



SUKARI & TANGE



DEBBIE & RONNIE

OUR MISSION

To provide captive elephants with individualized care, the companionship of a herd, and the opportunity to live out their lives in a safe haven dedicated to their wellbeing.

To raise public awareness of the complex needs of elephants in captivity and the crisis facing elephants in the wild.



**DISTANCE LEARNING
STUDENT ON A
VIRTUAL FIELD TRIP**



**THE ELEPHANT
HEALTH CARE CENTER**

LETTER FROM THE CEO

In this 2020 Annual Report, we recognize the work, accomplishments, and support that helped us to provide continued refuge and care for elephants, maintain a stable and safe work environment for staff, and remain a sustainable resource for our community this past year. Throughout what was a difficult and unpredictable time, our elephants and our staff remained healthy, and our incredible supporters ensured the organization's financial stability, empowering us to attain our mission uninterrupted.

With eyes on the future, The Elephant Sanctuary Board and Staff kicked off 2020 with the planning and implementation of a new five-year strategic plan. Two months into The Sanctuary's 25th anniversary year and only one month after approving the 2020-2025 plan, the world changed for all of us.

The challenges of the year gave us an even higher regard for the unique opportunity Sanctuary affords our resident elephants as we watched Sissy, Tarra, Shirley, Nosey, Minnie, Debbie, Billie, Ronnie, Sukari, Tange, and Flora continue to exhibit natural behaviors of elephants, grazing, browsing, mudding and more, unaware of the stress and strain of the world around them. We also reflect fondly on what was our final year with Asian elephant, Shirley, who passed away February 2021 as the second oldest elephant in North America. Often recognized as the heart of The Sanctuary, we celebrated Shirley's 72nd birthday in July 2020. In her 22 years residing in and exploring all corners of her expansive habitat, Shirley touched many lives. A video of Shirley's 72nd birthday celebration reached more than 2.6 million people on Facebook, with 57,000 leaving birthday wishes, likes, and hearts. Shirley was always amazing!

Highlights of other 2020 accomplishments:

- Supported 10 international organizations on four continents through allocated funding to help sustain elephant welfare projects that address the growing need to conserve elephants in captivity and in the wild
- Continued construction on The Elephant Health Care Center custom-designed lab, meeting space, and adjacent two-stall barn with our Facilities Team and contractors following special safety protocols
- Added 15kw solar with Tesla power wall for storage and emergency backup for enhanced sustainability
- Recruited 13 new EleAmbassadors located in AL, CA, CT, DC, IL, NC, NJ, NY, and TN
- Mastered new platforms like Zoom, Microsoft Teams, and Google Meet to allow for multiple connection points to reach students and other new audiences at home
- Participated in Microsoft's Global Learning Connection event, completing 12 educational programs that reached over 450 students in seven states and three countries in just 48 hours
- Earned the new GuideStar Platinum seal in recognition of our fiscal health and transparency

It is with deep appreciation we recognize all that made it possible for the elephants in Sanctuary to have a secure home and to experience their day-to-day lives unchanged by the realities of the pandemic. We thank you for your generosity and support throughout, and for sustaining our mission and making a difference for elephants now and for the future!

Janice Zeitlin
Vice President and CEO



LEADERSHIP

Dr. Richard Rhoda, Chair
Member since 2010
Retired Executive Director, Tennessee
Higher Education Commission

Dr. William Schaffner, President
Member since 2007
Professor of Preventive Medicine
and Infectious Diseases, Vanderbilt
University School of Medicine

Janice Zeitlin, Vice President
CEO since 2013
CEO, The Elephant Sanctuary
in Tennessee

Albert Ambrose, Treasurer
Member since 2012
President, E.T. Lowe Publishing Co.
and Lowe Graphics & Printing, Inc.

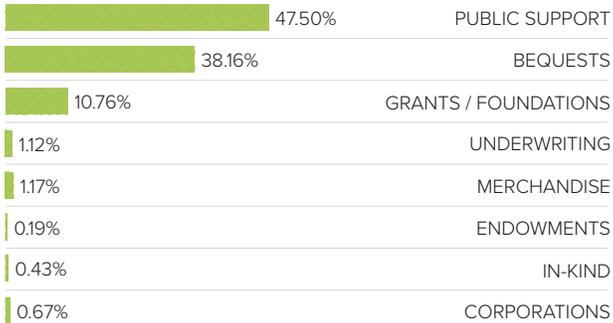
Sharon Langford, Board Member
Member since 2012
Marketing & Management
Consultant, Animal Welfare Author
and Volunteer

