

2023 UNFOLDED



Table of Contents



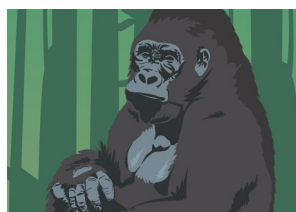
01

CEO's Message



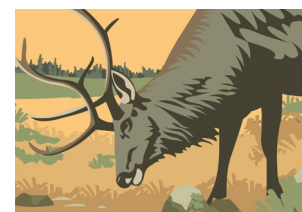
02

A Year in Review



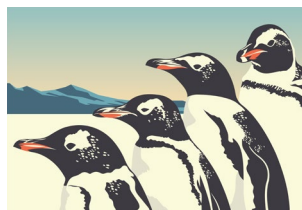
03

Wild Times
at Your Zoo



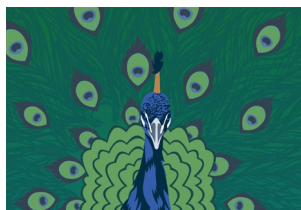
04

Inspiring
Generations -
It's in our Nature



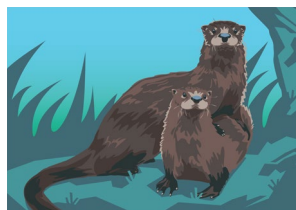
05

At the Heart of
Everything We
Do: Animal Care



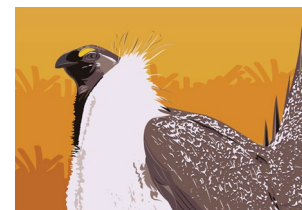
06

The Wonder of
Wildscapes



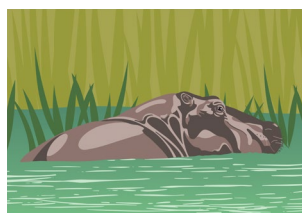
07

An All-New
Journey to the
North



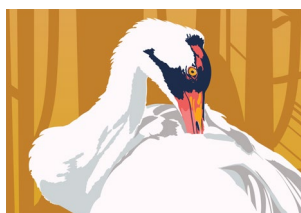
08

Creating a Wild
Future, Together



09

Empowering
Communities,
Preserving Nature



10

Dancing for Survival:
A Love Story Among
Whooping Cranes



11

Making the
Impossible,
Possible



12

Wild at 100



01

Ceo's Message

Shaping the Future: A CEO's Message to Our Community



2023 was a remarkable year for your Wilder Institute/Calgary Zoo. As President and CEO, I am honoured to lead such a passionate team dedicated to wildlife conservation, education, and the enrichment of our community.

The Wilder Institute/Calgary Zoo's mission is deeply rooted in our commitment to the well-being of animals and humans alike. For nearly a century, we have been a cornerstone of our city, offering an immersive experience that fosters a deeper understanding and appreciation for the natural world. From our humble beginnings to our current status as an internationally recognized, AZA accredited wildlife conservation charity, we have remained steadfast in our mission – to take and inspire action to sustain wildlife and wild places.



In the pages of this report, you will discover the remarkable achievements and milestones we have reached together over the past year. We have continued our vital conservation efforts, both locally and globally, embarking on 18 collaborative conservation initiatives, aiding 27 species at risk in their journey towards recovery and sustainable existence. These efforts have not only made a tangible impact on the environment and its inhabitants but have also served as an inspiration for future generations.

Our commitment to education remains unwavering, as we strive to inspire the next generation of conservationists and environmental stewards. Through exemplary habitat design, engaging programs, and immersive experiences, we spark curiosity, ignite passion, and empower individuals to make a positive impact on the world around them.

“Thank you for being part of this journey and making 2023 such an impactful year.”

As I reflect on the past year and look ahead to the future, I am filled with gratitude. None of this would be possible without our incredible community. To our dedicated staff and volunteers, generous funders, cherished members, and our global allies, I extend a heartfelt thank you. Your continued generosity, enthusiasm, and advocacy are driving forces propelling us forward. With every visit, membership, donation, or social media engagement, you're acting for wildlife. And we must also not forget the small, everyday actions, as these are the ones that truly resonate. Your individual choices for nature and wildlife, and the knowledge that you impart within your circles, ripple outwards. Thank you for being part of this journey and making 2023 such an impactful year.

With your continued support, I am confident that your Wilder Institute/Calgary Zoo will continue to thrive as an example of conservation excellence for generations to come. Thank you for supporting wildlife conservation.



Dr. Clément Lanthier

CEO

Wilder Institute/Calgary Zoo



02

A Year in Review

A Year In Review



Your Wilder Institute/Calgary Zoo has been a beacon of hope for species at risk for nearly a century. We are passionate about engaging with communities at home and around the world to develop a deep sense of appreciation and responsibility for the well-being of our planet and the incredible wildlife with which we share it.

