



# Funds Distribution Report

---

**Recipient Organization:**  
**Woodland Park Zoological Society**

**Address:**  
5500 Phinney Ave N  
Seattle, WA 98103

**Contact:**  
(206) 548-2500  
<https://www.zoo.org>

**Organization's General Goals:**  
Founded in 1899, Woodland Park Zoo has sparked delight, discovery and unforgettable memories for generations of Northwest families. Woodland Park Zoo's mission is saving wildlife and inspiring everyone to make conservation a priority in their lives.

---

<b>Date of Award:</b>	<b>Level:</b>
2018 Q4	\$2,501 to \$5,000

For more information, please read the attached report from Woodland Park Zoological Society.

8802 27th Ave NE  
Tulalip, WA 98271

**TulalipCares.org**

Disclaimer: This report may be a summary of content provided by the recipient, not always complete quoted material.

## Program Overview

Providing opportunities for nature play with animals is a significant element of the many experiences Woodland Park Zoo offers for our 1.35M annual visitors and thousands of outreach program participants. We are increasingly focused on providing multiple opportunities for interaction, or touchpoints, with community partners. By providing children and families with successive opportunities to engage in nature play, coupled with opportunities for tailored zoo visits focused on STEM learning, we are reinforcing connections between children and nature and building strong relationships with all communities in our region.

**Our Up CLOSE - Ambassador Animal outreach program**, enriches the experiences at the zoo through learning and play opportunities for underserved populations. These weekly programs are designed to bring the zoo out to the community, excite participants about the natural world through play, and build empathy towards animals. Up CLOSE programming takes place throughout the year at schools, community centers and cultural centers throughout the Seattle area. The programs feature an ambassador animal and are designed to reach various age groups with content customized to each audience served. Following an ambassador animal presentation by a trained zoo educator, participants engage in an interactive question/answer session to learn more about the animals they meet and to share their own animal stories. Up CLOSE programs bring more opportunities for nature education and unique animal experiences to low-income and underserved communities without traditional access to the zoo.

In 2019, Up CLOSE program staff continued to focus their efforts on contacting groups that utilize our Community Access Program (CAP)—which distributes over 100,000 free admission tickets to underserved children and families—and proposed zoo programming options for their communities. Local schools that have visited the zoo through CAP were also contacted, to offer to provide programming before or after their visit. We have worked directly with CAP partners including Mercy Housing Northwest, Outdoors for All, Urban Impact, YMCA at Concord International Elementary, Chinese Information and Service Center Bilingual Preschool, and NW Center Kids at Chinook that all received Up CLOSE programming for the first time. A total of **247 programs** were conducted at **129 different sites** visited, reaching close to **19,583 participants** throughout the year.



## Our Up CLOSE Programming

Up CLOSE programming options were refined in 2018/2019 to provide the opportunity for increased robustness and to add content that intentionally emphasizes empathy towards animals. A further goal was to expand the age ranges of the program content to middle and eventually high school students. Program descriptions for Up CLOSE included:

## Little Critters

Stories about animals speak to the minds and hearts of children in a way nothing else can. Your youngest students will learn simple science facts, gain interest in literacy, and build empathy for animals with the help of zoo staff and a special animal guest in this fun, story-based program.

## Animal Body Coverings: Do Snakes Wear Sweaters Too?

Why do animals look so different from one another? How do those differences help them survive? We'll learn about animal adaptations through some of their most visible characteristics. You will get the chance to see and touch interesting animal artifacts, and even get to meet a zoo ambassador animal to see their adaptations in action.

## Legend of Dragons

When you imagine a dragon, what do you see? People from different cultures imagine dragons in a variety of ways—not surprising, considering the diversity of animals around the world stories can be based on. We will explore the unique and fascinating lives of reptiles and meet a zoo ambassador animal who knows firsthand what it's like to be a dragon.

## Ecosystem Explorers

Our earth offers a mind-boggling variety of places to live, from dusty deserts to steamy tropical forests to everything else in between. All of these ecosystems are home to many different species—including ourselves. We'll meet a Woodland Park Zoo ambassador animal (or maybe two!) who will help teach us the important parts of a thriving ecosystem, as well as a little about how the zoo is helping to keep wildlife populations strong and healthy both here in Washington and around the world.

