

BE PART OF LIVING CONSERVATION REMEMBERING ZSL



ZSL is the charity which runs London Zoo and Whipsnade Zoo. Through our zoos, through our important research and conservation work, and through the work of the world-renowned Institute of Zoology, ZSL works to preserve the beauty and variety of the animal kingdom.

Our important work is only possible because people who care support us. If you care about conservation, you can keep your passion for wildlife alive and be part of our unique natural history by remembering ZSL in your Will.



"The Zoological Society of London (ZSL) is the oldest and most prestigious zoological organisation in the world. Through both the zoological collection and the Institute of Zoology, ZSL has pioneered international standards in research, animal welfare, exhibit design and conservation.

This legacy leaflet highlights the charity's treasured heritage and sets out the work of ZSL today. We are now embarking on a major programme of development which will contribute to redefining ZSL in the 21st century. I hope you will support us by remembering the Zoological Society of London in your Will."

Sir Patrick Bateson, FRS
President of ZSL

© Cover photo: Michael Piskula

ZSL The Zoological Society of London (ZSL) is a charity devoted to the worldwide conservation of animals and their habitats. Registered Charity In England and Wales: no. 208728

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ZSL – CONSERVING A WILD HERITAGE

Since 1826, when Sir Thomas Stamford Raffles founded the Zoological Society of London (ZSL), we have existed to further our understanding of the animals with

whom we share this planet. To carry out this work, we have always relied on the generosity of people who care about wild animals, their habitats and preserving species from extinction.

ZSL London Zoo was the first truly scientific zoo in the world, and has led the way in promoting high standards of care for animals. ZSL Whipsnade Zoo is set in 600 acres of parkland and was



the first of its kind to include free ranging animals.

ZSL not only runs these two world class zoos, we are also responsible for the ZSL Library, the Institute of Zoology and vital ZSL conservation programmes around the world. Nearly 200 years on, we remain committed to protecting our planet's fragile natural heritage. Today, our mission has never been more important.

A gift to ZSL in your Will will help us fulfill our mission and keep your passion for wildlife conservation alive. Supporters who have remembered us in their Wills have helped introduce generations of children to the splendour of the natural world; save species from extinction through pioneering breeding programmes and research and build

one of the finest zoological libraries in the world.

As a charity dependent on public support, we have to rely on future legacy gifts, like yours, to continue our work. That is why we ask those who understand the importance of conservation to consider remembering ZSL in their Wills. It's one of the most important things you can do to help safeguard the survival of the animals and habitats you care about.

From protecting the threatened black rhinoceros in Kenya, to researching the decline of British butterfly species such as the heath fritillary, your gift can help protect a huge variety of creatures and their habitats. **Be part of living conservation: remember ZSL in your Will.**



REMEMBER ZSL - KEEP YOUR PASSION FOR ANIMALS ALIVE

SUPPORT THE WORK MOST IMPORTANT TO YOU. FIND OUT HOW, OVERLEAF.



BE PART OF LIVING CONSERVATION



ZSL's work in the field is crucial to the survival of the world's most endangered species.

Many people remember a favourite charity in their Will. Often, this will be the most significant gift they ever make. We recognise the importance to you of knowing where your gift will be used. You can therefore choose to support the work most important to you. Find out more below.

Be part of living conservation.

Return the form **today**: make your pledge or request your **FREE** legacy information booklet

CHOOSE HOW YOUR GIFT IS SPENT

1 ZSL London Zoo



The world's oldest scientific zoo has led the world in

improving standards of animal care. Your gift can introduce future generations to the splendour of wildlife and the importance of conservation.

2 ZSL Whipsnade Zoo



A legacy gift to ZSL Whipsnade Zoo will help maintain the

first open zoological park in the world. Here, wild animals can be seen in a naturalistic setting among 600 acres of beautiful parkland on the Chiltern Downs.

3 ZSL Conservation



ZSL runs vital conservation projects in the UK and around the world. A gift

in your Will could help protect the threatened species like the black rhino in Kenya, or the Sumatran tiger. Closer to home, it could help prevent the decline of the British field cricket.

4 ZSL Library



ZSL's zoological library is regarded as one of the

finest in the world and includes unique works such as original sketches by Charles Darwin and paintings by Edward Lear. A gift in your Will could help us conserve this amazing zoological collection and improve access for future generations.

5 Institute of Zoology



The first step to protecting a species or habitat is to understand the threats they face.

Your legacy could support the Institute's varied work such as our research into the causes of animal disease whether in garden birds or whales.

6 Where the need is greatest



Rest assured that your legacy gift will be put to the best possible

use. Just £500 could buy equipment to enrich an animal environment – such as ropes for chimpanzees to play on. At the other end of the scale, £1 million could help fund a major new exhibit – like a new rhino enclosure at ZSL Whipsnade Zoo.

I WANT TO BE PART OF ZSL'S LIVING CONSERVATION

Name _____

Address _____

Postcode _____

Telephone number _____

Email _____

If you would like to receive email updates and hear about ways to support ZSL please tick this box.

I would like to know more about remembering ZSL in my Will. Please send me a copy of your legacy information booklet.

If you have already included, or intend to include, a gift to ZSL in your Will, please use this form to let us know which area of our work you would like your gift to support. The information you share is not a binding commitment and will be held in the strictest confidence.

I intend to include/have included a gift to ZSL in my Will (please delete as appropriate)

My gift is/will be:

a share of my estate _____ %

all of my estate

a specific sum £ _____

other e.g shares _____

I would like my gift to support

(please tick as appropriate)

1 ZSL London Zoo

2 ZSL Whipsnade Zoo

3 ZSL Conservation Programmes

4 Institute of Zoology

5 ZSL Library

6 Wherever the need is greatest

ZSL
LIVING CONSERVATION

Thank you. We receive no ongoing government funding.

Please return this form to: The Development Office, ZSL, Freepost LON12008, Regent's Park, London NW1 1YU.

A LEGACY GIFT OF ANY SIZE CAN DO SO MUCH