



Photo by Mike Dulaney

# **Tiger SSP Tiger Conservation Campaign**

**Tigers once roamed across much of Asia.  
Today, fewer than 4,000 remain.  
Please join us in helping to secure a future for wild tigers.**

## **Wild Tigers are in Danger of Extinction.**

Thought to occupy less than seven percent of their original range, today's tiger populations are threatened by habitat loss and degradation, poaching, tiger-human conflict, loss of prey, and other factors. Bali, Caspian, Javan, and South China tigers (i.e., four of nine subspecies) have all disappeared from the wild just in the past hundred years. Amur, Sumatran, and Malayan tigers are all thought to number fewer than 500 individuals in the wild.

## **A World Without Wild Tigers is Unimaginable.**

Tigers are one of the largest land-dwelling predators on Earth and a powerful cultural symbol to many around the world. Both revered and feared, they are a wilderness icon. Our world would be much impoverished without these awe-inspiring felines.

## **Zoos can be a Powerful Force for Tiger Conservation.**

Tigers are one of the most popular zoo animals, captivating millions of visitors every year. Outside of the tiger's natural habitat, zoos' tiger exhibits are the ultimate settings to engage people, raising tiger awareness and funding. With our dedicated and knowledgeable staff, zoos can collectively make a big impact in support of wild tigers.

**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**

# THE CAMPAIGN

The Tiger Species Survival Plan (SSP) is initiating a Tiger Conservation Campaign to encourage zoos to support wild tiger conservation efforts and raise awareness about wild tigers. This is to be an ongoing campaign, loosely organized by the Tiger SSP, but personalized by individual zoos. We are asking for your participation and support.

## What the Tiger SSP will Provide to Get You Started

On the next page, you will find tiger-themed fundraising and activity ideas. As the campaign progresses, the Tiger SSP will also provide educational materials that your zoo can use to raise awareness about wild tigers. Attached are descriptions of

conservation projects the SSP is recommending for support, for Amur, Sumatran, and Malayan tigers. The Tiger SSP is also dedicated to answering your questions and providing you with feedback about your ideas for raising awareness and funding.

## Sending and Distributing Funds

The Tiger SSP will collect the funds raised through this campaign, in order to keep track of zoos' collective impact. The Minnesota Zoo Foundation has set up an account specifically for the Campaign. Please write your check to the Minnesota Zoo Foundation and enclose it with a letter indicating that your funds are for the Tiger SSP Tiger Conservation Campaign.

Please also let us know which effort you would like to support for Amur, Malayan, or Sumatran

tigers, or whether you would like the funds to be split among all six projects. The Minnesota Zoo Foundation is a 501c3 nonprofit organization, and will send you a letter acknowledging your support, for tax purposes. The collective funds will be disbursed at least twice a year to the projects selected by participating zoos.

**Minnesota Zoo Foundation**  
**13000 Zoo Blvd.**  
**Apple Valley, MN 55124**

## Your Next Steps

*After reviewing the enclosed information, we ask you to join the Tiger SSP's campaign. Please let us know that you're interested!*

You can contact the Tiger SSP Coordinator, Tara Harris, at [tara.harris@state.mn.us](mailto:tara.harris@state.mn.us). Please also consider which fundraising and awareness-raising strategies would work best for your zoo, and which project you would like to support.

*Feel free to start planning your events or activities.*



Photo by Mike Dulaney

## Promoting Your Efforts and Our Collective Impact:

The Tiger SSP is happy to announce your campaign-related events and promote your efforts on its website, [www.mnzoo.org/tigerssp](http://www.mnzoo.org/tigerssp). We also intend to initiate a Facebook page for the campaign, where you can actively share your efforts with others. The updates we send to participants and institutional representatives will also acknowledge your zoo's support. As the campaign grows, the Tiger SSP will be also celebrate zoos' efforts and impact in articles, presentations, and other formats as they are available. In the "supporters" section of Campaign materials and presentations, institutions contributing \$1,000 or more annually will be listed as Campaign supporters and those contributing \$5,000 or more will have their logos displayed. All contributors will be acknowledged in the Campaign's annual report.



