



Snow  
Leopard  
Trust

**Natural Partnerships Program**  
*Zoos Partnered in Conservation*  
**2010**



**Left Photo:** Snow leopard photo taken by one of our photo trap cameras as part of the South Gobi Long-term Ecological Study.  
**Right photo:** Megan Sanders, from Cheyenne Mountain Zoo in Colorado helped the zoo raise \$14,000 for snow leopard conservation. She joined SLT staff on a trip to Mongolia to help implement an all staff conservation meeting and to visit our research project. Here she helps the research team collect trap cameras before the winter season sets in. Find out how you can get involved by contacting us!

***Join the Natural Partnerships Program this year!  
Turn inspiration into action!***

*Over 150 zoos worldwide have snow leopards on exhibit, with 71 zoos exhibiting snow leopards in Europe and 68 zoos in North America.*

***Currently 65 zoos are participating in the Snow Leopard Trust's Natural Partnerships Program. Participation directly impacts snow leopard conservation in the field.***

*Millions of individuals watch these snow leopards in awe and amazement every year. The Natural Partnerships Program bridges these inspiring moments with powerful contributions to snow leopard conservation in the field. Imagine the impact on snow leopard conservation if all 150 zoos joined together to support the Snow Leopard Trust conservation, education and applied research efforts. What a huge difference each zoo makes.*

***Get your zoo involved as a long term partner in snow leopard conservation.  
Naturally, there are so many ways to help!***

Snow Leopard Trust  
4649 Sunnyside Ave N. Suite 325, Seattle, WA 98103  
206-632-2421, [www.snowleopard.org](http://www.snowleopard.org)

*Cover Photo by Steven Oachs.*

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## Host a Snow Leopard Day Event!

Zoos around the world are hosting annual snow leopard fundraising and awareness-building events! Whether you call it Weekend Winterfest or Snow Leopard Day **we hope you will host a 2010 event to spread awareness about these elusive leopards.** It can take place any time of the year. These events are a huge success, drawing large crowds that come together to share in the festivities and celebrate these amazing cats! **We are happy to help by sending you ideas, information and materials.** We would love to hear about your event and don’t forget to send photos!



***Thank you to our 2009-2010 NPP Partners!***

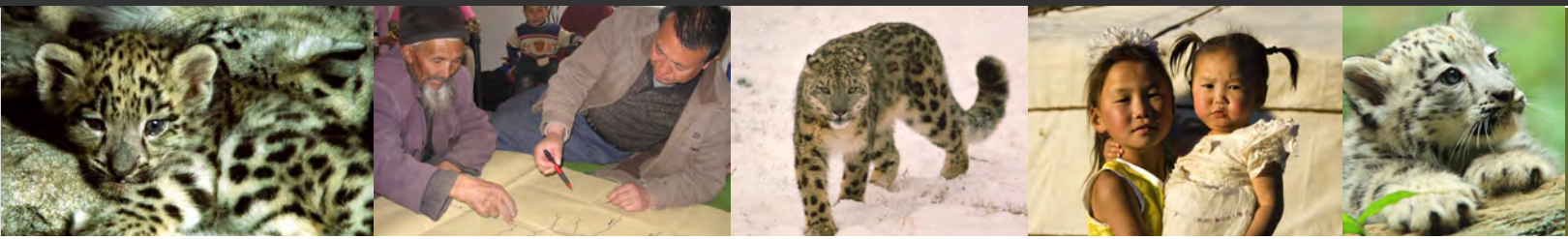
- |  |                                  |                          |
|--|----------------------------------|--------------------------|
| AAZK Puget Sound Chapter               | Great Plains Zoo                 | San Antonio Zoo          |
| Alaska Zoo                             | Houston Zoo                      | Santa Barbara Zoo        |
| Albuquerque Biological Park            | Jackson Zoo                      | Sequoia Park Zoo         |
| Banham Zoo                             | Jungle Cat World                 | Sunset Zoo               |
| <b>Friends of Banham Zoo (FOBZ)</b>    | <b>Kolmarden Zoo</b>             | Tautphaus Park Zoo       |
| <b>Big Cat Rescue</b>                  | Lake Superior Zoo                | Toronto Zoo              |
| Binder Park Zoo                        | Le Parc des Felins               | Tulsa Zoo                |
| <b>Bioparc Zoo de Doue la Fontaine</b> | Louisville Zoo                   | <b>Twycross Zoo</b>      |
| Binghampton Zoo at Ross Park           | Marwell Zoo                      | Utah's Hogle Zoo         |
| Blank Park Zoo                         | Maryland Zoo in Baltimore—AAZK   | Utica Zoo                |
| Brecs Baton Rouge Zoo                  | Milwaukee County Zoo             | Valley Zoo               |
| Brookfield Zoo                         | National Zoo & Aquarium          | Wildlife World Zoo       |
| Buffalo Zoo                            | Oklahoma City Zoo                | <b>Woodland Park Zoo</b> |
| Calgary Zoo                            | Omaha's Henry Doorly Zoo         | <b>Zoo Antwerp</b>       |
| Cape May County Zoo                    | Oregon Zoo                       | <b>Zoo Boise</b>         |
| Chattanooga Zoo                        | Parco Zoo Punta Verde            | Zoo Dresden              |
| <b>Cheyenne Mountain Zoo</b>           | <b>Philadelphia Zoo</b>          | Zoo Gdansk-Oliwa         |
| Cleveland Zoo                          | Potawatomi Zoo                   | Zoo Granby               |
| <b>Columbus Zoo</b>                    | Rare Species Conservation Centre | Zoo Liberec              |
| Denver Zoo                             | Roger Williams Park Zoo          | <b>Zoo Magdeburg</b>     |
| Dublin Zoo                             | Rolling Bay Wildlife Adventures  | Zoo Tregomeur            |
|  | Sacramento Zoo                   |                          |

