



CITY OF EL PASO

# El Paso Zoo and the Paso Del Norte Community Foundation

# Resolution

- Districts affected : All
- Strategic Goal 4 / Sub-goal 4.2
- This resolution will provide a not-for-profit vehicle for the El Paso Zoo to receive donations and gifts from donors for the benefit of the El Paso Zoo, through the Paso Del Norte Community Foundation.



PASO DEL NORTE  
COMMUNITY FOUNDATION



## PASO DEL NORTE COMMUNITY FOUNDATION

- Established in 2013
- Manages over 200 funds
- An effective vehicle for donors to support our region's nonprofit organizations and charitable causes while establishing their legacy of giving for the future.
- Charges a maximum of one percent of the fund balance to manage the account. (Currently at .85%)
- One time fee taken when PDNCF receives donation

**In 2023, the PdN Community Foundation received \$23.2 million in contributions from 9,768 donors, and invested \$10.4 million in grants and charitable expenses in the greater El Paso Community.**

## Examples of partnerships in philanthropy

- Partnered with the El Paso Museum of Art Foundation to raise over \$5 million to support the installation of Star Ceiling.
- Partnership with the City of El Paso, hosted a series of community meetings to receive input from residents on a potential 14-acre green community gathering space.

## 2023 numbers:

- 9,768 donors
- 23.2 million in contributions and revenue
- 10.4 million grants and charitable expenses
- 39.4 million in assets
- 321.5 million in health and community combined assets

# El Paso Zoo

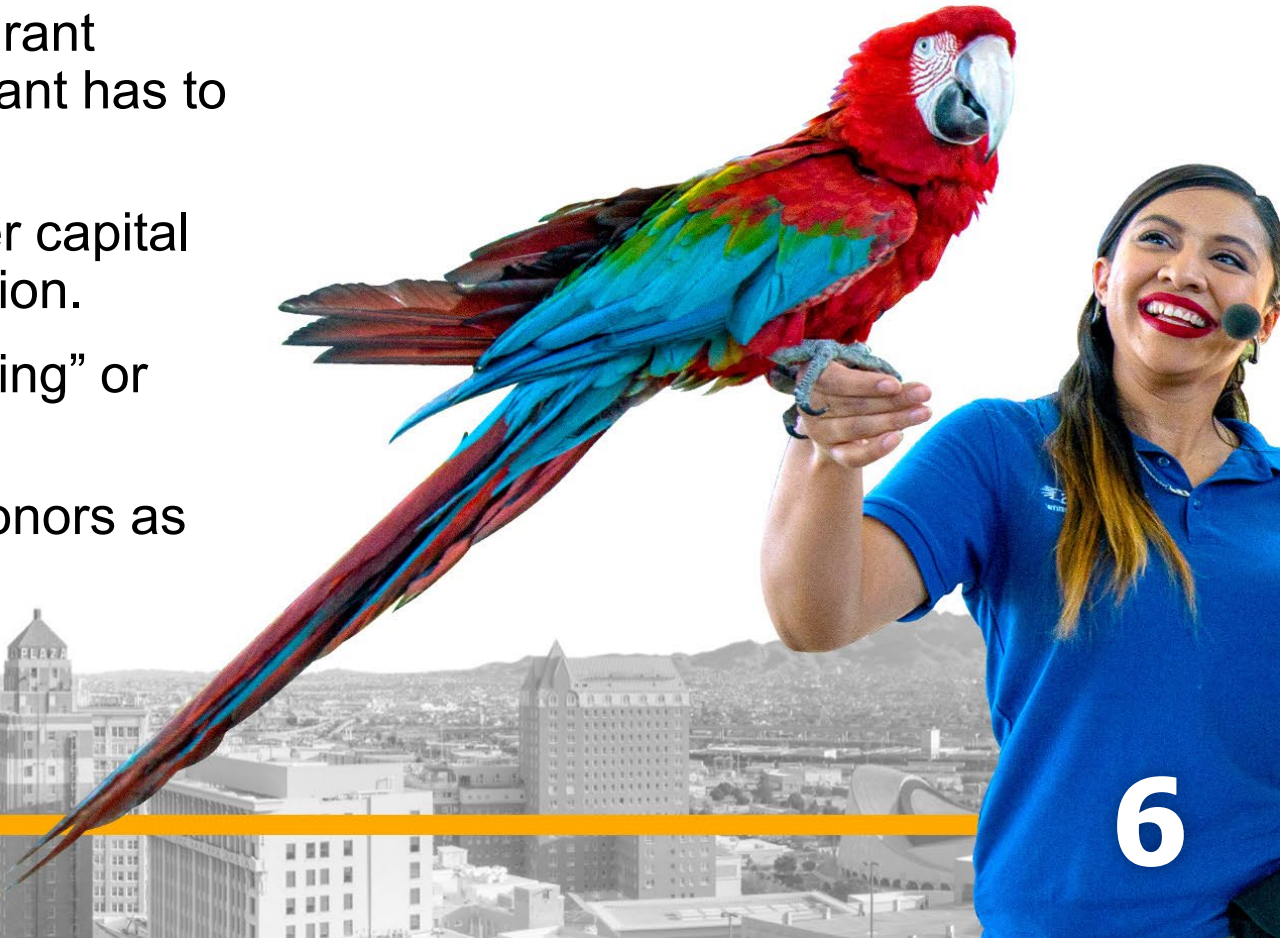
- **City Council previously APPROVED (2/27/2024) a very similar agreement between the PDNCF and the City BOSS program (Business One Stop Shop) for the same purpose.**
- The city currently has three other similar agreements in place with PDNCF
- Both private and publicly owned zoo's utilize relationships with local Community Foundations to expand their donor base, allow flexibility, greater exposure and direct contact both for donors who may not know about the Zoo and the Zoo to a diversified donor base.



# El Paso Zoo

## Fundraising Models;

- Some state and federal agencies will ONLY grant funding to independent non-profits and the grant has to come into the community foundation.
- Community Foundations can assist with larger capital campaign planning, marketing and orchestration.
- Community Foundations can facilitate “matching” or challenge funding.
- Community Foundations can also help find donors as their clients are funders and nonprofits.



# El Paso Zoo

## Advantages of the Zoo using PDNCF;

- Donors can receive the tax benefit of donating to a non-profit community foundation.
- Some donors will not “write a check” to the city, but want to support the Zoo.
- PDNCF will keep all funds in designated accounts and report quarterly on balances plus we have access to an online portal at anytime.



# El Paso Zoo

- PDNCF can help plan and orchestrate large capital campaigns.
- The PDNCF is a trusted partner for charitable giving and a growing community of philanthropy.
- PDNCF works with individuals, families, corporations, foundations and nonprofit organizations all to improve the quality of life in the binational, tri-state region.







The El Paso Zoo and the Paso Del Norte Community Foundation respectfully ask for your support of the resolution between these two organizations.

We are available for any questions or further explanation if necessary.

Thank you in advance for your support!

