



toronto ZOO | WILDLIFE CONSERVANCY

2022 Annual Report



Contents

PAGE 1	OUR MISSION & VISION
PAGE 2	OUR BOARD OF DIRECTORS AND A NOTE FROM OUR EXECUTIVE DIRECTOR
PAGE 3	YEAR OF THE TIGER
PAGE 4	WILDING ENDANGERED SPECIES PRESERVATION FUND
PAGE 5	2022 PLANNED GIVING & GRANTS
PAGE 6	GIFTS IN KIND
PAGE 7	ADOPT AN ANIMAL
PAGE 8	2022 OASIS ZOO RUN
PAGE 9 - 10	COMMUNITY SUPPORT
PAGE 11	2022 GIFTS AND OTHER REVENUES
PAGE 12	2022 EXPENDITURES AND PROJECT ALLOCATIONS
PAGE 13	HOW YOU SUPPORT
PAGE 14 - 19	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 Consceon 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 pear
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

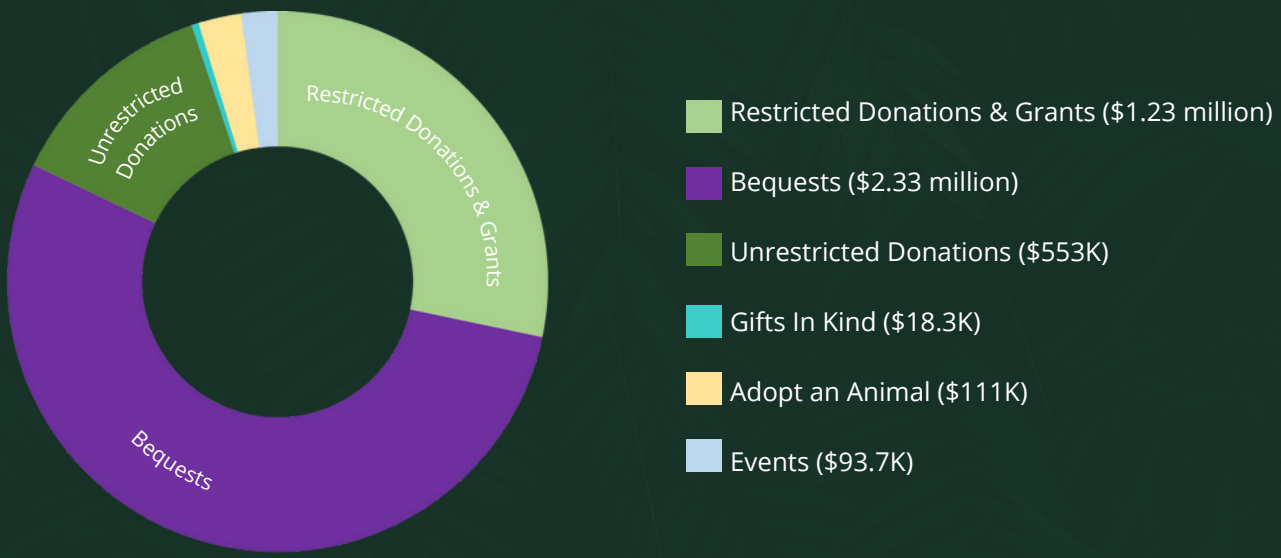


In 2022, the Wildlife Conservancy received $4,339,627 in donations and other revenues ($5,204,843 in 2021) to support Toronto Zoo conservation programs, animal care and Wildlife Conservancy operations. Of this total, $2,967,484 was unrestricted, and $1,373,350 was restricted by the donor.

