

Flora & Tange



2012: ANNUAL REPORT

2011 Financial Summary



the
Elephant Sanctuary®
in Tennessee

The nation's largest natural-habitat refuge for endangered Asian and African elephants

ACCOMPLISHMENTS - 2011 PROGRAM

- **Protected Contact**, where elephants and Caregivers do not share the same space but care is administered through a protective barrier, was adopted across the Sanctuary for all Caregivers.
- **Senior Management Team** was created to oversee the areas of the organization's operations in finance and administration and human resources; elephant husbandry; veterinary care; facilities; and development and communications, which included education.
- Increased standards in **Caregiver Safety** were implemented: The National Institute for Occupational Safety and Health recently gave a very positive assessment.
- The Sanctuary hired an **Education Manager** and expanded scope of education presentation through the Welcome Center and Distance Learning opportunities.
- The Sanctuary hired a Caregiver Education Coordinator to manage the website's Elecam system, to create our weekly **Elecam Encounters**.
- **CBS Evening News, Steve Hartman**, returned to The Sanctuary for a follow-up on the inspirational story of Tarra & Bella after the tragic loss of Bella in October, 2011.



Debbie

- The Sanctuary created **The Bella Fund** in memory of Tarra's companion Bella, and raised over \$100,000 to support elephant care and to assist the Hohenwald Community care for strays, like Bella, in search of a forever home.
- **Social Media Campaign** – The Sanctuary implemented new Social Media endeavors and Facebook followers reached 12,000 plus, by the end of 2011.

2011 CORPORATE OFFICERS AND DIRECTORS

Janice Zeitlin – Chairperson
Community Volunteer
Nashville, Tennessee

**Dr. William Schaffner –
President of Organization and
Board Member**
Professor and Chair-Department
of Preventive Medicine
Vanderbilt University School of
Medicine
Nashville, Tennessee

**Dr. Richard Rhoda – Treasurer
of Organization and
Board Member**
Executive Director, Tennessee
Higher Education Commission
Nashville, Tennessee

**Sandra Estes – Secretary of
Organization and Board Member**
Former Financial Service
Representative for Regions Bank

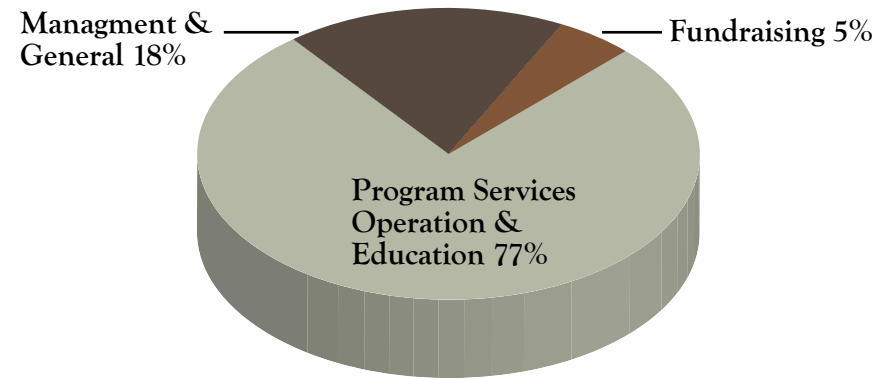
**Phillip R. Snyder –
Board Member**
Executive Director,
Suncoast Humane Society
Sarasota, Florida

**Scott Blais – Co-Founder,
VP of Operations and
Board Member**
The Elephant Sanctuary in
Tennessee

**Rob Atkinson –
Chief Executive Officer**
The Elephant Sanctuary in
Tennessee



SUMMARY OF FINANCIAL ACTIVITIES



Expenses | Based on 2011 audited financial records

<i>Public Support & Revenues</i>	
Public Support	\$4,245,420
Other Revenues	179,901
Total Public Support and Revenue	\$4,425,321
<i>Expenses & Losses</i>	
Program Services	
Shelter and Care	2,545,841
Education	455,254
Research	0
<i>Total Program Services</i>	3,001,095
Supporting Services	
Management and General	700,883
Fundraising	199,981
<i>Total Supporting Services</i>	900,864
Total Expenses	\$3,901,959
Increase in Net Assets	523,362
Net Assets – beginning of year	26,475,270
Net Assets – end of year	\$26,998,632
	<i>(Audited)</i>

THE ELEPHANT SANCTUARY IN TENNESSEE

OUR MISSION

The Elephant Sanctuary in Tennessee, founded in 1995, is the nation's largest natural habitat refuge developed specifically for endangered African and Asian elephants. The Sanctuary operates on 2,700 acres in Hohenwald, Tennessee – 85 miles southwest of Nashville.

The Elephant Sanctuary exists for two reasons:

- To provide a haven for old, sick or needy elephants in a setting of green pastures, dense forests, spring-fed ponds and heated barns for cold winter nights.
- To provide education about the crisis facing these social, sensitive, passionately intense, playful, complex, exceedingly intelligent and endangered creatures.

The Elephant Sanctuary in Tennessee is a 501(c)(3) non-profit corporation.

Accredited by the Global Federation of Animal Sanctuaries
Licensed by the United States Department of Agriculture (USDA)
and the Tennessee Wildlife Resources Agency (TWRA)



Liz, Frieda & Billie



P. O. Box 393 Hohenwald, Tennessee 38462 • 931-796-6500 931-796-1360 (fax)
elephant@elephants.com • www.elephants.com