



2018 **DONOR IMPACT
REPORT**

THANK YOU

What will the world look like if we take action together?

The world is facing serious challenges. The rate of species extinction is increasing, habitats are disappearing and the pressures of human consumption on the planet continue to grow.

Globally, vertebrate populations have dropped a staggering 60 per cent between 1970 and 2014 and, according to the latest reports, the number of wild animals living on Earth is set to fall by two-thirds by 2020.

Despite these dramatic numbers, there is reason to hope.

This year, donors joined together with a network of partners and stakeholders to make a difference and to take action to sustain wildlife and wild places.

As the examples on these pages show, you encourage lifelong connections with nature, you give hope to endangered species, you enrich the lives of animals, and you inspire the next generation.

You are the Calgary Zoo.

YOU ARE ONE OF
3,279
DONORS

TOGETHER
YOU GAVE
\$6,714,000



98
LOYAL DONORS

WHO HAVE SUPPORTED THE
CALGARY ZOO EACH YEAR
FOR THE PAST FIVE YEARS



YOUR
2018
SUPPORT
IN REVIEW



238
FIRST TIME
DONORS



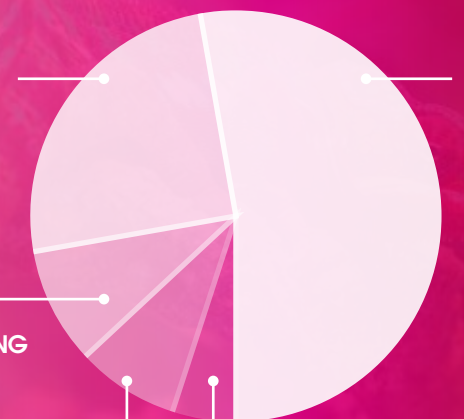
25%
PANDA

53%
CAPITAL

9%
OPERATING

8%
CONSERVATION

5%
ENDOWMENTS



YOU ARE AMBASSADORS

This year you helped encourage people to build empathy and to take action for our world.

Deep in the heart of China, lush bamboo forests are disappearing at an alarming rate. In the last 50 years, more than half of the habitat giant pandas call home has been lost. Now, only an estimated 1864 giant pandas remain in the wild.

But there is hope.

On the other side of the globe, thanks to the generosity of donors like you, four of these cherished symbols of friendship ambled out into their own lush habitat. On May 7, 2018, your Calgary Zoo welcomed Da Mao, Er Shun and cubs Jia Panpan and Jia Yueyue to the most advanced giant panda habitat in the world. Panda Passage, designed to maximize the ability for the pandas to have choice and control of their environment, opened to record-breaking attendance rates.

In the first month alone, 190,067 visitors came to see the pandas' new home. Thanks to your support, guests fell in love with these universal ambassadors for endangered species and learned how protecting panda forests also helps many other species sharing the same habitat.

Habitat destruction remains one of the biggest threats to pandas in the wild, and they are not alone. Scientists estimate that we are now losing species at over 1,000 times the natural rate, with dozens going extinct every week.

Your zoo's giant pandas inspire and engage visitors in a way that few other species can. Your support has helped connect the story of pandas to similar forest habitat challenges in our own back yard. As bamboo forests are important to pandas, evergreen trees in the boreal forest are important to many iconic and endangered animals in Canada.

You are inspiring our community to get involved in initiatives that promote the protection of forest habitats. You are reminding everyone that the need for wildlife conservation, here and around the world, is a black and white issue.

Thank you for bringing giant pandas into the spotlight, telling their conservation story and inspiring actions to save wildlife and wild places.



**\$1.4
MILLION**

Dollars contributed to the Chengdu Research Base of Giant Panda Breeding in China to support conservation initiatives.

**783,204
PANDA PASSAGE
VISITORS**

DURING THE SUMMER MONTHS

**45,000
KILOGRAMS
OF BAMBOO**

flown in from the high mountainous regions of the Sichuan province in China by Hainan Airlines.

48

The number of hours it takes for the bamboo to travel from harvest in China to Panda Passage.

YOU ARE DEFENDERS

This year you helped boost the number of endangered species in the wild.

Each spring, the quiet dawn air of southeastern Alberta and southwestern Saskatchewan's sagebrush country fills with a strange sound and an even stranger sight. Male greater sage-grouse gather at mating grounds called leks to show off dance moves anyone would envy. They puff their chests and fan their starburst tails like avant-garde turkeys. They inflate bulging yellow air sacs and thrust with their heads to produce weird pops and whistles. The ultimate goal? To find a female for breeding.

Greater sage-grouse were once plentiful on the mixed grassland prairie but loss, fragmentation and degradation of their native grassland habitat as well as predation and the West Nile virus have caused severe declines for this spectacular bird.

