



Annual Report
Oct. 2021-Sept. 2022

Who We Are

The NALZS 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.



NALZS Is...

A Registered State of Alabama Nonprofit Corporation With IRS 501(c)(3) Tax Exempt Status
No one owns any share of the corporation, nor can anyone receive any share of its profits. We are governed by an unpaid Board of Directors and run by a volunteer corporate staff.

A Zoological Society

A zoological society is an organization interested in promoting fields of study, preservation, and conservation related to the animal kingdom. While a zoo and aquarium is a major focus of ours, we’re not waiting until we have one. We’re actively engaged in conservation and education activities in the community today.

“A Zoo For You, North Alabama”

This is our campaign umbrella for fundraising and creating public awareness for the forthcoming zoo and aquarium.



Board Members

General Board of Directors

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- Kent Ballard Jr., 1st Vice Chair
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- Jenna Walsh
- Bo Bass
- Keeley Sykes
- Colton Robinson

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- Lisa Smith
- Tim Holcombe
- Mary Harmych
- Kendall East
- Jennifer Graham
- Mike Brazier

The Year's Highlights

October 2021

Evening Social

November 2021

Establishment of Claim Your Spot program

December 2021

Zoo and aquarium concept video goes live

January 2022

Received Gold Seal of Transparency from GuideStar; launch of NALZS FrogWatch USA chapter

March-May 2022

Third Annual NALZS Palz Campaign

April 2022

First NALZS Kids Festival at Monte Sano State Park; "Be a Little Wild" Little Tykes Day Camp

April-August 2022

Fundraising at Rocket City Trash Pandas games

May-July 2022

"Be a Little Wild" Nature Camps, plus BioQuest camp held in partnership with the Land Trust of North Alabama; NALZS Reads events at area libraries

June 2022

NALZS Facebook page reaches 20,000 followers

July 2022

Presentation of \$17,000 gift from Collins Aerospace

August-September 2022

Zoo Habitat Contest at the Madison Public Library

September 2022

Zoo Night at Valentina's Pizzeria

ConZOOvation

Who We Are

The NALZS Conservation Department is on track to be established as a hub for conservation in our region. The department focuses on three core areas: Outreach, Wildlife, and Habitat. Through these focuses, Conservation aims to educate, gather data on, and provide solutions to local conservation issues.

What We've Been Up To

Over the past 12 months, the conservation department has worked diligently to refine a year-round FrogWatch USA program, and has implemented both education and community involvement activities. To increase our presence in the community, the conservation team participated in quarterly community events, providing activity booths and presentations. Finally, the team grew by three members, thereby increasing its productivity and the ability to add more programs.

What's Coming Up

The conservation team is currently working on a local bat conservation initiative, as well as the inaugural Green Home Alabama Conservation Conference. The latter will be held in April 2023.

Right: A child plants wildflower seeds at the inaugural NALZS Kids Festival in April 2022



EdZOOcation

The 2022 fiscal year has been a busy one for the NALZS Education Team! Here are our yearly highlights:



Huntsville Botanical Garden Scarecrow Trail

September-October 2021

Zoey the Zookeeper and Tasha the Hippo were our representatives at the 2021 Scarecrow Trail.

Junior Zoological Society

September 2021-April 2022

This was our pilot year for the Junior Zoological Society program, and we're grateful for the schools that participated. Students within JZS chapters gain practical life skills, such as public speaking, advocacy, problem-solving, and leadership, through guided local conservation projects and volunteerism. These conservation projects require students to utilize scientific and engineering practices, in addition to applying classroom learning to real-world situations.



Huntsville Science Festival

October 2021

We loved having an interactive booth at this annual community festival. It was great to meet so many faces and friends. We're looking forward to having this be a permanent part of our fall schedule.

Youth Camp Counselors Leadership Program

February-July 2022

Each spring we begin the process of recruiting, interviewing, and training our Youth Camp Counselors for our summer nature camps. This year we were blessed with 10 of the finest. It takes teamwork, flexibility, and clear roles to run the nature camps successfully, as we build future leaders and make amazing memories.