With over 1.5 million guests joining us in 2023, you helped us set a brand-new record for attendance.



2023 saw us achieve some of the biggest milestones in our history as a charitable conservation organization:

At your zoo, we provided superior care to over 4,300 animals, welcomed polar bears back to Calgary, reimagined Wild Canada to inspire and connect visitors with iconic Canadian species, and continued to contribute our expertise toward the protection of species-at-risk. With over 1.5 million guests joining us in 2023, you helped us set a brand-new record for attendance. We also hosted 640 private events (including 112 weddings!) and 24 cutting-edge special events across 156 days.



Beyond your zoo's gates, we spearheaded knowledge-sharing and action with collaborators around the world to navigate growth and introduce wildlife back into their native ranges. We conducted a forward-looking scan with conservation practitioners from 24 nations to identify risks and opportunities in conservation over the next 15 years. We also partnered with individuals, organizations, and governments on five programs spanning four countries in Africa to advance the field of community-based conservation. Alongside our collaborators, we worked to find win-win solutions for wildlife, wild places, and people.

Together, we are making the world a wilder place for generations to come.

With our work reaching across continents, communities, and cultures, we are committed to fostering appreciation, understanding, and support of wildlife conservation, locally and globally. The successes of 2023 underscore our ability to deliver on this commitment – and we're just getting started! Together, we are making the world a wilder place for generations to come.





03

Wild Times at Your Zoo

Wild Times at Your Zoo



The animals aren't the only wild things at your zoo – our events are, too! 2023 was packed with 24 events across 156 days, from sellout gorilla breakfasts to our family-favourite Easter Eggstravaganza. We set a record with over 244,000 people joining us to take part in the fun, all while supporting wildlife conservation.



This year also saw the addition of our High Teas to our event roster, and the response was phenomenal. Situated in the ENMAX Conservatory against a backdrop of breathtaking blooms, guests were greeted with photo-worthy tablescapes and stunning garden vistas. Donations of teapots and teacups from our community brought whimsy and added a wild flair to this elegant affair.



ZOOLIGHTS, presented by Olympia Trust Company, is one of Calgary's favourite holiday traditions. This season was another record-breaking year with over 200,000 people joining to gather under the glow of all new, multi-sensory experiences. With the arrival of polar bears 'Baffin' and 'Siku', many took advantage of Sunlight to ZOOLIGHTS, a hybrid ticket that wowed guests with a visit to Wild Canada during the day before an evening stroll through ZOOLIGHTS.



We also expanded our Snowglobe experience in 2023, adding four additional Snowglobes, so that guests could disappear into a private oasis tucked into the wintery landscapes of your zoo while surrounded by twinkling lights. The Snowglobes proved to be the perfect setting for winter romance to blossom, with several couples getting engaged!



Picture-perfect dates and romantic engagements aren't the only time we play a part in love stories – this year we were once again a city-favourite wedding venue. We hosted a record-setting 112 weddings and were recognized as runners-up for Avenue Magazine's Best Wedding Services in the "Best Unique Wedding Venue", "Best Indoor Wedding Venue (under 100 guests)" and "Best Outdoor Wedding Venue" categories.



With over 71,000 attendees across 640 client events such as corporate barbecues, birthday parties, and holiday parties, we have been the setting for many of life's most special events. All events hosted at the Wilder Institute/Calgary Zoo contribute to our efforts in wildlife conservation, and animal health, care and welfare.



04

Inspiring Generations — It's in our Nature

Inspiring Generations: It's in our Nature



Your Wilder Institute/Calgary Zoo isn't just a place to visit unique animals and build lifelong memories. For nearly a century, we have played a pivotal role in conservation education, awareness, and advocacy. Our goal is to make learning about conservation accessible for visitors of all ages and backgrounds to help foster a deeper understanding and appreciation for the natural world and those we share it with.



For nearly a century, we have played a pivotal role in conservation, education, awareness, and advocacy.

2023 marked 30 years of the Chevron Open Minds Zoo School with our partners at Chevron. Since 1993, we have welcomed over 20,000 students into a living classroom where they're encouraged to slow down, grow, and ask questions with the guidance of wildlife and conservation experts. Your zoo was the flagship Open Minds site, dedicating a classroom to be used by a new class each week with the knowledge that one week at your zoo could become a catalyst for year-long and life-long learning.

"I joined the Conservation Champions Club last year and my life has changed drastically."

— Conservation Champions Club teen participant

The pursuit of knowledge at your zoo doesn't stop at the classroom door. This year, we welcomed 18,424 people to the second-annual Alberta Biodiversity Festival – a celebration of the rich biodiversity in our province. Adults and children alike got the chance to dive deeper into some of your zoo's conservation efforts to preserve Alberta's species at risk with the support of our partners from the Ministry of Alberta Environment and Protected Areas and Bow Habitat Station.



