



MORE **WONDER.**
MORE WILD.



GIVING CATALOG 2012

EXCLUSIVE! Get Your Paws on Our New Exhibit!

See details on page 16.



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An invitation from the President and CEO

Dear Friends of the Zoo,

Serious fun. At Woodland Park Zoo we take fun seriously, with engaging experiences with animals that delight more than a million visitors each year. We also take education about wildlife and conservation actions seriously as we work with others to engage people in saving animals and habitats here in the Northwest, and around the world.

You can be a catalyst for action, too. Gather your family and friends and thumb through the beautiful pages of our 2012 giving catalog. Match a need to your passion, whether it's bringing your favorite animals to the zoo; creating new learning experiences for kids and adults; fostering conservation successes in the Northwest and around the world; or transforming the Asian Tropical Forest experience with new, naturalistic exhibits for endangered tigers and sloth bears.

Then, make a gift and join our More Wonder More Wild Campaign. More than 10,000 generous supporters have helped us raise nearly \$69 million of our \$80 million campaign goal! We aim to engage 10,000 more community supporters to help us exceed that goal by December 31, 2012.

With your support, we will. Your generosity shows your commitment to provide our deserving community the very best wildlife experiences, and to inspire people to learn, care and act. Your gift creates more wonder for our community and more wild for our world.

Thank you.

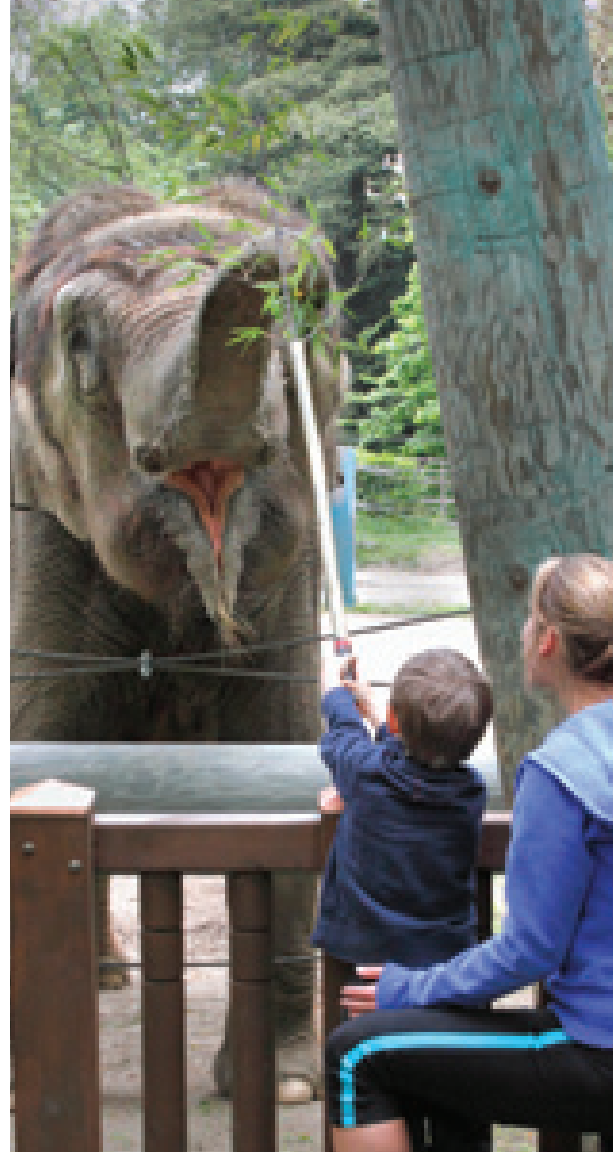


Deborah B. Jensen, Ph.D.
President and CEO

2012 Giving Catalog

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MORE WONDER. MORE WILD.

Join Woodland Park Zoo's Campaign



Today more than ever families depend on Woodland Park Zoo to connect to nature's wonders.

Our planet needs our zoo, too. Educational and downright awe-inspiring, zoo experiences magnify our interdependence with all living creatures, teaching us how to make positive choices for our future.

When people personally experience the gifts of nature, they are inspired to protect it. Woodland Park Zoo provides an authentic window into the lives and habitats of the world's wildlife, inspiring people from all walks of life to learn, care and act.

More wonder creates more wild.

Every year our 92-acre living classroom connects more than 1.2 million people — children and families, students and teachers — to the natural world, sparking delight, discovery, and a desire to save wild animals and habitats. Where else can you get eye-to-eye with rare, magnificent animals, be immersed in the crucial habitats that sustain their — and our — existence, and connect to people here and around the world working to protect them?

Beyond the zoo's gates, our 36 global conservation partners are helping local

communities build more sustainable futures for animals and people, such as improving education for children in Africa, protecting endangered elephants, tigers and bears in Asia, recovering our own endangered Northwest turtles, butterflies and frogs, and even preserving the biodiversity of an entire ecosystem in Papua New Guinea.

You make it possible.

No other institution brings these crucial elements to such a diverse array of audiences, inspiring them to get involved. But we can't do it without you.

It is our mission and our responsibility to leave a thriving natural world for present and future generations to enjoy and protect. That's why we invite you to join our More Wonder More Wild Campaign. Our \$80 million effort unites eight strategic initiatives — \$70 million for capital and program improvements

and \$10 million for our endowment — designed to create more wonder for our community and more wild for our world. And Woodland Park Zoo delivers.

Together, we are advancing our excellence in the science of animal care, making engaging zoo experiences even more magical and action-focused, and giving countless more young people the tools they need to become lifelong stewards of communities that care for wildlife and for the planet. Our community-based field conservation programs are connecting more people to critical landscapes in our backyard and around the world. And we are bringing exciting new animals to inspire our Puget Sound community.

Already more than 10,000 generous supporters have helped raise nearly \$69 million, or 86% of our goal. Now, we aim to engage 10,000 more supporters of the zoo. With your involvement, we will reach our goal by December 31, 2012.

Join us!



Excellence in Animal Care and Health \$7.4 million
Inspired Learning \$12 million
Conservation in the Wild \$8.3 million
The Zoo Experience Project \$6.4 million
(Completed) A New Home for our Penguins and New West Entrance \$12 million
Asian Tropical Forest \$21 million
Sustainable Zoo \$2 million
Our People \$1.2 million

Total Campaign: \$70 million (programs and capital)
+ \$10 million (endowment)
\$80 million



EXCELLENCE IN ANIMAL CARE AND HEALTH

From Asian Cranes to Zebras

Our excellence in animal care connects visitors to the welfare of all wild animals, supports action to ensure their well being, and contributes to a healthier planet for people and wildlife.

