



toronto
ZOO

WILDLIFE
CONSERVANCY

2022 Annual Report



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DONORS AND SUPPORTERS

Our Mission

Inspiring giving to fight extinction.

Our Vision

A world where wildlife and wild spaces thrive.



A note from Beth Gilhespy

*Executive Director,
Toronto Zoo Wildlife Conservancy*

Thank you to all those who donated in 2022. Our vision is a world where wildlife and wild spaces thrive. With the help of our dedicated donors, who believe in wildlife conservation and the Toronto Zoo's role in the fight against extinction, we are one step closer to our vision becoming a reality.

Board of Directors

Paul Doyle, Chair

Cal Bricker, Vice Chair

Bill Allen, Treasurer

Dolf DeJong, Director

Suzanne E. MacDonald, Director

Brittany Misurec, Director



Year of the Tiger

In 2022 we launched our TZ for Tiger Campaign in honour of the Year of the Tiger. Thanks to our donors the campaign raised over \$20,800, and will support the Toronto Zoo's ongoing efforts to conserve wild tiger populations and support the tigers in their care.

Funds from this campaign were split, with 50% supporting the Zoos Amur tiger habitat expansion and 50% supporting the Tiger SSP Conservation Campaign. This organization supports three endangered tiger species, including Amur and Sumatran, and raises awareness about wild tigers. The tigers at your Toronto Zoo engage visitors daily, raising awareness and funding for their wild counterparts.



February 2023 - Phase 1 of the habitat expansion includes new fencing.



Wilding Endangered Species Preservation Fund

Established to help offsite conservation projects in the wild, the Wilding Endangered Species Preservation Fund will further your Toronto Zoo's conservation impact by supporting in-situ conservation efforts.

With this fund, we committed to long-term partnerships with **Sumatran Orangutan Conservation Programme (SOCP), Ape Action Africa (AAA) and Gorilla Saving Animals From Extinction (SAFE).**

With funds raised by the Toronto Zoo Wildlife Conservancy, the Toronto Zoo will provide \$250,000 over ten years to support orangutan conservation in the wild and another \$250,000 over the same period to support gorilla conservation efforts.



“As funding partners with the Toronto Zoo, we are pleased to be able to significantly increase the Toronto Zoo’s impact on great ape survival.”

Beth Gilhespy,
Executive Director





2022 Planned Giving & Grants

Planned Giving

- Received six confirmed bequests.
- Over \$2 million in disbursements from bequests was given to the Toronto Zoo Wildlife Conservancy.

Tourism Relief Fund (Province of Ontario)

- The Toronto Zoo Wildlife Conservancy was awarded funds from the Tourism Relief Fund to help offset costs required during COVID-19.
- During COVID-19, the Toronto Zoo rolled out new Occupancy Counters and Wrist bands at Splash Island to promote social distancing to protect guests and animals.

Consecon Foundation

- In Spring 2022 the Toronto Zoo Wildlife Conservancy received \$250k from the Consecon Foundation to support the Toronto Zoo's Reproductive Technology/Cryobank (Frozen Zoo).
- These funds will create the first biobank hub of viable tissue from threatened and endangered species in Canada.

Gifts in Kind

We received 17 in-kind donations in support of the Toronto Zoo. Here are a few donation highlights:

Plant Party!

- Various oversized potted houseplants were donated to the Toronto Zoo's horticulture department. The horticulture team happily accepted these plants, and they can now be seen in the Zoo's Greenhouse (open to the public) and in some staff areas.

Bundles of Lavender

- Lavender Blu donated dry lavender for the African penguins and other Savanna animals to enjoy. Lavender is a great nesting alternative for penguins as it can be used for up to 4 weeks; it is a natural mosquito repellent and has antibacterial and anti-fungal properties.

Landscaping Bags

- Arnt's Landscaping donated landscaping bags for Toronto Zoo animals like the Sumatran orangutans to enjoy as part of their daily enrichment.

