

DREAMS DO COME TRUE



AGENDA



Welcome & Confirmation of quorum

1. Meeting called to order & approval of Agenda
2. Introductions
3. Approval of Minutes from Annual General Meeting, 2020
4. Vision, Mission, Values
5. Amendment to FHPZ By-Law
6. Election of 2021 Board of Directors
 - a. Introduction of Board of Directors
7. Financial Statements and the Auditor's reports
 - a. Appointment of Auditor for 2021
8. Reports
9. Q&A
10. Adjournment

APPROVAL OF MINUTES



- Minutes from AGM 2020
- Only those members present at AGM 2020
 - A member is someone who has donated \$20 or more since January 2020 or volunteered 10 hours



FHPZ: VISION, MISSION



VISION

To ensure there is always a free community zoo in High Park for generations to enjoy.

MISSION

To support High Park Zoo for the benefit of all visitors by leading activities that engage the community, while advancing education and awareness of the Zoo.

FHPZ: VALUES



Accountable – we will be responsible, transparent and accountable to all of our stakeholders

Professional – we will at all times conduct ourselves in a manner that is both professional and respectful

Collaborate – we collective with each other and other groups in order to achieve our goals

Community Oriented – we will engage in initiatives and activities that support High Park Zoo and the community

REMEMBERING A FRIEND



John Formosa, FHPZ Chair 2013 - 2021
October 25, 1963 - March 10, 2021



STRATEGIC PLANNING



- In autumn 2020 FHPZ's board established a five-year strategic plan for 2020-2025.
- A Report measuring progress against the goals established in the strategic plan is prepared annually.
- Major 2020 accomplishments which you will hear more about:
 - charitable status
 - revised website
 - Investing in Canada Infrastructure Program (ICIP) grant received
 - llama building construction
 - improved process over financial reporting
 - partnership with Donate TO
- Strategic plan and annual progress reports are available on FHPZ website.

FHPZ: BY- LAW AMENDMENT



Amendment of By - Laws to Increase Size of Board:

Motion to amend Article 7.1 of the By-Laws to increase size of board from a range of 5 - 14 Directors, to a range of 5 - 15 Directors.

This allows us to have an additional Director elected at this meeting.

MEMBER VOTING 2021



Proposed Board of Directors:	Existing Board Members: 1 Year Term Remaining
<p>Ma t Sc o l o z z i (re - e l e c t i o n - 1 Y e a r T e r m)</p> <p>C a t h e r i n e M u r r a y (re - e l e c t i o n - 1 Y e a r T e r m)</p> <p>E s m e M a r k l e (re - e l e c t i o n - 1 Y e a r T e r m)</p> <p>S i m o n e S t o c k (re - e l e c t i o n - 2 Y e a r T e r m)</p> <p>C h r i s D i c e m a n (re - e l e c t i o n - 2 Y e a r T e r m)</p> <p>S a r a h D o u c e t t e (re - e l e c t i o n - 2 Y e a r T e r m)</p> <p>A n a S a i n z (re - e l e c t i o n - 2 Y e a r T e r m)</p> <p>J u d e K a h n (e l e c t i o n - 2 y e a r T e r m)</p> <p>F e l i c i a S e t o - L a u (e l e c t i o n - 2 y e a r T e r m)</p> <p>O r i e l T h o m s o n (e l e c t i o n - 2 y e a r T e r m)</p> <p>J e n n i f e r W e b s t e r (e l e c t i o n - 2 y e a r T e r m)</p> <p>J a m i e W i n d l e (e l e c t i o n - 2 y e a r T e r m)</p>	<p>A m y S t r i z i c</p> <p>M e l a n i e F e r n a n d e z</p> <p>C o u n c i l o r G o r d P e r k s - e x - o f f i c i o</p> <p>Catherine</p>

CHARITABLE STATUS



FHPZ charitable status granted May 11, 2021

Three Main Advantages of Charitable Status:

- FHPZ can qualify for a broader range of grants
- FHPZ can issue tax receipts for donations
- FHPZ will pay less HST



CHARITABLE STATUS



Background

- In 2019, FHPZ lost its charitable partner (Toronto Parks and Trees Foundation).
- The City of Toronto stepped up in 2020 to help out the Zoo with donations toward the Master Plan by accepting funds and issuing tax receipts through Donate TO.
- In parallel, FHPZ sought charitable status.



