



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:
Woodland Park Zoo is a wildlife conservation organization and zoological garden to save wildlife and inspire everyone to make conservation a priority in their lives.

Date of Award:	Level:
2019 Q4	\$2,501 to \$5,000

Specific Use for This Award:
For more information, please read the attached report from Woodland Park Zoological Society.

8802 27th Ave NE
Tulalip, WA 98271

TulipCares.org

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



FINAL REPORT: ONLINE PROGRAMMING AT WOODLAND PARK ZOO

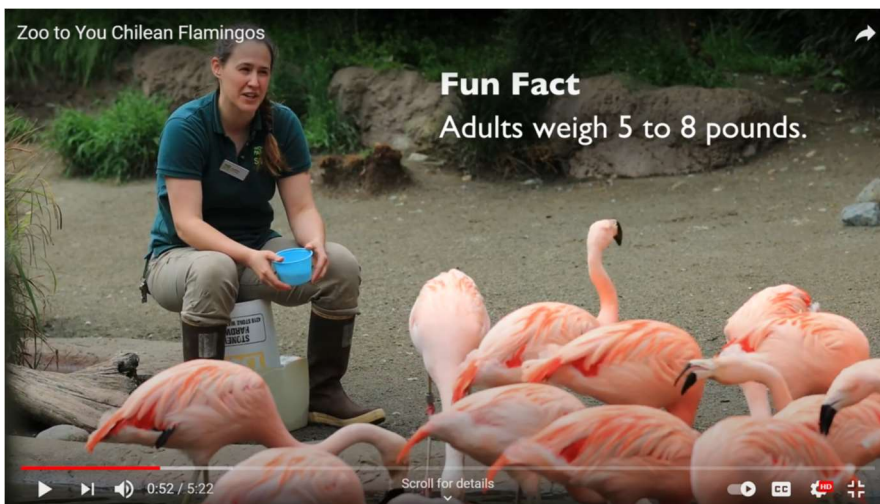
Tulalip Tribes Charitable Fund
March 2021

Summary

Woodland Park Zoo closed to the public for four months beginning in early March 2020 in response to the COVID-19 pandemic. Upon closure, our executive leadership team and board immediately took steps to reduce costs and preserve the mission critical components of zoo operations and outreach, including salary reductions for senior staff, a hiring freeze on any new positions and, in July, a 23% reduction in staffing through layoffs and furloughs. In addition to the financial losses experienced due to the closure, zoo leadership made the decision to cancel earned revenue events for the remainder of the year given COVID-19 safety concerns (and state regulations), including all 2020 in-person programs. These cancellations had a significant impact on our ability to deliver Up CLOSE Animal Ambassador Programs across the community, the original proposed use of grant funds.

We reached out in April 2020 to explain proposed changes in our work and request permission to apply the awarded grant funds toward the creation of new and vital educational nature content for youth programming. We are extremely grateful to the Tulalip Tribes Charitable Fund for accommodating this request. In the months that followed, the zoo created engaging content that was available live or on-demand, as well as resources for families, teachers and youth audiences in the digital space, all of which was supported by generous funders including Tulalip Tribes. Thank you for your flexibility and understanding in helping our organization adapt to these challenging times.

Web-Based Educational Content



Short Video Series co-designed with Seattle Public Schools (Chilean Flamingo Video - <https://www.youtube.com/watch?v=Yn2No9ikxmE>)

Timeframe: April – September 2020

Frequency: Weekly video series

Number of Participants: offered to all K-8 Seattle Public School students and families

Woodland Park Zoo worked with the producers of Seattle Public School Television basic cable channel (SPS-TV) to create two dozen segments designed to transport children and youth to the zoo and give them informal learning opportunities. This content was offered on SPS-TV, a free online livestream, and on-demand through YouTube and Vimeo to all K-8 students and families. We believe that these different mediums served to engage students who are furthest from education justice who may not have had access to a computer or may have needed opportunities for asynchronous, on-demand learning with multiple children and limited devices in a house.