This year also saw the introduction of the Conservation Champions Club, providing free monthly conservation education for youths aged 14 to 17. Participants were encouraged to think critically about conservation issues, develop skills in conservation and scientific literacy, and make a difference by engaging in community service projects.

26,291 students
& 5,712 teachers and parent
chaperones in school programs

1,113 Conservation Champions
program students



1,600 teachers during
teachers' conventions

Conservation has never been more entertaining! Your multi-faceted and in-the-know Visitor Engagement team brings guidance and excitement to every zoo experience.

This summer, the team delivered a multi-sensory display during the Conservation Parade, presented by Green Fools Theatre. The daily events were a fun way to bring additional conservation magic to summertime zoo visits, allowing us to connect even the youngest guests to nature in a new and playful way.



In 2023, the Visitor Experience team delighted guests of all ages with 109 parade performances to the delight of over 46,000 visitors. The productions came to life with larger-than-life puppets including greater sage grouse, whooping cranes, burrowing owls, northern leopard frogs, and even a polar bear accompanied by the original sounds of your zoo's in-house musical theatre team, the Wilder Bunch. But that's not all! There were different Wilder Moments, presented by Servus Credit Union, each day for visitors to explore, engage with, and become inspired by. In 2023, guests were surprised and delighted with more than 700 of these exceptional experiences.

Each visit to the zoo is full of possibility and purpose! From visiting your favourite animal residents to conversations with our friendly staff and volunteers, we walk alongside our guests throughout their zoo education journey as they begin to build connections to a world that extends beyond the bounds of traditional learning.



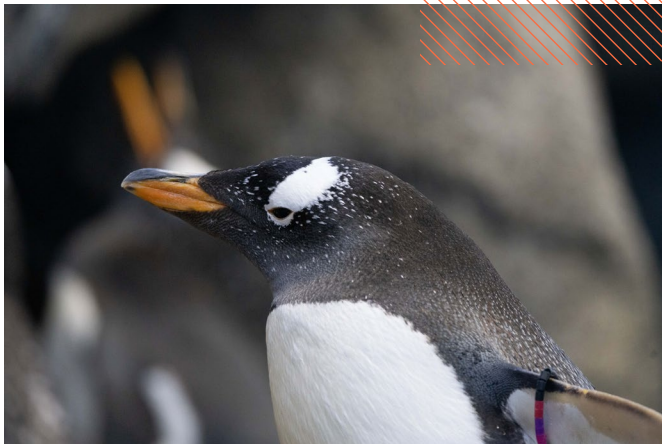
05

At the Heart of Everything We Do: Animal Care

At the Heart of Everything We Do: Animal Care



With over 100 different species at your zoo, there are no one-size-fits-all approaches to animal care. Even at a species level, no two animals receive the exact same care, with individuals getting specialized treatment according to their needs. This past summer we got to see our dedicated Animal Care, Health & Welfare team in action as they provided world-class care to 10-year-old female gentoo penguin 'Una'.



In late spring 2023, our Animal Care, Health & Welfare team were supporting Una with treatment and supportive care to manage a chronic issue in her right eye. After ongoing medical management did not resolve the issue, consulting veterinary ophthalmologist Dr. Ramey performed a surgical graft procedure to heal the site. Unfortunately, the eye did not respond as hoped, and it began to rupture, making removal necessary for Una's continued health and well-being.

This past summer we got to see our dedicated Animal Care, Health & Welfare team in action as they provided world-class care to 10-year-old female gentoo penguin 'Una'.

Una spent the summer behind the scenes in the company of a dedicated team of caregivers who provided targeted medication and close observation. At the end of August, it was clear that a missing eye didn't slow her down – Una confidently waddled the beach in Penguin Plunge, dove for fish in the pool, and continued to demonstrate her natural curiosity about people by swimming close to the glass to greet visitors.

Una's resilience and high quality of life throughout her ongoing treatment and recovery serve as just one example of the exemplary care that the Animal Care, Health & Welfare team gives to all animals at your zoo.





06

The Wonder of Wildscapes

The Wonder of Wildscapes



Every summer, the Dorothy Harvie Gardens come alive with colour, but in 2023 they got even wilder.



In June, the gardens became home to WildScapes, a larger-than-life installation made of living sculptures crafted to look like some of the world's most stunning creatures. From a 21-foot-tall giraffe to a snail whose intricate shell pattern was made of succulents, the creations were unbe-leaf-able in their size and beauty, inspiring garden pros and budding green thumbs alike. The topiary-like attractions made the perfect photo backdrop for daytime visitors and added whimsy to our ever-popular corporate barbecues and the highly anticipated Wild After Hours: Mad Hatter Garden Party (18+).