CHARITABLE STATUS



Approved at August 2020 AGM:

- Amendments to Operating By-Law
- Amendments to Letters Patent
 - The amendments were to update the “Corporate Objects” of FHPZ
 - They were filed with the Public Guardian and Trustee in September 2020
 - The Supplementary Letters Patent were issued in October 2020
- Amendments to Letters Patent
 - Application for Charitable Status submitted to CRA on February 10, 2021
 - Application for Charitable Status granted May 11, 2021 (effective February 10, 2021)

CHARITABLE STATUS



Next steps:

1. Set up software to accept donations and issue CRA-compliance receipts
2. Board education on new processes and requirements
3. Once the new *Ontario Not - for - Profit Corporations Act* comes into effect, update FHPZ Operating By-Law



FINANCIAL



- Financial Statements 2020
- Auditor's Report: Sloan Partners LLP
- Appointment of auditors
 - Board to approve



2020 FHPZ VOLUNTEERS



- Due to the Zoo being closed for most of 2020, the Llama Pen has not been open.
- We do not expect to open the Llama Pen in 2021.
- We look forward to re-opening at our new Llama and Capybara building in April 2022.



FHPZ VOLUNTEER EXPANSION



- Development of updated Volunteer Orientation material for 2021
- Work to train and select Volunteers who will expand the Zoo's learning opportunities across many events
- Foster long-term relationships with Volunteers, including fun Orientation day and Appreciation events



ENHANCE AND SUSTAIN

OPERATING FUND

Program ming:

Grant Applications

- Capital
- Docent - Tours

SHORT TERM

CAPITAL FUND

Enhancement:

Benches, Master
Plan, Llama Pen,
Corporate Donors,
Gate Competition

MEDIUM TERM

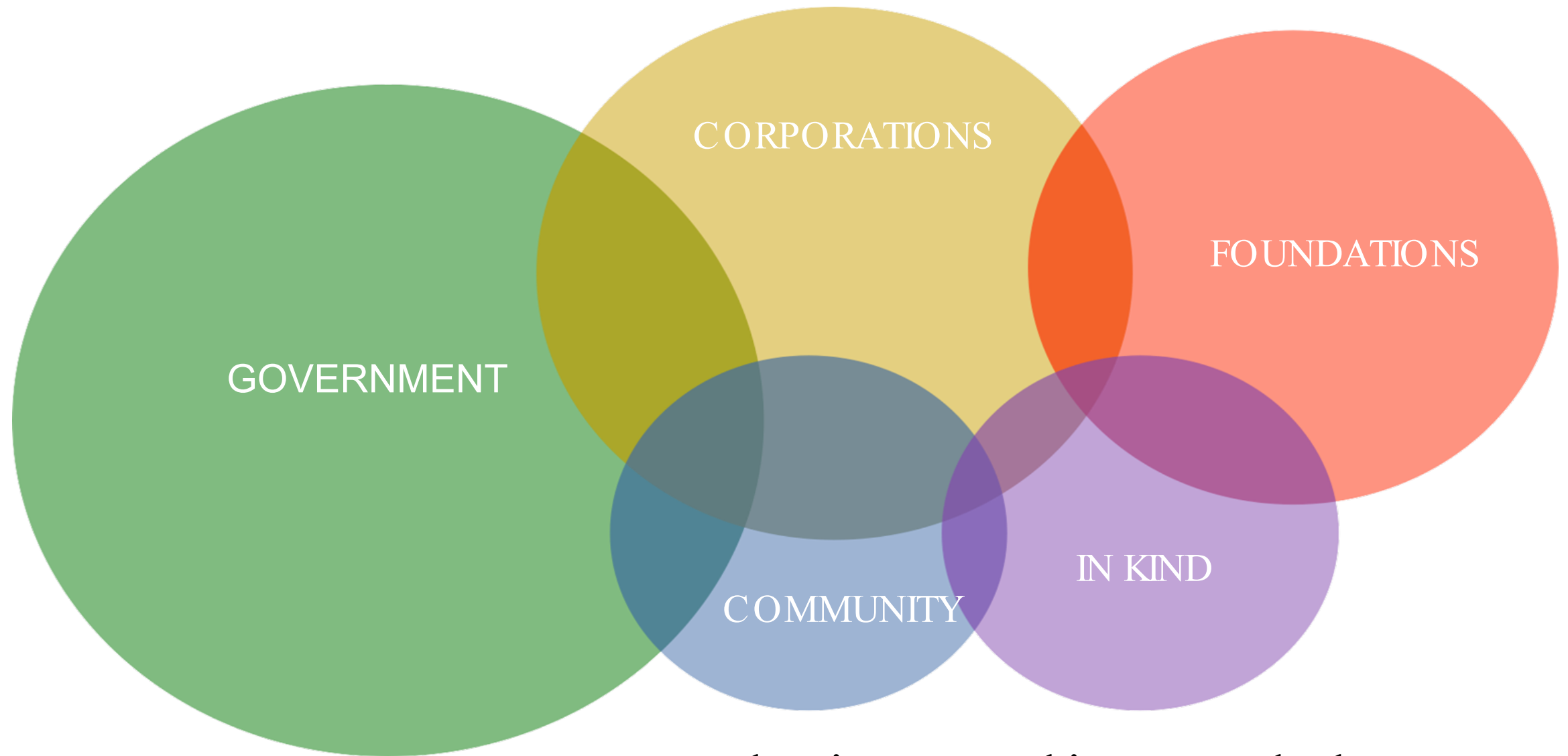
ENDOWMENT FUND

Sustainability:

Foundation &
Legacy Donor
Applications

LONG TERM

FUNDRAISING STRATEGY



Inclusive Funding Model

MASTER PLAN PHASE-II FUNDING

2020-2021

PHASE I

- Llama Building

2022-2024

PHASE II

- Accessibility Upgrades
- Storm water management
- Additional landscaping

2025-2030

PHASE III

- Animal Exhibit Upgrades
- First Nations Exhibit
- Entry Gates/ signage
- New Animal Pavilion

FINANCIAL HIGHLIGHTS

Major Focus/Themes of 2020:

- A. Utilizing funds for Master Plan Projects - \$284K
- B. Fundraising – Revenue and Def Cont'n - \$146K
- C. Investing Charitable Status - \$20K

Key Points:

- 1) SFP: Assets higher 45%
- 2) SO: Revenue was down with focus on driving funds to Donate TO – Deferred. With this Revenue up 68%
- 3) SO: Expenses were higher related to Professional Fees (Charitable Status) despite lower Fundraising and Office & General.
- 4) Excess Rev/ Expenses: down 109%, up 88% with Def Rev

STATEMENT OF FINANCIAL POSITION	2020	2019		
Current Assets	290,578	304,497		
Development Costs	588,811	303,995		
Total Assets	879,389	608,492	45%	
Current Liabilities	155,386	17,561		
Deferred contributions	403,275	265,246		
Total Net Assets	320,728	325,685		
Total Liabilities & Net Assets	879,389	608,492	45%	
STATEMENT OF OPERATIONS	2020	2019		W Note (a):
Donations	27,169	72,537		
Fundraising Events	8,862	9,856		
Grants	1,354	3,391		
Interest Income	877	1,398		
Total Revenue	38,262	87,182	-56%	68%
Total Expenses	43,220	32,428	33%	
Excess of Revenue Over Expenses	(4,957)	54,754	-109%	88%
Note (a): Deferred Contributions	108,029	-		
Note (b): Deferred Contributions TPTF	30,000			

FINANCIAL HIGHLIGHTS

STATEMENT OF CASH FLOWS	2020	2019	
Operating Activities	247,365	47,564	420%
Development Costs	(284,816)	(48,019)	
Total Investing Activities	(284,816)	(48,019)	493%
Net Cash Increase/(Decrease)	(37,451)	(455)	
Cash at beginning of period	141,996	142,451	
Cash at end of period	104,545	141,996	

Key Points:

- 1) OA: Up \$200K (420%) – Deferred Cont'n, GIC redemption
- 2) IA: Dev Costs spent \$285K - \$272K Llama Building (Phase 1), \$13K Rec Trail Project (Phase 2)

Focus for 2021/2022:

- 1) Complete Llama Building (Phase 1), work with City on Phase 2
- 2) Fundraise for FHPZ Phase 2 Commitment

LLAMA BUILDING UPDATE

Construction: November 2020 – June 2021





GRANTS AND SPONSORSHIPS



FHPZ has applied for 9 separate grants and/or sponsorships during 2020.

