



INSPIRED GIVING

2015 DONOR REPORT





President's Message



Thank you for supporting wildlife conservation. To celebrate your generosity, we are honoured to share some of your stories. Each one shares a unique inspiration for giving; honouring family history, protecting nature for future generations, seeing a unique opportunity to make a difference or embracing a love of animals. We hope you enjoy reading these stories and we would love to hear about your personal inspiration.

We are humbled by your support and proud to be your partner in wildlife conservation. Protecting wildlife and wild places is a long process, and what you've accomplished over the past year creates great momentum for the future. Thank you for your past, present and ongoing support.

Dr. Clément Lanthier
Calgary Zoo President & CEO



VISION

Canada's leader in wildlife conservation

MISSION

Take and inspire action to sustain wildlife and wild places

Over the past year, you made significant contributions to conservation.

YOU made it possible to...



...conduct the 20th year of swift fox counting. This scientific research is essential to gain valuable insight for the recovery of this reintroduced species.



...employ women from 17 communities by opening a new shea butter processing factory at the Wechiau Community Hippo Sanctuary in Ghana, West Africa.



...welcome 14 Vancouver Island marmot pups that will contribute to recovery efforts in the wild for Canada's most endangered mammal.



“ I am always inspired by your generosity. ”

Dr. Clément Lanthier
Calgary Zoo President & CEO

Thank
you

TO OUR INDIVIDUAL DONORS,
CORPORATE PARTNERS
& SUPPORTING
FOUNDATIONS!



Honouring Family Heritage

Joan Snyder



“We always loved nature,” says Joan Snyder describing her Snyder-Wilson

family traits. Growing up on the prairies, Joan recalls her Grandmother Wilson’s stories of vast untouched grasslands covered in beautiful orange lilies that swayed in the breeze. These family memories of a pristine landscape filled with flowers, a love of nature and a pioneer heritage rooted in the prairies was Joan’s inspiration to support the zoo’s greater sage-grouse conservation work.

Once common throughout southern Saskatchewan and Alberta, this iconic prairie bird is now rarely seen, just like the lilies Joan’s grandmother so vividly remembered.



Joan’s giving spirit was instilled in her by her late parents, Calvin and Phoebe Snyder. Her family’s prairie heritage began in the 1890s, when the Wilson family arrived in southern Saskatchewan—part of the North-West Territories at that time. In 1921, Calvin Snyder settled in Eatonia, Saskatchewan. Four years later, in this small prairie town, he met Phoebe Wilson when her family established a hardware business. Phoebe did all the books for the family business and helped out at the local grocery store where she would see Calvin. The couple was married in 1930. When the economy burst, Calvin took a position working with Canada Colonization, a CP and CN joint land distribution company that was established to settle the West. The work opened up a whole new world for Calvin. His farmland business eventually led Calvin to become one of the largest independent petroleum landmen. Joan recalls her father saying: “When one door closes, another one opens.”

Over the years, the family experienced hard times during the Depression and the war, but the importance of helping others, supporting community and giving back was always a priority. This shaped Joan’s generous nature. She firmly believes that every act of kindness makes a difference. Today, the Snyder-Wilson family’s generosity continues to inspire and empower.

Joan’s gift will support the building of a greater sage-grouse pavilion at the zoo’s Devonian Wildlife Conservation Centre. Her donation will also fund the scientific study required for a successful breeding and reintroduction program.

This research will focus on greater sage-grouse captive breeding and rearing, and will determine where, when and how to reintroduce these birds back to the prairies.

“We are honoured to have Joan as a partner in wildlife conservation. Her gift is essential to save greater sage-grouse from extinction and reintroduce this iconic species back to its home on the Canadian Prairies.”

Dr. Clément Lanthier,
Calgary Zoo President & CEO

As a tribute to her parents, Joan’s generosity honours her treasured prairie pioneer heritage.

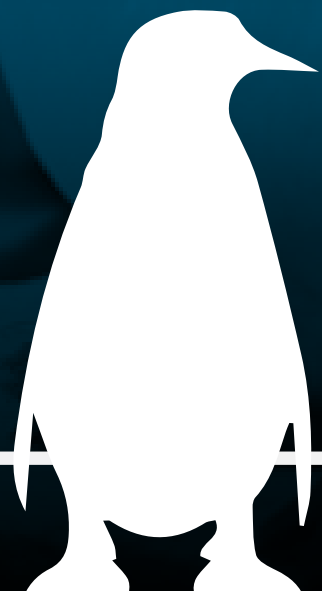
The Snyder-Wilson Family Greater Sage-Grouse pavilion is the foundation for the zoo’s conservation work that will return these endangered birds back to the wild.