**We welcome your feedback and questions.**

## CONTACT:

Tara Harris  
Director of Conservation  
AZA Tiger SSP Coordinator  
Minnesota Zoo  
952-431-9206  
[tara.harris@state.mn.us](mailto:tara.harris@state.mn.us)

# TIGER-THEMED FUNDRAISING AND ACTIVITY IDEAS

## Events

The Tiger SSP encourages your zoo to consider a "Tiger Conservation Day" to highlight wild tigers' precarious situation and raise funding for tiger conservation. Here are some fundraising and activity ideas for events:

- Dinner with tigers, or a tiger-themed party  
*(rhino example: [www.rhinos-irf.org/cincoderhino/](http://www.rhinos-irf.org/cincoderhino/))*
- Tiger-themed race  
*(tiger example: [www.mnzoo.org/pressroom/press-releases\\_tigertracks.asp](http://www.mnzoo.org/pressroom/press-releases_tigertracks.asp); gorilla example: <http://austingorillarun.com/>)*
- Tiger-themed date night
- Sleepover with tigers
- Tiger-themed raffle
- Tiger- or big cat-themed art sale
- Tiger-themed golf, putt-putt, or frisbee golf tournament
- Online auction



Photo by Christopher Dulaney

## Enclosed:

*You will find descriptions of six Wildlife Conservation Society tiger conservation efforts that need support.*

### AMUR TIGERS

**Anti-poaching Efforts**  
**Tiger Health Support Program**

### MALAYAN TIGERS

**Anti-poaching Efforts**  
**Tiger and Prey Research**

### SUMATRAN TIGERS

**Tiger-human Conflict Mitigation**  
**Tiger and Prey Research**



## Providing You with Updates about Tiger Conservation Efforts

The Tiger SSP will provide all participating zoos with a written update, at least annually, about the six tiger conservation efforts we are supporting. You will receive photos as well, that you can use to further engage your zoo's staff and guests.

## Continuous Fundraisers/Activities:

- Tiger-themed spiral coin wishing well
- "Quarters for Conservation", or year-round donation boxes
- Tiger face painting station
- Tiger enrichment activities, followed by donation request
- "Round up for Tiger Conservation" donation request at gift stores or food concessions
- Sell pre-loaded grocery cards (e.g., Kroger stores) that provide a percentage of funds back to the selling organization

**We welcome your fundraising ideas and hope to introduce new ones as the campaign progresses.**

*Given the numerous school and professional teams with tiger mascots, and businesses with tiger-themed logos and marketing strategies, we also encourage you to seek out connections and sponsorships locally.*

# TIGER CONSERVATION EFFORTS

## SIX OPTIONS FOR SUPPORT

*The Tiger SSP has chosen six tiger conservation efforts to offer for support: two options for each managed subspecies of tiger (Amur, Malayan, and Sumatran).*

We recognize that your institution may already be supporting another tiger project, and that there are many other great tiger conservation efforts that are worthy of support. We encourage you to support the tiger conservation project that works best for your zoo, and we thank you for considering the ones we have chosen.

The Tiger SSP has decided to support the tiger conservation efforts of the **Wildlife Conservation Society (WCS)**, based in New York and with offices in the range states of Amur, Malayan, and Sumatran tigers.

Working with a single conservation organization that has field-based conservation programs for all three Tiger SSP-managed subspecies will allow us to have a more streamlined campaign, and provide your zoo with consistent updates about field conservation efforts. The Tiger SSP

working group has been highly impressed with the responsiveness of WCS staff and the quality of their conservation work. We also wanted to support an organization that has permanent staff working in the field, conducting critical field conservation activities. Lastly, since an important aim of our campaign is to highlight what zoos are doing to help secure a future for wild tigers, it is fitting to support WCS, which operates four zoos including the Bronx Zoo, a Tiger SSP member institution.

### **WCS's overall tiger conservation strategy is comprised of the following elements:**

- 1) A focus on securing source sites for tigers, areas across Asia where at least 25 breeding tigresses can exist free from threats
- 2) Ensuring that WCS staff are on-the-ground at these source sites, and have in-depth, daily knowledge about the threats to tigers, know well and work well with the junior and senior level staff of the protected areas that are at the heart of most source sites, and know well and work well with the local communities living inside and adjacent to the source sites
- 3) A focus on ensuring that the highest quality protection is given to tigers in these source sites through robust ranger patrols and extensive intelligence gathering mechanisms
- 4) Regular high-quality, peer-reviewed, science-based monitoring of tiger populations, tiger prey populations, habitat extent and quality, and the threats to tigers so as to ensure that we can quickly make course corrections in our conservation interventions in response to the changing nature of the threats to tigers
- 5) A long-term commitment to these source-site focused tiger conservation interventions, as the time frame over which tigers will recover in these source sites is typically on the order of decades. There are currently about forty tiger source sites remaining in Asia, and WCS works in about half of these, including source sites in Russia, Malaysia and Indonesia.

We hope you will find a project to support that works well for your zoo. Please direct questions to Tara Harris, Director of Conservation, AZA Tiger SSP Coordinator, Minnesota Zoo, 952-431-9206; tara.harris@state.mn.us



Photo by Mike Dulaney