**BOLD = Annual giving of \$5000 and above**

*In The Zoos: New Graphics for your zoo!*

Thanks to a grant from **M.J. Murdock Charitable Trust**, the Snow Leopard Trust worked with five Northwest zoos to develop new graphics about snow leopard conservation. Representatives from the Alaska Zoo, Zoo Boise, Oregon Zoo, Tautphaus Zoo, and the Woodland Park Zoo collaborated on the development of a graphic whose design and content will best reach zoo visitors. **The template is easy to adapt. We can customize the sign for you to print and install to fit your own zoo design needs.** The Lake Superior Zoo requested a custom sign, which is now being installed in the zoo in northern Minnesota! **We are happy to provide a custom graphic for your Zoo too!**





## About the Natural Partnerships Program (NPP)

### *What is the NPP?*

The Natural Partnerships Program (NPP) brings the global zoo community and the Snow Leopard Trust together in a united effort to ensure the survival of the endangered snow leopard. Through NPP, zoos help support high priority conservation projects that Snow Leopard Trust staff identify and implement in snow leopard range countries, including China, India, Kyrgyzstan, Mongolia and Pakistan. **NPP offers an exciting and economical way to make powerful contributions to the field.**

### *Why participate?*

Your zoo benefits from participation in NPP in several ways:

- ◆ You become a **Leader in Snow Leopard Conservation**, supporting a collaborative approach, focused on successful in-situ community-supported conservation programs and applied research.
- ◆ You **receive reports, maps, updates and photographs directly from the field**, enhancing your efforts to educate the public and inspire your members. SLT staff are accessible for questions, custom materials, and updates via phone, Skype or e-mail.
- ◆ **You are recognized in SLT publications** (website, annual report) for your support.
- ◆ **Snow Leopard Trust staff can, by invitation, visit your zoo** to present to your staff, members, and donors, about snow leopards, their status, current research and conservation methods used.

### *Ways to get involved...*

NPP is a flexible program with several conservation grant levels to fit a wide range of zoo budgets. Your zoo can get involved in many ways, including:

- **Direct Funding to Support On-Going Projects**—Support research and conservation efforts in the field by meeting our primary need for direct funding
- **Sell Conservation Products in your Zoo Gift Store**—Many of these products are part of our Community-based Conservation Program that generates income for impoverished communities living in snow leopard habitat. Sell these products and more in your zoo gift store!
- **Schedule a Snow Leopard Trust Staff Presentation**
- **Plan a Snow Leopard Day Event at your zoo!** International Snow Leopard Day or Winterfest Weekend—zoos are boosting attendance and conservation awareness with these events.
- **Install New Graphics for your Zoo.**
- **Hold a Teacher's Training Workshop: Introduce "Engaging Students in Conservation" to schools in your area! Our new snow leopard curriculum and service project.**



