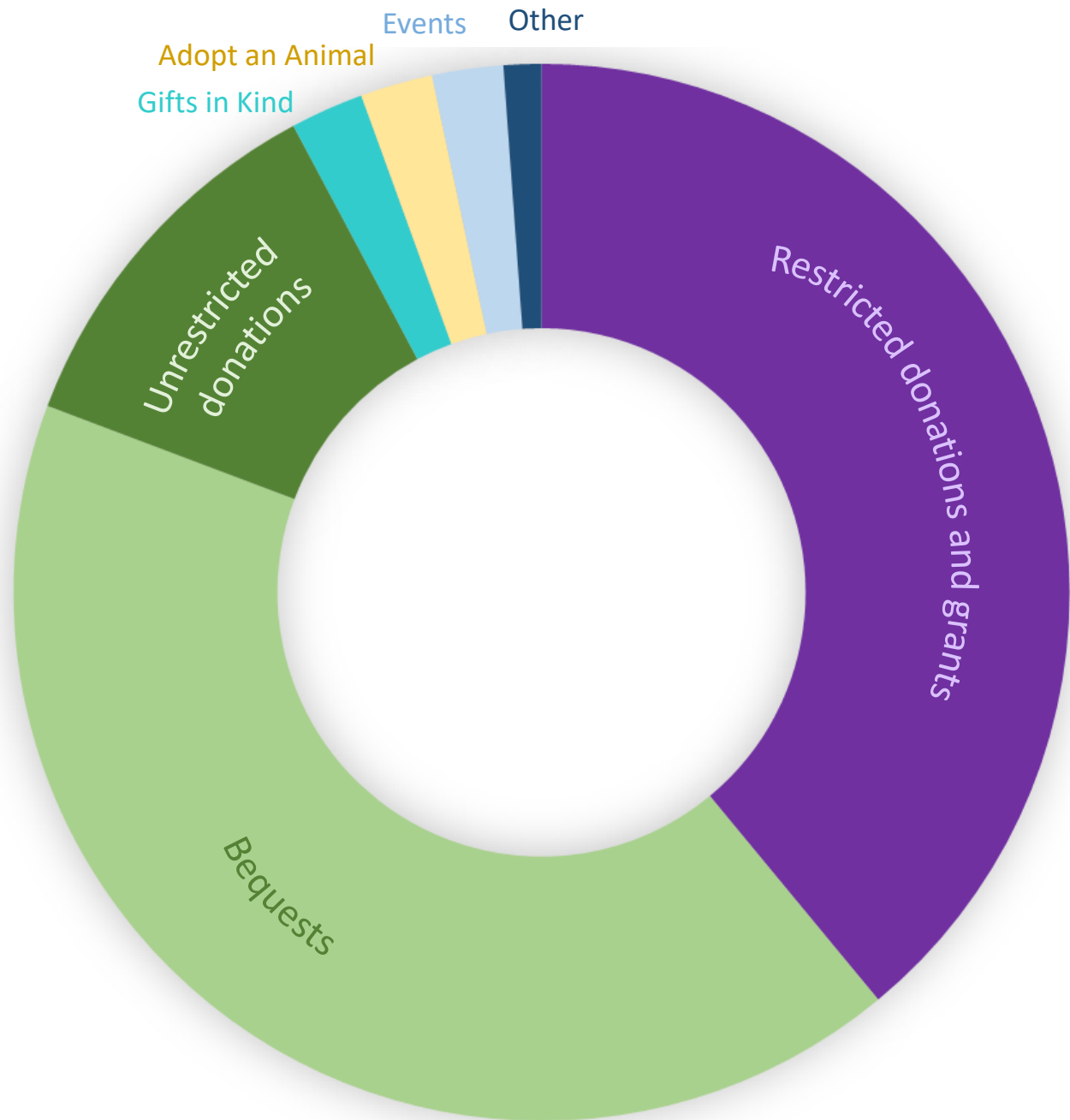
Enrichment Giving Tree

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



2021 Gifts and other Revenues (\$5.2 million)

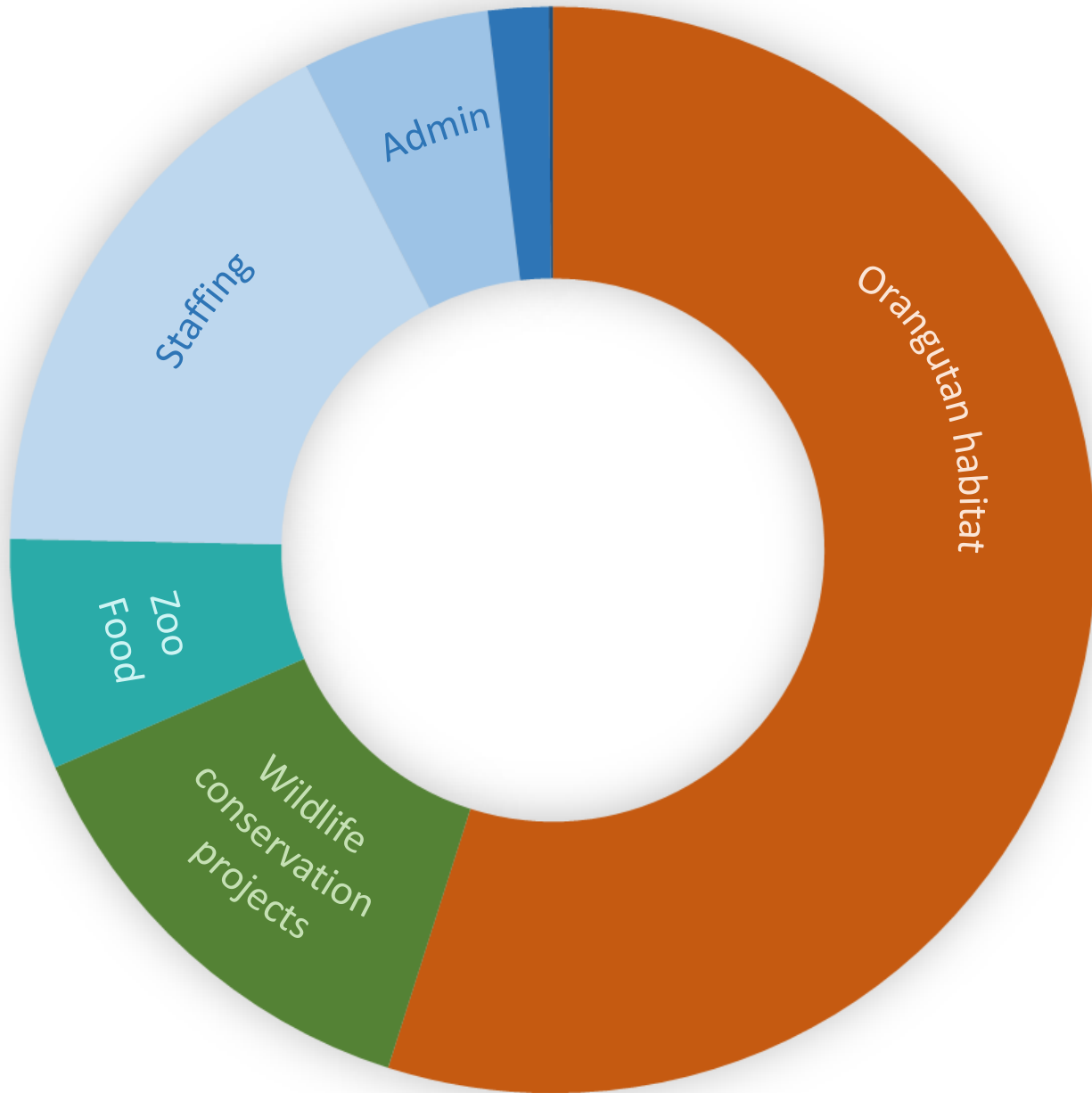
In 2021, \$5,204,843 (\$4,198,590 in 2020) in donations and other revenues were received by the Wildlife Conservancy, to support Toronto Zoo conservation programs, animal care and Wildlife Conservancy operations.

The Wildlife Conservancy received \$2.2 million unrestricted bequest in 2021. A total of \$2,029,893 (\$2,903,719 in 2020) in restricted funds were received. These restricted funds were primarily donations for the new outdoor orangutan habitat, scheduled for completion in Summer 2022, the Zoo Food for Life program, the CALL grant, and other grants to support wildlife conservation projects being carried out in 2021 and 2022.

2021 Expenditures and Allocations (\$3.5 million)

During 2021 approximately \$3.5 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. Significant funds raised for the outdoor orangutan habitat project between 2019 and 2021 are will be disbursed to support project costs in 2022.

The fundraising ratio for 2021 was 16.6% (19% in 2020), meaning that for every dollar donated, \$0.83 went directly to animal conservation and care programs. The other \$0.17 was spent on administrative and fundraising support to ensure maximum impact for Toronto Zoo wildlife conservation programs.



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

Grand Founders (\$1,000,000+)

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Founders (\$500,000 to \$999,999)

Compass Group Canada Ltd

Benefactors (\$250,000 to \$499,999)

Environment and Climate Change Canada

Guardians (\$100,000 - \$249,999)

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