



Global information
serving conservation.

Contact

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"Animal populations are at risk. We can't allow critical data to be hidden or fragmented into multiple databases. The information at Species360 may hold the key to survival for a species."

-- CEO of top 5 zoo in USA

TRUSTED BY:

1000+ ZOOS &
AQUARIUMS

IUCN | CITES | USFWS |
DEFRA | TRAFFIC

WAZA CONSERVATION
STRATEGY

40+ ASSOCIATIONS

20+ UNIVERSITIES

80+ SCIENTIFIC STUDIES

#DataSavingSpecies

Data Serving Conservation Planning

BUILDING KNOWLEDGE ON WILDLIFE

Habitat loss, exploitation, climate change and disease are looming as some of the largest threats to wildlife of our time. As wild populations continue to dwindle, zoos and aquariums are becoming the last refuges and a driving force for conservation. Conservation breeding and reintroduction have helped prevent the extinction of **6 out of 16** critically endangered bird species and **9 out of 13** mammal species, including species previously classified as Extinct in the Wild¹. The California condor, Potosi pupfish, black footed ferret, Wyoming toad, Arabian oryx and red wolf are a few of the species saved from extinction by captive breeding and reintroduction programs².



(Red wolf photo credit: [USFWS](#))

APPLYING KNOWLEDGE FOR ANIMAL WELFARE

Successful conservation depends on having a large enough population to sustain genetic diversity over the long-term, as well as applying the best actions possible for long-term animal health and survival. Most institutions only have room for a small number of individuals of any one species. The key to preserving the genetic diversity, health and welfare of these threatened species is sharing information and knowledge.

Species360, a 501(c)(3) organization, has been the primary source of biological insights on living collections of wildlife in human care since 1974. Created by the members to advance global collaboration and information sharing, [Species360 ZIMS](#) is the recognized world-standard animal care and management knowledgebase. As our members work to preserve wildlife gene banks, breed and reintroduce animals to their habitat, and manage critically endangered populations, Species360 ZIMS is a key element in the advancement of their conservation goals.

Top 5 conservation tech innovation per [Mongabay](#)
For big data insights

FAST FACTS

98%

MEMBER RETENTION RATE

20K+

ANIMAL MANAGEMENT PROFESSIONALS

22K+

SPECIES & 10 MILLION ANIMALS

96%

REVENUE FROM MEMBER FEES.
TOTAL 2017 REVENUE OF \$5,372,449

83%

SPENDING DEDICATED TO PROGRAM SERVICES
TOTAL 2017 SPENDING OF \$5,348,714

7 OUT OF 10 NONPROFITS SPEND 75% OR LESS ON
PROGRAM SERVICES PER CHARITY NAVIGATOR

GLOBAL BOARD OF TRUSTEES

25 Trustees from all over the world, major associations (WAZA, AZA, EAZA, JAZA, ZAA, PAAZA, CZA) and the Conservation Planning Specialist Group (CPSG)

Nearly 1100 zoos, aquariums and other wildlife organizations in 90+ countries are generating streams of data into Species360 ZIMS in real-time, yielding important new insights on best practice animal care. Average growth rate of 60-100 new members annually.



THE NEED

The needs are outpacing revenue as we expand into developing regions. Members, many operating as non-profits, find it increasingly difficult to pay the fees due to declining government subsidies and grants.

Developing countries new members and training: Are essential for growing knowledge on many threatened species located in those countries, yet they often lack the funds for membership and training.

Software development/enhancement: Member requested functionality enhancements have yet to be funded in medical, nutrition, behavior modules and wildlife welfare.

Translations: Spanish, Russian and Japanese translations have been completed but other languages such as Mandarin & Portuguese have been requested.

Innovation: With 40 years of collective knowledge in the database, there is an unprecedented opportunity to explore innovative approaches & advanced technologies to expand the impact of this data in conservation and animal welfare.

\$5000 could

Enable critical wildlife conservation facilities that may lack the necessary funds to join Species360

\$10,000 could

Enable users in developing regions to participate in local onsite training programs on wildlife management best practices in husbandry, enrichment, diet, medical care and species management.

\$25,000+ could

Advance animal welfare and conservation goals by funding member requested features.

Enable an innovation experiment or thought leadership project in areas such as data mining or habitat design trends.