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

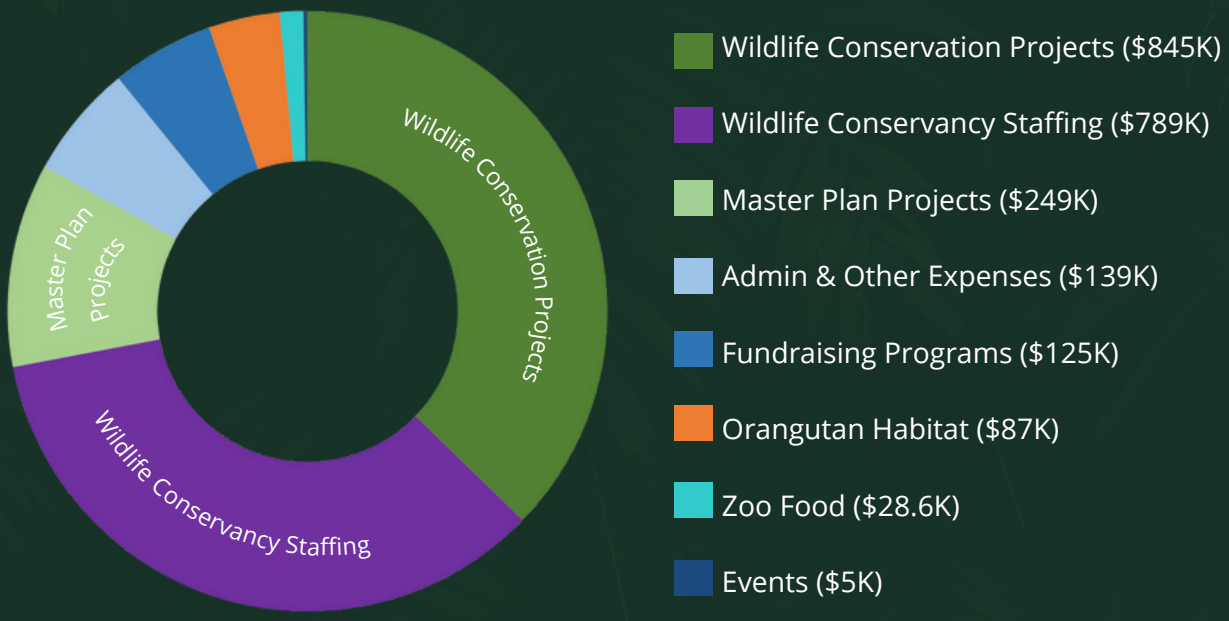


During 2022 approximately $1.2 million was raised by the Wildlife Conservancy to support Toronto Zoo wildlife conservation projects, master plan projects and the Zoo's food and nutrition programs.

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+
The Estate of William Taylor Wilding

Guardians ($100,000 - $249,999)
Environment and Climate Change Canada
Fisheries and Oceans Canada
Rouge National Urban Park
Juan & Stefania Speck

Conservators ($50,000 - $99,999)
Consecon Foundation
Mary & Graham Hallward
Innovation, Science & Economic Development Canada
Ministry of the Environment, Conservation and Parks
RBC Foundation

Protectors ($25,000 - $49,999)
Andree Rheaume & Robert Fitzhenry Family Foundation
Milliken Meat Products Ltd.
Symcor Inc.
TikTok Technology Canada Inc

Stewards ($5,000 - $24,999)
Buchman Fund
David Dana
Giant Tiger Stores Limited
Robert Gorman
Jeanne Edwards Fund
Harrison Jordan
Hans & Nora Kofod

Stewards ($5,000 - $24,999)
Mitsubishi Corporation
Miziwe Biik Aboriginal Employment and Training
Murray Hebblethwaite Charitable Account
Donald Poole
Paul Rivett
Melita Sjouwerman
TD Friends of the Environment Foundation
YPO Maple Leaf

Donors ($1,000 - $4,999)
Adam Ahmed
Bill Allen
Allan & Shari Baker
Bill Barnett
Ingrid Beacom
Kristen Bechara
Robert & Anne Richards-Bentley
Joanne Brown
Avril Carpino
Cavelti Family Foundation
Dolf DeJong
Dr. S. Alibhai Medicine Professional Corporation
Earth Rangers
Susan Eckenwalder
Carolyn Eckertt
Elasticsearch
FH Health Inc.
Debbie Fitzgibbon
Donna Fitzpatrick