## Direct Funding to Support On-Going Projects

### *NPP Conservation Projects*

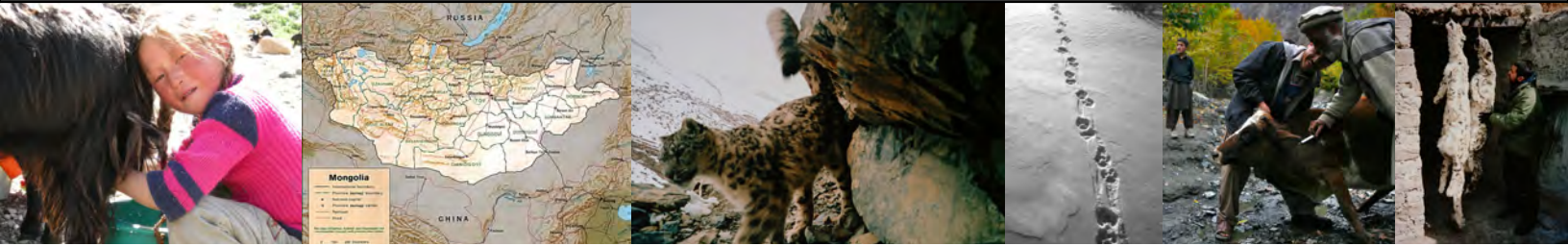
**The following five in-situ conservation projects are directly supported by your NPP partnership. These programs are on-going, sustainable, and community-driven and are making a huge impact for the cats! Please fill out the NPP Partnership Form (page 11) and return by mail or fax it to (206) 632-3967. *The Snow Leopard Trust has other on-going and pilot research, conservation and education programs in China, India, Kyrgyzstan, Mongolia, and Pakistan. If your zoo would like to sponsor a specific project for \$10,000 or more, please contact Jennifer Snell Rullman at 206-632-2421 about special projects and needs.***

### ***Long-Term Ecological Study (LTES): South Gobi, Mongolia***

In 2008, the Trust launched a long-term (15+ year) research project to take place in Mongolia's South Gobi Province. Although the Trust has completed over 120 research and conservation projects in all 12 countries where the cat is found, and they have been valuable studies, most were at most four or five years in duration. The aim of this project is to study all aspects of snow leopard ecology, and researchers will employ a variety of methods including trap cameras and GPS radio collaring. The Trust has established a base camp in the Tost Mountains, approximately 250 km west of the provincial capital of Dalanzadgad, and the first wave of researchers includes scientists from Argentina, Mongolia, the United States and Sweden. This major study is a collaborative effort involving the Trust, Snow Leopard Conservation Fund (Mongolian NGO), Panthera, Mongolia's Ministry of Nature and Environment, and the Mongolian State University of Agriculture.

To date, we have placed GPS radio-collars on eight snow leopards since initiating the project, and are currently tracking 5 leopards. Aztai, the first snow leopard we began tracking, was originally collared in the fall of 2008 and in late June of 2009 we replaced his collar as the battery was nearly depleted. Overall the satellite collars are performing well and we have received an unprecedented amount of data on snow leopard movement and habitat use. We have been able to use this data to estimate home range sizes and how the cats are using that landscape. For example, while Aztai's core home range (the area where he spends the majority of his time) is just 257 km<sup>2</sup>, that figure balloons nearly three-fold to 771 km<sup>2</sup> when including an exploratory trip to the eastern edge of the Tost mountains that he has taken. These exploratory treks seem common and important to consider when planning conservation efforts. The information on home range sizes is helping the Trust determine how we define communities when we establish conservation agreements with the local people so that we can ensure the cats are protected year-round. Right now, our team is in the field and has permits to place collars on a total of 10 snow leopards. We will be deploying a test collar manufactured by Vectronic to evaluate whether it is an improvement over the North Star collars we are currently using. In addition to trap cameras and GPS radio collaring, we are initiating studies to help us understand the human-wildlife conflicts in this greater study area, to look at how wolf trapping is indirectly impacting snow leopard populations, and what other pressures exist for snow leopard survival in the area. We work directly with the communities in this area in many ways, including Snow Leopard Enterprises, a Livestock Insurance Program, and direct involvement in the Long-Term Ecological Study.

Snow Leopard Trust  
[www.snowleopard.org](http://www.snowleopard.org)



## Direct Funding to Support On-Going Projects *NPP Conservation Projects*

### *Livestock Vaccination and Husbandry Program: Pakistan*

In 2003, the Trust initiated the “Snow Leopard Friendly Vaccination Program”. Local herders lose huge numbers of livestock to disease annually, significantly impacting them economically. Historically in order to compensate for these huge losses, the herders try to maintain larger herds. These herds then compete with snow leopard’s native prey for the scarce resources in these rugged areas. Serving more than 700 families, the program makes vaccines available to rural communities and empowers them economically. In return, **the communities offer to limit their now healthier and more reproductive herd sizes so that they will not outcompete wild snow leopard prey.** Additionally, communities agree to refrain from poaching snow leopards and their primary prey base. Last year we conducted an evaluation and found that it was working extremely well for both snow leopard conservation and poverty alleviation in and expanded from 6 villages to 11 total villages in the Chitral region in Northern Pakistan.

**In 2010, the Snow Leopard Trust will continue to implement the vaccination program in the 11 villages and look at the feasibility of expanding into 2 more villages in the Northern Areas.** In addition to providing vaccinations, the Trust holds community meetings during every round of vaccinations. The meetings provide opportunities to discuss program details, build capacity, and review obligations of the conservation agreements. The visits allow staff to monitor compliance with conservation agreements and to conduct general education and outreach initiatives. We are confident that this innovative program is having a great impact on communities and conservation in the area.

