

NorthAlabamaZoologicalSociety

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ANNUAL REPORT FOR 2020



# GENERAL BOARD OF DIRECTORS

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Kiliaen Anderson  
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William "Ivey" MacKenzie, Ph.D.  
University of Alabama in Huntsville

David Blair  
Dynetics

Orry Moody  
Google

Megan Cordner  
SAHP

Emily Moore  
SAHP

Elisabeth Hardiman, DVM  
Hampton Cove Animal Hospital

William "Willie" Nelson  
U.S. Department of Defense

Katie Krothapalli, DVM  
Aviagen

Victor Vega  
Cubic Corporation

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Treasurer

Mary Jones  
Member

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Torch Technologies

Jill May  
Madison County School District

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Jared Loomis  
A-P-T Research  
Writer/Editor

Rodney Robertson  
Auburn University Huntsville Research Center  
Organizational Leadership

Morgyn Morris  
The Church of Jesus Christ of Latter-day Saints  
HR/Business Plans

# LETTER FROM THE EXECUTIVE DIRECTOR



**"It was the best of times, it was the worst of times..."**

**- Charles Dickens**

Dear Friend,

We are so very grateful for the wonderful support we received from the community for NALZS, a combination zoo and aquarium, among the hardships of Covid-19.

NALZS' initial social media posts resulted in over 200,000 comments, and we were invited to interview with multiple local media outlets. Programming began in early 2020, and we immediately engaged with several local schools. Fundraising started during the summer months with a Facebook Fundraiser that raised \$6,000. In September, we hosted our First Annual NALZS Pals Campaign. Even with the abundance of local charities raising funds simultaneously, we were blessed with over \$7,500 in donations.

As we shared the news about NALZ's with the community, we were frequently asked about the zoo's intended location. We are currently in discussions with several property owners, and answering this question will remain our number one priority in 2021.

We have many more wonderful activities planned for this year as we create "A Zoo for You, North Alabama." Keep an ear out, and we will continue to strive to make you all proud.

With Gratitude,

**ETHAN WOODRUFF**

Executive Director

## STAFF

Ethan Woodruff  
Executive Director

Henry "Buz" Bireline  
Deputy Director

Jeannette Vega  
Development Director

Kiliaen Anderson  
Director of  
Conservation

Christie Woodruff  
Director of Education

William "Willie" Nelson  
Director of Research

Lacy Laster  
Marketing/PR Manager



# Connecting us to Earth's creatures - *the great and small.*

## OUR MISSION

Connect the communities and visitors of North Alabama with the world's wild places and wildlife; Be a standard of conservation research, action, and education; And inspire a better tomorrow; while establishing a world-class zoo and aquarium.

## OUR STORY

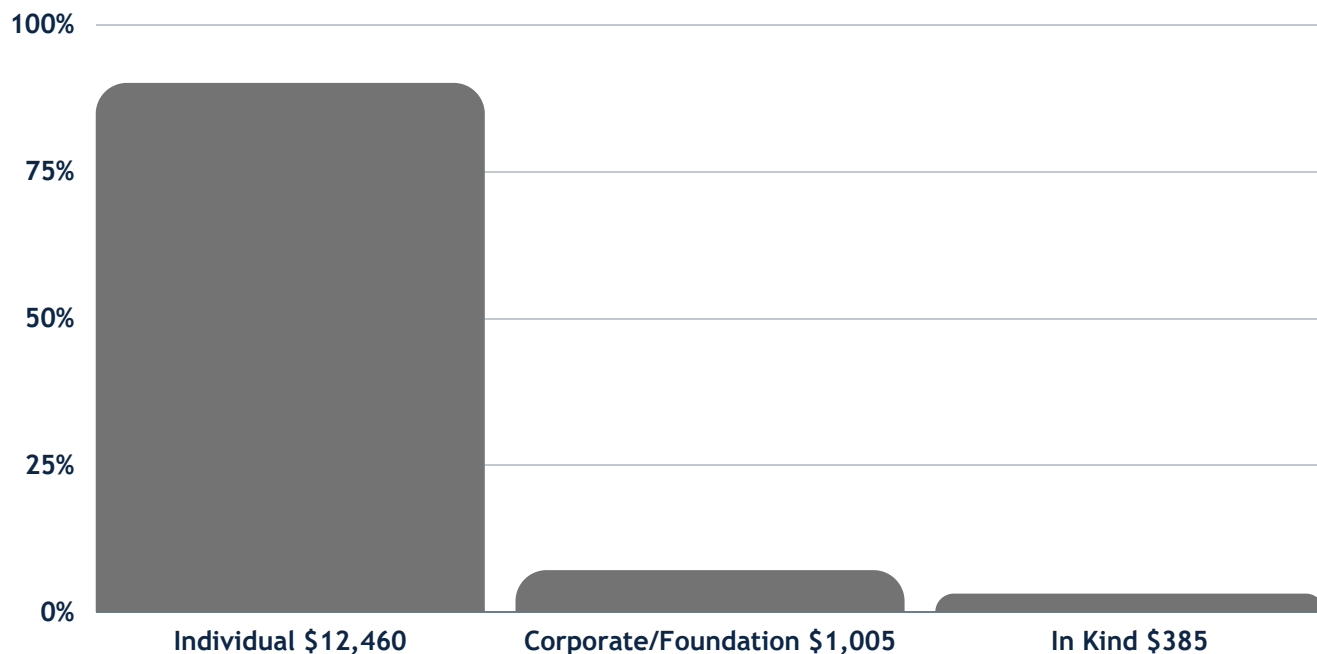
Our journey started with a daddy-daughter date to the Birmingham Zoo. One of the purposes of zoos is to inspire people. That day, it inspired a question. Watching the peace and joy on the visitors' faces as they connected with the animals caused the question to be asked, "Can Huntsville have a place like this?"

