

NATURAL PARTNERSHIPS PROGRAM

ZOOS PARTNERED IN CONSERVATION



Shan Shui/Snow Leopard Trust/Panthera

WILD SUCCESS STORIES

Snow Leopard Conservation Made Possible by You

You, together with a global community of nearly 100 zoo partners, continue to make snow leopard protection a priority, allowing us to reach new conservation milestones.

We want you to be able to tell the stories of your conservation impact. From community-based conservation initiatives, biological and social research, conservation education for children, college students, and community members, to government engagement and national and international policy decisions - you have helped us involve communities of people at every level to make conservation for snow leopards both strategic and systemic.

The impact of your zoo community, joined with this larger global community for snow leopards, is both powerful and critical. We strive even harder because you are with us. Thank you!

WHAT'S INSIDE

CONSERVATION PROJECTS

- How Many Are There?
- Staying Connected
- Boots & Wheels on the Ground
- Partnering with Communities

In The Zoos

Ways To Get Involved

Conservation Handicrafts

Strides for Snow Leopards



HOW MANY ARE THERE?

Working Toward Better Estimates of the World's Snow Leopard Population

Visitors to Zoos want to know, "How many snow leopards are in the wild?" The answer has always been a guess, captured within a very broad range between 3600 - 7000. In 2018, we decided to work toward a more robust estimate. With your support, our teams are conducting a global assessment of snow leopards in order to not only have a better idea of how many there are, but to assess the effectiveness of future conservation efforts. This crucial count is called PAWS.

PAWS stands for *Population Assessment of the World's Snow Leopards*. In collaboration with all 12 snow leopard range countries' governments, the Global Snow Leopard Ecosystem Protection Program (GLSEP) Secretariat, and numerous organizations and institutions, we have embarked on this global effort to better understand how many snow leopards there are in each country, different regions, and ultimately, over the entire range.

TO DATE:

With your support, we have been able to complete the fieldwork for the first scientifically robust national population estimate of snow leopards in Mongolia.

By the end of the year, we will have new estimates for Mongolia's snow leopard population.

With your partnership, we are supporting conservationists in all 12 snow leopard range countries; we have developed tools, methods and resources for rigorous population assessments. PAWS compliant surveys are currently being implemented in most snow leopard range countries.

This population estimate will be valuable as a standalone achievement, and will also serve as a marker for assessing the effectiveness of future conservation efforts. It also gets us closer to being able to share better estimates with visitors when they ask, "How many snow leopards are there?"



YOUR IMPACT

Our team now offers training and real-time support to conservationists in all range countries in study design, camera trap planning and methods, and data organization and analyses.





SLCF-Mongolia/Snow Leopard Trust



Snow Leopard Trust

BOOTS & WHEELS ON THE GROUND

Empowering Community Rangers in the Effort to Protect Snow Leopards

Each year, volunteer rangers assist in an important annual prey survey, counting ibex and argali in a 1400 km² region of the Tost Nature Reserve. South Gobi, Mongolia.

In 2020, Pujii Lkhagvajav, Research and Monitoring Manager at our Mongolia partner organization, Snow Leopard Conservation Foundation, was delighted to equip the seven hard-working community rangers from the Tost region with brand new boots and motorcycles!

"Their footwear was falling apart walking in this rugged, rocky landscape. I was delighted to provide them with new boots before we started this year's survey and later, with a new motorcycle for each ranger to cover the seven major regions" recalled Pujii.

Last year the rangers **walked over 650 kilometers (more than 400 miles)** surveying the wild ungulates across Tost.

They also covered more than 5,247 kilometers in 92 days (that's over 3,250 miles) by motorcycle, patrolling the Tost Nature Reserve, preventing poaching and recording observations on snow leopards, prey, and rare plants.

We have been working on our long-term snow leopard ecological study in this region since 2008 and partnering with the community on conservation initiatives since 1998. The community rangers are integral to increasing our capacity and presence in this region. They not only work tirelessly, but are important conservation partners.

The rangers, who represent their communities, are learning more about the area and sharing it within their communities. Their work has empowered them to make decisions for the land which contributes to long-term conservation.

"I have seen the 7 community rangers grow into strong advocates of the Tost National Reserve and become partners with us. I remember Buuren, one of the rangers and also a herder, saying, "this is my first time having an official title and job in my life. The more I learn about my land the more I am proud of it".