This awesome, 365-days-a-year responsibility is the heart of what we do: take excellent care of animals, from delicate birds to hardy zebras, and match passion with expertise to help them thrive at our zoo and in the wild.

Woodland Park Zoo was among the first zoos to move animals into naturalistic exhibits, setting the standard as a leader in animal care. Just like human health care, the science of animal care evolved rapidly. To continue setting the standard for 21st century zoos, our curators, keepers, and veterinarians must stay ahead of new developments to keep our animals in optimum health, provide intense, individualized quality care, and share our expertise with other scientists and conservationists.

Your support helps our award-winning zoo continue to lead the pack in animal welfare and management. We must make our animal nutrition and behavioral management programs more robust and tailored to individual needs. We must incorporate new medical technology and training, and expand exciting global partnerships in wildlife and community health. As stewards of hope for endangered species, we will continue to lead in the breeding and care of rare populations while bringing exciting, new animals to the Pacific Northwest.

Did you know?

Expert zoo staff care for 1,000 animals, 300-plus species, 40 of which are endangered or threatened in the wild.



Bringing New Animals to the Zoo

From the shortest insect to the tallest giraffe, each year we bring new animals to Woodland Park Zoo. Your support helps fund the transportation, daily care, quarantine and other costs associated with bringing new animal ambassadors to the zoo to delight and inspire generations of wildlife stewards.

Arctic foxes (2)

\$500 \$25 share

Tropical frogs

\$1,000 \$50 share

Endangered turtles

\$1,000 \$50 share

Rare lizards and snakes

\$2,000 \$100 share

Ducks, geese, swans

\$2,000 \$100 share

Tawny frogmouth (2 birds)

\$2,000 \$100 share

Family Farm animals

\$2,500 \$125 share

Tree kangaroo (female)

\$3,000 \$150 share

Warthogs (2)

\$4,000 \$200 share

Patas monkey

\$5,000 \$250 share

Visayan warty pigs (3)

\$5,000 \$250 share

Asian small-clawed otters** (3)

\$5,000 \$250 share

Tropical reptile quarantine

\$5,000 \$250 share

Tropical reptile anti-venom

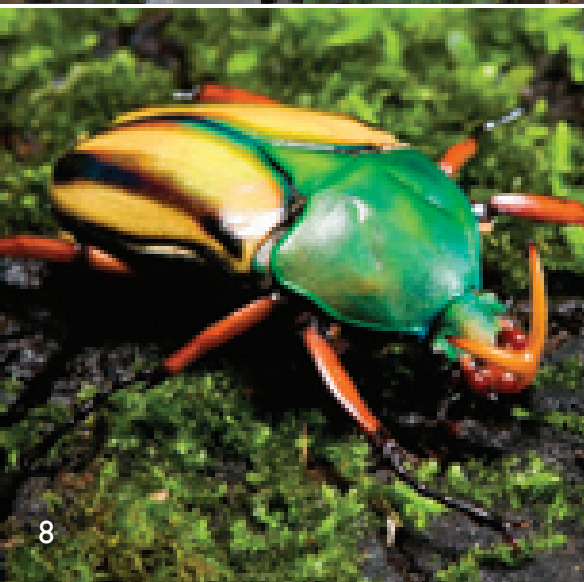
\$10,000 \$500 share

* Share is 20 donors at the provided giving level.

** New animals for the new tiger and sloth bear exhibit complex.



ASIAN SMALL-CLAWED OTTERS *More terrestrial than other species of otters, these forest creatures are energetic and highly social. They will play on logs and cavort in their pool in a new exhibit complex, also featuring endangered tigers and sloth bears. Learn more on page 14.*



Excellence in Daily Animal Care

Your gift makes world-class care possible for these amazing creatures, including the best preventive veterinary medicine, animal husbandry, nutritional plans and enrichment programs tailored to meet each animal's unique needs.

Support the Daily Care of...

Arctic Fox
Asian Crane
Birds of the African Savanna
Eagle
Golden Lion Tamarin
Pudu
Northwest Waterfowl
Meerkat

\$7
day

\$50
week

\$200
month

\$2,500
year

Red Panda
Snowy Owl
Wallaby
Wallaroo

\$15
day

\$100
week

\$400
month

\$5,000
year

Chilean Flamingo

Gray Wolf

Komodo Dragon

Ocelot

Red Ruffed Lemur

Roosevelt Elk

\$25
day

\$200
week

\$800
month

\$10,000
year

Bug World

Jaguar

Malayan Tapir

Mountain Goat

North American River Otter

Reptiles and Amphibians

of the Tropical Rain Forest

Siamang

Snow Leopard

Visayan Warty Pig

\$40
day

\$300
week

\$1,250
month

\$15,000
year

Did you know?

Visayan warty pigs are often referred to as “punk-rock” pigs for the spiky mohawks males grow during the breeding season.





Support the Daily Care of...

African Lion				
Birds of the Raptor Center				
Brown Bear				
Colobus Monkey	\$65	\$500	\$2,000	\$25,000
Reticulated Giraffe	day	week	month	year
Sloth Bear				
Tiger				

Animals of the Family Farm				
Birds of the Tropical Rain Forest				
Reptiles and Amphibians	\$80	\$625	\$2,500	\$30,000
of the Day Exhibit	day	week	month	year
Tree Kangaroos				

Humboldt Penguin	\$130	\$1,000	\$4,000	\$50,000
	day	week	month	year

Hippopotamus				
Lowland Gorilla	\$275	\$2,000	\$8,000	\$100,000
Orangutan	day	week	month	year

Herd of Elephants	\$800	\$6,250	\$25,000	\$300,000
	day	week	month	year



Growing Enrichment

Grow browse enrichment on a sustained basis to provide fun, species-specific activity and additional nutrients for zoo animals.

\$25
day

\$200
week

\$750
month

\$10,000
year

Nutritional Consultation

Nutritional consultation and analysis to tailor healthy diets to the unique needs of 1,100 animals, from newborns to seniors.

\$100
day

\$750
week

\$3,000
month

\$36,000
year

Hospital Wish List

Digital dentistry radiology; enhancing our current digital x-ray system to include dental medicine

\$20,000 \$1,000 share

Endoscopic cabinet engineered to protect and ventilate our expensive endoscopic probes.