### *Conservation Education Programs: India*

Working with the youth in the Himalayan villages of Spiti Valley, Snow Leopard Trust staff work to promote positive values, emotions and attitudes, and facilitate sound knowledge about the natural flora and fauna in their mountain homes. Students from 20 schools in Spiti Valley have organized Himalayan Nature Clubs (HNC) and staff will lead more than 40 activities for these HNC schools, using the 2009 Teacher’s Guide. **In addition, staff will conduct five nature camps in Spiti, and are hoping to conduct three nature camps in Ladakh for the first time, targeting more than 200 children and 15 teachers from schools.** These camps and activities increase awareness among school children about snow leopard conservation and other high altitude wildlife and their habitats. To strengthen and inspire students even more, staff will conduct an “All HNC School’s Awareness building Event” in Spiti and Ladakh in 2010.



## Direct Funding to Support On-Going Projects

### *NPP Conservation Projects*

#### ***Livestock Insurance Program: India***

##### *Human-snow leopard conflict management program in Northern India*

The Snow Leopard Trust supports community-managed Livestock Insurance Programs in India. These programs help herders decrease the likelihood of livestock predation, and compensate them for losses if snow leopard predation does occur. This Livestock Insurance Program stops the retaliatory persecution of snow leopards and promotes coexistence and tolerance towards wildlife.

Each village-managed program is supported financially for up to 5 years. Throughout that time, the Trust works with village appointed leaders to implement strategies that ensure a self-sustaining program by the fifth year. Staff facilitate workshops and attend regular meetings to assist in drafting and updating regulations, maintaining records, building accounting and banking skills; and other additional support needed for each insurance group. In the villages of Spiti and Ladakh there are more than 220 participants in ten villages. Our goal is to maintain this on-going program and expand to the Upper Spiti landscape.

#### ***Community-based Conservation: Mongolia***

##### *Strengthening Snow Leopard Enterprises and Piloting a Livestock Insurance Program*

In 2010, the Trust will continue to implement Snow Leopard Enterprise (SLE), working with close to 400 households in 27 remote communities, from all 7 provinces where snow leopards range in Mongolia. One of the most successful programs of the Trust, SLE alleviates poaching because participants agree to protect the cats and their prey base in the region. These herders agree, because the program helps them earn income from making and selling handmade woolen products. This income is invaluable and helps offsets some of their livestock losses from predators. In addition, conservation bonuses are given yearly to communities who are in total compliance with the program, meaning no poaching of snow leopards or their prey has occurred.

Following a meeting with representatives from all 27 SLE communities in 2009, the Trust will support the communities' interest **to create their own conservation work plans for 2010 and to do community-mapping in each region in order to establish ownership of the areas they protect. We will pilot a Village managed Livestock Insurance Program in the Western Gobi region where our long-term ecological research project is taking place.** We have identified a high level of human-wildlife conflicts in this region and after many workshops, the community has decided to initiate this conservation program in order to mitigate these conflicts. We will guide and support this pilot project in 2010.



## Sell Conservation Products in your Zoo Gift Store

### *NPP and Your Zoo Store*

#### *Snow Leopard Enterprises – A successful Conservation Program*

Snow Leopard Enterprise is a community-based conservation program of the Snow Leopard Trust that provides key training and equipment to nomadic herders for the production of traditional hand-crafted wool products. These communities assist with conservation of the snow leopard and the Trust markets their products in the US and Europe. The money from all sales goes back into the community program.

#### *Sell these products in your own Gift Store!*

Many zoos have added these products, and Snow Leopard Trust logo products, to their gift store to both contribute to conservation and generate revenue. Purchasing at wholesale prices, zoo stores order the products from the Snow Leopard Trust, then sell the products at retail prices to fit their market. The products are easily purchased on our secure online wholesale store or by calling or faxing an order into our office. Products come from Mongolia, Kyrgyzstan and Pakistan and display beautiful tags describing where the item is produced and what materials are used to craft the product. They also share the conservation message, describing how these products help save snow leopards. **We would be happy to connect you to other zoo store buyers who can discuss their experience purchasing and selling these products in their zoo gift store.**

#### *To Get Products into Your Store*

**For information or to place an order,** contact [marissa@snowleopard.org](mailto:marissa@snowleopard.org), call 206-632-2421, or visit [www.snowleopard.org/shop](http://www.snowleopard.org/shop). **Your purchase is risk-free with no minimum requirement.**