From the plants and flowers that shaped iconic creatures such as peacocks and tigers, WildScapes was a celebration of the intimate connection between plants and animals, one that continues to be celebrated long after this one-of-a-kind attraction ended. At your zoo, we are not only a home for endangered animals – plants make all life on earth possible, and they are a key part of our conservation efforts.



A Plant Conservation Milestone

This autumn our Horticulture team harvested pollen from the cones of our male Lululand cycad, an incredibly rare and threatened species of plant that thrives right here in the ENMAX Conservatory. As their tropical habitat declines, the rarity of cycads make them a target of the illegal wildlife trade. Our Horticulture team worked with conservatories around the world to widen the plant's gene pool by distributing samples of its pollen, giving home to this rare and threatened species. When our female plant produces cones, the team will work on reproducing this incredible plant in their continuing work to diversify and strengthen the world's flora.



07

An All-New Journey to the North

An All-New Journey to the North



Located in a sacred place, known to the Blackfoot people as Mohkinstsis, the reimagined Wild Canada zone reflects the history and the stories that the land has to tell us. Through collaborations with Elders and Knowledge Keepers from the Siksika First Nation, Tsuut'ina First Nation, and the Îyâxe Nakoda, the new immersive experiences are designed to deepen the connection between humans, wildlife, and the land.



On December 1, your Wilder Institute/Calgary Zoo welcomed guests through the gates of Wild Canada after two years of construction. As the largest undertaking in your zoo's nearly 100-year history, the immersive space seamlessly ties in meaningful local themes with wildlife from across our nation. The multi-sensory experience encourages us to reflect on our relationship with the land and its wildlife and inspired us to take action to sustain them.

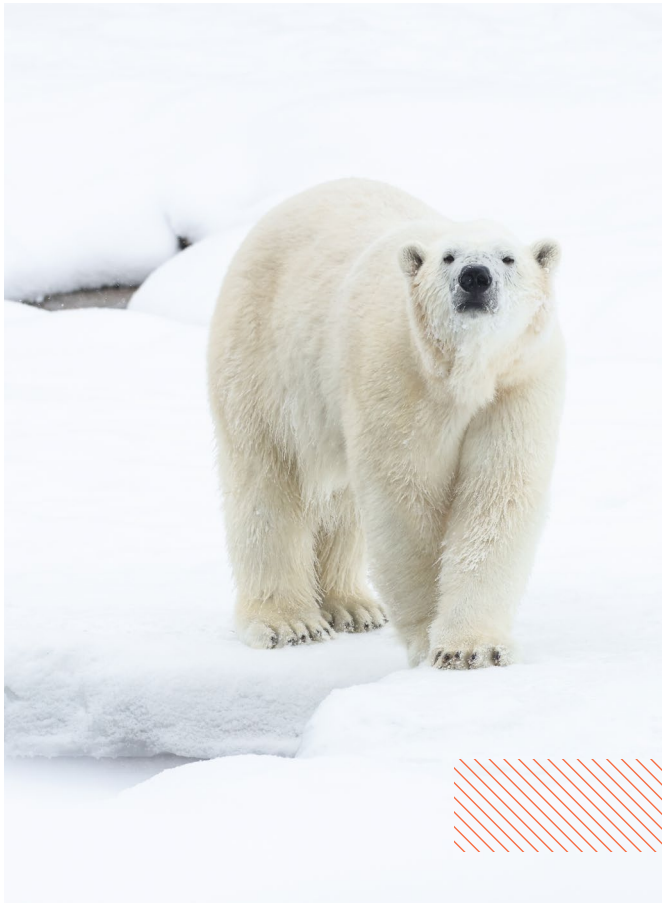
The Canadian zone of your zoo has been educating visitors and future conservationists for over 40 years. Through the redevelopment of the 21-acre space, the new Wild Canada aims to excite and empower visitors to act in support of some of the nation's most loved species at risk.



In addition to deepening storytelling, the redevelopment of Wild Canada also introduced larger and more complex habitats for some of the animal residents, including the all-new Brawn Family Foundation River Lodge, home to our new bevy of North American river otters. We also welcomed an Arctic icon – the polar bear – to the world-class Taylor Family Foundation Polar Bear Sanctuary.



“Protecting our natural world is not only essential for the survival of countless species, but it’s also critical for the well-being of our planet,” said Kelley Buckley of the Brawn Family Foundation. **“Beyond the excitement of unveiling a new home for the zoo’s North American river otters, we’re grateful for the opportunity to contribute to the important work being done by the zoo to help save vulnerable wildlife from extinction.”**



“The polar bear is a species that is very close to my family’s heart,” said Don Taylor of the Taylor Family Foundation. **“Helping to secure a future for polar bears, and other arctic species in Canada, is also securing a future for people that call this beautiful country home. In the face of environmental uncertainty in the northern reaches of our nation, we feel compelled to contribute our support to this incredible project and this magnificent species that needs our help.”**



This milestone in our history is a dream brought to life thanks to the generosity of our sponsors. It is a living example that, together, we can make the world a wilder place.