\$7,700 \$385 share

Anesthesia breathing machine to replace our 25-year-old small animal unit

\$4,595 \$230 share

Digital ophthalmology; enhancing our current digital x-ray system to include eye medicine

\$3,500 \$175 share

Quarantine weight scale

\$1,200 \$60 share

Nursery dishwasher

\$650 \$33 share

**Share is 20 donors at the provided giving level*

Zoo Hospital Veterinary Medicine

We are committed to generating, sharing, and applying scientific knowledge vital to the conservation of animals, both in captivity and in the wild. Animal health is the theme that unites our work, and scientific innovation is the way we achieve our success.

Animal Health

Develop novel diagnostic approaches and disease risk assessment to address group health problems with the use of medical supplies and lab supplies in captive populations and animals for reintroduction to the wild.

\$80 \$575 \$2,300
day week month

Reproductive Medicine

Research techniques for successful and healthy reproduction of endangered species.

\$175 \$1,250 \$5,000
day week month

Nutritional and Health Diagnostics

Improve clinical management of the zoo's animal inhabitants through scientific nutritional research and quality medications and prescriptions for each creature's unique needs.

\$150 \$1,000 \$4,000
day week month

Wildlife Disease and Diagnostic Laboratories

Help ensure the health and well being of captive and wild populations through multidisciplinary disease investigations and innovative studies. Our disease and diagnostic laboratory performs over 5,000 disease panels every year.

\$60 \$400 \$2,800
day week month

Field Conservation Medicine and Education

Emerging diseases require us to better understand disease interactions to protect our planet and its biodiversity, including global hotspots of threatened rain forests and wildlife of Indonesia.

\$75 \$500 \$6,000
week month year





ASIAN TROPICAL FOREST

People are the Conservation Solution

THE NEXT BIG EXHIBIT! A 21st century wonder

Be immersed in the sights, sounds, and smells of a forest teeming with life — endangered turtles, colorful songbirds, squealing small-clawed otters, foraging sloth bears, and tigers playing and soaking up the afternoon sun. Through a grand, rustic entry arch, your exclusive journey to a Southeast Asian conservation fieldwork site begins, connecting you intimately to a modern and urgent conservation cause.

The exhibit's theme, "Sharing the Forest: People are the Conservation Solution" will tell the compelling story of the fragile and vanishing forest ecosystems upon which both animals and humans depend. Sun-dappled brooks, rocky outposts, grassy knolls, and acoustic innovations will cater

to animal-specific needs while allowing people to engage all their senses in the treasured forest landscapes that need our protection.

Building on the success of our new, award-winning Humboldt penguin exhibit, this state-of-the-art home for endangered tigers, sloth bears and many other Southeast Asian species will be twice the size of our old 1950s structures. Immersing visitors intimately in a hidden forest world, the exhibit complex will feature a hands-on conservation action center, kids' camp nature-play area, one-on-one encounters with our keepers and Asian cultural interpreters, and the most innovative viewing, animal enrichment and inspiration-to-action programs we have ever designed. Much more than an exhibit, this inquiry-rich, living classroom will use hands-on

learning media to give one million visitors more ways to help preserve the wonders of wildlife.

This \$21.86 million sustainably designed, multi-species complex will inspire joy, delight, and discovery for the next 60 years, increasing our visitors' ecological literacy while helping them take action right here, right now to save forest species and habitats.

Phase I: Small-clawed otter exhibit, Kids' Camp — whole-body, nature-play and learning area, and east-west pathway. Anticipated opening: 2013.

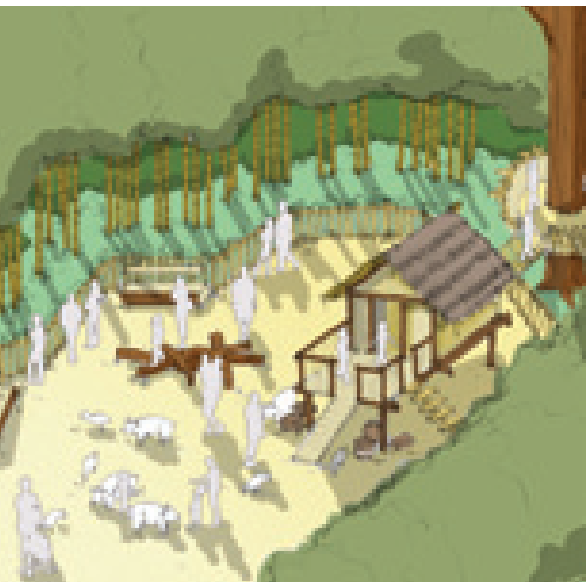
Phase II: Malayan tiger and sloth bear exhibits, aviary for tropical birds, elephant exhibit and orangutan exhibit enhancements, modern interpretive program, new education programs, conservation action center, and new tiger conservation field partnership. Anticipated opening: 2014.

Giving Opportunities

Your gift of \$1,000, \$500, \$250, \$100 or \$50 will help make our new tiger and sloth bear exhibits a reality! Many new exhibit and program innovations will come to life with your support.

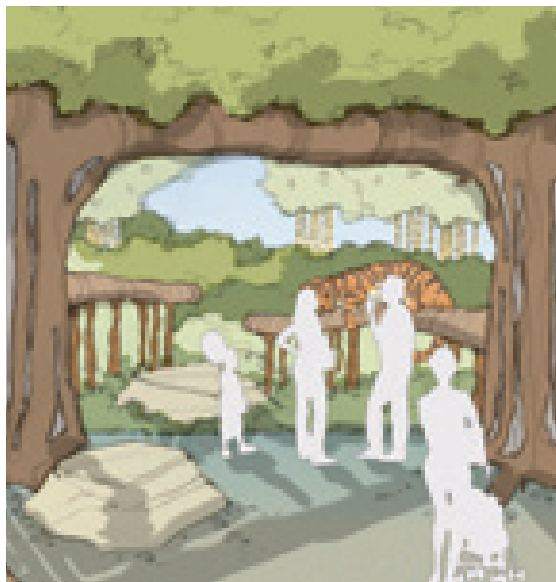
▼ Kids' Camp — Whole-Body Play Area

Young explorers learn about the forest through joyful nature play — balancing on logs, swinging on ropes, crossing a wobble bridge — all safely designed to stimulate mental and motor skill development.