Giant Pumpkins

- The Wannop Family donated two GIANT pumpkins for the Amur tigers and wood bison at the Toronto Zoo to enjoy as part of their daily enrichment.



Adopt an Animal

Revenue for the Year:

\$111,570

Number of Packages Sold:

1,792

7 Special Packages Offered:

Valentine's Day, Mother's Day, Blanding's Turtle Naming, Tiger Awareness, Baby Orangutan, Spooky Species and Holiday

Fun Fact:

Top three most adopted animals (in order of popularity):

1. Polar bear
2. Red panda
3. African penguin





2022 Oasis ZooRun

It was a recording-breaking year for the 20th annual Oasis ZooRun, raising almost \$80,000 in support of the Toronto Zoo. This family-friendly fundraising event saw 5,776 in-person and virtual participants - including Toronto Zoo Staff and Volunteers.

Funds raised from this year's event will continue to support the Zoo's conservation breeding and reintroduction programs and will also support the construction of a 10-foot climbing structure, a 12-foot feeding pole and a zip line in each of the outdoor Sumatran tiger exhibits.

These installations were recommended by the Tiger SSP Care Manual to stimulate species-appropriate behaviors and provide enriching opportunities for the cats.

Community Support

Donations at Till

- Throughout 2022, the Donations at Till program raised almost \$30k in support of our TZ for Tigers campaign, installing solar-powered feedpods™ in several animal habitats and a snow leopard cooling project.

Silent Auction

- This fan-favourite fundraiser returned twice in 2022. We hosted a silent auction with artwork created by the animals at the Zoo in the spring and the fall, and the total revenue for both auctions exceeded \$13,000.

Wishing Wells & Coin Boxes

- Guests dropping loose change into coin boxes and wishing wells at the Toronto Zoo helped raise approximately \$15,636.

GivingTuesday

- With the support of our donors, we were able to surpass our fundraising goal raising \$13,200+ to install solar-powered feedpods™ in the polar bear and caribou habitat.



Community Support

Enrichment Giving Tree

- Raised more than \$6,720 to purchase and provide new and exciting enrichment items and opportunities.

Integrated Holiday Campaign

- We approached the Holiday campaign more holistically this year. We looked at different activities happening during the holiday season and connected each one through a common species – the polar bear.
- Between our direct mail campaign and a series of emails, we raised over \$71k in one-time gift revenue.

Social Following

- In 2022 we invested in new software to increase our social media reach and have a more consistent online presence. We gained 345 new followers on Facebook, 276 on Twitter, 549 on Instagram, 313 on LinkedIn and 83 new e-newsletter subscribers.
- We also experimented with boosted ads on Instagram and offered an engaging giveaway opportunity on Instagram.



