What FOSAZ means to the Santa Ana Zoo for 2020
Board Members
Membership

The Constant Revenue Source!

- Zoo Member households at 6,184 (with 6 month extension)
- Net revenue at $142,000
- New Memberships sold at 1,341 total for the year-to-date
- Returning Members at 1,062
Treetop Toys Gift Shop

Customer Service!
Net revenue so far $11,713
Marketing & Fundraising Online!

Keeping in touch with the community!

- Email Blasts
- Facebook, YouTube, Instagram, Twitter

Mid Year Matching Appeal brought in $30K!
Zoo Events 2020: Zoo Birthday
March 14-15
Big Fundraiser August 2020—VIRTUAL ZOOFARI!

Treasure Island Adventure Online Auction
$35K for the Zoo!
Boo at the Zoo 2020!

A Passive Walk-Through Experience

Raised over $10K for the Livestock Limo!

$143K worth of merchandise to give away to the children donated by Disneyland!
Master Plan work continues…

- River Otter & Primate Trails
- Farm Upgrades
  - Goat Encounters
  - Rain Garden
Animal Habitats & Animal Upkeep

- Salary supplement for the Veterinarian.
- Patching holes, repairing caulking, building shelves, fixing locks and shift doors.
- Gate repairs at Amazon’s edge, Tierra, Anteaters, Treetop and Jack Lynch Aviary.
- Fixing, installing and removing heaters and misters.
- Sanding and repainting fencing.
- Repairing leaks.
- Raising funds with “Dollar for a Holler” online and in the Gift Shop!
Family Farm

- Miniature Donkeys!
- Repaired gates between the cow and pony, hay barn and North 40.
- Completed the enhancements to the Swainson’s Hawk Exhibit.
- Design work for Goat Trails and the Rain Garden underway.
Education

- Salary supplement for Education Specialist.
- $5,000 for Education Program Scholarships raised.
- Website: updated the educational pages on the website during closure including volunteer & docent sections
- Ordered new Ferris Wheel conservation and education cards ready to go!
Staff Continuing Education

- AZA dues paid.
- Santa Ana Zoo and FOSAZ staff continued to lead groups and discussions VIRTUALLY.
- Membership for online continuing education “Webinars.”
- Membership to IAAPA.
- Conferences for part-time staff.
- Provide online classes to City Zoo Staff from San Diego Zoo website.
- TEA Membership.
GRANTS Received!

Preparing Grants and Foundation Asks remained a big part of our tasks during closure and the results were better than ever!

Total Net Restricted Dollars Raised from Grants/Foundations for the Santa Ana Zoo Jan-Sep 2020

$387,069
FOSAZ Staff helps prepare for Reopening!

- Building fencing.
- Placing plastic and guard rails.
- Sanitizing.
- PPE (Personal Protective Equipment) funding.
- Social Distancing placement.
- Signage production and placement.
Support Given for 2020

REVENUE FLOW
BOARD financial support, Virtual Fundraisers, Membership and Gift Shop.

MARKETING & PROMOTION
Keeping in touch with the community.

MASTER PLAN continues
Help with maintaining animal habitats and farm area.

EDUCATION focus & staff training.

GRANT ASKS resulting in over a quarter of a million dollars!

REOPENING! Staff helping with preparation.
F.O.S.A.Z.

• Friends to the animals
• Friends for the children
• Friends of the community
• Friends of the SANTA ANA ZOO

…for future planning and beyond!