"Be a Little Wild" Little Tykes Day Camps

April 2022 and October 2022

This half-day camp is for children ages 3-5 years and their favorite adult. We spend our time exploring nature, learning about animals, playing games, and having a great time.

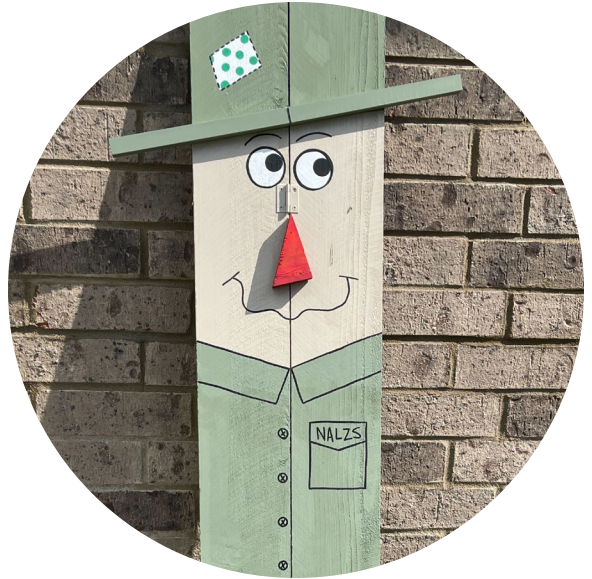
Top: JZS participants gather for their recognition event; Middle: Children take part in the Little Tykes Day Camp; Bottom: Youth Camp Counselors pose during one of NALZS' summer nature camps

EdZOOcation

“Be a Little Wild” Nature Camps

May-July 2022

This year we were able to double the number of camps and triple the campers who were able to attend. We were so excited to see so many campers return this summer. We expanded our ages to include camps for 6- to 14-year-olds. Our camps this summer were hot, hot, HOT! Each camp focused on an age-appropriate curriculum that explored chemistry, biology (both micro and macro), ecology, conservation, geology, and Alabama biodiversity. A huge thank you goes out to our Visionary Sponsor, Collins Aerospace, and our Explorer Sponsors: Rogers Group Inc., the Kiwanis Club of Decatur, and Walmart.



NALZS Reads

May-July 2022

Our EdZOOcation staff could often be found in local libraries with our ambassador animal, Twickenham, as we made many new friends. We loved being part of the summer reading series through the Huntsville-Madison County public libraries and Athens-Limestone County public libraries.

Madison Library Zoo Habitat Contest

August-September 2022

We had a fun activity at the Madison Public Library. Registered participants created shoebox dioramas that were judged by our esteemed panel of judges. Winners' habitats were displayed at the 2022 Madison Street Festival.



Junior Zoological Society

August 2022-April 2023

We're excited to welcome the new chapters to JZS, and to expand to include middle school students and welcome our first home-school co-op chapters.

Huntsville Botanical Garden Scarecrow Trail

September-October 2022

Zoey the Zookeeper and Tallulah the Quilted Tortoise were our representatives at this year's Scarecrow Trail.

Top: Zoey the Zookeeper is readied for the 2022 Scarecrow Trail; Middle: Students use insect nets during the 2022 BioQuest camp, a collaboration between NALZS and the Land Trust of North Alabama; Bottom: Tortoise ambassador Twickenham sits beside the book NALZS read at local libraries during the summer



Numbers at a Glance

20,000

Followers of the North Alabama Zoological Society Facebook page at the end of fiscal year 2022

2,500-
3,000

People estimated to have attended the first NALZS Kids Festival in April 2022

52

New NALZS volunteers who went through orientation during fiscal year 2022

47,089

Times people saw our “Favorite Zoo Animals of North Alabama” Facebook posts while scrolling

