

“Hippos are life savers and life changers for the people of the Wechiau Community Hippo Sanctuary.

**Through conservation of the area and hippos, the sanctuary is on the world map and our communities greatly benefit. We will pass those benefits down to our children and to our children’s children.**

It is very important for the next generation to learn about protecting hippos, because they are part of our culture, history and traditions.”

*R.Y. Abudulai Issahaku, Manager,  
Wechiau Community Hippo  
Sanctuary*



## Securing a Wilder Future for All

The Wilder Institute/Calgary Zoo partners with the Wechiau Community Hippo Sanctuary to protect one of the last remaining hippo populations in Ghana. Today, hippos and many other wildlife populations continue to endure in Wechiau while ecotourism businesses are operating successfully, new schools have opened, employment opportunities exist for both women and men, and safe drinking water and healthcare services are more readily available to community members.

What began as a simple vision to create a sanctuary for hippos has transformed into one of the world’s most successful models for community-based conservation. But it didn’t happen overnight – the Wilder Institute/Calgary Zoo has been providing support and expertise to the communities in and around Wechiau for 25 years. Through our jointly sustained efforts, we’ve been able to bring greater balance to the people and wildlife at the Wechiau Community Hippo Sanctuary.

### SUSTAINABLE SUPPORT FOR WILDLIFE CONSERVATION

The Brian Keating Conservation Endowment Fund was created in 2017 to provide long-term security and support for our wildlife conservation programs in Canada and around the world. From an initial gift of \$1 million, the Endowment has grown almost six-fold – but the need to restore Earth’s biodiversity for future generations has also risen.

True and lasting impact for wildlife conservation will, by its very nature, outlive us – as will the need for reliable resources to fuel our mission. By giving to the Brian Keating Conservation Endowment Fund, you will be helping to secure a wilder future for all – including the children and children’s children of Wechiau Community Hippo Sanctuary.

***Ready to leave a lasting legacy or learn more about the Wilder Institute/Calgary Zoo?***

*403-232-7774 or [Donations@CalgaryZoo.com](mailto:Donations@CalgaryZoo.com)*

# Brian Keating Conservation Endowment Fund

## *Frequently Asked Questions*

### **What is an endowment fund?**

Simply put, an endowment is a pool of funds which are invested in perpetuity, so they can provide stable and ongoing financial resources towards a designated program or general operating costs of a charitable organization. Endowments are an important source of permanent, long-term funding to help organizations achieve their mission and mandate.

### **How is the Brian Keating Conservation Endowment Fund managed?**

The Brian Keating Conservation Endowment Fund's investment goal is to achieve a long-term rate of return as established in the Endowment Policy, and to do so at the level of risk specified in the Investment Policy.

Each year, a Board-approved percentage of return is disbursed from the Endowment to support direct costs of our conservation programs anywhere in the world. To preserve the purchasing power of the Endowment, losses from market changes or inflation are accounted for before annual disbursements are made.

We engage the expertise of an investment management subsidiary of a major Canadian bank to implement our investment strategy in accordance with the Board-approved Investment Policy.

### **Who is the Brian Keating Conservation Endowment Fund named for?**

Brian Keating was the first person to hold the position of Head of Conservation Outreach at the Wilder Institute/Calgary Zoo. Over a 30-year career, Brian raised significant funds for conservation programs, helping establish our reputation as a global leader in wildlife conservation.

### **How can I contribute to the Brian Keating Conservation Endowment Fund, and what are the benefits of giving?**

Individuals, businesses and other charitable organizations can contribute to the Endowment through outright gifts of cash, stocks, retirement assets or real estate. Additionally, a bequest in your will or trust can be made, or the Endowment can be named a beneficiary of your life insurance or retirement accounts.

By making a gift to the Brian Keating Conservation Endowment Fund, you will be establishing your charitable legacy and securing a wilder world for future generations. You may also receive advantageous tax benefits.

**Contact us to learn more:  
403-232-7774 or [Donations@CalgaryZoo.com](mailto:Donations@CalgaryZoo.com)**