#### *In The Zoos: Philadelphia Zoo, PA*



**The Philadelphia Zoo recently installed a simulated Base Camp** in their Bank of America, Big Cat Falls Exhibit. **This Base Camp includes an activity filled research station where families can get a sense of the different research strategies being implemented in the field.** The Zoo made a financial contribution to the Trust's Long-Term Research Study to receive an old, non-functioning radio collar for the exhibit. The collar was worn in the wild by one of the first collared snow leopards, Bayad. **Another part of Base Camp is a stylized yurt structure, allowing people to experience how communities live in snow leopard range countries. The Zoo purchased one of our largest Kyrgyz hand felted rugs to display inside the yurt and to tie it all together, they are exhibiting photos of the local communities who are partnering with the Trust.** Barbara McGrath from the Zoo says, "I want to let you know that that our supporters are thrilled with the new leopard area in Base Camp! I could not have pulled it off without your wonderful help with info, photos, rug and GPS collar."



## Schedule a Snow Leopard Trust Staff Presentation

By Invitation, Snow Leopard Trust experts will present the most updated information on in-situ conservation efforts. Organize an event for staff and members at your zoo.

Hear first-hand what Snow Leopard Trust staff are working on in Central Asia, including updates on new methodology and equipment being used, such as GPS collaring, individual cats being identified utilizing high quality photo trap cameras, and the information we are finding from these projects. New conservation models are being piloted and older models evaluated, tweaked and expanded. See how strong community partnerships and long-term support are helping protect these endangered cats. **Find out how your zoo can get even more involved with our snow leopard conservation programs.**

### *In The Zoos: Omaha's Henry Doorly Zoo, NE*



***“The story of Omaha’s Henry Doorly Zoo involvement with the Snow Leopard Trust is a story of how creativity combined with passion and perseverance can make for a very successful partnership.” writes Marissa Niranjana, SLT Conservation Commerce Manager.***

Stephanie Huettner, Assistant Animal Curator for Omaha’s Zoo, first got involved with snow leopards when she met the Trust’s Conservation Program Director, Jennifer Snell Rullman, at a SSP master planning session in 2007. They began talking about how Stephanie could bring the mission of the Snow Leopard Trust to Omaha’s Henry Doorly Zoo. Stephanie stated, “At that time, I had no idea to what level of commitment we could participate in, but I really wanted to be a part of this organization and all of its wonderful accomplishments.” Little did she know, they would actually end up becoming one of the highest contributing Zoos when it comes to selling SLT products.

Stephanie brought back a packet of information that Jennifer handed out during the planning session and shared it with her coworkers. She started to get her Gift Shop to sell the merchandise, and while that was still in the works, she began placing orders and selling the products out of her office. In 2007 she sold over \$1,500 worth of product! In 2008, Stephanie worked her way into an underused corner of the Gift Shop during the Christmas season. That year they sold close to \$4,000 worth of product. This year, Stephanie is working with both docents, volunteers, and very dedicated staff to man a booth on zoo grounds on Saturdays, Sundays, and during holidays. They have sold \$3,000 worth of product so far, and if they sell all of the products that they have, they would reach \$6,000 in sales. If successful, **Omaha’s Henry Doorly Zoo will have sold \$11,500 in Snow Leopard Trust products since 2007!** Stephanie says, “I believe this is such an easy way to reach out to the public to not only sell a product, but to share the messages of what the Trust and other organizations are doing for conservation of people and animals. Since Omaha’s Henry Doorly Zoo has become involved with the Trust, we have been able to obtain a USFWS permit to import a Snow leopard out of Canada, and are currently working on exporting one to Canada. Without the Trust, we would not have been able to do that. Aside from that, I feel fantastic knowing that by giving a few hours of my time to sell some really cool handmade products, I am helping to save the Snow Leopard.” We cannot thank Stephanie enough for all that she has done to promote the Snow Leopard Trust. Her dedication to our program goes above and beyond and is an inspiration to us all.



## Plan a Snow Leopard Day Event at your zoo...



The Snow Leopard Trust and Seattle's Woodland Park Zoo celebrated the third annual **International Snow Leopard Day**. August 2009, WPZ organized activities to teach their visitors about snow leopards and how WPZ partners with the Trust to save the endangered snow leopard. Face painting, puppet shows, conservation talks, music, and loads of fun activities made for record gate sales!

We hope that **International Snow Leopard Events** will expand to other zoos around the world. Call it Snow Leopard Fest, Winter Wonderland or International Snow Leopard Day—take one day or a weekend out of the year to raise awareness about these amazing cats and the efforts to save them. These events attract visitors, *especially kids and families*, promote Snow Leopard Enterprises, and are a great PR boost and photo opportunity. Contact the Trust for brochures, photos, and other ideas for the event!

