

Protecting the 12

Our vision for conservation impact by 2030

By Lydia Stubbs, *Marketing & Communications*

There's more to *Creating a Better World for Animals* than just caring for the 2,000-plus animals that live at the Dallas Zoo. Because of your support, we contributed \$569,000 to over 30 conservation partners across the globe last year, and in 2019 we're committed to increasing our long-term impact.

We're in the midst of launching our first-ever, comprehensive conservation initiative – Protecting the 12. Over the next 12 years, we're making a bold investment in 12 wildlife conservation priorities.

"Meaningful progress requires a laser focus on targeted outcomes," said Ben Jones, Dallas Zoo's senior director of conservation. "Protecting the 12 will allow us to clarify and simplify our conservation initiatives and position them for better understanding, stronger support, and greater awareness among members, volunteers, guests, staff, and the Dallas community as a whole."

"It is hard to believe – inconceivable – that we are losing species at 1,000 times the natural rate," said Jones. "Animals face threats from every angle, but thankfully, **accredited** zoos and our supporters are at the heart of the battle."

Association of Zoos & Aquariums-accredited zoos are saving species from the brink of extinction. Animals like the California condor and scimitar-horned oryx still exist today because zoos and other conservation organizations took deliberate action to save them.

12 WILDLIFE PRIORITIES, 12 YEARS


So how are we moving the needle here at the Dallas Zoo? We've narrowed our commitments down to 12 wildlife priorities, each paired with a monthly focus and targeted field conservation partners, in which we will heavily invest for the next 12 years. Together with your support, we'll do this through in-park activities to raise awareness and needed funds.

In March, our wildlife conservation focus is elephants. The Dallas Zoo is deeply committed to elephant conservation. In 2015, we rescued five elephants from drought-stricken Swaziland, Africa, where they were slated to be **culled** by wildlife officials. We also have a history of supporting the Tarangire Elephant Project, securing safe passage for elephant migration in Tanzania and funding anti-poaching patrols 365 days a year. Conservation starts with us, and our members have never shied away from helping. Join us at the Dallas Zoo in March as we fight to create a better world for elephants.

Story Content Contributor
Ben Jones, Conservation

Accredited (ah-credit-ted) a term used to identify zoos and aquariums that have passed a strict, comprehensive animal welfare and habitat evaluation by the Association of Zoos & Aquariums to ensure the highest quality of care.

Culled (cuh-lled) purposeful killing of individual animals in order to manage resources for the ecosystem as a whole.



Join us in February and learn about our work to protect Texas species, like the whooping crane.

In November, we'll focus on protecting endangered hoofstock, like the Somali wild ass.

In May, we'll work to save critically endangered rhinos. While we don't have any rhinos in our care, we're still deeply committed to their protection.