Our Mission
Inspiring conservation of animals and the natural world.

Our Goals
- Excellent Animal Welfare
- Impactful Conservation
- Financial Sustainability

Core Values
We will advocate, respect, and care for co-workers, guests, the facility, and the animals by demonstrating these values:

Positivity
- Display a positive attitude under all circumstances
- Work with purpose, passion and energy
- Take time to celebrate successes of self and others
- Positively interact with zoo visitors to ensure they have a great experience
- Encourage inclusion in all interactions

Teamwork
- Directly, openly, and honestly communicate
- Listen and value others’ questions, concerns and ideas
- Demonstrate the mindset that “None of us are as smart as all of us” within and between departments
- Help others to do what needs to get done within and between departments
- Be accountable – take ownership for projects and do what you say you are going to do

Creativity
- Challenge the way we have always done it
- Think outside the box – look for new and innovative ways to do things
- Pursue improvement – strive to further knowledge and skills and learn from others

www.potterparkzoo.org
Goal #1

**Excellent Animal Welfare**

All departments will provide the highest level of welfare to each animal at the zoo.

**Strategies**

**Developing**
Train all staff in animal welfare practices.

**Assessing**
Create an animal welfare assessment process to evaluate each animal’s current welfare state.

**Prioritizing**
Ensure animal welfare of current and future species is the first consideration in all institutional collection planning.

**Planning**
Animal welfare will be a priority in the planning of all zoo activities.

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Goal #2

Impactful Conservation

Continually demonstrate an institutional culture of conservation to staff, board members, volunteers, members and the community.

Strategies

Leadership
Demonstrate leadership in conservation through prioritized species selection and conservation partnerships.

Culture
Integrate a culture of conservation into all positions at the zoo.

Best Practices
Employ best practices for reducing environmental impact on zoo grounds.

Messages
Include conservation messages in all zoo communications.

www.potterparkzoo.org
Goal #3: Financial Sustainability

We will sustainably grow our financial resources to assure Potter Park Zoo achieves its mission.

- **Invest**
  Maintain a capital improvement budget which allows for maintenance and improvement of zoo facilities.

- **Secure**
  Build fund balance annually until it has reached a level that will prepare the zoo for unforeseen circumstances.

- **Diversify**
  Increase funding for Potter Park Zoo and the Potter Park Zoological Society through expanded opportunities such as grants, sponsorships, unrestricted donations, memberships and events.

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