FROM THE DIRECTOR

Thank you for making 2019 an outstanding year! Wildlife Safari’s success is a testament to the passion and dedication of its staff, volunteers, donors, partners, members, visitors and our Board of Directors. Your support has helped to inspire the 184,000 people that visited the park this year and provided us with the tools to provide high-quality care for the 626 animals that call Wildlife Safari home.

Through the generous support of donors and the community, we have launched Wildlife Safari towards a more exciting future for both our animals and our visitors. In 2019, we debuted our brand new Raptor’s Ridge exhibit featuring birds of prey; brought new and exciting animals to the park, like the Greater Kudu found in the Africa section of our drive through; upgraded and enhanced our visitor’s experience by adding new food options, more picnic tables and improving sidewalks; and we opened the Cheryl Ford Center, a new multi-purpose education and event center that will help us further the park’s mission and vision. This year also included new partnerships with donors allowing us to spark our community’s passion for wildlife in fun and imaginative ways like exploring the drive through at dusk to watch the sunset and take a nighttime tour.

From all of us here at Wildlife Safari, thank you for your continued support.

Dan Van Slyke
Executive Director

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VISION
Our vision is to be a world leader in conservation, unique animal interactions, breeding and research relating to sustainable species of threatened wildlife.

MISSION
Our mission is to provide the highest quality interaction with wildlife to inspire lifelong commitments to conservation, education and the preservation of native and exotic species.

VALUES
In our daily work, we fulfill our mission by operating through four core values:

INTEGRITY
We are professionals who are committed to excellence, ethics and accountability in all aspects of our work.

MAKING A DIFFERENCE
We are focused on positively impacting the lives of animals, our guests and our community.

TEAMWORK
We conduct ourselves in a manner that fosters belonging, collaboration and mutual respect.

UNIQUENESS
We are proud of our unique natural setting and our ability to provide exceptional animal interactions.

STRATEGIC PRIORITIES 2019-2024
Over the next five years, Wildlife Safari will make measurable progress toward the following priorities:

STAFF
Hire and retain exceptional staff.

FINANCE
Build an organization that is fiscally sustainable for the long term.

ANIMAL WELL-BEING AND INTERACTION
Achieve the highest standard of animal welfare with safe and unique public and staff interactions.

CONSERVATION
Integrate ecosystem and wildlife conservation into all of our planning and programs.

INFRASTRUCTURE
Provide a safe, attractive and exciting guest experience by growing and enhancing the park’s infrastructure.

COMMUNICATIONS
Communicate precisely and effectively, internally and externally.
A NEW COMMUNITY GATHERING SPACE

Over the years, we began to see a rise in the number of rental inquiries for a space that could accommodate more than what we had to offer. Each year we were turning away people who wanted to host their wedding or company party at Wildlife Safari. We were also struggling to find space for our own education programs which were growing in size. These programs see thousands of students come through our park each year for class tours and camps and we were running out of indoor spaces they could use to gather and learn. Wildlife Safari did have a facility that could hold over 100 people, but lacked the flexibility for group learning activities. With a little renovation, the Discovery Theater could be the solution to our problem.

Our annual LAWS Auction and Benefit Dinner provided the perfect platform to seek support to create a bigger indoor venue. We knew it would be well received as LAWS attendees would personally and corporately see the benefit from this project. Foundation support was absolutely integral in the culmination of the project and we were thrilled to find several local foundations that were aligned with our vision. As the fundraising total grew to $554,129.00, we were able to envision the outdoor capabilities the covered patio could offer, the functionality of the flat, open floor plan to host kids programs and camps, and the concept of the stage as a focal point to incorporate animal presentations during events and classes. The excitement began to build even more as the project came to fruition and we decided to name it after one of the largest supporters of the project as well as the entire park, Cheryl Ford.

Once the facility was completed, the grand opening revealed that the Cheryl Ford Center came in just under budget and has been booked by several community groups and organizations for various school events, staff parties and celebrations. We couldn’t be happier with the result and are incredibly proud to offer a space for the community to come together and learn about animal conservation.
In order to spread the message of cheetah conservation throughout our region, Wildlife Safari has raised many cheetahs to become ambassadors. At the end of 2018, a single male cheetah cub was born and hand reared to become yet another ambassador for its threatened species. He was brought to Wildlife Safari where he was named Khayam Jr. aka “KJ” after Wildlife Safari’s original cheetah ambassador from the 1970’s, Khayam.

KJ would need a puppy companion for optimal development and after contacting several animal shelters in Oregon, a puppy was found at Saving Grace, a local animal shelter in Roseburg. The puppy, named Rhino by the shelter staff, was a border collie/hound mix and was about the same age as our cheetah cub. When Rhino and KJ were introduced to each other at around nine weeks old, it was a perfect match. The two immediately started to play and wrestle and haven’t been separated since. Even though they are two different species, it was like they had always been best friends. For the next five months the cheetah keeper staff spent 24 hours a day with this cheetah/puppy duo, strengthening bonds with them and desensitizing them to all kinds of new sights, smells and situations.

The two instantly became a huge hit locally, on social media, on the internet and internationally. A TV show even sent a film crew here all the way from England to film a special episode on KJ and Rhino’s friendship. The cheetah keepers take KJ and Rhino to schools and businesses all over the state for educational talks and presentations about cheetah conservation in the wild. Watching KJ and Rhino interact leaves people with an unforgettable image. Whether it is on TV, at a school assembly or at Wildlife Safari, these two are helping to inspire thousands and spread the message of conservation for cheetahs all over the world.
PARK SUPPORT

MEMBERSHIPS:
Memberships represented below include basic, deluxe, foster care, facilities, licensed day care & senior memberships.