Thank You to Our Donors

Donors ($1,000 - $4,999)
Paul Frazer
Cathy Galler
Alicia Gallone
Beth Gilhespy
Google Inc
Brittany Gosselin
Bryan Grant
Susan Gunton
Shirley Guppy
Murray Hebblethwaite
William Hellings
Kristina Horwitz
Lesley Hunt
IG Wealth Management
Parthena Keroglidis
Ellen King
Tammy Klein
Patricia Koval
Land O'Lakes Inc
Allan & Esther Lee
James Lemire
Andrew Lentini
Liberty Village Animal Hospital
Michael Lum
Randolph Masters
Nancy McNamara
Dr. Kay Mehren & Peter Mehren
MGC Mercantile Inc
Barbara Mitton
ML Staffing Solutions
Miriam Newhouse
Dorothy Parr
Milli Pellizzari
Joseph Poirier
Powis Family Foundation
Raymond James Canada Foundation
Walter Ribeiro
Salt Experiential Commerce Inc
Chris Sharp
Maggie Sin
Elisabeth Stadnik
Darrell Stover
Lisa Studnicki
The Nature Conservancy of Canada
B Vaz
John Wakely
Alan Wheable
Doreen Williams
Amy Wong

Estates
The Estate of Helga Dressel
The Estate of Doris Godfrey
The Estate of Beatrice Mandel
The Estate of John David Mather
The Estate of Mary Moore
The Estate of Gwenneth Audrey Stuart
The Estate of William Taylor Wilding

Thank You to Our Monthly Donors

Jozette Aaron
Nicholas Abelardo
Lee Adamson
Erika Agnew
Dawn Ahmed
Claudia Akins
Megan Alguire
Alicia Allen
Kazi Anwar
Shireen Arjang
Pui Sum Au
Emelyne Azucena
May Liza Baak
Monica Baczuk
Lorraine Bahen
Meher Bajwa
Michelle Ballard
Terrance Barker
Maria Barros
Peter Bartz
Cheryl Bay
Margret Beaney
Jillian Beaulieu
Martin Beaulieu
Alim Beenally
David Behm
Sandra Benetti
Martha Benitez
Brian Bennett
Nate Bennett
Kim Beno
Danielle Bergevin
Aarti Bhardwaj
Kim Birchard
Debbie Bliemel
Victor Bobadilla
Melanie Boscariol
Shirley Bouillon
Paula Breed
Laurie Brema
Joyce Brewin
Laura Bright
Betty Brookson
Janice Brown
Joan Brown
Joanne Brown
Joseph Brunetti
Ruth Bucknell
Susan Callaghan
Amanda Campbell
Mary Jeanne Carmichael
Denise Carter
Catre Medicine Professional Co
Kim Chalmers
Simon Chambers
Esther Chan
Mark Chandra Dhas
Angela Chang
Celia Chassels
Anne Cheesman
Zaleena Chellappah
Catherine Cheng
Peter Chernoff
Pritha Chowdhury
Sandra Chung
Dana Church
G.J. Clark
Sean Clarke
Scott Clenchy
Jennifer Clumpus
Angel Collins
Kimberly Colombe
Sophia Common
Tricia Connerty
Harriet Cooper
Robert Corbett
Anne Corbin
Joel Cormode
Audrey Cousineau
Shelagh Cowie
Mary Cowley
Nancy Cox
Rory Craig-Barnes
Margaret Cross
Kim Currie
Anne Curtis
Lewis Cuthbertson
Rosa Da Silva
Monica Damiano
Laurence Davidson
Louise Dawe
Gabriele Degen
Brooke Deschamp
Celia Desmond
Caroline Despard
Christa Dey
Rachel Dion
Kayla Dixon
Nick Dodds
Gen Doucette
Jane Doyle
Terry Doyle
Lisa Drake
Margaret Dunsdon
Sarah Ebbs
Daisy Eisenhardt
Marie Eley
Zahra Elmi
David Elsner
Clark Euale
Barbara Evans
Vern & Lucille Fawcett
Joan Fernandes
Debbie Fitzgibbon
Tina Fitzpatrick
Mary Jane Flann
Christopher Flora
Caitlin Flute
Holly Foster
Dawn Fovargue
Ruth Freeman
Grant Gabriel
Chantal Gagnon
Alicia Gallone
Mirna Cheryl Garabet
Peter Garito
Brigitte Gee
Richard Gentry
Desiree Godin
Chris Goethel
Eleanor Gooley
Brian Gorman
Robert Gorman
Robert Gosse
Marshall Gouett
Bernard Green
Paul Greenwood
Helen Gregor
Dan Gregory
Linda Groff
Colin Gruchy
Regina Gudelis
Susan Gunton
Shirley Guppy
Kevin Hammond
Carianne Hathaway
Patricia Hause
Steve Hawrylyshyn
Catherine J. Hayward
Jessica Henderson
Robert Henderson
Eduardo Heredia-Ayala
Laura Heslin-Piper
Holly Hewitt
Ted Higginbotham
Rebecca Higgins
Taylor Hill
Dorine Hochman
Donna Hockley
Catherine Hofstetter
Suzanne Hollinsworth
Marjorie Howell
Xiaomin Huang
Debora Humphreys
Linda Humphreys
Joanne Hurley
Karen Irwin-Carey