66

NALZS volunteer staff members at the end of the 2022 fiscal year

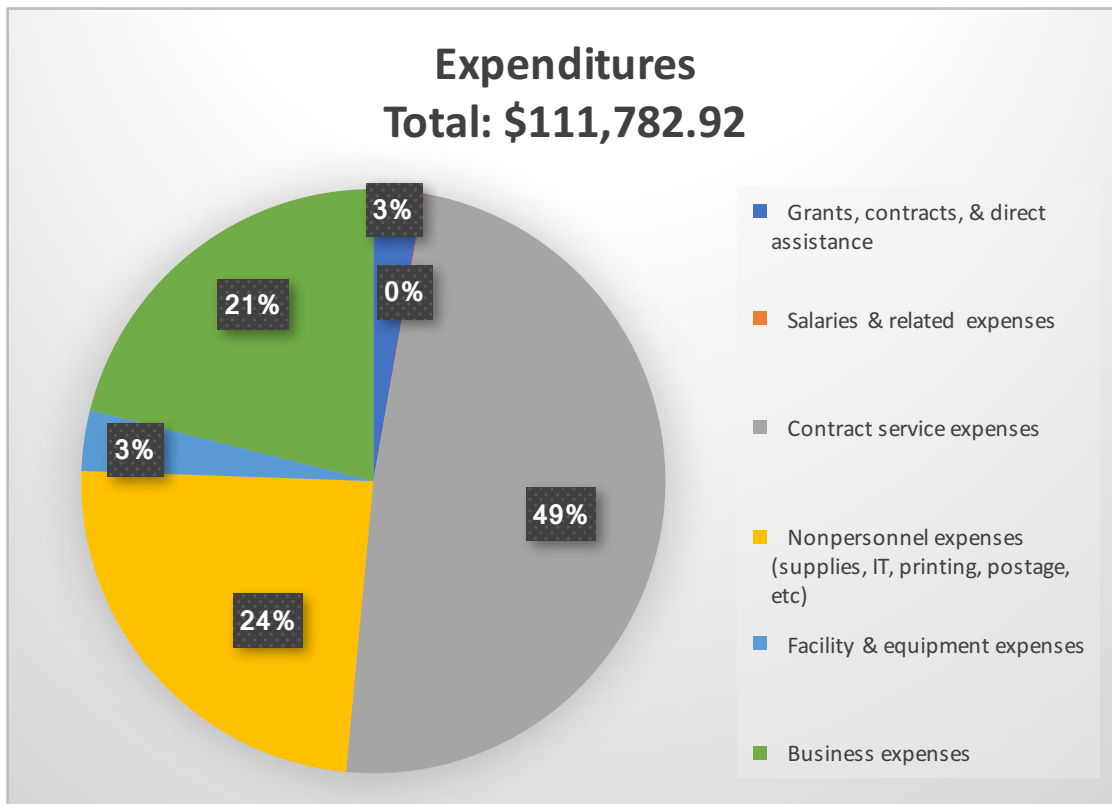
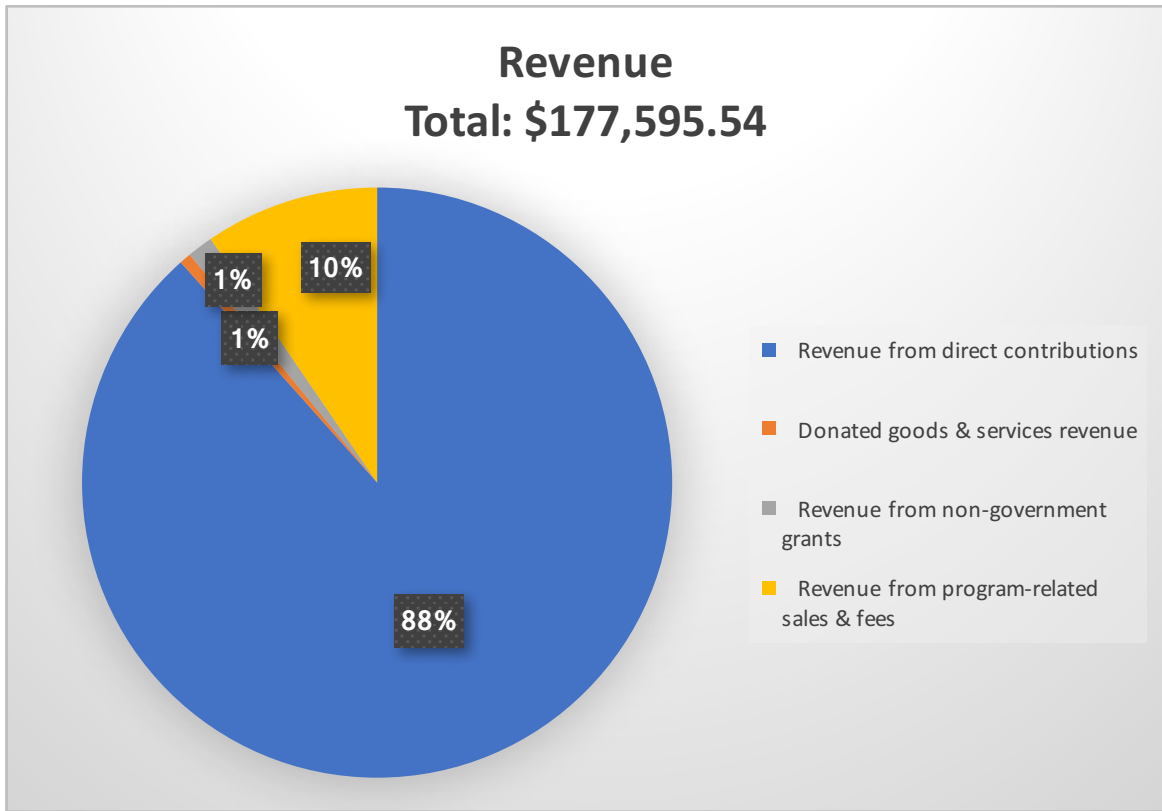
65+