BY THE NUMBERS

75
Staff

184,000
Visitors

26
Animals born

6,318
Students reached

1,560
Volunteer hours

118
Species

65,000
Social media followers

56
Animals acquired

66
Volunteers

$173,176
Raised at the LAWS annual fundraiser

ADoptions by Popularity:
Wildlife Safari supporters are encouraged to purchase symbolic adoption packages for their favorite animal ranging from $25 to $1,000.

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Memberships represented below include basic, deluxe, foster care, facilities, licensed day care & senior memberships.

New Memberships

Renewal Memberships

Adoptions by Popularity:

Cheetah

Tiger

Giraffe

Elephant

Bear

Other

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WHERE YOUR DONATION GOES

FINANCIAL

INCOME:
- Education Programs
- Memberships
- Fundraising & Development
- Food Services
- Merchandise
- Encounters & Enrichment
- Gate Revenue

EXPENSE:
- Fundraising & Ads
- Animal Care & Feed
- Maintenance & Utility
- Operations
- Salaries, Wages & Benefits
DON’T MISS

PARTY AT BEAR ISLAND | JULY 11, 2020
Learn about how to camp safely in bear territory by watching what happens when 3 hungry bears stumble into an abandoned campsite littered with food. Stick around until the end to feed them some of their favorite snacks.

DREAMNIGHT | AUGUST 1, 2020
An evening of adventure, fun and smiles await families and children dealing with chronic and terminal illness. Tons of community organizations show up with games and activities to show their support and celebrate the memories made together with loved ones.

25TH ANNUAL LAWS BENEFIT AUCTION & DINNER
SEPTEMBER 11, 2020
Supporting Wildlife Safari has never been so fun! Boasting a different theme every year, this fundraiser transports guests to a fantastical version of the park with amazing decorations and phenomenal food and drink. Costumes are always encouraged and guests never disappoint.

ZOOBILEE | OCTOBER 23 & 24, 2020
Families are welcome to come dressed in their best costumes for trick or treating amongst the animals in our free Safari Village. Besides interacting with some wild animals, children will also be entertained by activities and games. Guaranteed they’ll have a scary good time!

TURKEY TROT | NOVEMBER 26, 2020
Make room for the turkey with a fun run through our cheetah drive through and Safari Village. This 5K attracts hundreds of locals who want to get active before the big meal. Have another slice of pie...you earned it!

WILDLIGHTS | DECEMBER 18, 19 & 20, 2020
What do festive light displays, gingerbread cookies, animal actors and Santa Claus all have in common? They can all be found at Wildlife Safari during our most popular holiday event. Grab the family and experience the sights and sounds of the season with your favorite animal friends. Free hot cocoa available to warm you up throughout the evening.

STAY INFORMED
To stay informed about community events, email events@wildlifesafari.net, or follow us on Facebook today!
SPECIAL THANKS

TO EVERYONE WHO HAS SUPPORTED US

To our many donors, sponsors and community partners,

Your support in 2019 is deeply appreciated. Thank you. It costs $15,000 a day to feed and care for the animals at Wildlife Safari. Your generosity supports things like the purchase of specialized equipment, ensuring that our animals have the highest-quality medical care and the development of new and exciting animal enrichment activities designed for optimal mental and physical stimulation. Our donors also enable Wildlife Safari to continue to be a world-wide leader in cheetah breeding (214 cubs and counting!). Your support also bolsters our amazing education programs which teach future generations about our natural resources and native and exotic wildlife. While Wildlife Safari’s mission is to inspire lifelong commitments to animal conservation in others, it is your ongoing support which inspires us.

Looking for more ways to show your support for Wildlife Safari?
• Join our email list to get details for all of Safari’s events sent right to your inbox.
• Become a volunteer helping out in areas like our Children’s Zoo or preparing diets for our Village animals.
• Become a Docent so you can share information about our animals with guests and assist with our annual events.
• Adopt an animal and receive quarterly updates from your favorite animal’s keepers.
• Become a Sponsor for one of our events and share your passion for the park with the entire community.
• Donate to the park’s mission of conservation, education & the preservation of wildlife.

If you would like to learn about how you can get more involved in Wildlife Safari please contact Tracy Moser at development@wildlifesafari.net.

TO THE WILDLIFE SAFARI BOARD OF DIRECTORS

Thank you for your dedication, service and leadership.

PAT MARKHAM
Chair
SEAN BARRETT, DVM

SHARON WILSON
Vice Chair
CHERYL FORD

STEVE FELDKAMP
Treasurer
SCOTT HENDY, DVM

VALYNN CURRIE
Secretary
TOBY LUTHER

LINDSAY ROBERTS

RON YOCKIM

LAUREN YOUNG
TO THE FOUNDATIONS & DONORS
THAT SUPPORTED THE CHERYL FORD CENTER

We are truly grateful for the support you were able to provide towards this crucial renovation. We are proud to be able to inspire lifelong commitments towards conservation, education and the preservation of native and exotic species with every school group or community group that gathers within the Cheryl Ford Center. Thank you.

LADIES AUXILIARY OF WILDLIFE SAFARI
SUPPORTERS OF THE 2019 LAWS AUCTION & BENEFIT DINNER
THE FORD FAMILY FOUNDATION
M. J. MURDOCK TRUST
THE WOODARD FAMILY FOUNDATION
AUTZEN FOUNDATION
OREGON COMMUNITY FOUNDATION- COMMUNITY GRANT PROGRAM
KAREN M. SCHROTH FOUNDATION
BEN SERAFIN FUND OF OCF
OLSRUD FUND OF OCF

& TO WILDLIFE SAFARI’S DEDICATED STAFF, VOLUNTEERS AND DOCENTS

Your passion for conservation and commitment to the care of the park’s animals is remarkable. Thank you for inspiring our community, and for championing our mission.