

Annual Report 2024

Providing lifelong care. Inspiring global change.

 **THE ELEPHANT
SANCTUARY**
IN TENNESSEE™



SISSY (& NOSEY)



Osh



Local students visit The Discovery Center



Billie

Mission

- To provide a natural habitat refuge developed around the needs of Asian and African elephants where elephants are provided with lifetime care
- To support and promote elephant welfare and conservation
- To educate the public regarding the complex needs of elephants and the challenges facing elephants in the wild

Leadership

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

Janice Zeitlin, President & CEO
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.

Michael K. Stagg, Secretary
Member since 2016
Attorney, Environmental Law

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

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

Dear Friends,

2024 was a year of meaningful expansion at The Elephant Sanctuary. Thanks to our donors' generous support, The Sanctuary enhanced elephant facilities and habitats across our 3,060-acre refuge in Middle Tennessee, strengthened team and capacity to provide high-quality care, and expanded impact through distance learning, field trips, and international partnerships.

In recognition of The Sanctuary's 29-year history and growth, the Board of Directors reviewed and updated the organization's charter, bylaws, and mission statement. With ongoing commitment to creating **a better world for elephants**, Board and Staff worked together to develop a five-year strategic plan 2025 – 2029 to carry forward The Sanctuary's mission to provide lifetime care and refuge for Asian and African elephants, to educate the public on the complex needs and challenges to elephants, and to support improved welfare and conservation efforts for elephants around the globe.

A major milestone in 2024 was the completion of the Building for Bulls project, which included the relocation of Artie to the new barns and habitats, and **the arrival of Osh**, The Sanctuary's second African bull resident. This investment in infrastructure was designed to meet the unique and growing needs of male elephants, providing them with the space, social access, and specialized care essential for their well-being. In addition, the project expanded social opportunities and opened new habitats for the resident female elephants.

The Sanctuary's Education Program provided 380 free distance learning programs throughout the year, reaching over 14,000 learners. Program requests were bolstered by a collaboration with Scholastic Magazine's *Storyworks* and *Scope* on a feature article about African elephant Flora, which **reached over 1 million students and teachers nationwide**. These efforts deepen public understanding of elephant welfare while building long-term support for conservation.

In 2024, Urban Green Lab, a sustainability nonprofit, awarded The Sanctuary a second Silver Certification for commitment to the practice of sustainable decision-making. By focusing on waste reduction, renewable energy adoption, water conservation, and carbon footprint reduction, The Sanctuary creates **a model for environmental stewardship**.

While celebrating the year's many accomplishments, we want to take time to remember and honor beloved African elephant, Donna, who passed on December 24, 2024. The outpouring of sympathy and support deeply touched everyone struggling with the heartbreak of this sudden loss.

As we look ahead through 2025, we celebrate the recent arrival of Mikki and Punch from Louisville Zoo, the launch of a 137-acre habitat expansion for the elephants, continued growth of our educational outreach, and **our 30th Anniversary!**

Thank you for being part of this mission. Your support allows us to adapt, grow, and provide exceptional care for Artie, Osh, Nosey, Billie, Minnie, Ronnie, Debbie, Sissy, Flora, Tange, Sukari, Edie, Punch, and Mikki while working toward a better world for all elephants. We look forward to all that we will achieve together in the year ahead.

Janice Zeitlin

Janice Zeitlin
President & CEO
The Elephant Sanctuary in Tennessee



Key Accomplishments



Launched **The Sanctuary's Bull Program** by welcoming our first two African bull residents, Artie and Osh, to their two newly constructed 3,000-square-foot barns with 28 acres of expanded habitat



Provided **care for 13 elephants**, expanding their natural habitat by 60 acres to support safe foraging and exploration



Reached **14,000 learners virtually** in 45 states and 10 countries via Distance Learning education programs



Hosted **25% more field trips and guests year-over-year at The Elephant Discovery Center**, including self-guided visits and Outdoor Classroom exploration



Assisted 14 international partners on 4 continents, including partnering with **Dr. Caitlin O'Connell, Utopia Scientific**, to advance elephant behavior research in Namibia and **Wild Welfare US**, to host elephant keepers from Malaysia at The Sanctuary



Tackled sustainability goals through a combination of recycling, composting, and repurposing materials—achieving **98% waste diversion** and **increasing renewable energy production by 17%**



Shared Sanctuary updates with **over 743,000 social media subscribers**



2024 Financial Summary

SOURCES OF REVENUE

45.30%	PUBLIC SUPPORT
40.40%	BEQUESTS
10.74%	GRANTS / FOUNDATIONS
1.55%	UNDERWRITING
0.62%	MERCHANDISE
0.22%	ENDOWMENTS
1.16%	IN-KIND
0.01%	CORPORATIONS

EXPENSES

90.25%	PROGRAM SERVICES
6.51%	MANAGEMENT
3.24%	FUNDRAISING

PUBLIC SUPPORT & REVENUE

Public Support	6,459,643
Bequests	4,379,239
Total Public Support	\$10,838,881

EXPENSES & LOSSES

PROGRAM SERVICES

Shelter and Care	
Elephant Care	2,289,161
Veterinarian Care	667,757
Facilities	2,536,408
Education	1,269,937
Total Program Services	\$6,763,263

SUPPORTING SERVICES

Management	489,425
Fundraising	248,187
Total Supporting Services	\$737,612

TOTAL EXPENSES **\$7,500,875**

* 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 \$100,197,332 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 2024 audit and 990 can be found on our website at elephants.com/financials.



TANGE & SUKARI

Since 1995, The Elephant Sanctuary in Tennessee has provided home and care to 36 elephants. The Sanctuary began with 110 acres and has expanded to encompass multiple separate and protected, diverse habitats, spanning over 3,060 acres. Currently, there are 14 elephant residents, with space to welcome more.

Learn more at elephants.com



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