- Grants writing hampered by lack of charitable registration status.
- Many grants were redirected for Covid-19 relief and FHPZ was not eligible to apply.
- Some grant criteria could not be fulfilled due to Covid-19 restrictions (llama pen and events).

Awarded for 2020:

Meridian	\$1,000
High Park Western Beaches	\$2,896
Honey Family Foundation	\$50,000
ICIP (application 2019/announced 2021)	\$2,600,000

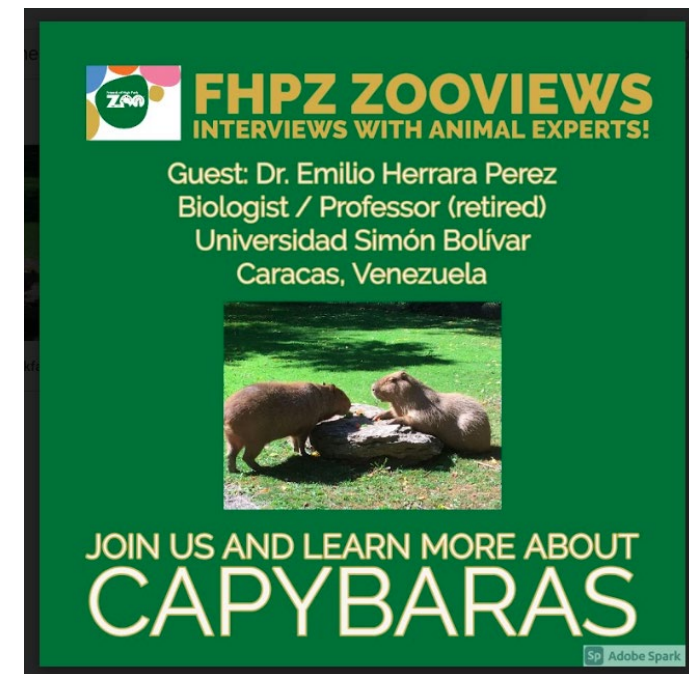
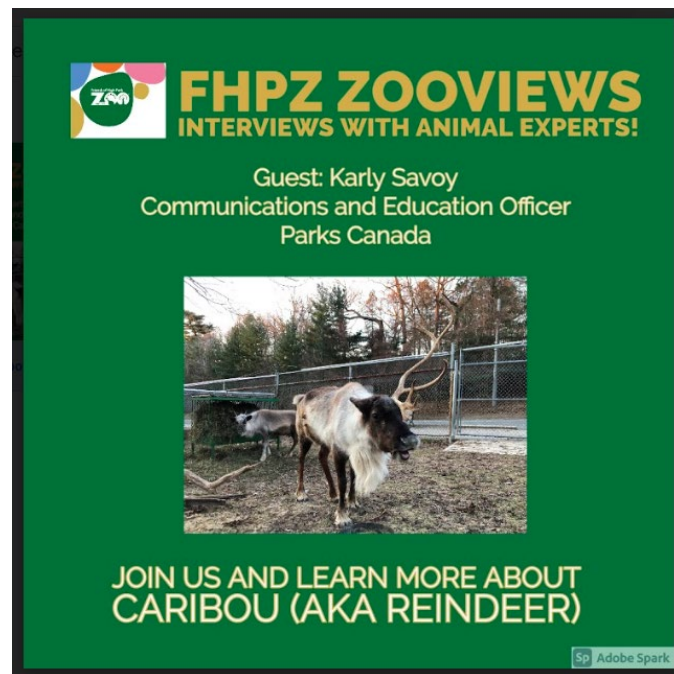
EVENTS

- January 2020 event at High Park Brewery with Elvis impersonator
- October 2020 Scotia bank Marathon was a virtual race/walk. Our team Catherine, Ana and Scott raised \$880.



