OUR MISSION
By connecting people with animals, Philadelphia Zoo creates joyful discovery and inspires action for wildlife and habitats.

OUR VISION
We are caretakers of a world in which people and animals thrive — together.

OUR PROMISES
2018-2022 Strategic Plan is driven by the following key promises:

Create inspiring experiences
Provide consistent, moving experiences for animals and people that inspire appreciation and action on behalf of wildlife.

Have a positive impact beyond the Zoo
Contribute to the civic life of our region and our neighboring communities by amplifying the Zoo’s impact on quality of life, conservation and sustainability, and lifelong learning that begins in early childhood.

Learn and lead change
Model a culture driven by mission, performance, and commitment to leading change from within.
OUR PLAN

Change the way we see animals

Create inspiring experiences

GOAL 1: Be a destination for joyful discovery between people and animals

GOAL 2: Enrich the lives of animals in our care

GOAL 3: Exceed the expectations of our diverse, multi-generational audience

Change the way we see nature

Have a positive impact beyond the Zoo

GOAL 1: Care for and protect animals and habitats around the world and right here in our own backyard.

GOAL 2: Be an integral part of our local communities

GOAL 3: Contributing to lifelong learning enhances understanding, appreciation, and stewardship of the world we share.

Change the way we see each other

Learn and lead change

GOAL 1: Position the Zoo for future growth, vitality, and sustainability

GOAL 2: Model a culture driven by mission, values, and learning

GOAL 3: Strengthen annual performance to support strategic reinvestment

OUR FUTURE

Change the world we see

In an ever-changing and increasingly urbanized world, we believe the people of our region should play a critical role in preserving the world’s natural resources for the future. Philadelphia Zoo has a distinctive opportunity to be a gateway to joyful discovery that inspires a lifetime of curiosity, learning and caring for wildlife and the world we share.