

To: Fundraising & Sponsorship Committee

From: Shirlene Curtis CFRE  
Executive Director, Development

Subject: **Fundraising Program Ideas**

Date: 2011-05-11

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**Summary:**

At the 2010-06-28 Fundraising & Sponsorship Committee meeting, a discussion on alternate fundraising methods took place. The Executive Director of Development was asked to investigate the merits of Telethon, Direct Response Television and Lottery and Gala.

Following her review, the Executive Director recommends the Toronto Zoo prepare to conduct a Black & White Gala in 2012/13 in celebration and recognition of the Giant Panda donor(s) and launch the Capital Campaign.

**Recommendations:**

**It is recommended that the Toronto Zoo release an RFP to engage a special event consultant to plan and execute a Black & White Gala in celebration and recognition of the Giant Panda donor(s) and launch the Capital Campaign**

**Financial Impact:**

It is anticipated that the costs associated with engaging a consultant and executing the gala, will be covered through the stewardship costs, associated with recognition for the lead gift(s). The Toronto Zoo will recover these costs through corporate tickets, table sales and event sponsorships.

**Background:**

The question of Zoo readiness to conduct a gala is not new. The former Foundation conducted a gala for several years titled "Zoo Do". Following the collapse of the Foundation, the focus has been on building the infrastructure and commencing the Capital Campaign.

An opportunity has presented itself to the Toronto Zoo that we believe will now facilitate the timing for a gala. That is the Pandas arrival and an opportunity to announce and recognize the lead/title donor or donors.

We have tentatively suggested late spring 2012 (subject to Panda arrival date) to celebrate the arrival of the Giant Pandas and recognize our donor(s). This event will assist us to officially launch the campaign. Through discussions with a major Toronto Zoo partner, a prestigious downtown venue has been identified and could function as an ideal location for this event.

In terms of budget, this would be covered as a campaign service cost to steward the title donor. We would work with the PR staff of the donor to execute the event and coordinate ticket/table sales with the Toronto Zoo donors, and the networks of the title donor. The net revenue from these efforts will be contributed back to Toronto Zoo Giant Panda program.

In order to execute a gala at the level we envision, it is recommended that we engage the professional services of an event consultant to organize and execute the gala.

The other programs reviewed were; Telethon, Lotteries, Direct response television. The Executive Director feels that we are not in a position to implement these programs at this time.

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Shirlene Courtis CFRE  
Executive Director, Development