One of Canada's rarest birds, sage-grouse have been extinct in BC since 1918. Alberta and Saskatchewan's numbers have declined by 88 percent since 1988. Today, fewer than 250 wild greater sage-grouse remain in Alberta and Saskatchewan. But thanks to your support, a conservation breeding and reintroduction program is helping to bring this species back from the brink of extinction.

The program, a partnership between your Calgary Zoo, Alberta Environment and Parks, Environment and Climate Change Canada, the Nature Conservancy of Canada, and Parks Canada, aims to stabilize the declining wild population of sage-grouse. Your support of this program has already helped create Canada's first-ever greater sage-grouse breeding facility: the Snyder-Wilson Family

Greater Sage-Grouse Pavilion. Here, a healthy population of sage-grouse has been established making up Canada's only breeding flock.

In the spring, 54 grouse engaged in their own elaborate dancing rituals. Before long down-covered chicks started filling the Pavilion. Thanks to your generosity, as the chicks became juveniles, they received vaccines and started building flight muscles in preparation for their coming release. As juveniles they were cared for by a vet team, fitted with transmitters and moved to soft-release enclosures to gradually introduce them into their new home.

In the fall, the wild population of greater sage-grouse grew by 66. 37 males and 29 hens were released into two protected locations in Alberta and Saskatchewan. This is the first time that greater sage-grouse bred in captivity have been released into the wild. This milestone was reached because of you.

You have contributed to conservation efforts to save one of Canada's most endangered birds. Thanks to your continued support of this program, the greater sage-grouse may have a chance to evade the threat of extinction. Thank you for supporting wildlife conservation and for keeping these birds dancing.



"We've proven that when people work together - such as we do in partnership with other conservation organizations, various government departments, committed donors and with the support of our community - we can save animals in the wild."

- Dr. Clément Lanthier,
Calgary Zoo President and CEO

200

Approximate number of endangered animals released into the wild this year thanks to your support.

36

The number of species at the Calgary Zoo at risk of extinction nationally or globally.

YOU ARE RESEARCHERS

This year you helped use science to protect species-at-risk in Canada and around the world.

Found only on Vancouver Island in British Columbia, the Vancouver Island marmot is one of the most endangered mammals in the world. Fewer than 30 were known to be alive in 2004.

Since 1998, your support has helped change this statistic through a program focused on conservation breeding and reintroduction into the wild. Due to conservation actions, there are now more than 200 marmots in the wild, however, the species remains classified as Endangered under Canada's Species at Risk Act. There is still more work to be done.

Thanks to your generosity, research continues to play a key role in the recovery of this rare and critically endangered iconic Canadian species. This year's research focused on helping determine the most effective methods to release Vancouver Island marmots back into the wild.

Which release method will lead to higher survival rates for marmots released in the wild? Do captive-bred marmots react appropriately to other animals they might encounter in the wild? These are just a couple of the questions your support helped researchers try to answer this year.

Your Calgary Zoo's Centre for Conservation Research, alongside the Marmot Recovery Foundation tested the idea of first releasing marmots into a relatively safe population on Mount Washington for one year. The marmots were exposed to wild conditions and adapted while learning key survival behaviours such as foraging, finding shelter and avoiding predators before being transferred to their final destination in Strathcona Provincial Park. Your support helped researchers discover that this "stepping-stone" approach worked! Marmots released using this approach had greater survival than those released directly in their new home.

At the Devonian Wildlife Conservation Centre, taxidermy models were used to see how captive-bred marmots reacted to predators. Would they run and hide when they sighted a wolf? Their reactions will be used to understand how to best prepare marmots for their eventual release into the wild.

The Vancouver Island marmot is uniquely Canadian. By supporting conservation research, you are escalating scientific innovation and taking courageous action to save this Canadian icon.

12

Number of conservation initiatives your Calgary Zoo works on in the wild.

22

Researchers and specialists who make up the Centre for Conservation Research.

3

Number of co-authored research papers published this year by the Calgary Zoo's Centre for Conservation Research.



YOU ARE CHAMPIONS

This year you helped maintain a healthy and genetically diverse animal population.

In the subarctic Amur Valley of northeastern Russia, amongst reeds and bushes in river valleys, roams the world's largest species of cat. Weighing in at a maximum of 400 kg and measuring an imposing 3.5 m long, the Amur tiger is the northernmost occurring tiger, withstanding temperatures dipping below -40°C.

Amur tigers were once known as Siberian tigers, since they were found throughout much of Siberia. However, these magnificent creatures are threatened by habitat destruction and overhunting. Today, their territory has shrunk to a small area in northeastern Russia, called the Amur Valley. There are only an estimated 400 left in the wild.