▼ Banyan Tree Tiger Lookout

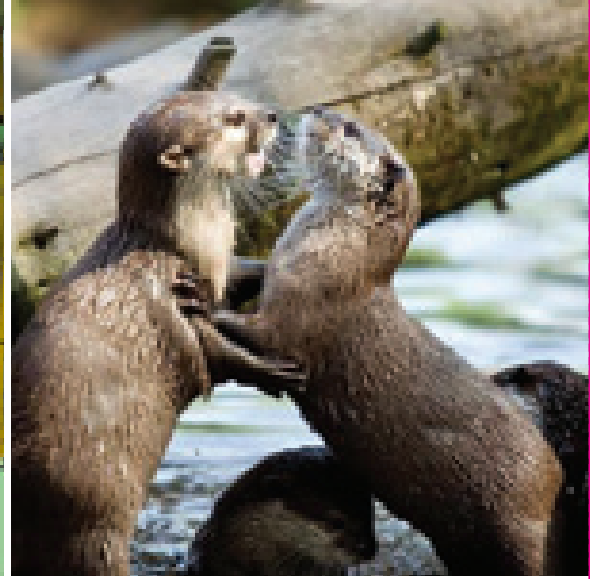
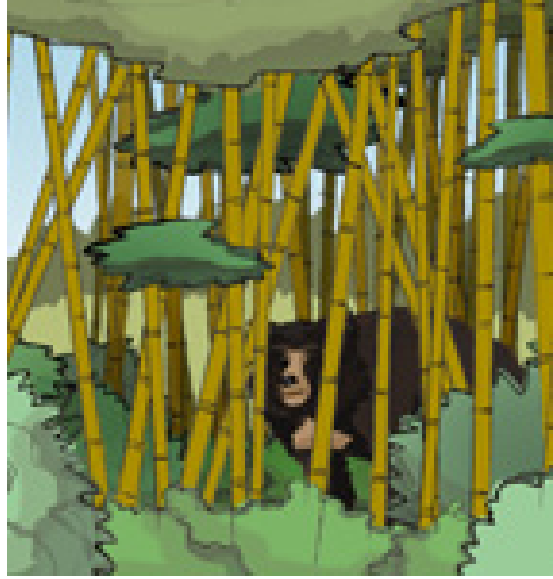
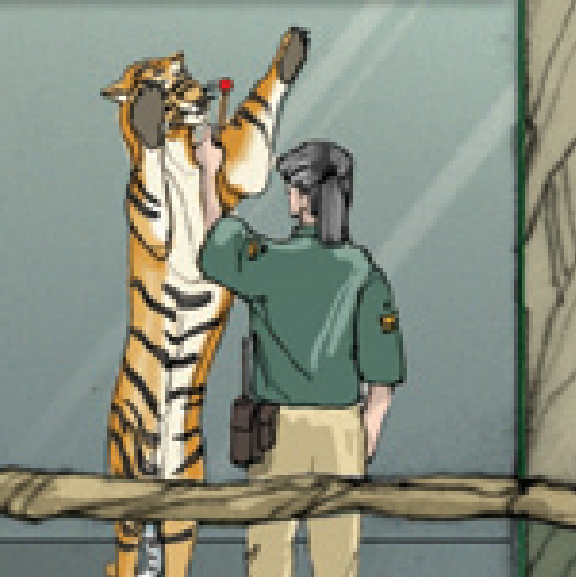
A breathtaking encounter inside a giant tree hollow — a tiger languorously yawns and licks its paws just a few feet away! The unbreakable glass and no sound barrier allow hearing every sound the giant cat makes.



▼ Forest Aviary

Enjoy exquisite avian diversity from high in the trees to low in the bush. Seemingly everywhere, the forest birds will captivate with their electric color and musical calls.





▲ **Tiger and Bear Working Walls**

These innovative experiences — narrated by expert keepers — will safely, intimately bring behind-the-scenes animal care to the fore as keepers check teeth, paws and claws, interpret animal behaviors and demonstrate feeding just a few, jaw-dropping feet away. Unforgettable!

▲ **Bamboo Bear Barrier**

Imagine: all that separates you from a foraging sloth bear is a grove of bamboo. This innovative containment feature's steel pipes mimic bamboo on the bear's side, securely yielding to the real thing on the visitor's side. See, hear, and smell the lively sloth bear as it searches for tasty grubs!

▲ **Small-Clawed Otter Exhibit**

A splashing, almost musical stream leads you to a dynamic pair of otters: running, hunting for fish, grooming and tumbling over each other, cavorting in a marsh or on the beach. The smallest otters in the world will delight visitors with their 12 different vocalizations!

SPECIAL APPEAL TO MAJOR DONORS

Want to think big? Consider making a transformational gift! Your transformational investment will realize a life-changing future vision and help us sustain our leadership among the world's foremost zoos. To recognize your outstanding support, an exhibit area will be named after your family or organization. It will signal to more than a million annual visitors the key role of philanthropy in providing our community truly state-of-the-art zoo experiences.

Tiger and Sloth Bear Exhibit Complex \$10,000,000

The new, multidimensional space, three times the size of the tigers' and bears' outdated, 60-year-old exhibits, will feature the most innovative and intimate animal care, viewing, learning, and conservation experiences our zoo has ever created. Evoking a tropical Asian conservation site where human settlement and untamed nature collide, the need to share the forest will become urgent, hopeful, and clear.

Malayan Tiger Exhibit \$5,000,000

Get closer! Modeled after an authentic Malayan field conservation reserve, the tiger exhibit will make predator care an intimate experience. Catch tigers hunting for live fish in a shallow pool or cat-napping in a Banyan tree hollow. Listen to them rumble and purr with innovative acoustical immersion. At the training wall, marvel as zookeepers work one-on-one with tigers and learn how the zoo safely cares for these large, fascinating cats.

Sloth Bear Exhibit \$3,000,000

So close, as if only a thicket of bamboo separates you.... Innovative habitat design and myriad enrichment features will enable you to observe sloth bears' fascinating adaptations. They'll use their sense of smell, dexterous lips, and long claws to retrieve food hidden in digging pits, crack into bone marrow, slurp grubs out of logs in their dry ravine, and put their vacuum-style eating to work at feeding demonstrations.

Conservation Action Center

\$2,000,000

In the heart of the reserve, this sustainably designed, 30'x40' space will integrate range-country architecture and technical innovations to connect you to our partners' conservation work saving endangered tigers in Asia. In this all-weather conservation headquarters, multimedia stories, wildlife and ecology updates from the field, and up-close activities with educators and scientists will engage you in fun, year-round ways to help tigers now.

Small-Clawed Otters Exhibit

\$1,000,000

Energetic, highly social and new to the zoo, the smallest otter species in the world will teach visitors about the essential diversity of animals and habitats that healthy forests need. With 12 different vocalizations, the otters' musicality will delight and inspire as they fish, groom, tumble over each other, and cavort in their marsh or sandy beach.

Kids' Camp — Whole-Body Play Area

\$300,000

Catering to early learners' and caregivers' needs, this delightful and inquisitive area will stimulate forest explorers' sense of wonder and fun. Safely designed nature play will develop children's physical and mental skills as they balance on logs, swing on ropes and climb a lookout tower.