**Make Your Event a Success:** Many fun and educational activities take place at these Snow Leopard Day Events. **Here are a few:**

- **Conservation Connections Cart**—Docents man a mobile education cart with touchable items that illustrate the conservation issues facing snow leopards: snow leopard pelt, photos and posters illustrating poaching by herders to protect livestock, handicrafts from the Snow Leopard Trust conservation programs, raw wool, models of snow leopard skulls, ibex horns, etc.
- **Puppet shows, children's story time, organize tracking activities for kids.**
- **Face painting and crafts for children**—Create snow leopard masks, snow leopard puppets, or decorate 'prayer flags'
- **Mock research station display and booth**—Display SLT literature, maps, equipment
- **Tables selling (or displaying) Snow Leopard Enterprises handicrafts**
- **Snow Leopard Keeper Talks and Enrichment activities for resident cats**
- **Traditional Music and Dance performances**
- **Truck in snow for zoo animal enrichment and visitor recreation!**
- **Invite SLT staff to give conservation talks to the public at your zoo!**



## In the Zoos: Cheyenne Mountain Zoo (CMZ), CO



### Quarters for Conservation earns \$14,000 for snow leopards!

Written by Megan Sanders, Animal Behaviour Programs Manager, CMZ

**For many who work in the zoo field, there is a drive and passion to be involved in conservation field work.**

Cheyenne Mountain Zoo (CMZ), a non-profit facility and great supporter of conservation, hasn't been able to fund **all** the causes that the staff believe in. In 2008, that changed. A program called Quarters for Conservation (Q4C) was implemented at CMZ which added an additional twenty-five cents to every zoo admission (as well as additional fees to memberships) and the money was earmarked specifically for conservation initiatives. A portion of the money raised was allocated to the on-going conservation projects that CMZ funds. The remainder of the funds was divided between the additional projects that were **chosen by staff**. As zoo guests enter the zoo, they receive a token and use it to "vote" for the project they like best. These "votes" ultimately decide how the money is divided between the projects. **The exciting part was that CMZ staff was asked to submit the projects that they are most passionate about. That is where this partnership with Snow Leopard Trust began.**

As a long time keeper of snow leopards, Snow Leopard Trust (SLT) had always been an organization that was important to me. CMZ had worked with SLT making donations through our AAZK chapter. **But, the thought of being able to do something significant and really be a part of it wasn't a reality in the beginning.** I proposed Snow Leopard Trust as a Q4C project and felt lucky to be selected as one of the six inaugural projects. As a part of the project I worked with our gift shop to increase the inventory of SLE merchandise, assisted in the interpretation and decoration of a yurt on zoo grounds and helped to coordinate activities when our resident snow leopards moved into their new exhibit, and I hoped we would raise \$2000 for SLT. **By the end of Q4C's inaugural year, all those single quarters had raised over \$100,000, with the snow leopard project being the overwhelming top choice from our guests. The votes totaled \$14,200 to go directly towards snow leopard conservation.**

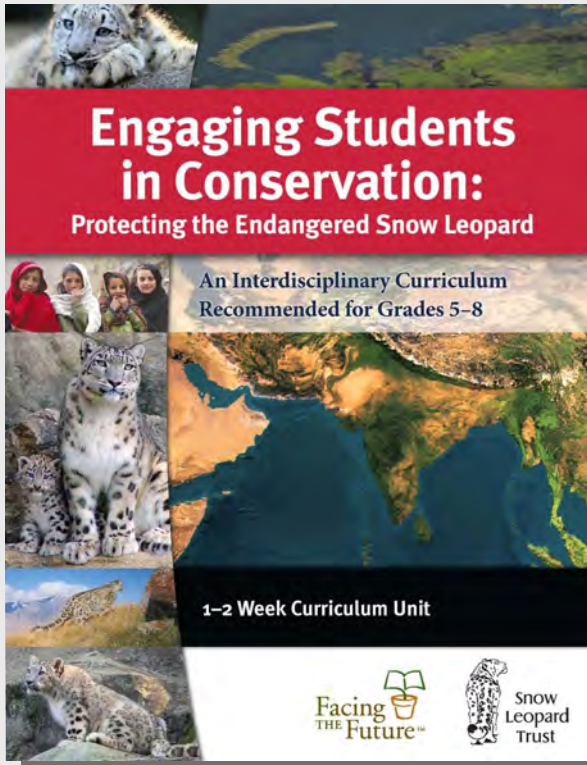
Work began with SLT to decide where the money would be best spent. Through many chats with Jennifer, the Conservation Program Director, we decided that one area where we could really make a difference was to fund a meeting of Snow Leopard Enterprise (SLE) community leaders and coordinators in Mongolia. The SLE program has been running in that country for the past ten years and in that time the SLE Community Leaders had never met as a whole. **I was able to travel to Mongolia as part of my project, to see the meeting come to fruition and also see first hand the work that SLT is doing in the country.**

**It will sound cliché, but that trip was a dream come true for me.** Jennifer kept telling me how amazing and meaningful this meeting would be and while I believed her, to be there and observe how moved and motivated the attendees were to be a part of the program and to be able to move "their" conservation initiative forward - it was obvious that this was definitely money well allocated. The people I met and the experiences I had have deepened my respect and appreciation for SLT and the people who share the snow leopards' habitat.

