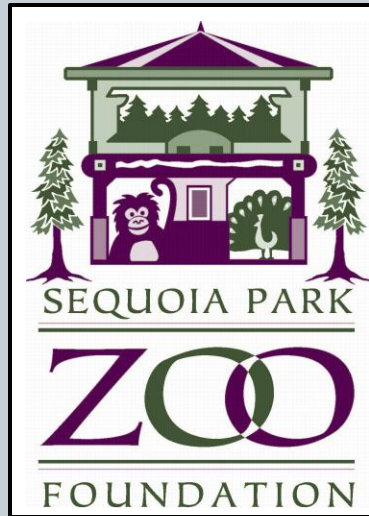


Sequoia Park Zoo Foundation



SUPPORTING THE ZOO



Our History



- Formed as a 501 (c) (3) in April 2004
- 12 person Board of Directors (currently)
- Run the Café & Gift Shop (Visitor Services)
 - 3.5 FTE equivalent staff
- Have 1.7 FTE office staff

Mission



Support the zoo's development, operation and education programs through fundraising, marketing, and other initiatives designed to enhance the zoo experience.

Why We Fund What We Do



- **2007 Strategic Plan**
 - Developed collaboratively with Zoo & Foundation staff
 - Developed by a professional consultant with zoo experience
 - Outlines improvement projects that will help us be a more sustainable zoo
- **Increase interest with new & improved exhibits**
 - increase # of visitors
 - Increase gate revenue
- **Improve visitor experience**
 - longer stay time at the Zoo and therefore in Eureka & HC

A FY 2009/2010 Change



- Due to City's budget, Foundation agreed to a one-time operating donation of \$20,949 to continue funding Education Department
- In reality we were able to donate over \$33,000

FY 2007/2008 Contributions



Bill's Exhibit






Materials for a New Exhibit

\$77,794.17

Individual Donations & ZIP Fund






FY 2008/2009 Contributions



Aviary	Spider	Bill's Garden
		
<p>Full Remodel</p>	<p>New Exhibit</p>	<p>Memorial Garden, upon Bill's passing</p>
<p>\$61,632.77</p>	<p>\$9,788.57</p>	<p>\$23,075.21</p>
<p>Individual Donations & ZIP Fund</p>	<p>Grant Funded</p>	<p>Individual Donations</p>

FY 2009/2010 Contributions



Salmon	Red Panda	Flamingo	Accreditation & Training	Education
				
New Indoor Exhibit	New Exhibit	Renovation	General Zoo Operations	General Zoo Operation
\$19,602.50	\$45,950.56	\$1,335.50	\$12,238.34	\$20,949
Grant Funded	Individual Donations & ZIP Fund	Grant Funded	Individual Donations	Individual Donations & Grant Funding

Projected FY 2010/2011 Contributions



Red Panda	Flamingo	General Zoo Operations	?
			
New Exhibit	Renovation	General Zoo Operations	?
\$12,500	\$100,000 (\$50,000 rtd)	\$50,000	?
Individual Donations	Grant Funding & Individual Donations	Individual Donations & Events	?

Giving Summary



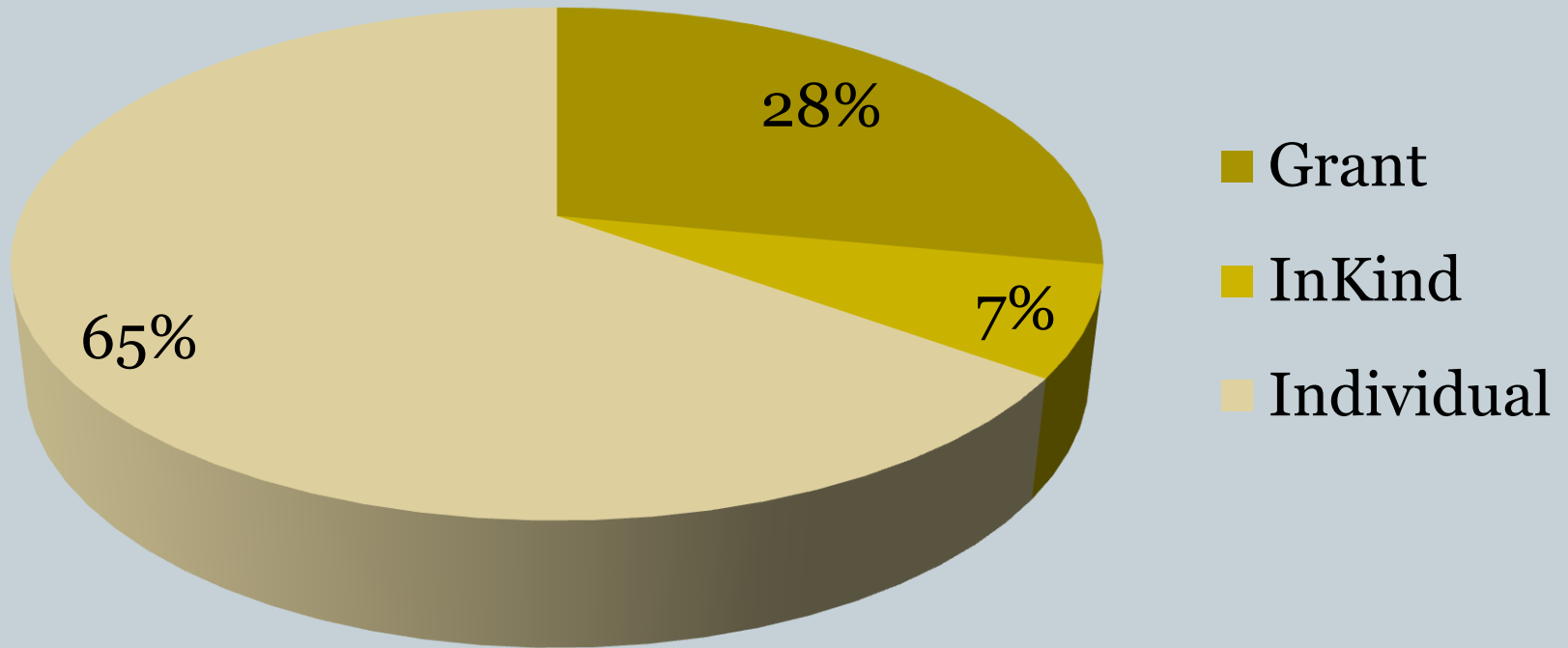
- FY 2007-2008
\$77,794.17
- FY 2008-2009
\$92,435.55
- FY 2009-2010 (thus far)
\$100,589.82
- FY 2010-2011*
\$162,500+

*estimate

Where Our Funds Come From



Funding Sources



How We Are Funded



- **Individual Contributions**
 - Memberships (currently 1,181)
 - Cash gifts
 - Birthday parties & rentals
 - Special Events
 - Café, catering & Gift Shop
- **Grants**
- **In-kind Donations**

Restricted vs. Unrestricted Funds



- Many restricted funds from grants, designated individual contributions, etc. exist
- Unrestricted operating funds are very tight month to month
- Without being able to plan ahead, grant funding for general operating costs are difficult to secure, so funds would come from unrestricted individual giving

Summary



- Eureka needs Sequoia Park Zoo
- SPZF will continue to support the Zoo
- \$50,000 pledge to general operating costs for FY 2010-2011 is the maximum we feel we can contribute at this time.
- Continuing capital improvements to the Zoo are imperative for a sustainable future