



Help Perth Zoo Save Wildlife

Fundraising kit

Saving wildlife

Thank you for your interest in raising vital funds for Perth Zoo.

Wildlife is under threat

Wildlife in Australia and around the world is under threat. Research shows that wildlife has declined by over 50% globally over the past 40 years¹. While human populations have reached over 7 billion and prosperity and life expectancy have increased, the demands on our planet have grown and wildlife has suffered.

Did you know that there are only about 3,900 tigers left in nature? That the number of Sumatran Orangutans in the wild has declined from about 85,000 in 1900 to 6,600 today? That there are only about 600 Numbats in their natural habitat? And that Australia has the highest mammal extinction rate in the world?

We believe it's time to act.

Perth Zoo works with the community and with partners here and overseas to save wildlife and habitats. Our work includes:

- creating a sustainable Zoo to showcase sustainability actions to others
- breed-for-release programs, conservation medicine and research programs for threatened Western Australian species
- working beyond our borders and supporting and funding conservation projects on the ground for Australian species, orangutans, gibbons, bears, African painted dogs, lions, tigers, elephants, tree kangaroos, Komodo Dragons and lemurs
- educating for action to our many thousands of visitors and supporters.

You can make a difference

You can make a difference to saving wildlife. Donate to conservation projects; get involved; minimise the use of natural resources; talk to others and spread the word.

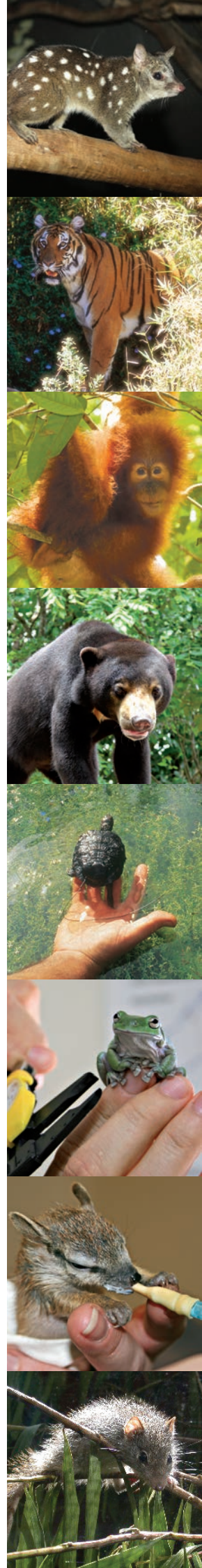
By supporting Perth Zoo you help save wildlife. Founded in 1898, we are an established institution and an icon in Perth. We have changed with the times and we are now one of the world's leading conservation zoos.

We work with the best conservation partners locally and around the world to achieve results. We ensure that all conservation dollars reach projects on the ground where they are needed.

We actively communicate about wildlife conservation and value the animals in our care as ambassadors for species conservation in the wild. We are committed to tell conservation stories to inspire people to act for conservation.

perthzoo.com.au/act

1. ZSL and WWF, Living Planet (2014)





Help save wildlife and have fun

Get involved

Organising fundraising events and activities can be fun and rewarding. At the same time, your community group, school or club will help make a difference to threatened animals in the wild.

Perth Zoo encourages children and adults to do their part to save wildlife by fundraising for Perth Zoo. Perth Zoo works with the community and with partners here and overseas to save wildlife and habitats. Perth Zoo does this through creating a sustainable zoo, breed-for-release programs for threatened Western Australian species and working beyond our borders and supporting and funding conservation projects.

Anyone can make a difference, so get involved and fundraise now. There are so many fun and easy ways you can help. All you have to do is register with Perth Zoo, set a target, then ask your friends, family and network to help you get there.



Easy and fun fundraising ideas

Ideas for children

- Do chores around the house
- Host an animal party – raise money through a door charge, raffles, entertainment or party games
- Create an animal trivia contest and invite friends and family to play
- Have a swim-a-thon and collect donations for every lap
- Art Show – draw pictures of your favourite animals and invite your neighbours to view them (for a charge, of course)
- Make cookies to sell to your neighbours
- Set up a lemonade drink stand on your street

Remember to talk to your parents before starting any of these activities.

At school

- Hold a cake sale with animal shaped cookies
- Have a student/teacher five-on-five basketball or volleyball tournament to raise money
- Guessing competition – guess the number of lollies in a jar
- Casual Day – talk to your school about having a casual dress day
- Have an animal – themed class party

Remember to talk to your teacher before starting any of these activities.