The future landscape of the prairies may not be covered with orange lilies, but thanks to Joan’s giving spirit, greater sage-grouse may once again roam where she grew up.



Building a Brighter Future

Lafarge



Lafarge is known across North America for helping build cities, but for decades the company has also been building habitats for Calgary Zoo animals and supporting wildlife conservation.

"We have a special place in our hearts for the penguins because the zoo's first Humboldt chick hatched inside one of our concrete pipe nest structures in their outdoor habitat," says Jennifer Lewis, director of communications for Lafarge Canada.

While the company's products are often used in a variety of creative ways—from kitchen countertops to public art installations—Jennifer says seeing them used to create homes for the zoo's animals brings extra big smiles to the faces of Lafarge employees.

Recently, they arranged a special delivery of stones to update the penguins' indoor beach. The rock had to be just the right size—small enough so the penguins' feet are comfortable and large enough so they don't accidentally swallow the rocks while building their nests. Once the aggregate was on site, volunteers from Lafarge came to the zoo to wash and sanitize each piece before placing it on the Penguin Plunge beach.

Over the years, Lafarge has donated products for several of the zoo's animal habitats, supporting efforts to educate visitors about biodiversity. It's fitting, says Jennifer, because the company's business is transforming natural resources into materials that build communities.

"The fact that we start our work with nature connects us permanently with the biodiversity in and around our operations," she says. "Lafarge's western Canadian headquarters are in Calgary, but we have 220 sites across the region, so we want our biodiversity work to match our footprint."

That's why supporting the zoo's conservation research and reintroduction efforts in British Columbia for the highly endangered northern leopard frog is a natural fit for the company. Northern leopard frogs used to be one of the most common frog species in Western Canada, but their numbers have declined to only a single wetland in BC. The knowledge gained from this conservation work can be applied to leopard frog recovery across western Canada.

"This is a species whose natural habitat could easily include our operational or reclaimed sites when the frogs are back to full population," says Jennifer.

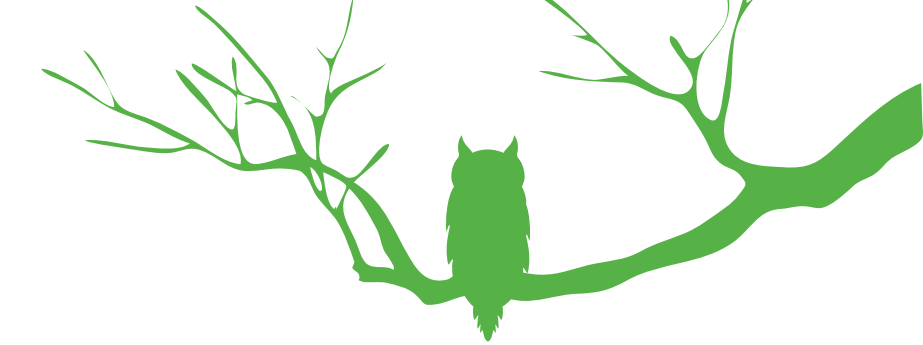
“ Worldwide, frogs are disappearing faster than any other group of plants or animals, so we feel that it's critical for us to contribute to conserving them. ”

Jennifer Lewis
Lafarge Canada
Director of Communications
& zoo supporter



Giving Back to the Gorillas

Betty Bywater, Shirley Servis,
Sandy Babush & Susan Wight



Dedicated, reliable and hardworking are only a few of the many complimentary ways you could describe zoo volunteers Betty Bywater, Shirley Servis, Sandy Babush and Susan Wight.

Between them, they've spent more than 60 years volunteering for their zoo. You can find them greeting visitors in Penguin Plunge, walking Sheldon the tortoise, feeding our gorillas or teaching school groups.

While volunteering with the gorilla zookeepers last spring, Betty saw how members of the troop interacted with enrichment items like pill and puzzle feeders. Zookeepers fill these feeders with nuts and seeds, and then give them to the gorillas who shake them, manipulate them and sometimes even use tools to free their favourite snacks. This activity adds diversity and new challenges, which are essential to the gorillas' wellbeing.