2022 Gifts and Other Revenues

4.34 Million

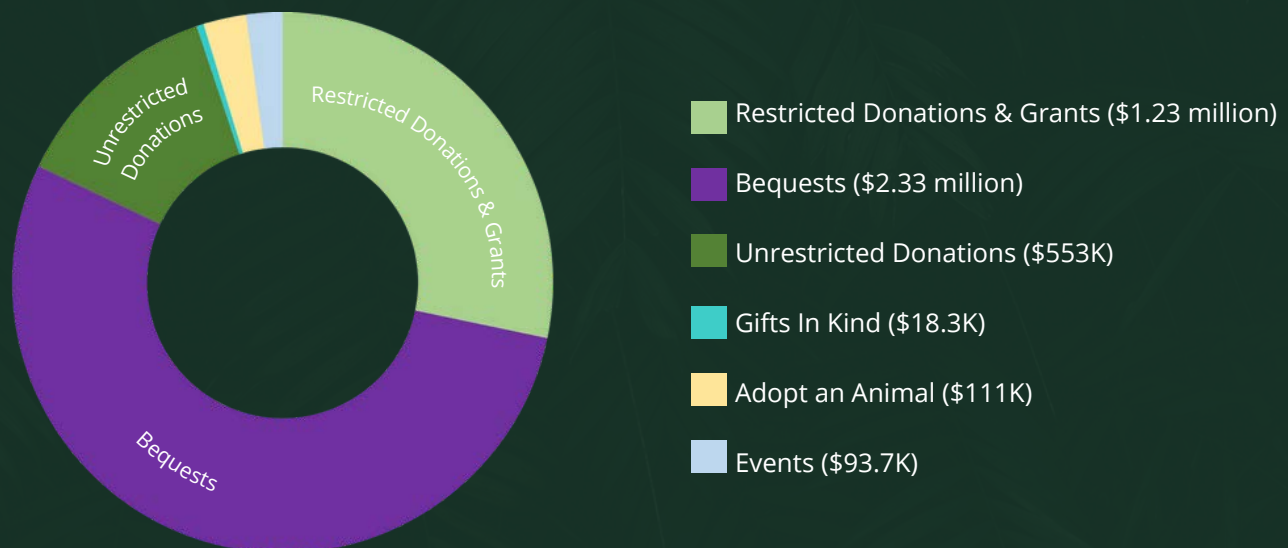


In 2022, the Wildlife Conservancy received \$4,339,627 in donations and other revenues (\$5,204,843 in 2021) to support Toronto Zoo conservation programs, animal care and Wildlife Conservancy operations. Of this total, \$2,967,484 was unrestricted, and \$1,373,350 was restricted by the donor.

Restricted funds received were primarily donations for conservation programs, completion of funding for the new outdoor orangutan habitat, supporting Master Plan projects, the Zoo Food for Life program, the CALL grant, and other grants and donations to support wildlife conservation projects carried out in 2022 and 2023.

During the year \$1.64 million in unrestricted funds was internally restricted by the Board of Directors to support specific conservation projects at the Toronto Zoo and in the wild.

During 2022 Wildlife Conservancy investments experienced a net loss of \$380K. In 2023 these funds have been reinvested, and as of June 2023, gains are already being realized to offset 2022 losses.



2022 Expenditures and Project Allocations

\$2.27 million



During 2022 approximately \$1.2 million was raised by the Wildlife Conservancy to support Toronto Zoo wildlife conservation projects, master plan projects and the Zoo's food and nutrition programs.

Over \$5 million raised for the outdoor orangutan habitat project between 2019 and 2022 will be disbursed when the project is completed in 2023.

The fundraising ratio in 2022 was 23% (16.6% in 2021), meaning that for every dollar donated, \$0.77 went directly to animal conservation and care programs. The other \$0.23 was spent on administrative and fundraising support, particularly expenses relating a major capital campaign to support the Toronto Zoo Master Plan, beginning in 2023.

2022 audited financial statements will be posted at wildlifeconservancy.ca/reports when finalized.



How You Support

In 2022, your donations supported the following:

- **Area of Greatest Need:** We rely on the support of dedicated donors to help fund the critical wildlife conservation work done by your Toronto Zoo to save wildlife and wild spaces at home and abroad.
- **Conservation in Action:** Toronto Zoo's Species Recovery, Conservation Breeding and Reintroduction Programs. These programs put more endangered species, like the black-footed ferret and the Blanding's turtle, back into the wild each year.
- **Habitat Construction:** The well-being of the animals at your Toronto Zoo is a top priority, and this vital fund helps ensure that when your Toronto Zoo needs to update, change, modify or expand an animal's habitat, they have the necessary funds to do so.
- **Room to Grow:** Helps to prepare for any new arrivals! The well-being of the animals at your Toronto Zoo is a top priority, and habitat retrofits and new equipment can sometimes be necessary to accommodate a growing animal family.
- **Wildling Endangered Species Preservation Fund:** Established to help offsite conservation projects in the wild, this fund will further your Toronto Zoo's conservation impact by supporting in-situ conservation efforts.
- **Restricted:**
 - Funded essential equipment needs
 - Programmatic needs
 - Year of the Tiger
 - Orangutan Habitat Expansion

Thank You to Our Donors

\$1,000,000+

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

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