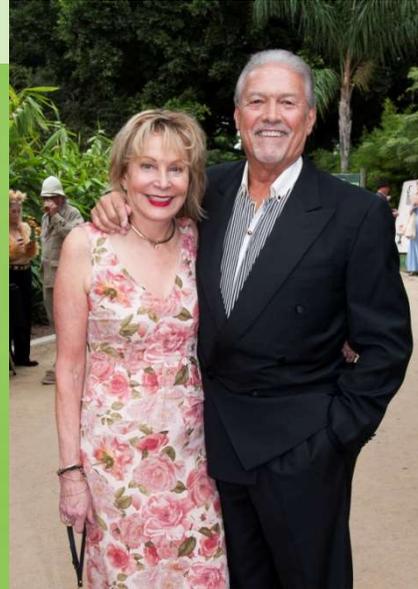


What FOSAZ means to the Santa Ana Zoo for 2023



Board Members





VIP & Donor Tours!



GRANTS Received!

- * \$110K from the Crean Family Foundation for the Farm
- * \$75K from McBeth for the Hive Project
- * \$30K from US Bank for the Primate Forest (thank you Thayne and Patti)
- * \$2K from Disney VoluntEAR John Frick
- * \$25K from California Relief for operating support

Total Net Restricted
Dollars Raised from
Grants/Foundations for
the Santa Ana Zoo
\$242,000 YTD



Crean Family Matching Funds \$110K/Yr & Goat Trails



The Revenue Generators: Train, Carrousel & Ferris Wheel Synergy of Three!

Ride Maintenance & Upkeep.
Revenue \$304K Net YTD!!



Membership

The Constant Revenue Source!

- Net revenue at over \$200K YTD.
- Zoo Member households at 4,000
- Returning Members at 1,250
- New Memberships sold at 2,200 total YTD!



Santa Ana Zoo
AT PREMIER PARK
HOME OF THE 50 MONKEYS

JOIN TODAY

FREE or discounted admission for over 85 zoos and aquariums including LA, OC, & Big Bear!

Discounts at the Gift Shop, Snack Bar, Rides & Events like Sunsets, Boo at the Zoo, & Snow Days!

The advertisement features a family of four (a man, a woman, and two children) smiling and posing in a tropical setting with palm trees and flowers. At the top, three lemur-like monkeys are perched on a branch.

Treetop Toys Gift Shop

Gift Shop \$172K Net YTD!!

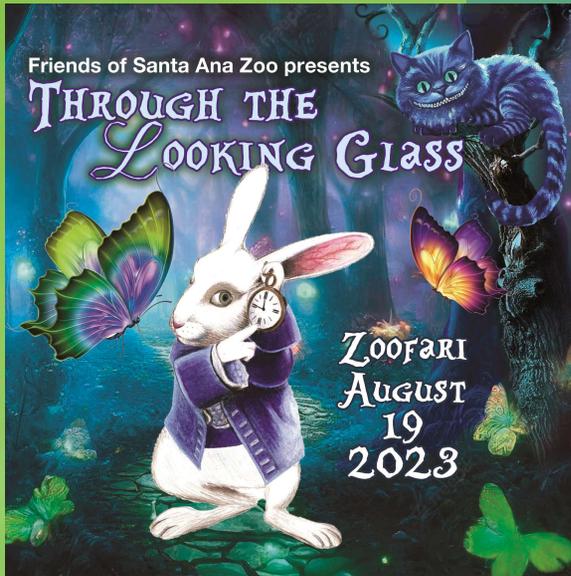
YOU MAKE A DIFFERENCE

A portion of your purchase supports the Santa Ana Zoo and its conservation programs.



Big Fundraiser Zoofari 2023— \$100K Net for the Primates!

Through the Looking Glass!



Boo at the Zoo 2023!

Raised over \$30K Net for Primates!



Marketing & Fundraising



- Press for Zoofari!
- YouTube channel & Behind the Scenes with Ethan & Cat
- Updates and interactions with our fans on Facebook, Twitter, and Instagram
- Website maintenance and improvements
- Signage & banners around the Zoo for events, adoptions, and donors!
- Printing, copying, and FAX service
- Decorative crosswalk design & traffic controller cabinet wrap



Events & Rentals



Volunteers

US Bank Volunteers

Stradling Yocca Carlson & Rauth Attorney Volunteers



How we spend it: Animal Habitats & Animal Upkeep

- Salary supplement for the Veterinarian.
- Digital Portable X-Ray Machine for Animal Hospital from reverse auction at Zoofari
- Western Pond Turtle Foliage
- Farrier Service
- Primate Enrichments
- Butterfly Pavilion Upkeep
- Lighting and Sound/Otter Habitat
- Reptile Supplies
- Animal Acquisition: Guanaco
- Commissary Supplies/Knife Service
- Vari-kennels
- Nutritional Consultation

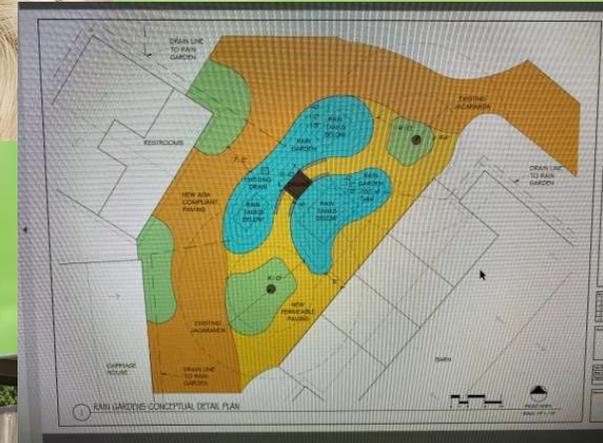


Butterfly Pavilion Upkeep



Family Farm

- Danny Dental Procedure
- Goat Trails
- Rain Garden
- Chinese Alligators
- Crean Family Foundation donation \$110K
- Farm Enhancement Project
- Animal Acquisition: Welcome New Goats!
- Donkey Trims
- Horticulture



Education & Conservation

- Salary supplement for Education Specialist.
- Education Program Scholarships
- Outreach Program wagons
- Artifact Display Cases
- Funds to attend Project WILD training
- Storage Containers
- Interactive and Interpretive Signage



AZA & IAAPA, TEA Memberships & Staff Continuing Education



- Santa Ana Zoo & FOSAZ Staff to attend 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

TOTAL FUNDS RAISED!

Total Net Dollars Raised
from Fundraising,
Operations & Events
\$593,486 YTD



Support Given for 2023

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 almost 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!