To help ensure endangered animals like the Amur tiger are around for generations to come, accredited zoos around the world work together to protect their genetics. This is done through managed breeding called Species Survival Plans (SSPs).

SSPs are carefully managed programs led by the Association of Zoos and Aquariums that make breeding recommendations between accredited zoos for at-risk and endangered animals. Animal matchmakers if you will. This means zoos will often loan out animals to expand specific gene pools. By matching the right animals, the hope is that they will produce offspring which will help maintain healthy genetic diversity of endangered animals in captivity.

Because of you, we welcomed new additions to the Species Survival Plan this year including a new male Amur tiger! Five-year-old Youri came to your Calgary Zoo from Granby Zoo. Through the SSP Youri was matched with one of our female tigers, Sarma. The two have been getting cozy, so fingers crossed as future breeding would be a much-needed boost for the Amur SSP and the tiger population.

Not only did your support help introduce new animals who carry valuable genetics to your zoo, but you also provided care to the youngest SSP additions – like Kijini. On the morning of December 25, 2018, the zoo woke up to a wonderful Christmas present - a baby Eastern Black and White Colobus monkey! Eastern Black and White Colobus monkeys are the most tree-dwelling of African monkeys and are part of a Species Survival Plan. They continue to face threats in the wild due to habitat destruction.

Not only do SSPs help ensure genetic diversity within captive populations but they can also help safeguard species from extinction - allowing for future reintroductions and acting as an insurance policy of sorts for wild populations. Thank you for supporting the Species Survival Plan program, one way we can act today to help secure the future of endangered species.



14

THE NUMBER OF BABIES BORN AT YOUR CALGARY ZOO IN 2018 AS PART OF SPECIES SURVIVAL PLANS

40

THE NUMBER OF SPECIES SURVIVAL PLANS YOUR CALGARY ZOO PARTICIPATES IN

YOU ARE TEACHERS

This year you helped inspire the next generation.

In our urban environment, surrounded by carefully manicured parks, buildings, traffic and the hustle and bustle, we grow up in a world shaped by people. In spite of our vast national parks nearby, we still remain largely disconnected from nature.

Connecting people with nature is essential for their well-being and the future of our planet. Creating an appreciation of the environment is at the heart of conservation. If we do not provide younger generations the tools they need to become environmental advocates in the future, our current environmental efforts are all for not. This year, you helped to connect people with nature through educational programming.

Imagine the sense of wonder and curiosity that emerges from the chance to see and touch a real skull or piece of fur. Or the passion for wildlife and wild places that comes with observing grizzly bears forage or cocoons turning into butterflies. Whether learning that giraffes have the same number of vertebrates as humans or that hippo poop plays an important role in the savannah ecosystem. This year, your support helped create a strong nature connection with youth by developing empathy for wildlife, engaging them with nature and sharing how they can take action to help.

This year grade three students from Auburn Bay School attended the Chevron Open Minds Zoo School program. Thanks to your support, these students learned that some cell phone parts use coltan, an ore mined in the Democratic Republic of Congo where gorillas live. This mining contributes to habitat loss and the endangerment of gorillas. Armed with this knowledge the students were inspired and took action.

Back at school they produced an inspirational video about cell phone recycling and its importance in preventing the mining of coltan. They wrote the script, edited the background images, applied green screen filters, selected sound effects and put in transitions. They even kicked off their own cell phone collection at school!

The kids at Auburn Bay School are proof that learning beyond the walls of their classroom helps students form a lasting bond with nature. That this connection inspires people to become part of the solution to the conservation challenges facing the world. Thank you for keeping our classrooms full of eager students and providing a window into nature that serves as a springboard for further explorations.



“My students feel strongly connected to the zoo, including the animals, staff and physical spaces. They are inspired to participate in an action project and are working through what that might look like. They are thrilled to return to the zoo as experts to teach their families what they have come to learn.”

- Grade three teacher,
Chevron Open Minds Zoo School Class

4000

Approximate number of items in your Calgary Zoo's teaching collection of biological artifacts (Biofacts).

1,162

School programs delivered for more than 26,000 students.

1,101

Students who attended Chevron Open Minds Zoo School.

26

Number of different curriculum based programs offered for grades K to 12.





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



“The Calgary Zoo is a globally recognized conservation organization that guides, innovates, breeds endangered species and applies scientific solutions to restore some of the world’s most endangered species. Your continued generous support enables us to take action in the wild every day to yield powerful benefits for nature and for people. Together, we can and will, protect wildlife and wild places for future generations.”

Dr. Clément Lanthier
President & CEO, Calgary Zoo





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

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