## Living and Thriving

Have you ever wondered what animals think and feel? We do, too! This is a Multi-Visit opportunity to learn directly from animal keepers about how to observe animals so that we can better understand them and care for them. In three visits from Woodland Park Zoo staff, students will be guided through a progression of activities which are designed to develop their observation skills and empathy for animals. These lessons focus on wants and needs and how animals, like us, deserve to not just survive, but thrive!

## Care for Animals

Have you ever wondered what it's like to go to work to care for animals at the zoo? Woodland Park Zoo's animal keepers have to be animal experts, but they also help each and every animal thrive by getting to know the personalities and preferences for each animal in their care. Learn directly from animal keepers about how all of us can help the animals who live with us and near us thrive on a daily basis!

## Ambassador Animals at Education Events

Up CLOSE also brought ambassador animals to educational events and science nights throughout the local community.



## Program Assessment

The participant and organizational outcomes were assessed using surveys and unobtrusive program observations. In addition, ongoing communication with partners gathered partner feedback about the successes and areas of improvement for our partnership with community based organizations. Our Learning and Innovation department staff summarized all results and will use this information to further program refinement.

Desired outcomes for our Community Engagement Initiative for 2018-2019 included:

Participant outcomes:

- Participants demonstrate empathy by showing they can take the perspective of the animal(s); and
- Participants demonstrate compassionate concern for animal(s); and
- Participants demonstrate interest or curiosity about animal(s); and
- Participants develop an increased connection to WPZ.

Organizational Outcomes:

- WPZ reaches 10,000 people through outreach programming; and
- WPZ supports access and inclusion through developing and maintaining partnerships with 3-5 *new* community organizations serving low-income and underrepresented populations offering a total of 100+ subsidized programs throughout 2018-2019.

## **2019 Program Highlights**

- The following organizations received Up CLOSE programming for the first time in 2019: Northwest's Child, Family Works, Tavon Learning Center, Abused Deaf Women's Advocacy Services, Hopelink, Southwest Youth and Family Services, Environmental Coalition of South Seattle, Hunger Intervention Program, World Mind Creation Academy, Empowering Youth and Family, UW Children's Center @ Radford Court, Community Psychiatric Clinic, Turning Point, WA-BLOC and Early World Children's School.
- **87%** of respondents indicated that their participants were actively engaged during all parts of the program.
- **62%** of respondents agreed with the following statement: After the program, participants have demonstrated increased caring and empathy towards animals and their habitats.
- **94%** of teachers and community contacts agreed that the program met overall expectations.
- **71%** of respondents agreed that their participants demonstrated increased curiosity or interest about the animal/s they met or animals in general after the Up CLOSE program.
- **4,885** community members were engaged in nature activities through zoo programming at **14** local festivals that expanded zoo outreach to children, enabling them to experience our educational and nature play programming in their own communities.
- Survey comments included:
  - "It was a great experience and our families loved it. the presenter was fantastic and did such an amazing job with the kids, you could tell she had a lot of experience doing this. We are so thankful to have had this fully funded as we are a nonprofit. Can't wait to do this again next year with different animals!"

- “It was wonderful to have you guys come out to our site and I hope you can come again! I have told other organizations like mine about your program and hope they reach out to experience the wonderful Woodland Park Zoo programs.”
- “The students discussed the animals that were shown at the presentation for many days after the visit. They discussed the story that was told to them and seemed very eager to go visit the zoo with their classmates and/or families.”
- “Our children were so excited to talk to their parents about what they learned.”

In 2019, the Up CLOSE team has continued to improve and refine the program by incorporating stronger empathy messaging to ensure that participants’ caring and compassion for animals, increases. They also added more active components to increase engagement with programs for younger audiences. To enhance visual interest and increase overall understanding of program themes and content, PowerPoint components were integrated into the programs. Finally, the team worked with several key community partners to provide multiple touchpoints, including the Up CLOSE program, to allow for increased learning and overall change in positive attitudes towards animals and their habitats. We are grateful for the **Tulalip Tribe’s** continued support of Woodland Park Zoo educational programming and our Up CLOSE – Animal Ambassador Outreach Program that has allowed us to bring the experience of nature and wildlife to underserved children and community members in the Puget Sound who are not able to access the zoo in person.