To discuss ways of making a major or planned gift that honors your desires and circumstances, contact Anne Knapp, Director of Philanthropy (206.548.2443, anne.knapp@zoo.org) or David C. Wu, VP of External Relations (206.548.2418, david.wu@zoo.org).

For a full portfolio of Asian Tropical Forest funding opportunities, visit morewonder.org.





NATURE-INSPIRED LEARNING

Hands-on Science and Discovery

A generation disconnected from nature threatens the future of wildlife conservation. If we don't act now to connect children to nature, who will care enough about wildlife and wild places to protect them in the future?

Green time is being replaced by screen time. With computers, cell phones, television and video games, today the average 6 year old spends as little as 20 minutes a week outdoors! All children deserve regular, meaningful connections to nature, which result in benefits to physical and emotional health, stronger academic achievement, and greater likelihood of caring for the environment as adults.

As the region's largest provider of conservation education and a national leader in the children and nature movement, our zoo delivers these benefits to the community. Award-winning Zoomazium is the most advanced, sustainably built, all-weather experience for children's nature play. And in 2011, the zoo earned The Association of Zoos & Aquariums' Education Significant Achievement award for our Ready, Set, Discover program.

With our broad reach and history in the community, and because we invest more in education than most other zoos, we inspire and cultivate thousands of conservation stewards

each year. For these reasons, we are the partner of choice for Washington education providers.

Our goal is to connect more kids to nature, from early learners to senior learners; harness the power of nature to teach science and math; and link learning more directly to conservation action. We must reach new and diverse audiences by expanding our school and community partnerships. And we must strengthen evaluation and research, both to improve our programs continuously and to share our best practices with informal learning institutions in Washington and nationally.

Wish List

The zoo ignites interest in science by engaging students in real-world, scientific inquiry. In collaboration with Grizzly Bear Outreach Project (GBOP), the new program, Wild Wise: Coexisting with Carnivores will engage students in community-based science investigations that develop skills in field studies and learning about animals' roles in diverse ecosystems.

Support new Wild Wise program development

\$10,000 \$1,000 share

Provide tablet computers to engage middle school youth in scientific inquiry at the zoo and in the field

\$10,000 20 tablets \$500 one tablet

Provide backpacks for families with young children; biofacts, science investigation materials and props enable early science and natural history explorations of the zoo

\$7,000 20 backpacks \$350 One backpack

Replace our old van with a hybrid or all-electric vehicle for transporting animals on Up CLOSE outreach programs

\$20,000 \$1,000 share

Education Connection

Help children and their families experience the wonder of wildlife by supporting Woodland Park Zoo's education programs where people of all ages learn about animals and their habitats, develop deep connections to nature, and become inspired to take conservation action. Whether it's developing empathy and respect for wildlife in early learners in Zoomazium, or exposing middle school students to science inquiry and the role of the zoo as a conservation organization, your gift will provide access to outstanding learning experiences for underserved children and support for excellent educational programs for all audiences.

Support a Zoo Corps teen intern

\$7,000 per year \$75 per day

Bring one class to the zoo for a School-to-Zoo program

\$500 per class

Bring an Up CLOSE animal encounter to a classroom

\$500 per class

Bring a Zoo Crew program to a low-income community

\$500 per after-school program session

Introduce wildlife to a young child by supporting your favorite Zoomazium program:

Creature Feature Books, puppets, props	\$250
Nature Exchange Trade items, rocks	\$250
Puppet Show Puppets and music	\$250
Shake, Rattle & Roar Live musical entertainers	\$1,000
Animal Encounters Small mammal obstacle course	\$1,000

Education Scholarship Fund

Bring the wonders of wildlife into a child's life, or enable an educator to receive training and credits in the zoo's new Advanced Inquiry Program (AIP) Master's, especially for those who are less able to pay. Examples of support include:

A week of zoo camp for a child age 3-14 years

Half-day program

\$175

Full-day program

\$300

An Overnight Zoo Adventure

\$50 single child

\$1,200 group of 25

Educator professional development

\$100 per credit for AIP Master's program.

** For information on all the zoo's educational programs,
please visit www.zoo.org/education*





CONSERVATION IN THE WILD

Solutions that Work

If human activities continue to accelerate species decline, many of the world's most iconic animals will not have a future in the wild. What stands between animal survival and extinction? We do!

Many people know the news, whether it is elephants threatened by continued illegal ivory trade, frogs succumbing to a deadly, worldwide fungus, or forests vanishing at an alarming rate. But, what people also need to know is that conservation successes are not only possible, they are happening and working on a global scale.

Woodland Park Zoo carries out proven conservation projects in the Pacific Northwest and around the world, linking the care of the endangered species in our naturalistic exhibits with innovative work we are doing, often with expert partners and collaborating organizations. Our projects aim to conserve wild habitats in ways that benefit both animals and local people. More wild animals and places can be saved if we — individuals, communities, businesses, governments and conservation organizations — work together.

We know that wildlife conservation works when it involves local people in the equation and helps them meet their needs in more sustainable ways. To broaden and deepen our impact in field conservation,

we must strengthen our global Partners for Wildlife program and our Wildlife Survival Fund while also forging regional and national partnerships to conserve more species right here in the Northwest. And to ensure a strong pipeline of new field conservationists for tomorrow, we must cultivate and support promising leaders today.

Conservation action is essential to our mission. It is our calling card for inspiring more than one million guests to help restore the earth's ecological balance.

Our Wildlife Projects in the Pacific Northwest and around the World

Pacific Northwest

Butterflies of the Northwest
Grizzly Bear Outreach Project
Northwest Amphibian Recovery Project
Raptor Ecology of the Shrub Steppe
Western Pond Turtle Recovery Project

Africa

Mbeli Bai Gorilla Study
Tarangire Elephant Project
Waterhole Restoration Project

Asia-Pacific

Cranes of Asia: Muraviovka Park
Global Field Training in Conservation Biology
Gunung Palung Orangutan Conservation Project
Hornbill Research Foundation
Hutan Asian Elephant Conservation
International *Partula* Snail Field Program
Snow Leopard Trust
Tree Kangaroo Conservation Program



Our projects grow and change as needs change around the world.
Check out [zoo.org/conservation](https://www.zoo.org/conservation) to see the latest conservation efforts.





2012 Giving Opportunities

WPZ Conservation Fellows Program

Cultivate top-notch conservation leadership by bringing early career, post-doctoral scientists to WPZ to conduct innovative research and create new approaches to saving wildlife and habitats in our field conservation priority areas.