~ Bayara Agvaantseren , Director Snow Leopard Trust Mongolia

STAYING CONNECTED

Continuing Conservation Education with Remote Learning

Cell Phones Enable Student Learning

Our field teams made amazing adaptations to our conservation education programs in response to the pandemic. As schools closed and eco-camps were no longer safe, our teams in India, Mongolia and Kyrgyzstan engaged children through phone-based communication apps that encouraged them to explore and document wildlife in their own backyards.

"With the help of teachers and school principals, we made a simple activity program that didn't require gathering in groups," says Kubanych Jumabai, Director of Snow Leopard Trust in Kyrgyzstan. "Instead, it directed children to do individual work in the nature/garden around their homes with content focused on the biodiversity of Kyrgyzstan, like vultures, wild cats, and mountain ungulates."

Workbooks and Newsletters

In Mongolia, beautiful education workbooks, normally used in eco camp, were delivered to students' homes in the remote Gobi Desert, enabling them to journal, learn, record wildlife sightings and reflect on solutions to environmental problems and then share with our team remotely.

"We sent the workbooks to bridge the environmental education gap during the pandemic," says Nadia Mijiddorj, Education Manager for Snow Leopard Trust Mongolia. "The workbooks had 21 lessons on nature with a focus on snow leopard conservation, recycling, and conserving water."

Photos

Top Right: Young girl engaged in education program in India, photo credit NCF-India/SLT

Bottom Left: Drawing depicting the snow leopard and its ecosystem by student in India, NCF-India/SLT

Bottom Right: Young boy in Mongolia engaged in conservation education, SLCF-Mongolia/SLT



YOUR IMPACT

Our teams in India, Kyrgyzstan, & Mongolia were able to work with more than 700 children living in snow leopard habitats through remotely delivered conservation education efforts, including innovative exercises like 'nature in your backyard.'





NCF-India/Snow Leopard Trust

PARTNERING WITH COMMUNITIES

Reaching Beyond the Goals toward Long-Term Conservation

Local people living in snow leopard habitats can be the strongest allies for snow leopard conservation and their critical role has been especially evident during the pandemic.

Household members, rangers, citizen scientists and field staff from our partner communities remained on the frontlines of snow leopard conservation this past year and through the lockdowns.

With your support, more than 15,000 herder families in India, Kyrgyzstan, Mongolia and Pakistan participated in our livestock insurance and livestock vaccination programs alone.

Participating communities are not only taking leadership to manage these community-funded compensation programs and wildlife friendly

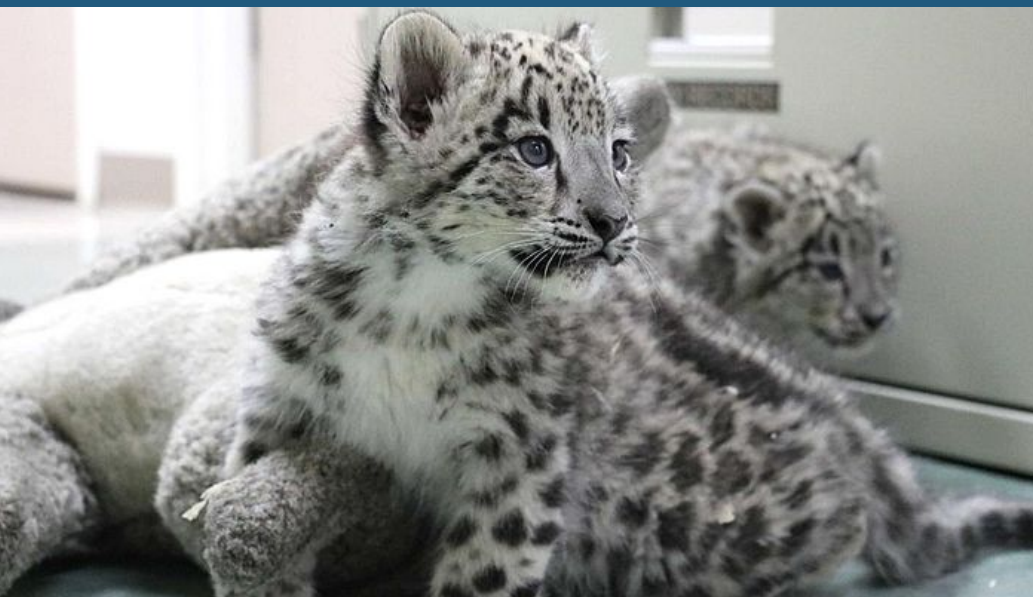
animal husbandry efforts, but are also taking steps, beyond initial programmatic goals and expectations, to protect snow leopards and the landscape where they live. Village reserves are just one example:

Village Reserves Increase Prey Species

10 communities in India who participate in the Livestock Insurance Program also set aside areas called 'village reserves.' To restore habitat for snow leopard prey species and help increase the diversity of flora and fauna, they refrain from grazing livestock in the reserves. Local community members monitor the increased diversity and ensure that livestock don't enter the area. We have already seen an increase in blue sheep and song bird species in these reserves.

YOUR IMPACT

Thanks to your support over 19,000 households from more than 150 communities engaged with us in snow leopard conservation, protecting 10% of the global snow leopard habitat.



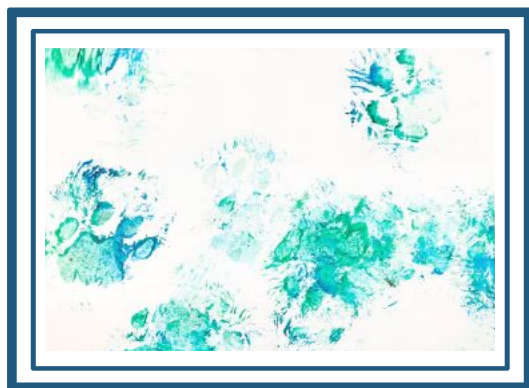
Above: **Omaha's Henry Doorly Zoo and Aquarium** and **Miller Park Zoo** come together to help snow leopard cubs. The two cubs, born August 4, 2020, were sent to Omaha where they received treatment for "swimmer's syndrome." The cubs are doing well and are heading back to Miller Park Zoo in Illinois.

IN THE ZOOS

Assiniboine Park Zoo

Despite scaling down 2020 activities from previous years due to Covid-19, Assiniboine Park Zoo was able to engage its guests in safe learning activities and donation opportunities for the Snow Leopard Trust. During International Snow Leopard Day, guests could:

- complete a digital self-guided scavenger hunt through the Zoo with visits to each feline exhibit
- learn about Assiniboine Park Zoo Snow leopard family tree
- learn how to make changes in their daily lives to help protect snow leopards and other wild cats at our interpretive center



Original artwork by Assiniboine Park Zoo cat

Korkeasaari Zoo

Korkeasaari Zoo held several campaigns during the winter of 2020 to support snow leopard conservation, including:

- *Calendar Sales* - Local radio station pushed the sale of Zoo holiday calendars - 1/2 of all revenue generated from calendar sales donated to snow leopard conservation
- *LUX Light Festival Event* - 1 euro of each ticket sold for the event was donated to snow leopard conservation via the Snow Leopard Trust
- Asking for donations for Snow Leopard Trust on their website

"Paintings by snow leopards and other large cats are always popular. This year we auctioned four original pieces - raising over \$2000 dollars!" ~ Laura Burns, Assiniboine Park Zoo

With your commitment to snow leopard and ecosystem conservation, Snow Leopard Trust raised over \$230,000 in 2020 through the NPP program.

IN THE ZOOS

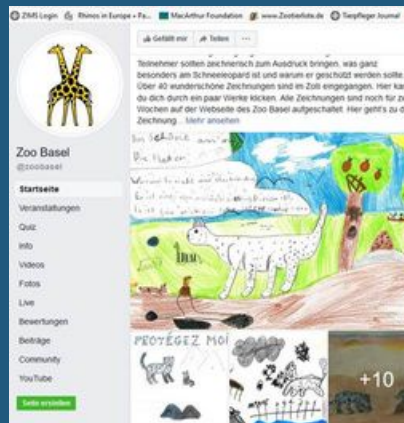
International Snow Leopard Day - October 23

Many zoos celebrated International Snow Leopard Day, bringing awareness, joy and conservation action opportunities to their visitors.

