

Annual Report 2022

 **THE ELEPHANT
SANCTUARY**
IN TENNESSEE™



TANGE



Flora & Sukari



The Discovery Center's puppet parades in Hohenwald



Minnie & Ronnie

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.

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
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
Partner, Holland & Knight, LLP

Letter from the CEO

The Board of Directors and Staff of The Elephant Sanctuary in Tennessee are filled with immense gratitude for the outpouring of commitment and support received in 2022 and throughout the unpredictable times associated with the pandemic. As the doors of The Sanctuary's Elephant Discovery Center in downtown Hohenwald reopened, we welcomed visitors, volunteers, and students from across the United States and hosted international partners and colleagues visiting from Asia, Australia, Africa, and Europe. We were especially honored this past year to be asked by the U.S. Postal Service to host the First Day of Issue Dedication Ceremony for the unveiling of the *Elephants* Forever Stamp. Special guest speakers, community members, and 250 supporters from across the country gathered in Hohenwald on World Elephant Day for this very special event.

Our collaborations and discussions with elephant professionals around the globe continued throughout 2022. We were excited for two of our staff to travel to Namibia to assist Dr. Caitlin O'Connell with research on wild elephants' social dynamics and communications. At home in Tennessee, we worked with our international partner, Wild Welfare, to coordinate a skills transfer program for two elephant rangers from Lok Kawi Wildlife Park in Penampang, Sabah, Malaysia, that included a one-month immersion into Protected Contact management of elephants at The Sanctuary.

There are many highlights from 2022 to share:

- the celebrations of the milestone 60th birthday of Asian elephant Billie (our oldest Sanctuary resident) and 40th birthday of African elephant Nosey,
- the completion of a \$1,000,000 fence project replacing cable fencing to provide both security and flexibility in habitats for our elephants, and
- the creation of new trails and new water sources to enhance the habitat's overall accessibility for all of our aging residents.

We also want to note The Sanctuary's reaccreditation by Global Federation of Animal Sanctuaries, participation in Association of Zoos and Aquariums' elephant holders' meetings, and recognition by nonprofit evaluator Charity Navigator as a "Four Star Charity".

Your generosity in 2022 made all this possible. You helped provide home and herd to our resident elephants and ensured that Flora, Sukari, Tange, Nosey, Sissy, Debbie, Ronnie, Minnie, and Billie thrive with room to roam, day to day care, and a secure future. Your commitment supported the planning and building for new elephants, expanding The Sanctuary's capacity to include all elephants, male and female, with a need for lifetime care. In August, Zoo Knoxville announced plans to transfer their three African elephants, a bull and two females, to The Sanctuary in 2023. With preparations underway on a 200-acre site for two new barns to accommodate bull elephants, North Carolina Zoo also confirmed their plans for Artie, African bull, to come to The Sanctuary. We are excited to announce that Artie arrived January 31, 2023 to become The Elephant Sanctuary's 29th resident and first permanent bull!

We are looking forward to continued growth of our herds in 2023.

Thank you from all of us!

Janice Zeitlin

Janice Zeitlin

Vice President and CEO
The Elephant Sanctuary in Tennessee



Key Accomplishments



Provided care to **9 elephants**
on 3,060 acres dedicated to their wellbeing

Began planning and facility preparations for the arrival of
multiple new elephants to come
in 2023, including our first bull elephant

Welcomed **3,140 visitors**



to the **Elephant Discovery Center** in downtown
Hohenwald, including 250 people on World
Elephant Day while hosting the United States
Post Office's First Day of Issue Ceremony for
the ***Elephants Forever* stamp**

Delivered **446 virtual programs**

Reaching **14,329 individuals** and students in **37 states**
and **11 countries** around the globe

Assisted **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

Trained and mobilized EleAmbassador volunteers who
led **49 in-person programs**
with audiences of **1,500 people in 10 states**



Expanded our sustainability initiative:
Recycled **3 tons** of cardboard
and added to our solar panel arrays

Shared updates with **795,000+**
followers, including photos and videos from inside
The Sanctuary, across social media channels



2022 Financial Summary

SOURCES OF REVENUE

41.31%	PUBLIC SUPPORT
44.99%	BEQUESTS
10.48%	GRANTS / FOUNDATIONS
0.92%	UNDERWRITING
0.91%	MERCHANDISE
0.07%	ENDOWMENTS
0.88%	IN-KIND
0.44%	CORPORATIONS

EXPENSES

89.50%	PROGRAM SERVICES
7.15%	MANAGEMENT
3.35%	FUNDRAISING

PUBLIC SUPPORT & REVENUE

Public Support	6,261,348
Bequests	5,120,996
Total Public Support	\$11,382,344

EXPENSES & LOSSES

PROGRAM SERVICES

Shelter and Care	
Elephant Care	1,870,810
Veterinarian Care	598,007
Facilities	2,173,398
Education	974,509
Total Program Services	\$5,616,724

SUPPORTING SERVICES

Management	448,909
Fundraising	210,151
Total Supporting Services	\$659,060

TOTAL EXPENSES **\$6,275,784**

* 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 \$77,105,234 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 2022 audit and 990 can be found on our website at elephants.com/financials.



SISSY

The Sanctuary has provided refuge to 31 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 11 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



**ASSOCIATION
OF ZOOS &
AQUARIUMS**

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.