Thank You to Our Monthly Donors

Linda Isherwood
Kyle Istead
Yayoi Ito
Betty Jean Jacobs
Deborah James
Naomi Jeffs
Haley Johnston
Brendon Jones
Claire Jones
Lyndsey Jones
Tracy Jones-Moore
Carlos Joseph
Lenie Joseph
Lucy Kaczmarek
Asma Kazi
MaryEllen Keeling
Paula Kelly
Lisa Kemp
J. Kennedy
Renee Kierans
Lynn Kitchen
Michelle Klemchuck
Arnd Koechlin
Sonya Koopmans
Nicholas Kossey
Patricia Koval
Alice Kowalishin
Elizabeth Kremer
Aleksandra Krokhmal
Penny Krolik
Laura Kulchyckyj
Grace Kusnandar
Josee Lacroix
George Lagundzin
Paula Large
Katja Larter
Jancie Lee
Lisa Lee
Margaret Lee
Sharon Legge
Eden Legree
James Lemire
Giulia Lentini
Margaret Levendel-Zbar
Liberty Village Animal Hospital
Shihua Liu
Lynda Livingstone
Maria Grazia Lombardi
Rocco Lombardi
Shari Losier
Sylvia Lovegren-Petras
Rita Lovegrove
Kathleen Lue King
Oksana Lukash
Arno Lush
Carmen Ma
Kathryn MacKenzie
Linda Maclean
Kristine MacLennan
Patrick MacLeod
Marci MacQueen
Dawn Mahaffy
Carmelina Maione
Ekaterina Makarova
Paul Manhire
Wendy Marshall
Michael Martin
Maureen Martinuk
Gerda Marz
Margaret Masson
G. Mattice
James Maynard
Barry McCann
Susie McCarty
Andrew McCormack
Kerri McCracken
Dora McCullough
Mary McDonough
Heather McDorman
Susan McEwen
Roderick McFarlane
Brian McLean
Elizabeth McNair
Wendy McPherson
Dr. Kay Mehren & Peter Mehren
Britta Meier
Doris Meier
Erika Meier
Ed Melo
Jo-Ann Mertz
Michael Messinger
Jonathan Midanik
Sian Midgley
Taylor Miller
Sharon Miranda
Gillian Moran
Olga Morozova
Andria Mountain
Jeffrey Muir
Sushmitha Muthukumar
Catherine Muzyka
Lenore Nadeau
Lindsay Newton
Elena Nicholson
Maurice Nicolaas
Virginia Notley
Lisa Onion
Divine Orallo
Wladyslaw Osio
Guillermo Padilla
Melissa Paille
Rochelle Pangilinan
Lori Paradis
Catherine Parker
Alison Paul
Bradley Peacock
Dorothy Peirce
Danielle Pelletier
Milli Pellizzari
Caitlin Penny
Annelies Peskett
Jessica Petrie
Ruth Pischke
Joseph Poirier
Jessica Polzer
Laura Powell
Suzanne Pragg
Genevieve Prevost
Philip Price
Lorna Proulx
Priti Pun
Stephen Purves
Rosemary Quigley
Maryam Quzmar
Govarthanan Ranganathan
Lea Ray
Kay Rayson
Patricia Regan
Sara Rego
Pamela Reid-Chevalier
Virginia Rendall
Linda Richards
Carlos Rivera
Grace Rivers
Shelley Robertson
Yvonne Robertson
Jan Robinow
Elizabeth Robins
Susan Ronan
Melanie Rose
Krista Rosnik
Naomi Ross
Louise Rossen
Timothy Russwurm
Derek Rutherford
Mitzuko Sada
John Salangsang
Donna Sally
Kimberley Samis
Vera Santio
Jacqueline Sanz
Jim Scarnati
Scott Schamehorn
Dianne Schnalzer
Paul Scobie