Trivia & Drawing Contest

Zoo Basel created an International Snow Leopard Day quiz on their Facebook account, saying, "Today we would like to draw attention to these majestic animals. What do you know about the snow leopard? Here you can test your knowledge!" See how well you do: <https://qz.app.do/internationale-tag-des-schneeleoparden>

"We also invited children to paint a picture dealing with the subject: Why we need Snow leopards in the world. We received a lot of nice pictures and each child received one of the toys from Snow Leopard Trust." Dr. Friederike von Houwald, Curator Zoo Basel.



Photos

Top Right:

Snow Leopard Cub Alma Leaper at Big Cat Sanctuary in England

Top Center:

Drawings by Zoo Basel supporters for Snow Leopard Day posted on their Facebook page.

Bottom Left:

Memphis Zoo 'Take the pledge for snow leopards' activity during International Snow Leopard Day

Bottom Right:

Northumberland Zoo Snow Leopard Weekend



The Big Cat Sanctuary held a naming campaign for their snow leopard cubs in 2020, donating 15% of all funding raised to support snow leopard conservation through our NPP partnership.

[See The Big Cat Sanctuary cubs for their first day outside.](#)





Photos: Maxine Bradley

Above: Northumberland Zoo branded their reopening last December as a special **Snow Leopard Weekend** to highlight their new snow leopard exhibit and introduce the public to snow leopard ambassadors, Karli and Neiva. This conservation-focused event enabled the Zoo to donate a percentage of their proceeds to Snow Leopard Trust.

IN THE ZOOS

How One Person Truly Can Make A Difference

Story by Stephanie Huettner - Assistant General Curator at Omaha's Henry Doorly Zoo

I met Jennifer Snell Rullman from the Snow Leopard Trust at a Snow Leopard Species Survival Plan (SSP) meeting in the mid-2000s. She introduced me to the beautiful wool merchandise handmade by women in snow leopard range countries. I fell in love with the program and thought more people needed to see these felted goods and learn about Snow Leopard Trust's great conservation work.

I decided to start a conservation boutique at my zoo. I had no space, no money, nothing at all. But the incredible SLT partnership model was an example I could present to other conservation organizations with similar programs. Just over a decade later, I now support 18 organizations using this same model and send 100% of the proceeds back to them. I secured a dedicated space in a conference room at work where I've set up a permanent shop for zoo employees, volunteers, and docents to shop conservation goods year-round.

I also obtained permission to share the important work of the conservation groups from my boutique at public zoo events, even though the zoo does not keep any portion of the sales. Luckily, I have a handful of amazing volunteers who help me staff some of these events because I'm now busy year round. I am proud to say that since the boutique started in 2007 I have sent over \$90,000 to an amazing group of conservation champions!

The organization nearest and dearest to my heart will always be Snow Leopard Trust.

They and Jennifer are the reason any of this even happened at my zoo.

It is so rewarding to know that with a few words to a visitor, or by making a small sale, I am helping make an impact for so many threatened species worldwide. I'm so grateful to manage the boutique here at the Omaha Zoo for all these years.

YOUR IMPACT

"In the last 10 years I have been able to send over \$25,000 to Snow Leopard Trust. It warms my heart to know that even my small contributions can make a considerable impact."

~ Stephanie Huettner



Conference room conservation boutique at Omaha's Henry Doorly Zoo



Paul Sangeorzan

WAYS TO GET INVOLVED

- Host **International Snow Leopard Day** - on October 23rd or any day of the year!
- Sell conservation handicrafts in your Zoo gift shop or at an event.
- Collaborate with us for our annual **#Strides4SnowLeopards** event - run, walk, skip, roll, slide, jump rope, bike - do what moves you for snow leopards and planetary health. Invite your supporters to join the event.
- Bring SLT to your Zoo - virtual or in-person - schedule one of our staff to present, talk, or host a workshop.
- Tell the stories of conservation impact - Signs, graphics, videos, conservation carts, presentations - call on SLT to provide photos, stories and other resources to engage your supporters and let them know all that you do to support wild snow leopards.
- Snow Leopard activities - we have collected so many great activities from you. See a list and send us more, from face painting, puppet shows and mock research stations - there are so many ways to celebrate snow leopards with your visitors on Snow Leopard Day or every day!
- Email jennifer@snowleopard.org to become a Zoo Partner.

"Our visitors loved snapping selfies at a decorated photo station on International Snow Leopard Day."

