



calgaryzoo

**Donor
Report**

2017



Vision

Canada's
leader in wildlife
conservation.



Mission

Take and inspire
action to sustain
wildlife and wild
places.



President's Message

As I reflect on 2017, I am incredibly thankful for your generosity. Monthly donors, annual supporters, small businesses, foundations and corporations, you have all helped carry out our mission in different ways. Some of you made it possible to reintroduce endangered burrowing owls in Alberta, while others provided care and enrichment for our critically endangered lowland gorilla troop.

To celebrate your generosity, I am honoured to share some of our donors' stories. All our supporters share a passion for conservation, but what fuels your generosity is always unique. This year, our donors share the importance

of family, partnership and personal connections. We hope you enjoy reading their stories.

Thank you for partnering with us to bring hope to wildlife and wild places. With your help, we continue working towards confirming our place as Canada's conservation leader, protecting species through conservation breeding, reintroduction and education. We thank you for your past, present and ongoing support.

Dr. Clément Lanthier
Calgary Zoo President & CEO

**“With your help,
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Reigniting the Magic

30 years ago, Bob and Carole Brawn were on their way to China when they discovered a pair of unusual cabin-mates on their flight, giant pandas Xi Xi and Qun Qun. Over the next 30 years, the black and white bears would weave their way into Carole's heart, and the Brawn family's history.

"It was so exciting for her at the time," says Kelley Buckley, Bob and Carole's daughter.

Giant pandas were the inspiration behind a panda-themed surprise 50th birthday party for Carole held at the zoo in 1988. It was the stuff family legends are made of – a big tent set up on zoo grounds near the then panda exhibit, a guest list filled with family and friends, and everyone fully embracing the black and white theme.

"People really got into the spirit of the event, and many dressed

up in costume," says Kelley. "It's a family story we told again and again over the years."

When the Brawn family heard that the pandas were returning to Calgary in 2018, it was their chance to recreate the magic. The Brawn Family Foundation Overlook Pavilion will be the guests' first stop at this year's event, a celebration that combines Carole's 80th birthday and her and Bob's 60th wedding anniversary.

While the event will have the same black and white theme, the guest list will include a whole group of people who weren't invited in 1988 – because they weren't alive yet.

"The grandkids have grown up hearing the stories and seeing the photos of that day – it is such a great highlight of my mom's life," says Kelley. "Now that new generation will get to

be part of it. They will recreate with their grandparents an event that they've heard about their whole lives, celebrate two very special people, and make new memories together."

Kelley hopes Calgary families take full advantage of the pandas' visit to make their own memories.

"We know from our own family's experience that the zoo is a place to connect and be inspired to love animals," says Kelley. "We hope when people visit the pandas that they not only share my family's passion for these animals, but that they will also share our passion for the zoo."





“We know from our own family’s experience that the zoo is a place to connect and be inspired to love animals”

*– Kelley Buckley,
Zoo supporter*

Thank you to
our individual
donors, corporate
partners
and supporting
foundations!

**Your
generosity
has...**

Brought to life, Land of Lemurs,
our first new major habitat in
five years and Canada's first
immersive lemur experience.



Launched a new
conservation breeding
program for northern
leopard frog.

Created a long-term
funding source for wildlife
through the establishment
of the Brian Keating
Conservation Endowment.





Cared for 50 juvenile greater-sage grouse, marking the first on-site breeding and reproduction of the species at your zoo's Devonian Wildlife Conservation Centre.

Released 15 burrowing owls back into the wild to help boost the Alberta population.



Supported a new partnership with the University of Calgary and the Madagascar Biodiversity Partnership to help lemurs and local communities.





Funds Raised

By gift area/funding designation

Total Raised (Cash & Pledges):
\$4,496,000

● Capital	\$2,041,927
● Conservation	\$804,624
● Operating	\$620,723
● Endowments	\$1,028,796



Supporting the Underdog

On their regular visits to the zoo, Bruce and Bunny Challis make a point of visiting the Japanese serows. The Challises know that while the slow, clumsy-looking animals tucked away in the zoo's Eurasia section don't really have a hope of making anyone's top 10 list of favourite zoo animals, they still have an important role to play.