Thank You to Our Monthly Donors

Alana Scott
Adrienne Seah
Mary Shanks
Chris Sharp
Mark Shaver
Lindsay She
Margaret Sheridan
Mike Sheridan
Linda Shervill
Melanie Sherwood
Marilyn Shickluna
Catherine Sidorenko
Dian Smith
Harry Lawrence Smith
Will Smith
Harold Snow
Jaromira Soltys
Michael Squires
Shivantha Srikanthan
Elisabeth Stadnik
Margaret Stanyer
Kim Stefaniuk
Debbie Steiss
Pauline Stepkoff
Kerri Stone
Jacquie Stoyek
Heather Stuive
Tracy Szarko
Barbara Taggart
Bryan Takahashi
Clement Tam
Carmen Tang
Ian Taylor
Laura Taylor
Jacqueline Teunissen
Steve Thornton
Margaret Tidswell
Brian Tinney
Vincent Tjin-a-joe
Michelle Tong
Amanda Torgis
Aldena Torres
Katherine Toth
William Toth
Janet Townson
Liann Trinca-Jenkinson
Steven Turner
Chris Twigge-Molecey
Natasha Tyers
Valerie Vanasse
Christina Varga
Sharon Vernon
Virgo Marketing and Communication Services Inc
Karen von Pickartz
John Walker
Winnie Wallace
Ann Walsh
Gail Walters
Susan Warner
Sherry Watson
Hannah Well
Bill Whitbread
H. Lynne White
Russell Willis
Marianne Wilson
Norman Wilson
Sandra Wilson
Sheila Wilson
Brenda Winter
Ingrid Winters
Rebecca Woelfle
Amy Wong
Lesley Wood
Katharine Woods
Carol Worthylake
William Wray
Lucy Wright
Matthew Wright
Patricia Wright-Bodig
Erika Yugue
Gregory Zalusky
Stephanie Zidel
Rhona Zitney
Ann Zsigmon
Suhail Zubaid-Ahmad

Thank You to Our Gift In-Kind Donors

Agence MASSIVart Inc.
Arnts The Landscape Supplier Inc
John Behrend
Pickering Sparks/Brownies
Casino Rama Cares
Simon Casseres
Heather Crawford
Fresh Taste Produce Limited Canada
Mara Lauris
Lavender-Blu
Lowe's Oshawa
National Reptile Supply
Peter Parsons
Pingle's Farm Market
Paul Pinkus
Richard Prittle
The Sammy Family
Sean
Sheridan Nursery Unionville
TruStar
The Wannop Family
Mary Wilenski