\$250,000 per fellow (three-year term)

\$12,500 per share

Northwest Wildlife Conservation Projects

From our backyard to the back country, the zoo raises endangered species in our facilities to support the recovery of wild populations and also engages Northwest scientists, families and youth in conserving critical habitats.

Butterflies of the Northwest

**\$40
week**

**\$150
month**

**\$2,000
year**

Northwest Amphibian Recovery Project

Western Pond Turtles

**\$500
week**

**\$2,000
month**

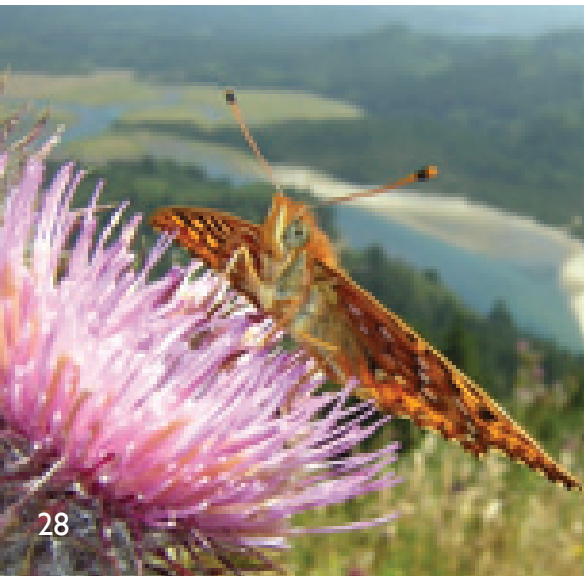
**\$25,000
year**

Spotted Owls

**\$200
week**

**\$800
month**

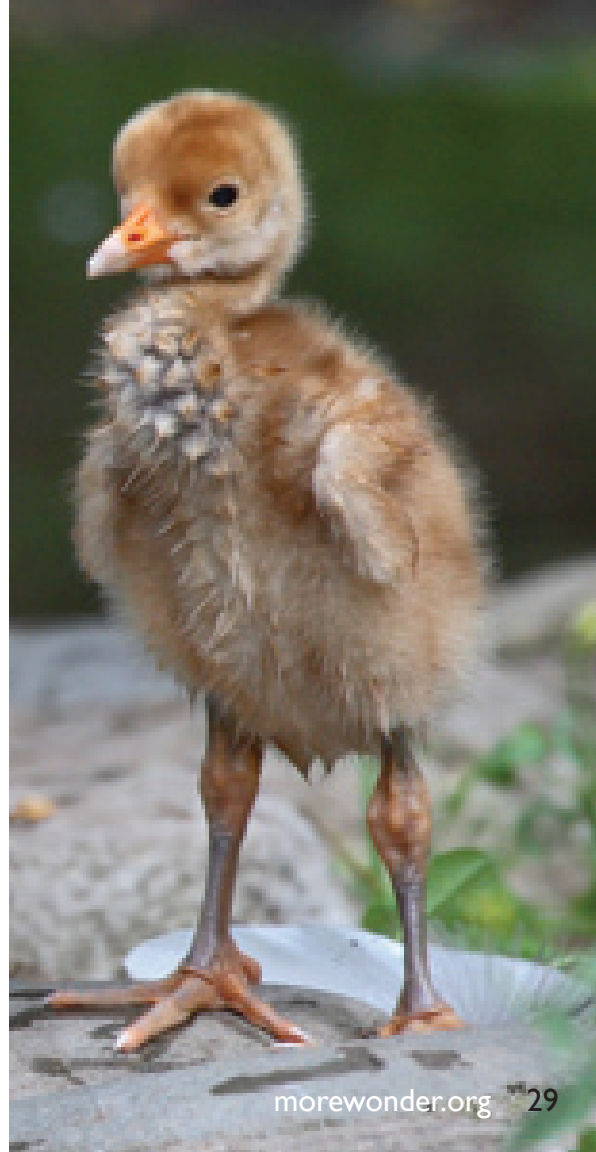
**\$10,000
year**



Global Conservation Solutions

Our **Partners for Wildlife** and **Wildlife Survival Fund** projects focus on proven conservation strategies: endangered species recovery; habitat protection; environmental education; local capacity building for effective wildlife conservation; and improving the livelihoods of local communities living in critical wildlife areas.

International <i>Partula</i> Snail Field Program	\$20 week	\$80 month	\$1,000 year
Mbeli Bai Gorilla Study	\$100 week	\$400 month	\$5,000 year
Global Field Training in Conservation Biology			
Raptor Ecology of the Shrub Steppe	\$150 week	\$600 month	\$7,000 year
Hornbill Research Foundation			
Gunung Palung Orangutan Conservation Project	\$175 week	\$625 month	\$7,500 year
Cranes of Asia: Muraviovka Park	\$200 week	\$800 month	\$10,000 year
Grizzly Bear Outreach Project			
Tarangire Elephant Project	\$300 week	\$1,250 month	\$15,000 year
Hutan Asian Elephant Conservation			
Snow Leopard Trust			





A tree kangaroo joey born at the zoo peeks out from its mother's pouch. Dr. Lisa Dabek and the zoo's animal care team are advancing captive breeding techniques to inform conservation of this elusive and endangered species in the wild.

Tree Kangaroo Conservation Program

The **Tree Kangaroo Conservation Program** (TKCP) is our signature Partners for Wildlife conservation program, established by WPZ's Dr. Lisa Dabek in 1996 to protect the endangered Matschie's tree kangaroo through community-based conservation in Papua New Guinea (PNG). With support and collaboration from Conservation International (CI), in 2009 the program made history for PNG with the declaration of the first YUS Conservation Area — 180,000 acres of rain forest land set aside by local communities and landowners to protect endangered species and future resources. A \$2 million YUS Conservation Endowment was created by Woodland Park Zoo and CI with many generous donors to encourage long-term, community-based management of this major biodiversity wilderness area. www.zoo.org/treekangaroo



Conservation Science TKCP trains YUS villagers and conservation officers to conduct research in the Conservation Area and lead community-based ecological and socio-economic monitoring.

Monitoring

\$40	\$300	\$1,250	\$15,000
day	week	month	year

Research ecology and feeding using National Geographic Crittercam® technology

\$12,000

Radiotelemetry equipment

\$5,000

Sustainable Livelihoods TKCP works with YUS community members to build capacity for conservation-compatible livelihoods by helping landowners improve quality products for specialty markets, including Seattle.

One coffee grower training workshop
\$2,500

Salary for one local community livelihood coordinator in PNG

\$25,000 per year

Community Capacity TKCP supports the YUS Community Based Organization, which manages the Conservation Area and helps increase priority services through its Immunization Project and Education Project.