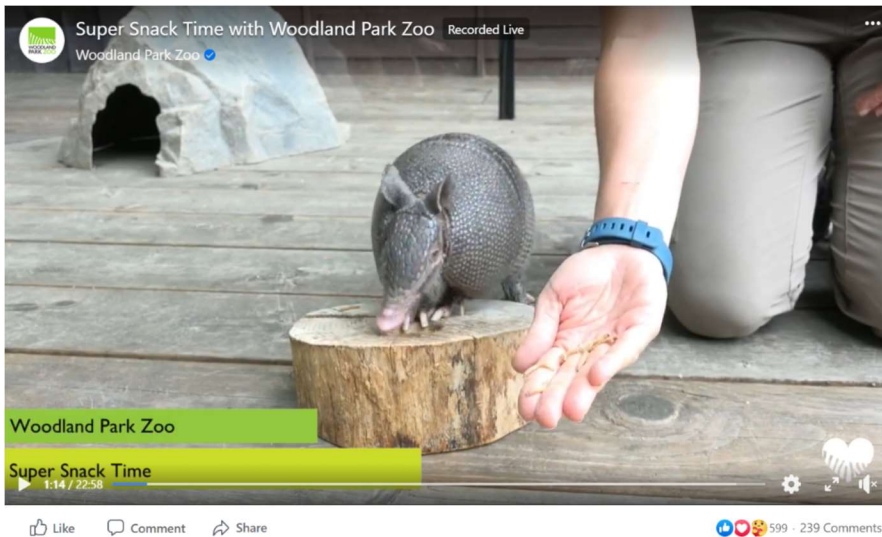
Zoo to You (<https://www.zoo.org/zootoyou>)

Timeframe: March 2020 – December 2020

Frequency: Webpage and weekly blog post

Number of Participants: 14,445 total webpage views and 12,527 unique webpage views

The Zoo to You webpage and blog were created to engage families with children in nature play from a distance and offered a variety of downloadable activity packets. Zoo to You has been a major source of connection between families and the zoo to keep in touch with some of the activities that children are able to participate in at the zoo. Zoo to You resources include activity collections focused on a specific animal, holiday or other theme, blog posts from early childhood educators with activities specifically for youngest learners (posted March through June 2020), and, once the zoo reopened to the public at reduced capacity, virtual “backpacks” of downloadable materials and activities for families to use while visiting the zoo. Zoo to You materials were downloaded 5,859 times from March through December; the two most popular activities were Animal Yoga (614 downloads) and Coloring Pages (575 downloads).



Super Snack Time (<https://www.zoo.org/animals/digital>)

Timeframe: March – September 2020

Frequency: 12 weekly live programs

Number of Participants: Overall, this program had more than 556,000 impressions and the overall engagement was nearly 52,000 (on Facebook Live, “impressions” refers to how many people saw the post and “engagement” refers to how many people viewed the video, liked and/or commented on the post).

From March through June, Super Snack Time became a staple while the zoo was temporarily closed. Each Tuesday at 2:00 pm, the zoo used Facebook Live to connect our fans and members to our Ambassador Animal

team, encouraging viewers to "Grab a snack for yourself and hang out with the Ambassador Animal Team to see your favorites like Skyanna the porcupine and Anahi the boa!" The program garnered viewers from across the region and even across the globe.

Downloadable Camp Activity Packets (<https://www.zoo.org/camps>)

Timeframe: June – August 2020

Number of participants: 529

Woodland Park Zoo's Camp team converted elements of our Living Northwest Camp into activity packets available online. Development of online camp content took place April 1-June 19; the content was posted online beginning on June 19 with additional packets added through August 10. Packets were downloadable for youth and their families. Through this effort, we were able to bring the essential elements of connection to nature, making observations and engaging in conservation topics accessible to families and community organizations who would typically engage with us during our summer programs.

Communities Served

We announced the availability of these online resources through our Educator Resource webpage, our zoo blog, social media platforms and through individual appeals. We also shared the program links with partners in our Community Access Program (CAP), which includes hundreds of local human service organizations that serve individuals who are low-income or otherwise under-resourced. CAP partners receive complimentary zoo passes to distribute to their clients and access to select zoo programming. Through the generous support of the Tulalip Tribes Charitable Fund and other funders, Woodland Park Zoo was able to offer our online materials and experiences completely free of charge in 2020.

A Look Forward

Woodland Park Zoo continues to be deeply affected by the ramifications of the pandemic. We ended 2020 with an approximate \$2 million operating deficit net of the PPP loan, and expect a more than \$4 million operating deficit for 2021. The effects of the stay-at-home closure and continued limits to guest capacity will have reaching impacts for years to come.

However, the zoo has continued to serve the community as an educational resource and as an urban oasis for connecting with nature. We are grateful that we have been able to welcome visitors back to our grounds at a limited capacity since July. We have also used our exploration of online offerings last year as a springboard to launch a new distance learning initiative that will bring the zoo's empathy-based and environmental science programs to learners across the Puget Sound and beyond. Distance learning programs will help foster empathy for nature, build conservation knowledge, skills and habits, and increase people's personal ownership for action that benefits wildlife and habitats, during times of gathering restrictions imposed by the pandemic and into the future once all restrictions are lifted. We are grateful to our generous supporters, including the Tulalip Tribes Charitable Fund, who have helped us continue to enact our mission during a time of crisis for the zoo and for the world. Thank you!