EVENTS

- 2021 events continue to be on hold, but the Friends keep coming up with wonderful ideas!
- Launch of Zoo Views, virtual learning for 2021
 - Reindeer, Llamas, Capybaras, Emus, Bison



FHPZ FUNDING CAMPAIGN 2020



- The Honey Family Foundation has been donating to Friends of High Park Zoo since 2012.
- Their generosity has provided us with Matching Fund Campaigns and last year is no exception.
- Since 2012 we have raised over \$500,000 through these campaigns!
- At last year's AGM we are launching the 2020 Matching Fund Campaign where the first \$50,000 raised was matched. We achieved our goal and these funds are going towards the \$200K for the ICIP grant.

EDUCATION STRATEGY



Building on a great response for High Park Zoo educational programs, the Board undertook the development of an Educational Strategy to formalize and grow more intentional engagement for the Zoo with schools and community organizations. The objectives of the strategy are:

- To facilitate use, support and more meaningful engagement of the Zoo by local schools
- To position the Zoo as a field trip and virtual destination in support of Ontario curriculum
- To create resources to ensure meaningful learning and engagement by school visits groups
- To create teachers resources to further learning outcome, pre and post Zoo visit
- To build a relationship between young people and HPZ as an important aspect of community life

EDUCATION STRATEGY



Things to look forward to:

- Options for virtual visits to the zoo with students hearing from experts in the field and the zoo keeps.
- in person visits and pre-visit and post-visit activities packages to enhance Zoo experiences and build knowledge about the animals and their environments.
- “Discover Kits” for hands-on learning activities and special projects.

FHPZ PROJECTS IN 2020



Purchased a shelter for the llamas while relocated during construction of their new home.

Meridian sponsored an artist to paint the storage container that the city had located in the zoo.



COMMUNICATIONS

Social Media



- Maintained continued presence in 2020/2021 despite the Zoo's closure for parts of the year due to the COVID-19 pandemic
- Averaged at least two posts per week in 2021
- Use of Buffer to streamline social media posts
- Community reached out to FHPZ via email, social media for updates on Zoo's closure
- Use of # TBT (Throwback Thursday) in 2020 and # TongueOutTuesday in early 2021 to share theme pictures and foster engagement
- Use of social media to promote FHPZ's online events
- Current social media followers (May 15, 2021):
 - 3182 followers on Facebook, 1589 followers on Twitter, 1566 followers on Instagram
 - Recent reboot of YouTube Channel

COMMUNICATIONS



Media

- Media Releases for Llama Building groundbreaking ceremony (limited in-person) and ICIP funding (online event).
- Promotion of virtual events in Snap'd Bloor West, Councillor Perks' newsletters and MPP Karpoché's newsletters

Branding

- Branding including logo, colours and fonts were revised and refreshed in 2020.



COMMUNICATIONS



Website

- Website underwent a complete redesign to allow for a better visitor experience and streamlining of information. Completed in Q1 of 2021.
- Tied-in social media on website
- Use of polls to name five mouflon babies and engage community (Spring 2021)

Newsletter

- “It’s Zoo News with Onyx” used to give fun yet informative updates on the Zoo and FHPZ.



BY THE CITY OF TORONTO 2020



Deer Sail



New Aviary

THANK YOU

Current Partners



THE GRENADIER GROUP



dtah



EPDI

E R A



ZEIT DICE



GeoPro Consulting Limited
Geotechnical-Hydrogeology-Environmental-Materials-Inspection

propeller
coffee co.