*"I was able to travel to Mongolia as part of my project, to see the meeting come to fruition and also see first hand the work that SLT is doing in the country. It will sound cliché, but that trip was a dream come true for me."*

My trip and experience in the field has had impact on the zoo as well. I was able to share my trip with zoo staff and the board. It has helped me to start fulfilling another goal of the Q4C program, which is to get staff out into the field doing what they are passionate about. **There is nothing quite like being involved in in-situ work. It gives a feeling of validation and determination to make sure that the animals under your care in the captive setting are able to do the important job of making people fall in love with that species so that their wild counterparts can continue to survive.**

## Hold a Teacher's Training Workshop: Introduce "Engaging Students in Conservation" to teachers in your area! *Our new snow leopard curriculum and service learning project*



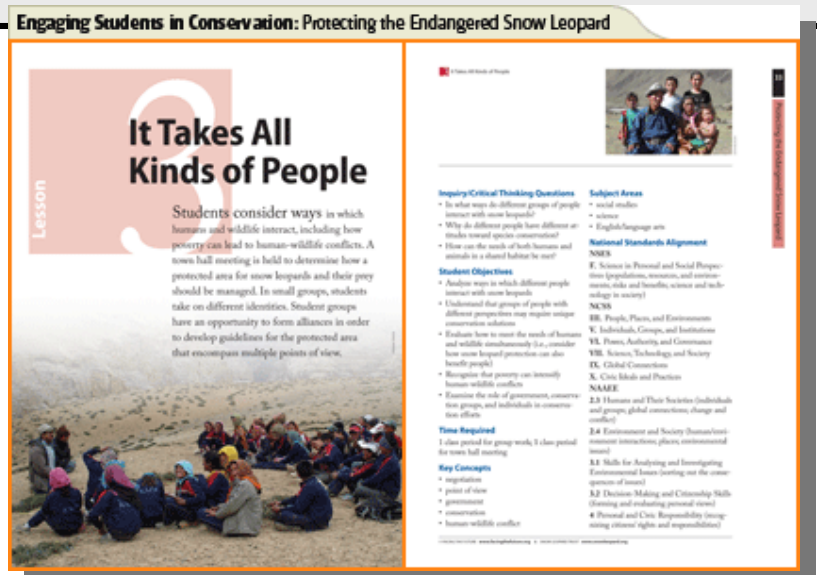
We are excited to announce the completion of an interdisciplinary 1-2 week curriculum unit developed in collaboration with *Facing the Future* and support from the M.J. Murdock Charitable Trust.

Five dynamic lessons introduce students to snow leopards, their unique ecosystem and the human-wildlife conflicts that exist where people and snow leopards overlap. The curriculum unit **engages students in the creative process of developing conservation solutions for real-life wildlife conflicts** and culminates with a service learning project that provides students with the opportunity to directly contribute to the protection of these cats.

**Available for free, hold a Teacher's Workshop** to introduce the curriculum and service learning project to schools in your area or use some of the lessons in your own zoo classes and camps.

*"The students were actively engaged in all of the lessons presented and really took on the roles and emotions of the activities."*

~ Science Teacher



## In the Zoos: Kolmarden Zoo, Sweden



### Snow Leopard Awareness in Kolmarden

Written by Thomas Lind, Animal Co-ordinator



**Conservation means long-term commitment and holistic thinking.** In 2009 our exchange with the SLT field program in Mongolia brought Kolmarden to a new and exciting level when it comes to fund-raising and the ability to communicate about wildlife conservation to a broad audience.

Kolmarden's recent fund-raising strategy is to target a reduced number of programs in order to increase the impact and to establishing a long-term and mutual trust with those selected. Our continuous and close contact with "the Gobi cats" and with the SLT crew "on location" has developed into the model of choice for our future direction.

