



ALL FOR ANIMALS GIVING DAY

Woodland Park Zoo
September 15, 2022

May 15, 2022

WHAT IS ALL FOR ANIMALS GIVING DAY?

For 123 years, Woodland Park Zoo has sparked delight, discovery and unforgettable memories while teaching people of all backgrounds and abilities to understand and protect wildlife.

On **Thursday, September 15**, the zoo will host the **4th annual online All for Animals Giving Day!** Giving Day is an opportunity for Woodland Park Zoo to connect with the community to highlight the Zoo's core operations and critical programs. The 2019 inaugural Giving Day enjoyed wonderful success, raising more than \$85,000 and engaging more than 400 donors, 136 of which were new zoo donors! In 2020, 483 donors supported the zoo with more than \$102,000 for Giving Day. As in previous years ([Zoo.org/givingday](https://www.zoo.org/givingday)), we will encourage donors to support campaigns, such as education, animal care, and Saving Species impact Fund, which supports our conservation outreach. The event also encourage peer-to-peer fundraising to grow donor support. On average, each peer-to-peer fundraising participant brings four new donors to the cause! Support will be recognized widely across our communication platforms, such as MyZoo eMagazine, social media and email to reach more than 30,000 people.



WHY SUPPORT ALL FOR ANIMALS GIVING DAY?

Woodland Park Zoo's mission is to save wildlife and inspire everyone to make conservation a priority in their lives. **As a sponsor, you will be our champion and inspire new and returning donors to support wildlife conservation.**

As the zoo continues to recover from the economic impacts of the pandemic closure and capacity restrictions, Giving Day is more critical than ever to engage donors to support our core operations and programs. Please join us as a sponsor to show your support and inspire donors! We are currently refining the following descriptions for the six opportunities (campaigns) for the community to support in 2022:

- I. **ZOOING IT ALL. Sponsorship fulfilled** Your unrestricted gift to support Woodland Park Zoo's operations will enable us to continue providing the best possible care for all of our animals, save species, provide extraordinary experiences to all who come through our gates.
- II. **ANIMAL WELFARE.** At the heart of Woodland Park Zoo is a promise to care for the physical, emotional and psychological needs of our animal residents, ensuring optimal well-being throughout the stages of their lives. You can help us keep this promise of full and engaging lives for the creatures under our care by supporting our comprehensive, industry-leading animal welfare program. Ultimately, happy and healthy animals engaging in species-specific behaviors build trust and engagement with our guests, connecting them to the natural world and inspiring us all to protect it. From pioneering the first naturalistic habitats in the 1970's to our current certification by the Humane Society as meeting the highest standards of animal welfare in the industry, we



are committed to being on the leading edge of evidence-based animal care. This ever-evolving field of research requires ongoing effort to achieve consistent, iterative improvements in an animal's quality of life. Your support is vitally needed to help our animal care team observe and evaluate animals across the zoo and ensure we are giving them everything they need to live their best lives.

- III. **SAVING SPECIES IMPACT FUND. *Sponsorship fulfilled*** The Saving Species Impact Fund allows you to directly support conservation projects that save wildlife and wild places. Through Woodland Park Zoo's Signature Programs (Tree Kangaroo Conservation Program and Living Northwest Conservation Program), Conservation Partners, and Wildlife Survival Program, the zoo is conserving wildlife, preserving fragile habitats and increasing public awareness for wildlife and environmental issues. The zoo currently conducts or supports more than 30 wildlife conservation projects taking place in the Pacific Northwest and around the world. These include some of the smallest animals—the endangered Oregon silverspot butterfly and Partula snail that is extinct in the wild and lives only in zoos—to some of the largest—the greater one-horned rhino and the critically endangered Malayan tiger.

- IV. **LEARNING AND INNOVATION.** Woodland Park Zoo's education programs are grounded in a robust, science and outcomes-based framework for inspiring conservation. The guiding framework for program development is connecting children to nature, developing ecological literacy and providing pathways to conservation. From early learners to senior participants, the zoo's developmental approach to lifelong learning is to foster empathy for nature, build conservation knowledge and skills, and increase people's personal ownership for action that benefits wildlife and habitats. Your gifts support many of the distance learning and on-grounds aspects of our education programs such as a Up-CLOSE ambassador animal program, Creature Feature and Conservation Career Talks. Your support helps the zoo extend the reach of our programs to under-resourced communities through conservation programs, working through community organizations to meet their needs.