08

Creating a Wild Future, Together

Creating a Wild Future, Together

Wilder Beginnings: A Chick's Brave Journey



Nestled safe under its mother's wing, a young greater sage-grouse chick cautiously peers out at the world. Recently hatched at our Wildlife Conservation Centre, this little chick is taking its first steps into the great outdoors.



In the wild, the greater sage-grouse calls the Canadian prairies its home. This vast grassland ecosystem is the perfect place for this endangered prairie bird to find its preferred food source — silver sagebrush. Only a few weeks old, this little chick will soon need to fend for itself, but where does one even begin?

A faint stir in the soil catches the chick's attention, prompting it to muster the courage for its maiden hunt. The little chick takes its first, albeit clumsy, leap and eventually captures its prey — a delicious worm all for itself!

Under the watchful eye of its mother, and the diligent care of our Animal Care, Health & Welfare team, the chick has successfully braved its first outdoor adventure. This crucial milestone, mastering the art of hunting, will serve this little one well when it is eventually released into the wild. For now, the chick can continue to grow and learn the skills it needs to survive from the safety of our conservation centre.

Year after year, we tirelessly fight to give species at risk a vital second chance at thriving and we couldn't do it without your support. Whether its welcoming newborns and hatchlings, facilitating awe-inspiring releases into the wild, or engaging communities through educational initiatives, with patience, dedication, and hope our efforts underscore our shared commitment to biodiversity's flourishing future and we couldn't do it without the community's support.

2023 Conservation Highlights

Burrowing Owls

26 burrowing owls were released as part of the head-starting program in collaboration with Alberta Environment and Protected Areas and the Canadian Wildlife Service. Last year's release marked our largest cohort to date, including the milestone release of our 100th burrowing owl from the program!

Greater Sage-Grouse

40 greater sage-grouse were released into Alberta and Saskatchewan's prairie habitats, a program supported by the Alberta Environment and Protected Areas and Climate Change Canada. Meanwhile, back at our Wildlife Conservation Centre, 48 chicks hatched and joined our breeding flock.



Half Moon Hairstreaks

77,166 lupine plants were searched for signs of half-moon hairstreak larvae – later in the season our team was rewarded for their diligence when we observed a female half-moon hairstreak laying eggs in the wild for the first time.

Whooping Cranes

Two whooping cranes hatched at the Wildlife Conservation Centre and were transferred to the International Crane Foundation for release into the Eastern Migratory Population.



Vancouver Island Marmots

17 Vancouver Island marmot pups were born at the Archibald Biodiversity Centre, while 13 marmots from last year's litters were released into the wild by the Marmot Recovery Foundation.

In addition, we completed our **4th full season** of data collection for a collaborative supplemental feeding study for wild Vancouver Island marmots at study sites on Vancouver Island.

Northern Leopard Frogs

432 northern leopard frog tadpoles were released into B.C. waters in collaboration with the B.C. Northern Leopard Frog Recovery Team.

In addition, we collected skin swabs from **87 young-of-the-year northern leopard frogs** to get an idea of disease prevalence in the reintroduced population.



09

Empowering Communities, Preserving Nature

Empowering Communities, Preserving Nature

Shea Butter Cooperative: Empowering Women, Nourishing Communities

Did you know that shea butter, a staple ingredient in various products worldwide, is both a commodity and a source of empowerment for millions of women in rural Africa?

Our collective efforts bore fruit as the women of the Wechiau shea butter cooperative produced over 140,000 kg of organic shea butter in 2023 alone.

In 2008, with our generous supporters' assistance, the Wechiau Numbu Shea Butter Processing and Marketing Cooperative was established in the Wechiau Community Hippo Sanctuary in Ghana. Since then, nearly 2,000 women have gained a sustainable source of income through the cooperative. This, in turn, has contributed to the betterment of the entire community by improving livelihoods for families, providing educational opportunities and enabling infrastructure enhancements. However, challenges loom on the horizon. One of the most pressing is climate change, which threatens the future of the shea industry and the livelihoods it supports.

To address these challenges, our collaborative efforts include scientific assessments of shea tree health and socio-economic surveys of the surrounding communities. Through this work, we are gaining insights to support sustainable management practices.

Our collective efforts bore fruit as the women of the Wechiau shea butter cooperative produced over 140,000kg of organic shea butter in 2023 alone, a testament to their dedication and the success of this cooperative.



Together, we are creating economic opportunities while fostering a harmonious relationship between people and nature in the Sanctuary.

When species survive, communities thrive.

Your Wilder Institute is committed to finding innovative solutions that benefit both wildlife and local communities. This commitment has been a cornerstone of our work since 1996, requiring patience, trust-building, and continuous learning.

