

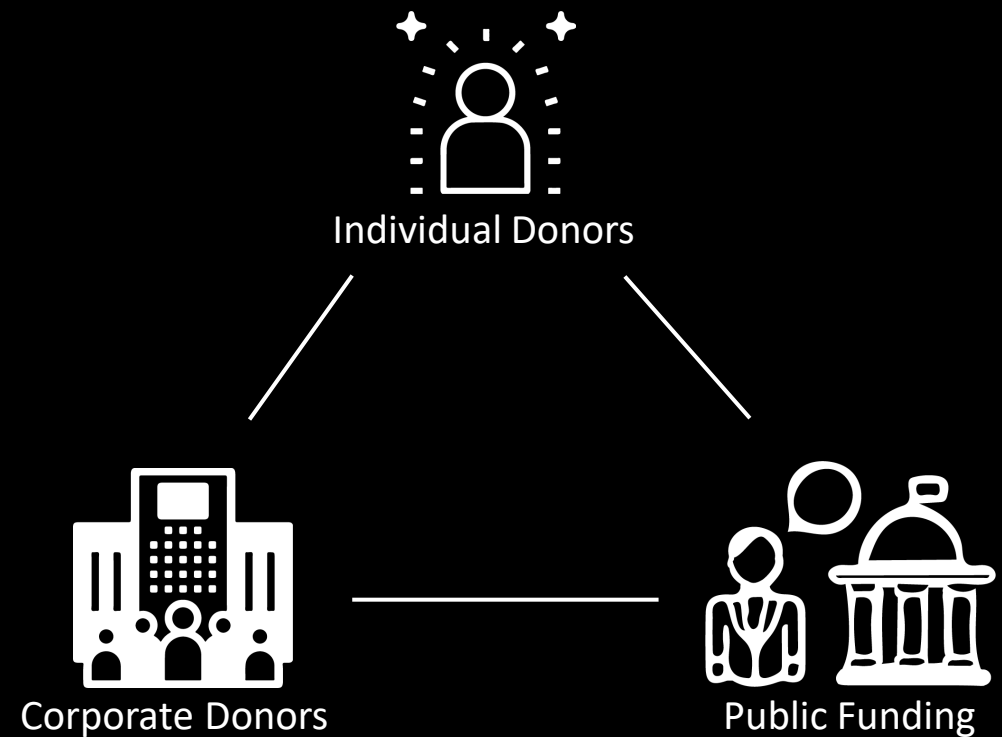


The Greenville Zoo Foundation is a non-profit organization that serves as an independent community outreach group, whose purpose is to provide financial, resource and advocacy support for the needs of the Greenville Zoo.



Role of the Foundation

- Supports AZA accreditation
- Fundraising arm for donations and grant opportunities
- In-kind support (events, marketing, communications, memberships)



→ The Foundation currently supports the Zoo through an Agreement signed in 2009

Recent Foundation Accomplishments

- Created donor database
- Developed annual giving plan
- Increased number of individual donors from 17 (2017) to 788
- Increased donations by 408% since 2017
- Given \$453,682.76 in Zoo support since 2017
- Restructured memberships for Zoo and Foundation (with Zoo Director)

Foundation Financials

	FY 2017* <i>Previous Leadership</i>	FY 2018	FY 2019	FY 2020	FY 2021
Donations	\$27,733.69	\$64,407.67	\$35,932.70	\$159,428.90	\$140,948.36
Memberships	\$57,124.61	\$51,750.85	\$45,584.56	\$49,001.17	\$50,580.03
Grants	\$0	\$20,082.00	\$34,450.00	\$93,350.00	\$58,160.00
Events (net)	\$10,100.75	\$44,595.13	\$37,169.41	\$22,440.42	\$11,389.17
Other (including PPE)	\$9,694.23	\$82.62	\$2,454.29	\$20,975.70	\$26,991.81
Gross Profit	\$104,653.28	\$180,918.44	\$155,590.96	\$345,196.19	\$288,069.37
Operating Expense	\$162,424.53	\$70,830.14	\$96,176.33	\$127,726.29	\$145,508.39
Net Revenue	-\$57,771.25	\$110,088.30	\$59,414.63	\$217,469.90	\$142,560.98

	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021
Zoo Support	\$8,512.95	\$104,890.98	\$80,294.51	\$26,554.60	\$241,942.67

Opportunities for Improvement

- Communication and expectations
- Donor solicitation empowerment
 - Exhibit sponsorships and naming rights
 - Fundraising communications
- Wholistic fundraising strategy
 - Project priority list
 - Coalesce donation opportunities
 - Master or strategic planning
- Project engagement and commitment
- Direct revenue streams
- The Zoo itself is not a 501(c)3



Enablement
priorities for the
new Agreement

Summary of Agreement Changes:

Communication & Expectations

- Clearer delineation in responsibilities
- Proactive budget transparency and sharing
- Ex-Officio Board Position on the Foundation

Donor Solicitation Empowerment

- Integration of membership data into donor software
- Streamlined ability for sponsorship solicitations and donor communications

Wholistic Fundraising Strategy

- Project identification collaboration
- Foundation manages almost all donations and the Adopt-an-Animal program

Project Engagement & Commitment

- Byproduct of aforementioned communication and empowerment changes
- E.g., proactive communication for committed projects