



# 2022 ANNUAL REPORT





# Project Chimps

## PROJECT CHIMPS 2022 MILESTONES



19



New Chimps Transported

99



Chimps in Sanctuary

3,000



Students Educated

5,000



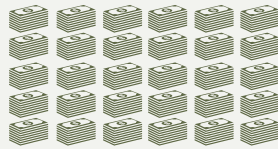
Hikers

14,000



Volunteer Hours

3,000,000



Received in Donations

5,000,000



In Capital Contributions

### Legend



1 New Chimp



\$100,000



\$1,000,000



500 Students



1000 Hikers



10 Chimps



1,000 Man hrs

## 2022 IN REVIEW

2022 held many new beginnings. We met 19 more chimps (one group of nine males and another group of ten females) and introduced them to sanctuary life. This increased Project Chimps' total population to 99 chimps and we are thrilled that Babette, Dawn, Jessie, Kate, Manetta, Melanie, Muttie, Nyia, Sasha and Vicky's arrival on June 8 along with Zack, Bobby, Paul, Lancelot, Prince, Scott, Thomas and twins Keith and Kevin's arrival June 22 happened after the pandemic slowed down the transport process. The care team then spent the next few months working on our strategic priority of fission-fusion with the two groups to create one new family unit, the largest, by early October. Only 91 chimps are still housed at NIRC making 2022 the very first year that Project Chimps has more chimps in sanctuary than at the research lab!

## Building Outwards

In the fall of 2022, we broke ground on the new 2-acre Cedar Tree Annex Habitat. This expansion project will connect Phase I (the existing 6-acre Peachtree Habitat and five chimp houses) to this new Phase II expansion project. The project includes a skybridge to allow the chimps to cross the road from their villa to the new yard and an area we are calling The Nest where you will be able to step inside their world and experience the chimps up close and personal...with a safety barrier to keep everyone safe of course! This was possible due to a \$5 million gift from The Humane Society of the United States to invest in capital expansion projects. A \$3 million matching pledge was additionally contributed by a generous supporter.

## Adjusting Our Costs of Care

Inflation. Recession. Interest rates. Gas prices. Lack of housing. 2022 was filled with scary terms for all of us as we watched prices climb for our everyday living, and those hit the sanctuary too. We exceeded our fuel budget for the entire year by the summer, while delivery costs for essential goods like food and nesting material continued to rise. The very literal cost of care due to inflation hit us hard and the idea of a recession is frightening. Our new cost of care is \$30,000 per chimp, per year, and we are so grateful for your donations and ongoing support during this time.

## Hidden Gems

Over the summer we began hiding hearts along the #ChimpTrails. Two hearts are hidden each month for hikers to stumble upon and redeem in our gift shop. While these hearts are intentionally hidden, other additions to our hiking trails are in plain sight thanks to generous supporters like you. Now, you can enjoy a quiet moment on memorial benches in serene locations along the koi pond and at various vistas on the hiking trails, named in honor or in tribute to loved ones who are no longer with us.

Project Chimps 2022 Financials	
Contributions & Grants	3,281,352
Program Service Revenue	140,794
Other Revenue	69,930
<b>Total Revenue</b>	<b>3,490,844</b>
<b>Expenses</b>	
Program Expenses	2,126,118
Management & General Expenses	538,806
Fund Raising Expenses	173,518
<b>Total Expenses</b>	<b>2,838,442</b>
<b>Net Assets Year End</b>	<b>11,462,552</b>

## Chimps in Pieces...1,000 of them!

We introduced a new keepsake in our gift shop merchandise – a 1,000 piece jigsaw puzzle! This beautiful puzzle features 14 of our resident chimps and is a fun activity for the whole family to put together. Each box has a QR code you can scan to find out which chimps are featured and then read their bios on our website. You can pick up your puzzle today in our gift shop or order online.