Over the years, our experience clearly illustrates the direct involvement of local communities directly in conservation programs is a winning approach. For conservation to be truly effective, it must be inclusive, providing tangible benefits to all involved. With biodiversity and human well-being so inextricably linked, conservation must be practiced in ways that alleviate poverty, improve community livelihoods, and promote equality. This is what the field of community-based conservation strives to be.

In 2023, we once again joined forces with like-minded organizations to empower communities and safeguard the environment.

2023 Collaborative Effort Snapshot

- Co-designed and supported the implementation of a biodiversity monitoring plan in the Avu Lagoon Community Protected Area.
- Co-developed and supported the launch of a Young Rangers-in-Training Program to ensure a continuous and reliable influx of new rangers and to increase the engagement and participation of youth in the management of the Wechiau Community Hippo Sanctuary.
- Made strides with Rhino Ark as part of the Kenya Mountain Bongo Partnership, and completed a comprehensive Bongo Management Plan, written by 14 authors and guided by the Wilder Institute.
- Supported the establishment of a mountain bongo release site deep within the Mt. Kenya Forest ecosystem and completed the first phase of construction.
- Supported the installation of 30 camera traps at Mt. Kenya to monitor biodiversity, particularly the elusive mountain bongo.
- Helped establish 14 Wildlife Clubs in forest adjacent primary schools at Mt. Kenya.
- Celebrated the first honey sales through the Eburu National Forest Honey Cooperative, in Kenya. In addition, we supported the launch of the Innovators Program to grow the capacity of 15 exceptional beekeepers in the Eburu National Forest Honey Cooperative, who will then share their knowledge with other beekeepers. These exciting steps forward support the local community's goal of generating sustainable income through honey production, while easing human pressure on forest resources.
- Collaborated with our partners at the Madagascar Biodiversity Partnership and the University of Calgary with a long-term monitoring project for black-and-white ruffed lemurs. The project monitors 15 lemurs across three field sites in Kianjavato, Madagascar.
- The first three graduate students at the University of Calabar, Cross River State, Nigeria started their work in January as part of the Cross River Gorilla Initiative. This initiative is made possible in collaboration with the Nigerian Conservation Foundation and the Centre for Biodiversity Conservation Research.



When thinking about wildlife conservation, it may be easy to place biodiversity as the sole focus. Conservation is not only an important tool to drive change for species at risk, but also essential for driving development, equality, and well-being for people. Effective conservation can deliver benefits to both human life and wildlife, which is what we seek to do through the practice of community-based conservation.



10

Dancing for Survival: A Love Story Among Whooping Cranes

Dancing for Survival: A Love Story Among Whooping Cranes

Just south of Calgary, amidst the sprawling landscape of the Archibald Biodiversity Centre, a remarkable tale unfolds – a tale of love, perseverance, and tireless efforts to save a species from the brink of extinction.

Conservation actions taken today can shape the future of our shared natural world.

Your Wilder Institute leads Canada's only conservation breeding program for the majestic whooping crane. Through our work, we aim to maximize the genetic diversity of the whooping crane population, ensuring its resilience in the face of adversity. With meticulous care and unwavering dedication, we nurture a breeding flock of these endangered birds, safeguarding each egg, chick, and adult under our watchful eye. This endeavour demands not only scientific expertise but also a keen understanding of the intricate dynamics of crane behaviour.

Enter 'Tim' and 'Bombadil', a power (crane) couple whose bond exemplifies the very essence of this effort. United by both genetic compatibility and a mutual display of affection, they have become the epitome of conservation success.

Whooping cranes are known for their elaborate courtship dances, a spectacle of grace and devotion. Year after year, Tim continues to woo Bombadil with his impressive dance moves. Their courtship has been going strong for nearly

a decade! Together, they have successfully hatched nine precious chicks. Some they parent-reared together, while some were foster-reared by other whooping crane pairs who have had difficulties reproducing.

In 2023, this union bore fruit once more, as Tim and Bombadil welcomed two offspring, 'Reed' and 'Harp', into the world – a pair of fledglings destined to make their mark on history. In a significant contribution to global wildlife conservation efforts, Reed and Harp were transferred to Wisconsin for release by the International Crane Foundation, have been working together to support whooping cranes for more than 30 years. It is through endeavors like this, where expertise and resources are shared, that biodiversity truly benefits.

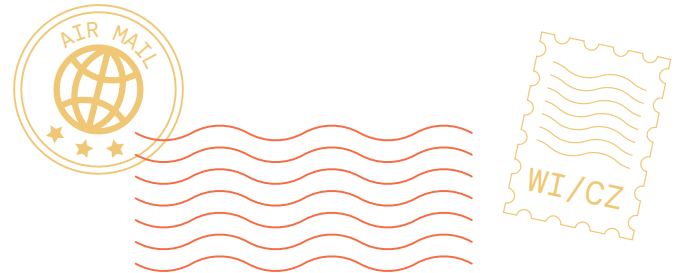


As these young whooping cranes spread their wings and take flight in the heart of Wisconsin's wetlands, they highlight how conservation actions taken today can shape the future of our shared natural world.