"For me, this wasn't only an opportunity to contribute to the enrichment program," says Betty. "This project was such a passion for me." Inspired, Betty contacted her fellow zoo volunteers and donors to help raise funds for more feeders.

They were quick to commit. "It was something I could do to help give the gorillas the best life possible," says Susan. For Sandy, the fundraising project was intricately connected to conservation—western lowland gorillas are critically endangered in the wild and the zoo's gorilla troop is part of the Species Survival Plan, a breeding program that ensures a healthy and genetically diverse captive population.

"The animals at the zoo are ambassadors for those in the wild—that's why I feel it's so important to provide what they need," she says. All four volunteers agree that it was their personal connection with the animals and knowing exactly how their donation could enrich the lives of the troop that inspired them to give.

When the new feeders were being filled for the first time, the fundraising foursome was front and centre to see the gorillas' reaction.

“ Having a focus for your donation and seeing the results of your gift makes that personal connection even stronger.”

Shirley Servis
Zoo volunteer & supporter

Now that they've seen the impact of their donation on the troop, this group of volunteers is already planning their next gift to enrich the lives of other zoo animals.

Sharing a Love for Animals

Crystal & Kelly Pelton



Crystal and Kelly Pelton both love animals, so when they moved to Calgary in 1998 the Calgary Zoo seemed like a natural stop as they explored their new city.

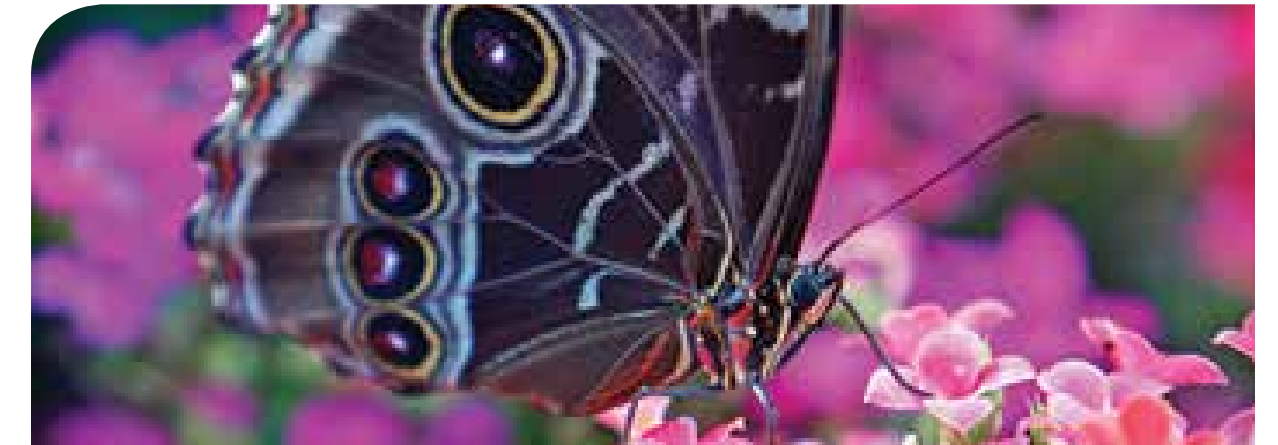
"There was an old 'Ban the Bars' exhibit back then that showed how far the zoo had come," says Crystal. "It had a big impact on us, and as we walked through the park we continued learning about Species Survival Plans and all of the conservation work the zoo does."

Over the next few years, the Peltons became members, making regular trips for peaceful summer strolls or winter morning walks. On every visit, the couple makes sure to cover the entire zoo and see every single animal, lingering a bit longer at some of their favourites—big cats, red pandas and hippos.

Kelly says it was when the zoo was building the hippos' current home, Destination Africa, that becoming donors first caught their interest. Since then, they have sponsored a bench in honour of their anniversary and most recently, supported the butterfly exhibit.

“Animals give us so much pleasure and happiness, so we feel like it's important to support them.”

Kelly Pelton
Zoo supporter



"Because of the zoo's conservation work, we're not just helping animals here, but those in the wild too," says Kelly. "We like the fact that the zoo is helping make the world a better place and it feels good to be part of the solution rather than part of the problem."