Japanese serows are part of the Species Survival Plan (SSP), a managed breeding program for species at risk or threatened with extinction. Managed by facilities accredited by the Association of Zoos and Aquariums, the SSP aims to maintain healthy and diverse captive populations to safeguard the future of endangered species like the Japanese serow.

"Serows are not the most attractive animal in the zoo – let's put it that way," says Bruce, with a smile in his voice. "We wanted to be a bit more animal-specific in our donations, and we asked which were the neediest. The serows were on the list, so we went to take a look."

It wasn't love at first sight, but something about the serows definitely clicked with the Challises.

"They looked a bit forlorn at first," says Bruce. "But we knew the other exotic animals wouldn't have any trouble getting people to support them, so we decided to pick the underdog."

Understanding the conservation importance of "the underdogs" came from Bruce's two decades spent volunteering with the zoo's Board of Trustees.

"It was different than the work I did as a physician," he says. "As I went to the meetings, I began to realize what a fascinating place the zoo is, and that there were a number of layers that people didn't really see. I met so many people who cared so much about the animals and conservation. It captured my interest and gave me a completely different outlook on the world. The more I learned, the more involved I got."

Bruce has since retired from the board, but the Challises remain regular zoo supporters. During visits, they always take time to see the serows and check on the impact of their donations – a new shelter, new trees, logs and rocks, and other improvements to the serows' habitat.

"The serows are actually lovely – we call them our grandkids," says Bunny, laughing. "We love seeing the young families at the zoo, and we are constantly learning about the animals and conservation. It's just such an interesting place to be."



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*- Bruce Challis,
Past Board Chair
& zoo supporter*

Shedding Light on the Plight of Pandas

Sponsoring a Chinese lantern festival to light up fall evenings along the Bow River was the beginning of Sinopec Canada's relationship with the Calgary Zoo. The festival was the beginning of a partnership that has since grown.

"There was the obvious Chinese connection – we are the Canadian arm of a Chinese company," says Brian Tuffs, Chief Executive Officer at Sinopec Canada. But even more important to the oil and natural gas company's decision to become ILLUMINASIA's presenting sponsor were the values it has in common with the zoo: commitment to sustainability and community.

"During the two years Sinopec sponsored ILLUMINASIA, we saw that the zoo really does stand behind those values," says Tuffs. "Our staff, who participated as volunteers and greeters during the event, also had excellent feedback to share."

Both were key aspects in Sinopec's decision to support the giant pandas' return to Calgary.

"There was some debate about whether sponsoring the giant pandas was almost too good a fit, and too cliché for a Chinese company," says Tuffs. While the debate was valuable, he added that ultimately the strong conservation message pandas

bring with them made the choice to continue Sinopec's relationship with the zoo a simple one.

"I don't think any of us are immune to the charm of giant pandas. That, combined with the work that has occurred over the last 20 years around the public understanding of the plight of pandas, the conservation efforts underway and the positive steps that have been taken, makes us tremendously excited to be part of their stay in Calgary."

And while a Chinese company sponsoring giant pandas seem a bit "on the nose," as Tuffs puts it, he hopes that when people look a bit deeper, they see the partnership in a different way.

"Yes, Sinopec is in the business of producing natural gas and oil, but we try to leave as small a footprint as we can. We care very deeply about both the environment and the communities we work with. I think those things echo through the fabric of the Calgary Zoo as well. I hope people see this partnership as two diverse entities with common values working together in a positive way."



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*– Brian Tuffs,
Chief Executive Officer
Sinopec Canada*



Ways to give

Financial support for the Calgary Zoo can be provided in a variety of ways: from annual gifts and ZooCare contributions, to donations for special projects and planned gifts. We invite you to review our projects and programs to see what might interest you.

www.calgaryzoo.com

For more information, please contact 403.232.7774 or email donations@calgaryzoo.com



For more information please contact the development office at the Calgary Zoo.

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