Michael K. Stagg, Board Member
Member since 2016
Attorney, Waller Lansden Dortch
& Davis, LLP

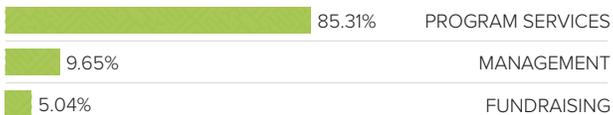


2020 FINANCIAL SUMMARY

SOURCES OF REVENUE



EXPENSES



PUBLIC SUPPORT & REVENUE

Public Support	5,391,599
Bequests	3,326,328
Total Public Support	\$8,717,927

EXPENSES & LOSSES

PROGRAM SERVICES

Shelter and Care	
Elephant Care	1,472,837
Veterinarian Care	545,700
Facilities	1,949,927
Education	836,450
Total Program Services	\$4,804,914

SUPPORTING SERVICES

Management	561,482
Fundraising	286,061
Total Supporting Services	\$847,543

TOTAL EXPENSES **\$5,652,457**

* The Elephant Sanctuary has set aside unrestricted financial operational reserves of five times its budgeted expenses to ensure the lifetime care and safe haven for an undetermined number of elephants. Elephants have an expected life span of 50–70 years and The Sanctuary is committed to providing food, shelter, veterinary care, medicine, caregivers, property maintenance and security. Along with the public's continuing support, these funds are needed to provide for the elephants currently in our care and for those that will come to The Sanctuary. The Elephant Sanctuary has \$65,389,622 in assets.

* Figures listed in the Annual Report are taken from The Elephant Sanctuary's 990 Tax Form, as they represent true expenses after the tax allocation of Investment Management Fees. The 2020 audit and 990 can be found on our website at elephants.com/financials.

KEY ACCOMPLISHMENTS

 **11 aging elephants** provided home, herd, rest, refuge, and individualized care in a 2,700-acre habitat

 **10 international partners** on four continents working to address issues of elephant-human conflict, poaching, habitat preservation, rescue and rehabilitation, and management and care in captivity

 Collaborated with Tennessee Wildlife Resources Agency on a conservation study identifying **31 different species** on Sanctuary grounds

 **513 Distance Learning programs** delivered online education to 15,991 individuals in 44 states, 19 countries, and six Canadian provinces

 **\$1,083,856** raised toward the Year End Campaign, thanks to more than 8,400 unique donors from 12 countries

 Hosted first virtual **World Elephant Day** event welcoming 52,400 engagements around the world and **750 pledges** to take action for elephants

 **More than 760,000 followers** across social media channels

IMPROVEMENTS FOR ELEPHANTS

- Raised two 100-foot towers for expanded visibility via *EleCam*, as well as for Caregiver safety and efficiency in locating elephants as they explore their vast habitats
- Regraded elephant trails and slopes in highly trafficked areas for increased mobility of our aging elephants
- Added fences and buffers in Asia Habitat to provide more choices for socialization, browsing and exploration
- Designed and constructed pulley system for hay enrichment in Africa Barn
- Winterized the waterers in Q Habitat for seasonal access

A WORD FROM OUR HERD

“Over the years we have received invaluable support from The Elephant Sanctuary in Tennessee. Currently, a grant from The Sanctuary is directed toward our behavioral studies in Amboseli, Kenya, and the development of The Elephant Ethogram: A Library of African Elephant Behavior.” - **Dr. Joyce Poole, Co-Founder & Co-Director of ElephantVoices**

“After our Distance Learning session, I had many parents message me that all weekend their child was talking about elephants, as well as reading and watching elephant videos. We are so appreciative that in this time of virtual education, we can keep their excitement and love of learning!” - **1st Grade Teacher, New Jersey**



SISSY

ABOUT US

The Sanctuary has provided refuge to 28 elephants retired from zoos and circuses, many of whom suffer long-term health and behavioral issues common to elephants that have spent their lives in captivity. Currently home to 10 elephants, The Sanctuary employs a fully integrated team of Caregivers and Veterinarians who provide high-quality care by using positive reinforcement and Protected Contact Management to safely meet the needs of each elephant.

Learn more at elephants.com



The Elephant Sanctuary in Tennessee is proudly accredited by the Global Federation of Animal Sanctuaries and certified by the Association of Zoos and Aquariums.

Our strong performance as an animal welfare/wildlife conservation 501(c)(3) non-profit is recognized by reputable charity monitoring groups.