Campers participating in the 2022 “Be a Little Wild” nature camps, compared to 28 in 2021

21,000+

Visits to *NALZS.org* during fiscal year 2022; the site also had 16,000+ new visitors

Financial Summary



Thanks to Our Volunteers, Donors, and Sponsors

New Volunteers

Lisa Acosta
Lael Anderson
Lisa Anderson
Amanda Andrews
Giuliana Barajas
Wendy Basden
Avery Beckham
Shannon Bell
Chelsea Bennett
Christa Bird
Elizabeth Black
Lisa Bowen
Mackenzie Brewer
Elizabeth Chesnutt
Kelli Conover
Katrina Cox-Smith
Dayma Dawson
Imonie Dennis
Charlotte Ellenburg
Amy Gorham
Aimee Katherine Guzy
Kira Gwaltney
Charles L. Hall-Walker
Brandy Hatchett
Bradley Herring
Rebecca Jean Doherty
Kent
Gretta Kilgore
Robyn King
Tammy Kuilderd
Amanda Kuzma
Kathy Lawrence
Chris Martin
Linda Mathews
Kelly McInnis
Triston McWard
Arika Miller
Carolyn Negron
Pamela Potter
Mel Rosse
Kaley Schweikart
Judi Siegfried
Summer Smith
Stephanie Sosa
Angela "Renee" Stanford
Brianna Stashak
Sydney Taylor

L.J. Underwood
Crystal Vanrell
Linda Vanrell
Gretchen Vazquez
Daniel Wade
Rachael Wallis

Claim Your Spot

Donors

BASF (9 spots!)
Tim and Sharon Holcombe
(5 spots!)
Andy Crocker (2 spots!)
Rachel and Keith Alsop
ATA Engineering, Inc.
Ricki Bennett
Chris and Betty Bolte
Cepeda Systems &
Software Analysis, Inc.
Brenda H. Daniel
Glenda Green
Glenda Green
Deborah Johnson
Jenny Johnson
Ravi Kolli
Limestone County Master
Gardeners
David Miller
Jason and Katie Roberts
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Salon Allure
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Cathy Story
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Ray and Kim Thrasher
Shirley Whorton
Shirley Whorton
Linda Wilkes
Carol Williamson
Zellus Marketing

Corporate Donors

Visionary (\$10,000+)
Collins Aerospace

Voyager (\$5,000+)
Trash Pandas BallCorps
Food and Beverage, LLC

Explorer (\$2,500+)
Original Valentina's
Pizzeria & Wine Bar
SpecTrum Analytical &
Technology Solutions, LLC