A small group of people got together to research the plausibility of answering that question. After doing market research, creating a rough plan, and talking to some zoo executives, the answer came back - Huntsville would be a great place to have a zoo. A nonprofit was formed on August 8th, 2019, and called the North Alabama Zoological Society. A more comprehensive business plan and board of directors were created. Meetings were held with local government officials who shared their excitement to have someone take up this effort. Then on January 9th, 2020 the society put up a billboard announcing an awareness campaign called, "A Zoo For You, North Alabama" to let the public share in the excitement. The initial excitement and support was overwhelming.

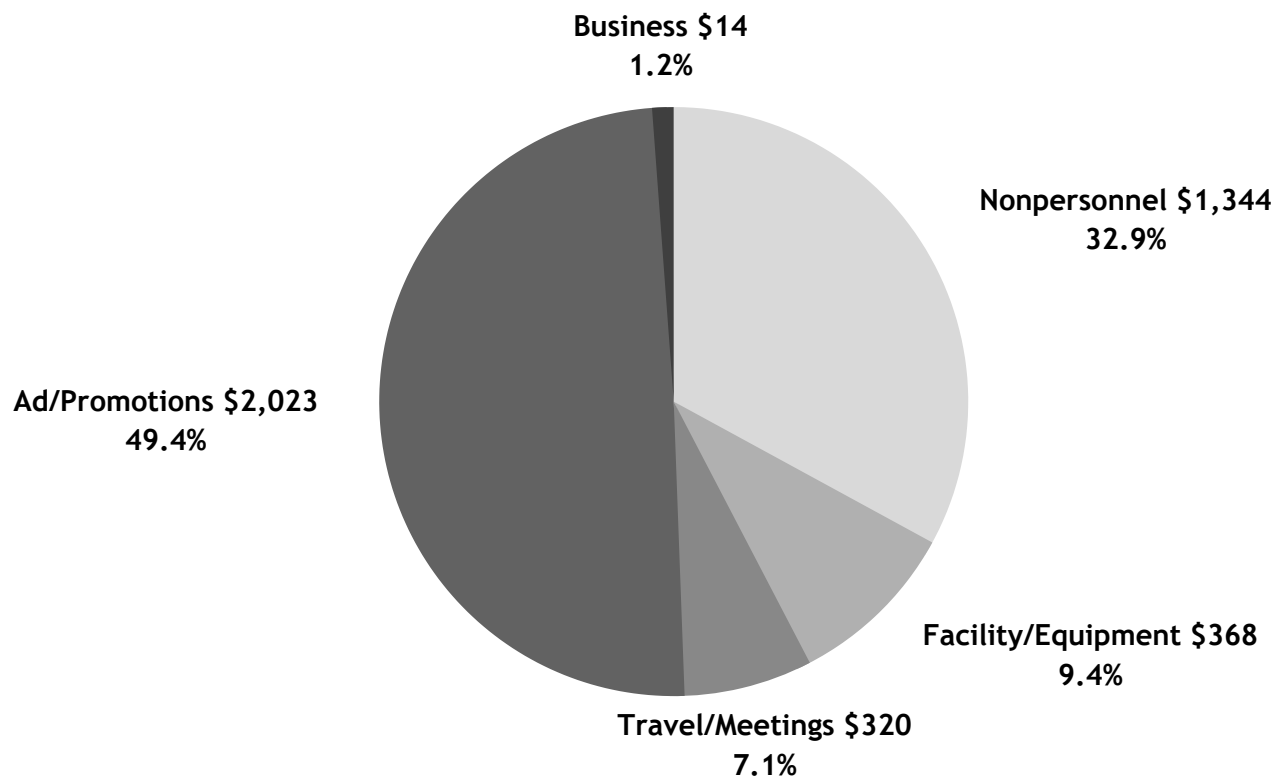




# FINANCES



**FISCAL YEAR ASSETS = \$13,850**



**FISCAL YEAR EXPENDITURES = \$9,446**

# OUR PROGRAMS

## CONSERVATION

We are here to be the hub of conservation in our region. We are looking for conservation groups to support with funding, volunteers, and resources. It is our hope that we can strengthen the conservation spirit in the Tennessee River Valley of North Alabama.

## EDUCATION

We have created ALSDE based curriculum that can be used for face-to-face or virtual instruction. We believe STEAM-based competitions and contests are a great ways to learn about and understand our natural world. Finally, we are working with other local organizations to put on day camps in the summer of 2021.

## RESEARCH

We have put in the plans a research campus where academics and scientists can learn more about animals and how we can take better care of them, both in our facilities and out in the wild.



# NALZS NEWS

## BILLBOARD

The Board of Directors launched a billboard campaign in early 2020 to make the community aware of A Zoo For You North Alabama.