Government
of Canada

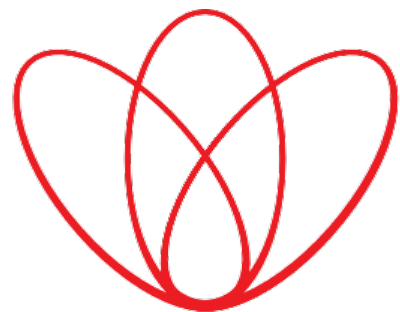
Gouvernement
du Canada



**High Park
Nature Centre**



Ontario



GREAT LIFE GROUP
since 1926

**MOSES
ZNAIMER**



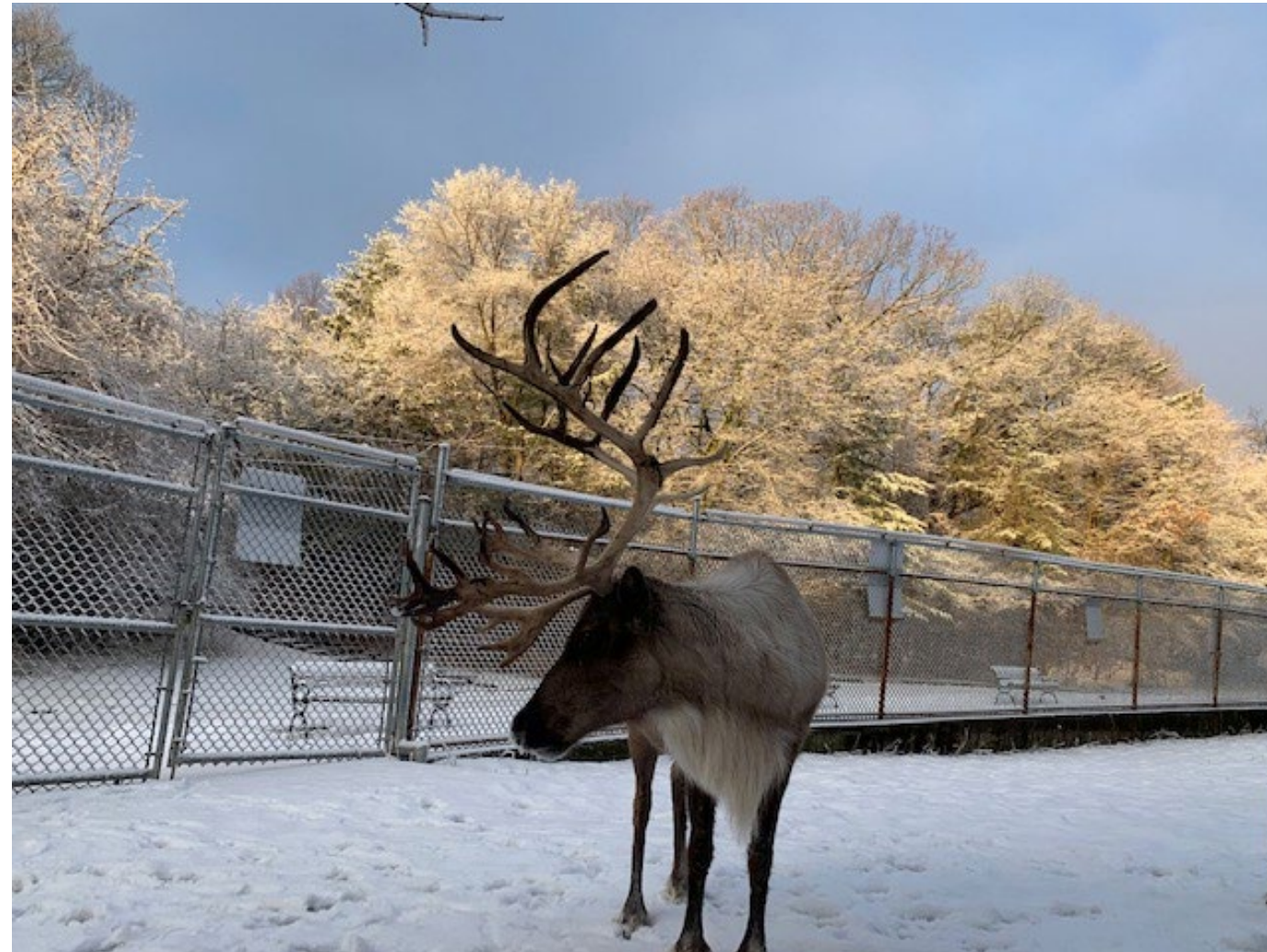
*PleasantShield*TM



minto
Apartments

Griggs
Family
Foundation

THANK YOU



Thank you for your ongoing support and for joining us this afternoon.

2021-2022 are going to be exciting years, so please stay tuned.

QUESTIONS ??