Laura Burns, Assiniboine Park, in Winnipeg, Canada. Photo on right shows photo booth.

"Community engagement is at the core of our conservation principles."

*~Jennifer Snell Rullman
Snow Leopard Trust*



STRIDES FOR SNOW LEOPARDS

A Global Endurance Event for Snow Leopard Conservation & Ecosystem Health



WHAT MOVES YOU?

Getting Active for Snow Leopard Conservation

On June 13th, 2021, to raise awareness and funding for snow leopard conservation, we invited supporters from around the world to join us in all manner of fun physical activities for our second annual **#Strides4SnowLeopards** global event.

In 2020, people from 33 countries participated in our inaugural event – united in the name of conservation and global health. This year, we had participants from 52 countries and **six zoos** also joined in the fun to highlight our partnerships and engage our many collective snow leopard supporters for conservation. From promoting on social media to creating teams and organizing in-person socially distanced events at your zoos, you helped boost participation and raised awareness for snow leopard conservation. Over 700 participants from six continents walked, ran, biked, skipped, skated and hula-hooped to support the important work we ALL are doing together to protect snow leopards.

Thank you so much. Here's to making great strides for snow leopard conservation and global ecosystem health TOGETHER in the coming year!

YOUR IMPACT

#Strides4SnowLeopards
had a social media reach of
18.1 million

More than 23K unique
interactions (up almost 800%
from last year!)

Supporters from 52 countries
and six continents joined
the fight to protect
snow leopards

You helped us raise over \$50K



ZOO PARTNERS

We are extremely grateful to our 2018-2020 Partners!

| | | |
|----------------------------------|--|---|
| Akron Zoological Park | Memphis Zoo | Punta Verde in Situ onlus |
| Association Zoologique d'Assoon | Mesker park Zoo & Botanic Garden | Roanoke Valley AAZK Chapter |
| Banham Zoo | Midnight Sun AAZK Chapter | Roger Williams Park Zoo |
| Billabong Zoo | Mill Mountain Zoo | Rolling Hills Zoo |
| Binder Park Zoo | Miller Park Zoo | Roosevelt Park Zoo - Minot Zoo Crew |
| Binghamton Zoo at Ross Park | Milwaukee County Zoo | Rosamond Gifford Zoo AAZK Chapter |
| Bramble Park Zoo | National Zoo & Aquarium Conservation Team | Sacramento Zoo |
| Buffalo Zoo | Northeastern Wisconsin Zoo - Green Bay AAZK | Safari de Peaugres |
| Calgary Zoo | Northumberland Country Zoo | Santa Barbara Zoo |
| Cape May County Zoo | Oakland Zoo | Scovill Zoo AAZK Chapter |
| Carolina Tiger Rescue | Oglebay Good Zoo | SECAS - Menagerie du Jardin Des Plantes |
| Catoctin Wildlife Preserve | Orsa Rovdjurpark | Sequoia Park Zoo |
| Como Park Zoo & Conservatory | Paradise Wildlife Park & Zoological Society of Hertfordshire | Service Systems and Associates |
| Der Grune Zoo Wuppertal | Parc Zoo du Reynou | Stone Zoo |
| Dudley Zoological Gardens | Parco Faunistico Le Cornelle | Toledo Zoo |
| Great Plains Zoo | Parco Natura Viva s.r.l. Garda Zoological Park - ARCA Foundation | Toronto Zoo |
| Houston Zoo | Philadelphia Zoo | Welsh Mountain Zoo |
| John Ball Zoo | Philadelphia Zoo AAZK Chapter | Wildlife World Zoo AAZK Chapter |
| Jungle Cat World | Phoenix Zoo | Zoo de Granby |
| Kansas City Zoo | Pittsburgh Zoo | Zoo de la Boissiere du Dore & Natur' Zoo de Mervent |
| Knoxville Zoo | Plock Zoo | Zoo Liberec |
| Lakeland Wildlife Oasis | Potawatomi Zoo | ZooLife |
| Lake Superior Zoological Society | Potter Park Zoological Society | ZooParc de Tregomeur |
| Lee Richardson Zoo | Pueblo Zoo | Zoo Wroclaw |
| Louisville Zoological Garden | | |

Annual Contribution \$3000+



ZOOS PARTNERING IN SNOW LEOPARD CONSERVATION OVER THE LAST 3 YEARS