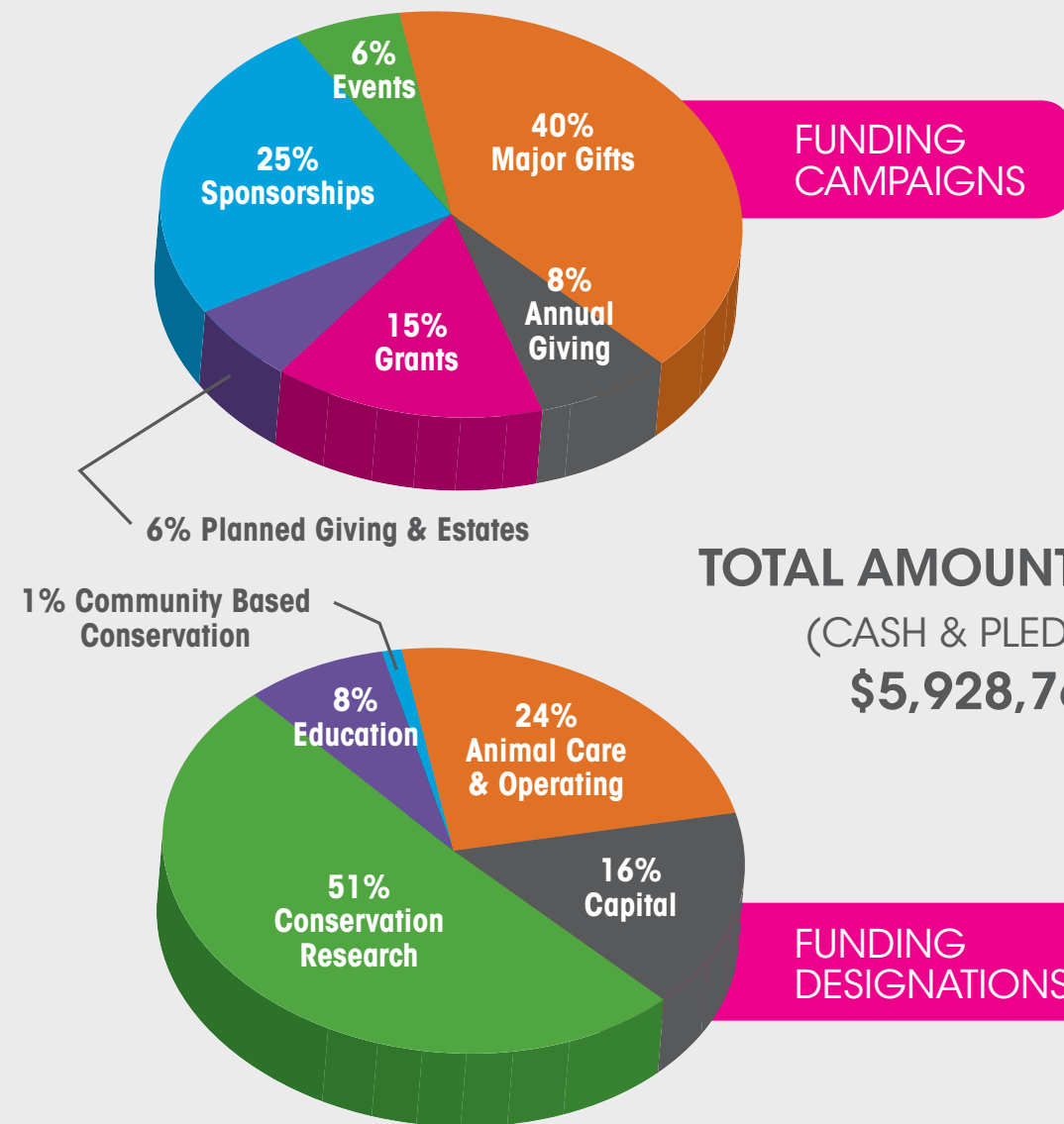
The Peltons can only see their shared connection to the zoo growing in the future. "It's already a big part of our life, and probably will be even more so when we eventually retire and the zoo becomes our morning walk," says Kelly. "We both mean something special to each other and the zoo means something special to both of us."

So much so that the Peltons have included a gift to the zoo in their will. "The gift of our estate means that our connection to the zoo will continue even after we're gone."



2015 Fundraising

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



YOUR support has...



Thank you
FOR PARTNERING
WITH US

...helped restore wildlife of the mixed-grass prairie ecosystem.

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Tourism Calgary



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