**It has been a rewarding Year of the Snow Leopard for Kolmarden and our fundraising efforts bringing in an all time high of 620,000 visitors contributed significantly to the Foundation.** In addition, a national celebrity talked about snow leopards and SLT's approach when hosting one of the most popular radio shows. Several production companies are suggesting film projects for Swedish television, as they find it especially fascinating that there is a "Swedish connection", wildlife ecologist Örjan Johansson, is out there doing the heavy lifting in the rugged land of Genghis Khan as a research student with SLT. A group of enthusiastic senior high school students arranged a wonderful charity dinner and raised money for the project, which in turn generated significant media coverage. **Finally, we were very pleased that SLT staff attended the opening day for Kolmarden on May 1<sup>st</sup>. The amazing presentation for special guests invited to the gala dinner, and for zoo visitors near the snow leopard exhibit, certainly generated new and highly motivated cat ambassadors in Sweden.** SLT funds for 2009 kept growing via SMS, collection boxes and bank transfers and we are selling products from Snow Leopard Enterprises in our gift shops. **A total of \$19,000 was raised for the SLT Mongolia project in 2009, with another \$14,000 scheduled for 2010. And there will be more to come!**

## In the Zoos: A New Trend at Zoo Conferences Helps Snow Leopards!

**A new and exciting trend is to make giveaways count!** No more plastic water bottles and flashlights on lanyards for Zoos. In 2009, the **Roger Williams Park Zoo (RWPZ)**, and the **Cape May County Zoo** ordered a total of **500 felt ornaments to give away to conference participants raising \$1,500 for snow leopards.** **RWPZ also ordered 225 of SLT's organic cotton canvas bags to use as delegate bags.** Jennifer Hennessey, Conference Chair for RWPZ wrote, *"The conference went great and everyone LOVED the bags and ornaments. Thank you for everything. It was a pleasure working with you."* At the beginning of this year, **Marwell Wildlife followed suit ordering 150 ornaments to include in their own delegate bags.** Both Cape May County Zoo and Marwell Wildlife also hosted a booth to sell SLE product, raising money not only for their own zoo, but also for the Snow Leopard Trust! If you would like to purchase SLE Products at a wholesale rate for your upcoming event, please contact Marisa Niranjana at [marissa@snowleopard.org](mailto:marissa@snowleopard.org) or call 206-632-2421.



# NPP Partnership Form

## Become a Natural Partnerships Program (NPP) Member

1. Please complete the following contact information. Designate a NPP contact person for future correspondence.

NPP Zoo Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Zoo: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

2. Conservation Grant Amount: (check one) \*All increments are in US Dollars

- \$10,000 +
- \$5,000
- \$2,000
- \$1,000
- Other, Enter Amount \_\_\_\_\_

Gift store contact's name and e-mail:  
\_\_\_\_\_

Your grant funding will support the following Conservation Projects:(read more on pages 2-4) The Snow Leopard Trust has on-going programs in China, India, Kyrgyzstan, Mongolia and Pakistan. **If you would like to sponsor a specific project for \$10,000 or more, please e-mail [jennifer@snowleopard.org](mailto:jennifer@snowleopard.org) to discuss other possibilities.**

- Long-term Ecological Study: South Gobi, Mongolia
- Livestock Vaccination and Husbandry Program: Pakistan
- Conservation Education Programs: India
- Livestock Insurance Program: India
- Community-based Conservation: Mongolia

3. Please e-mail Jennifer Snell Rullman or check below if you would like any of the following:

- DVD about the Snow Leopard Trust
- Information on selling conservation products in your Zoo Gift Store.
- Information on creating a Snow Leopard Event at your Zoo
- Curriculum packet.
- To Schedule a Snow Leopard Trust staff member to come present at your zoo

Was this packet useful? Did you implement any of the following ideas because you read about them in this packet?

- Snow Leopard Day Event or Festival
- Invite Snow Leopard Trust staff to present at a talk or event
- Selling conservation products in your gift store
- Using our new curriculum packet for teacher's workshop or other class?
- Other? Please explain:

For more information on the above, please go to [www.snowleopard.org](http://www.snowleopard.org) or e-mail [jennifer@snowleopard.org](mailto:jennifer@snowleopard.org).

Thank You!

## *Snow Leopard Network: Join the global network of experts!*



The Snow Leopard Network is a worldwide organization dedicated to facilitating the exchange of information between individuals around the world for the purpose of snow leopard preservation. More than 200 members make up the network including educators, researchers, conservationists, and other leading snow leopard experts in the public, private, and non-profit sectors. The network maintains a snow leopard bibliography so that members can access articles on any snow leopard related topic. **For no cost**, you can join this network of international people interested in providing ideas toward the survival of this species. Visit [www.snowleopardnetwork.org](http://www.snowleopardnetwork.org).

### *Have you visited our blog?*

*Do you want to feel even more connected to our in-situ conservation and research? You can by visiting [www.blog.snowleopard.org](http://www.blog.snowleopard.org). It is a great source of current information from our staff and field team. Meet all the cats we have collared, see camera trap photos of wild cats, meet the research team, keep track of the cat's movements, and more.*



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