With 702 whooping cranes left in the wild, each new addition to the population is a small victory contributing to the larger recovery efforts of its species. These cranes carry with them the potential to increase the genetic diversity of their wild counterparts and strengthen the entire population.

Conservation knows no bounds, and the success of this moment speaks to the collaboration it takes to help protect species at risk. Under the direction of the Whooping Crane Recovery Team (an international group of whooping crane experts), your Wilder Institute alongside many collaborators including the International Crane Foundation, have been working together to support whooping cranes for more than 30 years. It is through endeavors like this, where expertise and resources are shared, that biodiversity truly benefits.

Thank you to our corporate sponsors for helping to make this vital work possible.





11

Making the Impossible, Possible

Making the Impossible, Possible

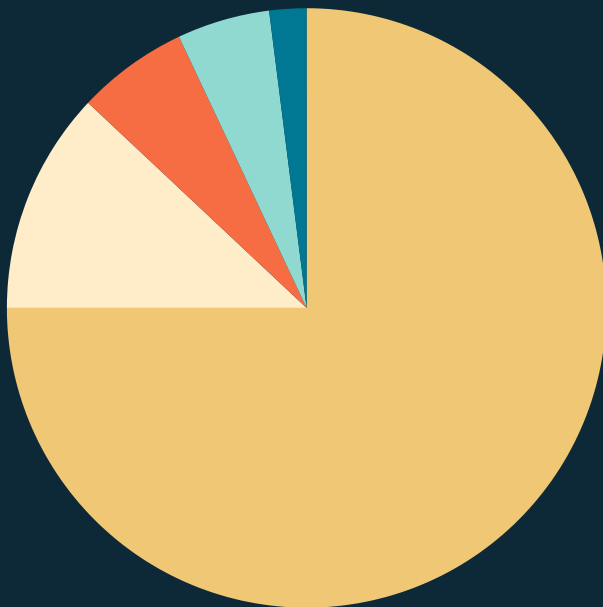
From providing world-class new homes for species at risk to educating visitors about the importance of protecting their wild counterparts, we rely on the support of our community to help continue our critical work.

With a shared passion for wildlife and wild places, we aim to be an inclusive and accessible destination and beacon of hope for people to explore, ask questions, and get involved.



2023 saw incredible generosity from over 15,000 valued supporters. Their contributions took many forms and were directed toward initiatives that will make an impact for generations to come.

Together you gave: \$21,384,815

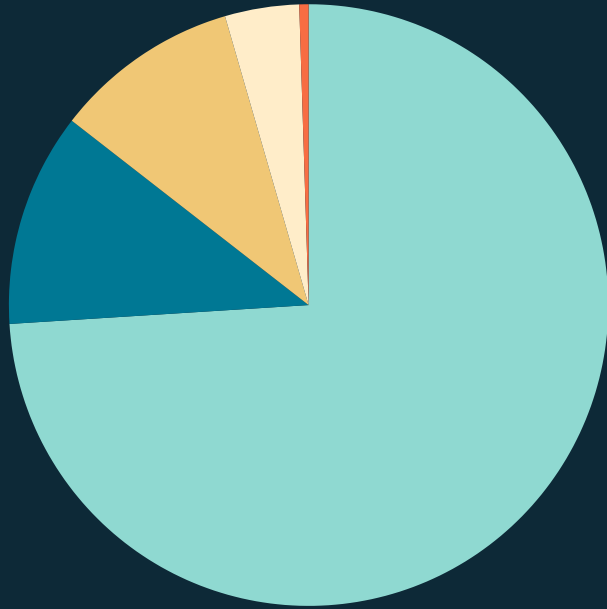


Total Calgary Zoological Society Giving:

\$19,268,739

Where your support goes:

- **Wild Canada Redevelopment - 75%**
- **Animal Care/Operating - 12%**
- **Capital - 6%**
- **Greatest Need - 5%**
- **Conservation Education - 2%**



Total Wilder
Institute Giving:

\$2,116,067

Where your support goes:

- Conservation Translocations - 74%
- Greatest Need - 11.5%
- Capital - 10%
- Community Conservation - 4%
- Endowment - 0.5%

Every Gift Makes a Difference

- 97% of gifts were under \$100
- 303 donors gave an average monthly gift of \$30.74
- 48,565 donations were made when guests purchased tickets at the gate



2023, 95,920 Wild Journey Members made a profound impact for wildlife and wild places.