## A ZOO FOR YOU IN THE NEWS

In January WAAYTV featured the A Zoo For You North Alabama after the launch of the website and billboard.

## MEET TWICKENHAM

We welcomed a society mascot, Twickenham the Tortoise, to the NALZS Family.



## EdZOOcation

The Education Department began presenting to schools in Madison County. Programming in classrooms was halted due to quarantine, but has continued in virtual and outdoor settings.

## First Annual Meeting

Praciting Covid-19 safety guidelines, the Board of Directors and Executive Management Team came together for an annual strategy and development meeting. It was the first time the organization met in person.





# NALZS NEWS...CONTINUED

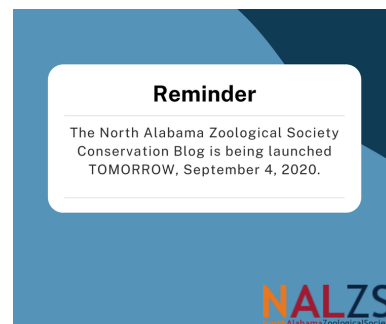
## Conservation Blog Launch

The Conservation Department launched a weekly blog to educate the community on conservation projects and topics.



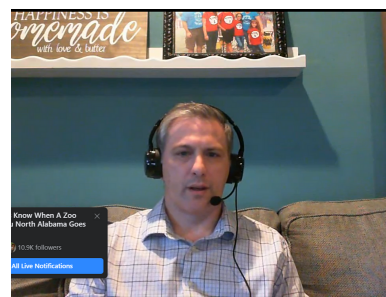
## NALZ PALS IN THE NEWS

In September WHNT produced a 2 minute feature video and an article about the First Annual NALZS Pals Fundraiser.



## ASK THE EXECUTIVE DIRECTOR

During the fall, Executive Director Ethan Woodruff hosted a 60 minute Facebook Live Q&A to answer questions from the community. Over 1.7K people viewed the video.



## ZOEY THE ZOOKEEPER

NALZS team members participated in the Scarecrow Trail at Huntsville Botanical Garden with "Zoey the Zookeeper" making her scarecrow debut.

## TINSEL TRAIL TREE

Jeff Benton Homes kindly sponsored a Tinsel Trail tree for NALZS, which was decorated with a giraffe theme by team members.



# THANK YOU TO OUR SPONSORS



## NALZS

PO Box 127 Ryland, AL 35767  
(256) 850-7466

[nalzs.org](http://nalzs.org)

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