One solar refrigerator for vaccine storage
\$6,000

Train one local teacher at Balob Teachers College (2-year program)

\$1,450 per year



ZOO EXPERIENCE PROJECT

Transforming a Day at the Zoo

To meet the demands of the future, our world-class zoo seamlessly integrates its functions as a zoo, park, and nature learning campus, thus creating a dynamic safari of the senses that connects people to wildlife.

Our visitors know the zoo provides experiential learning at its best, much more powerfully than books or TV nature shows. A unique place where nearly 300 species of animals thrive among thousands of plants and trees, the zoo immerses people in an awesome, real-time safari of sights, sounds and smells. When we connect people to wildlife with these experiences, our guests are inspired to learn more, care more, and do more

to save animals and their habitats in the Northwest and around the globe.

Meeting the needs of visitors in today's experience economy requires best-in-class amenities and interactive experiences aligned with how contemporary children and adults learn — such as seeing our animals up close as they hunt or forage for food, conversing directly with keepers and volunteers, and engaging in modern, hands-on learning and conservation opportunities with family and friends.

The Zoo Experience Project — a mixed portfolio of visitor experience enhancements — inspiring combines innovative learning, technology, and social action theory, informed by our audience

research, to transform a day at the zoo into an even more contemporary and dynamic experience.

Closer contact with animals and keepers, along with cutting-edge interpretive programming linked to our biomes, will connect more visitors to opportunities to take direct conservation action. More modern visitor amenities and services will create exemplary guest experiences, while next-generation technology will personalize learning and action for all ages, allowing more convenient anytime, anywhere enjoyment of all the zoo has to offer. Welcome to the zoo of the future!

Zoo Experiences

The zoo strives to provide compelling guest experiences through up-close interactions with animals, experiential and interactive learning, new media and customer satisfaction. These priorities add value to our guests' relationships with the zoo and help our community take a greater part in conservation learning and action.

Cultural Interpreters

Support our award-winning cultural interpreter program and help the zoo engage more visitors in stimulating, face-to-face conversations with conservationists working to save endangered animals in their home ranges.

\$135	\$950	\$4,000	\$50,000
day	week	month	year

Enhanced Interpretive Signage

Update interpretive displays to better educate visitors about wild animals, how they use their habitats, and how to preserve habitats for all living creatures.

\$7,000	\$350 share
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Engaging Zoo Programs

Support our engaging zoo programs, from elephant poo paper making to staff and volunteer programs, that inspire our visitors to take conservation action. Your support provides materials, props and staffing for your choice of program:

Tablet computers for program presenters to enrich interactive guest experiences

\$500 per computer

Docent or Zoo Corps station

\$500

Quarters for Conservation staff talk

\$250

Elephant Poo Paper Making

\$250

Animal Encounters program

\$250



**Share is 20 donors at the provided giving level*

36TH ANNUAL

JUNGLE PARTY

BALI TO BORNEO

Join us at the 36th annual fundraiser, Jungle Party, on Friday, July 13, 2012, as the zoo's beautiful North Meadow comes alive! Our theme, "Bali to Borneo," will celebrate the beautiful region of Indonesia and Malaysia, and the amazing wildlife species that call that area home.

Experience the zoo like never before at the summer's wildest party! You and your guests will take part in exclusive tours of animal exhibits, fun-filled bidding on one-of-a-kind auction items during the silent and live auctions, a colorful reception, a lavish sit-down dinner and live entertainment.

For more information about Jungle Party, please visit www.zoo.org/jungleparty.



THE SUSTAINABLE ZOO

Walking the Talk

Much like Woodland Park Zoo's naturalistic exhibitry transformed zoos in the 1970s, our investments in sustainable technologies will define zoos of the future.

As stewards for the care of thousands of rare animals, plant species and our historic built environment, our zoo is ideally suited to model a more sustainable future for



our community. Climate change has a dramatic impact on wildlife — the heart of our mission. Responsible zoos reduce that impact in their own operations and inspire visitors to lessen their footprint, too.

Our most recent five-year sustainability plan challenges us to reduce our carbon footprint to 7% of 1999 levels. Green practices have been the zoo's standard for more than 20 years. Day after day, our environmental commitment deepens: solar panels on our Historic Carousel and Family Farm, our popular Zoo Doo compost; extensive zoowide recycling; backyard habitat workshops; sustainable food concessions; and more.

Today guests learn about sustainable building and living roofs in Zoomazium, the first project among zoos nationally to

receive Gold certification from the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED). Our new Humboldt penguin exhibit is a model for constructed wetland and geothermal systems, and our new tiger and sloth bear exhibits will be designed with nature in mind, too.

While proud of these successes, we have many more ahead to achieve. The greatest way to engage our visitors in environmental conservation is by modeling more green leadership ourselves. As our region's premier zoo, and in keeping with Seattle's climate action goals, we seek to raise the bar of our environmental performance and become the community's most exciting showcase of sustainability.

Sustainable Zoo

To help reduce our carbon footprint and model the way for others, the zoo is achieving greater sustainability through these new projects. Fund an entire item, or make a gift in any amount!

Electric Submetering in exhibits and facilities to make the zoo's electrical usage more efficient.

\$50,000 total cost

Occupancy Sensors in Office and Public Areas to cut energy consumption by detecting the presence of people and turn lights on and off.

\$10,000 total cost \$250 per location

Programmable Thermostats to create more efficient heating and cooling of public and office areas.

\$2,500 total cost

Automatic Irrigation to cut water usage, installed around zoo's perimeter grounds.

\$20,000 total cost

Composting Program Support to sustain our ability to produce the most sought-after exotic compost in the Northwest!

**\$135
day**

**\$950
week**

**\$4,000
month**

**\$50,000
year**

Maintain the Natural Rose Garden of this beloved community treasure.

Replace Roses

\$10,000 total \$100 each

Build the Soil

\$4,800 year \$400 per month

Support Natural Care Soil Management Program

\$15,000 year \$1,250 month

Hybrid or Electric Vehicle to decrease zoo transportation emissions as we replace our fleet with alternative fuel vehicles.

\$10,000 (incremental cost to upgrade one vehicle)

Did you know?

In 2011, the zoo earned the Association of Zoos & Aquariums Significant Achievement award for our comprehensive sustainability efforts.



THRIVE 2012

As a Pacific Northwest leader in conservation and education, Woodland Park Zoo is proud to host Thrive on March 22, 2012. Our annual spring fundraiser brings together over 700 Puget Sound region business and community leaders, giving them an exclusive insider's view of what makes our institution a world-class zoo. Thrive also raises over \$400,000 — critical funds to support the zoo's animal care and naturalistic exhibits, worldwide wildlife conservation efforts and educational programming for all ages.



