What FOSAZ means to the Santa Ana Zoo for 2021
Board Members
The Revenue Generators: Train, Carrousel & Ferris Wheel
Synergy of Three!

Ride Revenue
$260K
Net YTD!!
Membership

The Constant Revenue Source!

- Net revenue at over $400K YTD.
- Zoo Member households at 6,487 (up over 300 from last year).
- New Memberships sold at 3,555 total for the YTD
- Returning Members at 1,631
Treetop Toys Gift Shop

Gift Shop Numbers QUADRUPLE from $37K to $148K Net YTD!!
Marketing & Fundraising

• Electronic Billboards!
• Updates and interactions with our fans on Facebook, Twitter, and Instagram
• YouTube channel
• Website maintenance and improvements
• Signage & banners around the Zoo for all events, adoptions, and donors!
Big Fundraiser Zoofari 2021—$80K Net for the Primates!

Treasure Island Adventure!
Boo at the Zoo 2021!

Raised over $40K Net for Farm Upgrades & Primates!
Front Gate Replacement Blue Gates and Repairs!
River Otters
$600K!

River Otter & Primate Trails
$600K Check Cut from FOSAZ!
Animal Habitats &
Animal Upkeep

• Salary supplement for the Veterinarian.
• Patching holes, repairing caulking, building shelves, fixing locks and shift doors.
• Repair Lemur door to keep cold air out.
• Install benches inside large primate bunkers.
• Repair lift gates at Giant Anteater holding area.
• Attach food/water bowls inside creates for shipping.
• Repair hole in Rainforest building.
• Animal Enrichments
Family Farm

- Funds for a kunekune piglet!
- Goat Trails exhibit design
- “Equine Estates” reverse auction at Zoofari
- Dung Beetle maze upgrades and repair
- “Animal Crackers” from Disney
Education & Conservation

- 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
- Little Libraries get an upgrade!
- Dollar for Holler
- Exhibit Enhancements
- Frog Pod completion
- Ferris Wheel education cards
Staff Continuing Education

- Santa Ana Zoo & FOSAZ Staff to attend Virtual AZA Meetings and Conferences and AZA Management Schools
- AZA dues
- 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!

Total Net Restricted Dollars Raised from Grants/Foundations for the Santa Ana Zoo

$333,168 YTD
TOTAL FUNDS RAISED!

Total Net Dollars Raised from Operations, Fundraising & Events
$1,690,938 YTD
Support Given for 2021

**REVENUE FLOW**
*BOARD financial support, Mid Year & Annual Fundraisers, Rides, Membership, Rentals & 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!
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!