Growing a Legacy

In the summer of 2023, we introduced our Legacy Garden – a special oasis where we honour and recognize families and individuals who have shown their passion for wildlife conservation by leaving a gift in their will to your Wilder Institute/Calgary Zoo. The garden features engraved leaves celebrating our legacy donors, each representing a unique story and a promise to safeguard the future of our planet.

Mark and Shawn were some of the first supporters to be celebrated in the Legacy Garden. When living in Calgary, the couple carved out time in their busy schedules to ground themselves with a walk through your zoo, often pausing for an ice cream break. Though their lives have since taken them across British Columbia and the rest of Alberta, nowhere else has provided them with the downtime and entertainment as your zoo has. With this in mind, the gracious couple left a gift in their will to your zoo as a thank you for the quiet time and enjoyment provided during their working years.



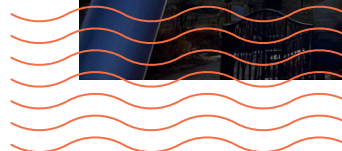
“By providing support, it helps to keep the candle of hope lit. By leaving this legacy, it can do nothing but assist in keeping the animal and plant kingdom alive.”

**— Mark and Shawn,
Legacy Supporters**

Throughout the year, more than 570 volunteers donated a record-setting 61,740 hours of their time in support of wildlife and wild places. Their critical support throughout WildScapes, and the opening of Wild Canada ensured positive and educational experiences for guests while their can-do attitudes bolstered teams throughout every facet of your zoo’s work.

In 2023, 95,920 Wild Journey Members made a profound impact for wildlife and wild places as they helped ensure a brighter future for the species in our care and beyond. During WildScapes, we looked to our member community to help us plant our final living exhibit – a beautiful MountainScape. With eager green thumbs and boundless enthusiasm, they contributed 1,400 plants to the piece, and helped raise an additional \$1,500 for wildlife conservation alongside other visitors. This passionate community of supporters also contributed an astounding \$59,295 through the year through ZooCare, our symbolic adoption program. The addition of exclusive member mornings – where members were invited to experience the magic of the zoo before the general public – was introduced as a token of our gratitude for their support of our critical conservation work.

Throughout the year, more than 570 volunteers donated a record-setting 61,740 hours of their time.



We wouldn't be us without you! Through the investments of time and money, our community of supporters makes it possible for us to charge forward in our pursuit of a better future for the animals, plants, and people that call this world home.

In the fall, two polar bears touched down in Calgary in preparation for the opening of Wild Canada. 'Baffin' and 'Siku' journeyed from their prior home at the Assiniboine Park Zoo in Winnipeg to Calgary with Animal Care, Health & Welfare team members from both institutions as their travel partners.

Your zoo's official polar bear transport partners at WestJet Cargo provided safe and reliable services for our VIPPs (Very Important Polars and People). With their high standard of care in going above and beyond, we knew our precious cargo was in good hands.



12

Wild at 100

Wild at 100

Celebrating Nearly a Century of Conservation and Community at your Wilder Institute/Calgary Zoo



Nestled in the heart of Calgary, amidst the vibrant cityscape, lies a haven of wildlife, wonder, and community spirit – your Wilder Institute/Calgary Zoo. As we stand on the cusp of our centennial celebration in 2029, we are not just commemorating a century of existence; we are embarking on a journey of transformation, growth, and unwavering dedication to wildlife and wild places.

We're embarking on a journey of transformative design that will elevate the habitats across the zoo to new heights of excellence.

Our vision for the future is one of boundless possibilities, where every corner of our zoo reflects the steadfast commitment to the welfare and well-being of animal residents, delivering elevated experiences to visitors, and recognizing the hard work of our dedicated staff and volunteers.



To bring this vision to life, we've undertaken a series of bold initiatives, laying the groundwork for a significant leap forward in your zoo's history. By collaborating with a globally renowned design firm, celebrated for their expertise in designing world-class zoos and aquariums, we're poised to reimagine and redefine the very landscape of your zoo.



Our evolution does not end there. With invaluable insights from our dedicated staff and volunteers, our Animal Care, Health & Welfare team has crafted a comprehensive Animal Population Plan, charting a course for the thoughtful selection of future species under our care. Informed by years of expertise and a profound dedication to conservation, this plan will guide our decisions as we welcome new additions to our zoo and bid farewell to others as they set out on new adventures. Above all, we continue to prioritize the well-being of every individual we love and care for.

A steadfast commitment to shaping a future where your Wilder Institute/Calgary Zoo continues to shine as a beacon of hope for a wilder future.

2024 marks the start of the next chapter in the storied history of your beloved zoo. As we embark on this path towards our centennial celebration, we do so with hearts full of hope, minds open to new possibilities, and a steadfast commitment to shaping a future where your Wilder Institute/Calgary Zoo continues to shine as a beacon of hope for a wilder future.



THANK YOU!

Please contact marketing@calgaryzoo.org
if you want to learn more!