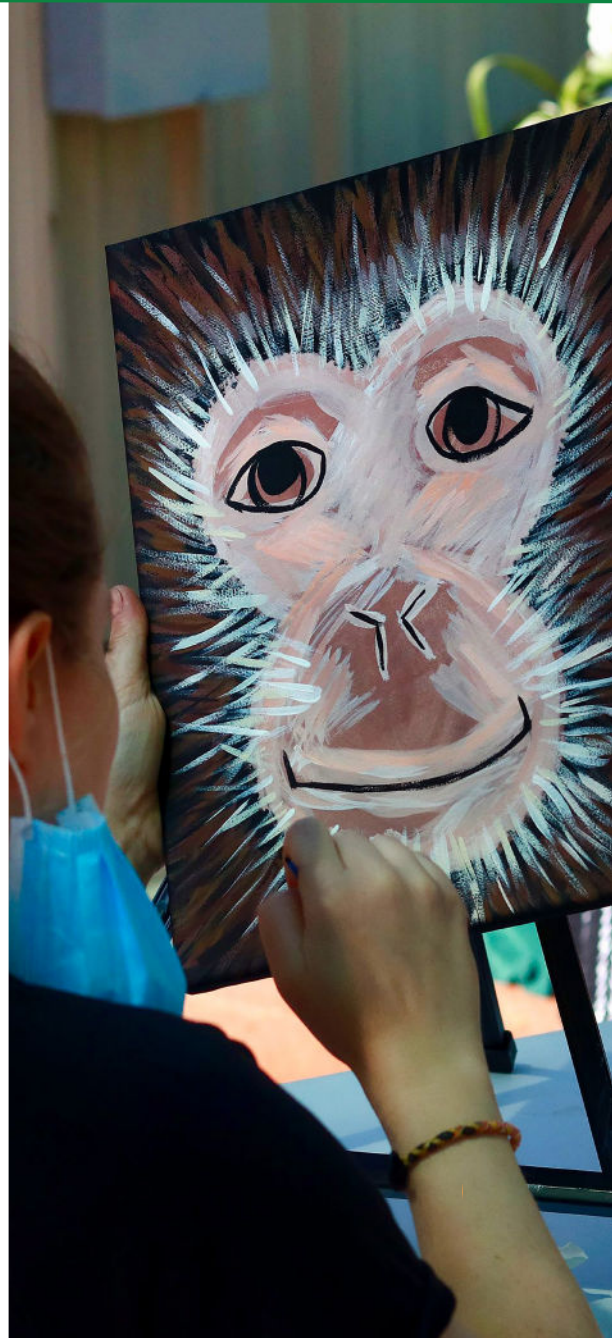
## Committee Achievements

Project Chimps relies on 12 committees comprised of staff, volunteers and subject matter experts to make sure that the sanctuary is up-to-date, efficient and fiscally responsible. A few of their key accomplishments in 2022 include:

**Volunteer Committee:** In 2022 more than 14,517 hours were volunteered for Project Chimps. According to this article Value of Volunteer Time Report | Independent Sector Resources, the value of a volunteer hour is \$31.80 meaning that volunteers gave over \$461,000 in service hours for 2022 alone. Volunteers are very active in most of our committees but make up the majority of the members in the Trails Committee, the 5k-ish subcommittee and the Celebration Committee. They take many tasks on their own providing more time for staff to devote elsewhere. Volunteers have also created income generating programs, such as the hiking trail, 5k-ish, and the Airbnb Chimpanzees in the Mountains Experience, which generated over \$16,545 for the chimps in 2022. With over 150 active volunteers, we are able to provide a higher level of care for the chimps living at the sanctuary.

**Nutrition Committee:** We have several toxic plants native to the area so, in 2022, the Nutrition Committee put together a Toxic Plant Guide that care staff can use when they do habitat checks. This allows us to easily identify them and remove them from the habitat so that chimps don't accidentally ingest them. Or, if they bring a plant inside, we can easily identify whether it is harmful to the chimps. Additionally, we attended the virtual conference hosted by AZA Nutrition Advisory Group to learn more about recent research on chimp nutrition.

**Events Committee:** In 2022, we introduced our very first 5k event on the hiking trails. Project Chimps put on 5 open house events (Great Ape Escape, 5k-ish, Chimps Rock!, 2 Discovery Days and Chimp or Treat). Virtual events included "Walk like a Chimp", three "Book Club" events and eight "Go Ape Bingo's". Off-Site events included three parades, three festivals and three Cheers for Chimps. All of these helped Project Chimps gain exposure in the community. This exposure fueled 48 Supporter tours, 17 Silver tours, 44 Airbnb tours, 23 Educational tours and 5 scout tours. Volunteers and staff also helped bring exposure to Project Chimps by scheduling 99 Friends and Family tours of the sanctuary.



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