Help Perth Zoo and have fun at the same time

Ideas for adults

- Cycle to work for a week and donate the petrol money saved
- Bring your lunch to work for a week and donate the money saved
- Organise a car boot sale
- Hold an afternoon tea for your friends and ask them to donate their loose change
- Host a party and ask guests to make a donation instead of bringing a present
- Mind your language; have a swear box
- Run or walk and collect pledges for every kilometre
- Collect your loose change for a month and donate it to Perth Zoo
- Hold a street garage sale and ask neighbours to contribute items

At your workplace

- Organise a sausage sizzle
- Construct a gold coin tower or trail
- Host a corporate movie night
- Organise an animal-themed dress day with the company matching the funds raised
- Have a corporate bowling night where the company donates for every strike
- Collect small change from work colleagues for a few months
- Give up coffee/sweets/etc and donate what you would have been spent on these items
- Host a trivia night
- Hold a corporate Olympics field day challenge with frog-themed games like jump rope, sack races, hop scotch, long jump, and hurdles
- Host a wine tasting event and charge an admission fee
- Place a donation box at reception/counter



Fundraising activity planner

Use this planner to help organise your saving wildlife fundraising activities.

[illegible]

Saving wildlife donation tally sheet

Keep track of donations with this tally sheet.

[illegible]

Our successes

- 🐾 We have brought the unique critically endangered White-bellied Frog (*Geocrinia alba*) back from the brink. Our head start program rears eggs and releases frogs into the wild. In 2015, with our partner the Department of Parks and Wildlife, a new release site was founded to extend the range of the species.
- 🐾 Previously thought to be extinct, our Dibbler (*Parantechinus apicalis*) breeding program has resulted in over 800 animals bred at the Zoo and released into the wild.
- 🐾 Perth Zoo runs the world's only breeding program for the unique Western Australian Numbat (*Myrmecobius fasciatus*). Over 200 Numbats bred at Perth Zoo have been released into the wild.
- 🐾 Perth Zoo holds the only captive Western Ground Parrots (*Pezoporus flaviventris*). With the species recovery team, we are working to understand the parrot's reproductive biology and to establish a breeding program for one of Australia's most endangered parrots.
- 🐾 For over one hundred years the Western Swamp Tortoise (*Pseudemydura umbrina*) was thought to be extinct. As a result of our breed-for-release program, over 800 animals have been released into the wild.
- 🐾 The Western Quoll or Chuditch (*Dasyurus geoffroyi*) breeding program was successful and assisted in the de-listing of this species. Over 300 were bred at Perth Zoo and released into the Western Australian wild.
- 🐾 We have developed breeding protocols and husbandry guidelines for the Sunset Frog, the Cave-dwelling Frog, the Sandhill Dunnart, Central Rock-rats, Shark Bay Mouse and assisted with Greater Stick-nest Rat and Gilbert's Potoroo recovery programs.
- 🐾 We are the only zoo in the world which breeds Sumatran Orangutans for release into the wild. Three Perth Zoo-born Orangutans have been released into the Bukit Tigapuluh program in Sumatra run by the Frankfurt Zoological Society. All releases involve a strong research focus.
- 🐾 Annually our veterinarians treat an average of 200 black cockatoos as part of wildlife care and rehabilitation, and treat around 250 reptiles from illegal trade confiscations.
- 🐾 We deliver research and publications. Twenty-five research projects were conducted in 2015 including 12 PhDs.
- 🐾 We have developed an Urban Renewal program, which breeds animals for release into areas around Perth where they have become locally extinct.
- 🐾 Our Love your Local Wildlife program has been delivered to thousands of children and schools throughout Western Australia to raise their understanding and appreciation of our unique local species.
- 🐾 Our Zoo team participates in 46 regional and global species management programs and 14 of these are coordinated by members of our team. This makes Perth Zoo one of the highest representations in coordinated species management in the Australasian region.



Educating For Action

Zoos provide unique opportunities for people to connect with nature and the wonderful array of wildlife which depend on it.

At Perth Zoo we deliver inspiring, hands-on learning. Our experiences range from pre-school to tertiary, from family groups to budding veterinarians. Since 2000, Perth Zoo's talented staff have educated well over one million school children in conservation and sustainability.

Our programs and zoo experiences deliver positive messages about ways to make a difference. This includes actions in our own backyards to protect local species to responsible purchasing and sustainable practices. All programs are focussed on increasing understanding and knowledge of the natural world and directing people to actions which save wildlife.



You can help save a species

Perth Zoo seeks financial support from the community to support and increase its contribution to wildlife conservation.

There are a number of ways to donate.

Online: perthzoo.com.au/donate

Phone: 08 9474 0350

Email: email@perthzoo.wa.gov.au

Visit us at Perth Zoo at
20 Labouchere Road, South Perth, 6151

Or send cheque/money orders by post to:

Perth Zoo
PO Box 489
South Perth 6951
Western Australia

(Please supply your company/school name and an address so we can post your tax deductible receipt)