Advocate (\$1,000+)
Boeing, Inc.
Cepeda Systems &
Software Analysis, Inc.
Lisa Philippart LPC

Patron (\$500+)
April Armijo
EH2 Vets LLC
EngeniusMicro, LLC
Kroger

Supporters (Up to \$250)
John Wade Keyes Chapter
DAR
Master Gardeners of
North AL Inc.
Mission Multiplier
P.E.O. Sisterhood Interna-
tional Chapter M AL

Individual Donors

Voyager (\$5,000+)
Anonymous Donor
Mike and Patty Lowe

Explorer (\$2,500+)
Andy Crocker

Advocate (\$1,000+)
Joseph Casson
Megan Cothorn
Saralyn Dwyer
Phil and Cheryl Eder
Elisabeth Reed Hardiman

Anson Koch
Sandi McEachron
Orry Moody
Ben Nelson
Elizabeth Nicholson
Jeannette and Victor
Vega

Patron (\$500+)
Anonymous Donor
Anonymous Donor
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Daniel Butler
Eileen Cassingham
Carrissa Flippo
John Flippo
Sylvia Flippo
Gail Futoran
David Gibson
Naomi Howard
Gurden and Teresa Smith
J. Stipak

Friend (\$250+)
Anonymous Donor
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Kiliaen Anderson
April Armijo
Sandra Campbell
Brenda H. Daniel
Chet, Paula, and Dori
DeCesaris
Janis Dill
Anjuli Farrales
Buffie Gibbons
Calvin Havens
Charlotte and Noah
Houser
Beth Hudson
Dan and Chris Jackson
Morgyn Morris
Michelle Nelson
Kara Smeal
Kiley Soule
Ginger Stone
Mr. and Mrs. Charlie
Swearingen

Thanks to Our Volunteers, Donors, and Sponsors

Todd Switzer
Mitzi Werline
Christie Woodruff
Roger Youree

Supporters (Up to \$250)

Anonymous Donor
Kerry Ahsmann
Paula Alred
Rachel and Keith Alsop
Felicia Arnold
Richard Arnold
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Charlie Badgett
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Angela Benson
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Lindsey Boothe
Heidi Bowman
Michael Delen Boyd
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Lynette Brazier
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Megan Cain
Timothy Callicutt
Kathy Carpenter
Kayla Casteel
Melisa Castro
Belinda Chartrand
Diane Chatfield
Charlotte Craig
Kamara Bowling Davis
Martha Dickerson
Sarah Mae Dickinson
Kendall East
Della Evans
Dolores Evans
Stuart and Tina Evans
Anna Ferry
Riley Fisher
Eric Franks
Suzanne Garrett

Debra Gerbers
Kendal Gerrity
Megan Grasham
Daniel Graveman
Jena Gray
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Sherry Green
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Keely Sykes
Anna Uckotter
Jenna Walsh
Anna Walter
Kailyn Weaver
Amanda Wendling
Jodi Westenhofer
Connie Wilson
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Terri Xiao
Monica Yother



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Mark Hyatt
Betty and James Jarrell
Bill Jatko
Billie Jatko
Helen Jatko
Ed and Melissa Johnsen
Charmein Johnson
Laura Jurgens
Lara Kalin
Laura Klump
Sue Kubley
John Lee

Kathy Neal-Morris
Meagan Nichols
Kerry Owen
Laura Pearsall-Lopez
Becky Petteys
Rebecca Pullen
Tayna Rains
Donna Randesi
Colleen Rhodes
Hannah Roberts
Andrea Robinson
Colton Robinson
Kyle Rumage

Sponsors

NALZS Kids Festival Sponsor

Publix
Special Thanks to Other Collaborators and Supporters
Huntsville Havoc
Ice Queen Alabama
Moores Mill Vol. Fire Rescue
Owens Cross Roads Police Department
Rocket City Mom Media Group
Rocket City Trash Pandas

"Be a Little Wild"

Nature Camps
Collins Aerospace
Kiwanis Club of Decatur
Rogers Group Inc.
Walmart

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