- V. **LIVING NORTHWEST CONSERVATION.** Woodland Park Zoo is an emerald oasis nestled in the Pacific Northwest, a region globally renowned for its beauty and wildness. Your gift to our signature Living Northwest conservation program helps recover native wildlife populations, establish long-term ecological resilience in our Northwest landscapes, and empower all people to be wildlife conservationists. The Western Pond Turtle Recovery Program and Coexisting with Carnivores are two of our Living Northwest conservation success stories, working to recover native wildlife populations and encourage peaceful coexistence between people and animals. For three decades, Woodland Park Zoo and its partners have worked to give these turtles a fighting chance, saving the last two wild western pond turtle populations from certain extinction! The project has expanded to six sites and grown a population of just 150 wild turtles to more than 1,500! Additionally, Woodland Park Zoo and Seattle University have launched the Seattle Urban Carnivore Project, a community science initiative, to explore how carnivores are adapting to changing habitats as the greater Seattle population increases. Urban and suburban communities are growing worldwide, pushing carnivores and other local species into more populated areas. Because of this potential for more human-carnivore interactions, increased understanding of and coexistence with these species is critical for their continued survival. Your support of Living Northwest conservation programs helps educate and empower Northwest residents to take pro-coexistence behaviors can lead to more respect for and fewer conflicts with urban wildlife, including carnivores and bats. Your support of this program also helps build resilience to climate change and other threats into our Northwest landscape by ensuring habitats are connected and large enough for even the widest-ranging animals.
- VI. **SUSTAINABILITY.** Woodland Park Zoo is committed to advancing sustainability as educators, conservation scientists, and a model for community behavior change. Whether we are making our operations more sustainable by improving on-grounds resource efficiencies, hosting a workshop on pesticide-free gardening, or upgrading centuries-old infrastructure to reduce waste, your support of our sustainability fund benefits our zoo community, animal residents, and the health of the earth! With your help, we are committed to serving as a hub for community learning about sustainability and resource conservation. By integrating conservation and sustainability messaging and education across the zoo, we raise awareness and inspire community-wide behavior change. Your support helps us achieve our goal of actively decarbonizing all our internal transport, while

encouraging more guests to travel to the zoo sustainably. Your support is vital as we work to write a new long-range sustainability plan that minimizes the zoo's carbon emissions and establishes goals for water, solid waste and effluent impacts.

Sponsors receive widespread visibility through our extensive communication plan and on zoo grounds:

- Email outreach August through October to more than 300K recipients including 40K opt-in recipients
- Event website will officially open for donations in early-September
- Social media advertising and organic posts, and Facebook events page
- Media partner ads, digital ad campaign and homepage takeover (FOX13 or KOMO)
- Inclusion in the popular MyZoo eMagazine to 44K households
- Recognition in peer-to-peer fundraising materials

We need your help to support Woodland Park Zoo as a beloved community partner providing access to learning for everyone on zoo grounds and through virtual platforms. Your organization will have the opportunity to **be our partner and champion!** Our aim is to utilize sponsorship gifts to match dollars and encourage giving during the campaign to raise funds to support the five campaigns. Please help us to **reach new audiences** and **provide access** to the zoo to those who normally would be unable to visit the zoo.

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Corporate Sponsorships Opportunities and Benefits

Sponsors Opportunities	Sponsor Benefits *
Presenting Sponsor for Giving Day \$25,000 <i>one available</i>	<ul style="list-style-type: none"> • Your name included in all Giving Day communication as “presented by Corporation”. Logo or name recognition in advertising and communication for: <ul style="list-style-type: none"> ○ All email outreach, social media advertising and dedicated Facebook event page ○ Woodland Park Zoo and media partner homepage takeover ○ MyZoo eNewsletter and MZN eMagazine ○ Peer-to-peer fundraising communication ○ Paid advertising, if available • Primary placement on the Giving Day website, zoo.org/givingday and classy webpage • Inclusion in all follow-up and opportunity to provide link to your business needs • Two zoo corporate membership cards and twenty single-use zoo passes • Include mid-day match email, if secured before a mid-day match sponsor commits** • Recognition in Woodland Park Zoo's Annual Report
Campaign Sponsor \$5,000 each Animal Welfare Learning & Innovation LNW Conservation Sustainability <i>Fulfilled: Zooing-it-all, SSIF</i>	<ul style="list-style-type: none"> • Logo or name recognition in advertising for: <ul style="list-style-type: none"> ○ In sponsor block for email communications in August and September ○ In one email dedicated to your chosen campaign • Name recognition adjacent to your chosen campaign on the Giving Day website • Eight single-use zoo passes • Recognition in Woodland Park Zoo's Annual Report
** Mid-day Match Sponsor \$5,000 <i>one available, if not claimed by Presenting Sponsor</i>	<ul style="list-style-type: none"> • Dedicated email mid-day—during historic peak traffic—on virtual Giving Day • Logo or name recognition in sponsor block included in email communication • Recognition on website • Eight single-use zoo passes • Recognition in Woodland Park Zoo's annual report
Supporting Sponsor Beginning at \$2,000	<ul style="list-style-type: none"> • Logo or name recognition in sponsor block included in email communication • Recognition on website • Recognition in Woodland Park Zoo's annual report

We welcome the opportunity to tailor sponsorships. For more information, please contact Susan Bell, Corporate Engagement Officer, 206.548.2439, susan.bell@zoo.org