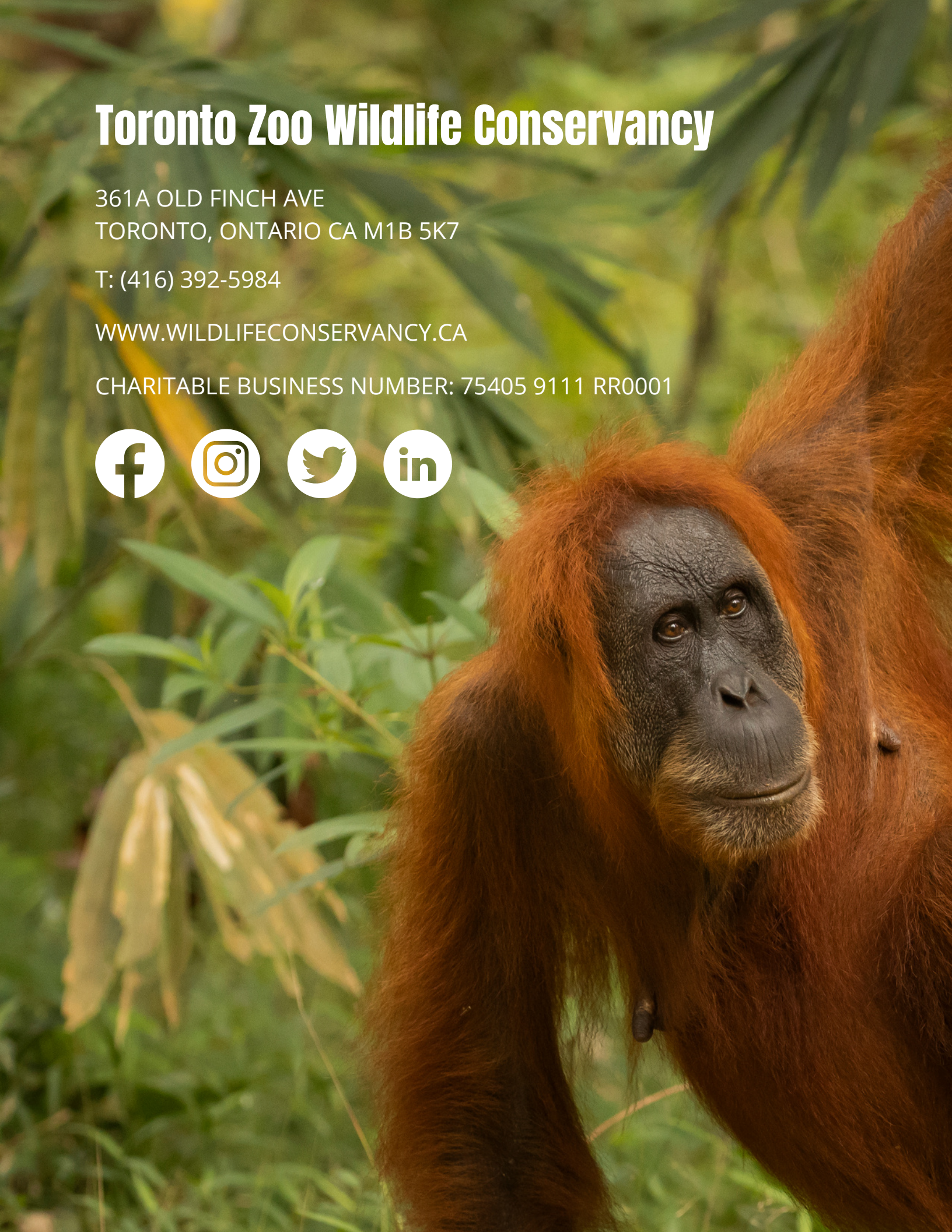
Toronto Zoo Wildlife Conservancy

361A OLD FINCH AVE
TORONTO, ONTARIO CA M1B 5K7

T: (416) 392-5984

WWW.WILDLIFECONSERVANCY.CA

CHARITABLE BUSINESS NUMBER: 75405 9111 RR0001



toronto zoo

WILDLIFE CONSERVANCY