Guests at this year's breakfast are joined by guest speaker, Dr. Alan Rabinowitz, one of the world's leading big cat experts and hailed by the New York Times as the Indiana Jones of wildlife conservation. Rabinowitz has dedicated his life to surveying the world's last wild places, with the goal of preserving wild habitats and securing homes, on a large scale, for some of the world's most endangered mammals. He is currently the CEO of Panthera, which focuses on saving and securing a future for wild cats across the globe.

Thrive guests will also preview the zoo's plans for a new, state-of-the-art tiger and sloth bear exhibit complex, part of the Asian Tropical Forest initiative — the last of eight capital and programmatic initiatives in our \$80 million More Wonder More Wild Campaign. With the theme "Sharing the Forest," the \$21 million initiative will transform our 60-year-old tiger and sloth bear exhibits into a dynamic conservation destination featuring modern, naturalistic habitats — more than double their current size — and engage one million visitors in conservation action more innovatively than ever before.

Learn more about Thrive at www.zoo.org/thrive.

MAKING A DIFFERENCE

LORENE E. CURRIER

Leaving a Legacy

During her lifetime, Lorene Currier was a steady supporter of the zoo. During her younger years, she visited the zoo regularly. She loved animals and her little pug, Sing-Sing, was a constant companion. At the zoo, she was especially fond of our wolves. For those who haven't been to the zoo lately, do come and meet our four new wolves that live in the Northern Trail. Like many of our planned giving donors, Lorene traveled the world, but always called Seattle her home. In her estate, she remembered a number of organizations, all of which helped animals.

When you plan your estate, like most of us, you'll want to provide for family. But also remember how important strong communities are to family development, and the part that institutions play in our community. If everyone left a portion of their estate to those organizations that make our communities strong, just think what the impact would be!

If you would like more information on planned giving, bequests, or options and language for leaving a legacy gift in your estate, please contact Anne S. Knapp at 206.548.2443 or anne.knapp@zoo.org.



OUR PEOPLE

We Inspire Naturally

All year round, hundreds of Woodland Park Zoo staff and volunteers serve as ambassadors for conservation, engaging more than one million visitors in saving animals and habitats through exciting and memorable experiences.

Visitors come for the animals, but it is our people who make the zoo a magical, Northwest treasure that inspires people to come back again and again. It shows in the gleam of a child's face, mesmerized by a zookeeper's fascinating stories of endangered animals or grateful for that special invitation to take a closer peek.

Each day, an elite team drives our reputation as a top conservation zoo. A diverse and highly trained staff monitors every aspect of our animals' well being. Thoughtful educators use innovative tools to connect school children and visitors to nature. Conservation specialists share data with remote wildlife sites. Design and facilities crews create naturalistic homes for our animal ambassadors while guest experience experts ensure a safe,

enjoyable zoo journey. Excellence is our nature at the zoo, a fact attested to by more than 40 awards we have earned.

But the contemporary challenges of a conservation zoo do not allow us to rest on our many accomplishments. The Our People initiative seeks strategic investments to cultivate and sustain new levels of professional excellence. We will attract and retain dedicated, innovative leadership; push the boundaries of leading edge expertise in animal care, education and conservation; and expand our capacities to serve and inspire our visitors with enhanced training.

As a learning organization, we must live up to our future, as well as our history, to achieve more for animals and people.



Our People

Best-in-class animal care, educating the next generation of conservation stewards, conserving wildlife in the field, being a top-rated zoo nationally and considered one of the 10 best nonprofits to work for in the Puget Sound area.... Our People — and your generous support — make it all possible.

Zoo Leadership Development

Great leaders get great results when they articulate a compelling vision, inspire commitment and innovation, and coach and mentor diverse teams to success. You can support WPZ's leadership development programs to meet the unique and complex challenges of a 21st century conservation zoo.

\$50,000 annually \$2,500 share

Training Professionals for Excellence

Help WPZ attract and retain the best and brightest; increase skills and tools for excellence in animal care, education and conservation; and provide outstanding customer service to guests, inspiring them to come back to the zoo again and again.

\$30,000 annually \$1,500 share

Staff Participation in Field Conservation

Help zoo staff to provide their valuable expertise, tools and methods to conservation programs in the wild. In recent years, keepers, educators and other professional staff have joined conservation scientists in the field to recover endangered species and protect wild sites, from Washington and Oregon to Papua New Guinea.

\$1,000 annually per staff person

Sustaining Excellence in Perpetuity

Help WPZ sustain its nationally recognized leadership by providing long-term resources to stimulate innovation, seize new opportunities, and strengthen our team's performance and positive impact.

Gifts of all sizes to our endowment are welcome.



KIDS' PAGE

You can make a difference, too!

ZooParent Animal Adoptions

Become a ZooParent by adopting one of almost 30 animals, and help support the daily care of over 1,100 critters at the zoo and conservation efforts around the world. Adoptions make great gifts and are a fun fundraising opportunity for groups, including school fundraisers, birthday parties, Girl/Boy Scouts and more.

Each adoption will include:

- Photo of your animal of choice
- Adoption certificate
- Animal fact sheet
- ZooParent window static cling

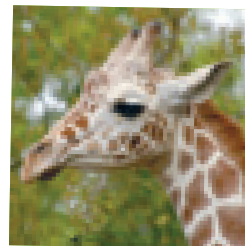
Certain adoption levels also include a plush of your animal of choice, guest passes and your name on the ZooParent recognition sign* at Woodland Park Zoo!

Visit www.zoo.org/zooparent for a full list of adoption levels and benefits!

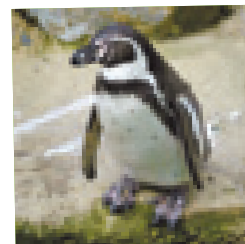
* ZooParent sign is updated each February with the previous calendar year's donors.



Tiger



Giraffe



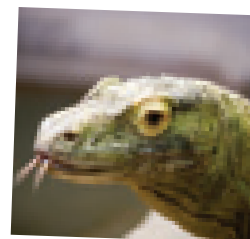
Humboldt Penguin



River Otter



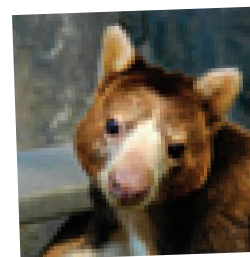
Orangutan



Komodo Dragon



Snow Leopard



Tree Kangaroo



Grizzly Bear

MAKING A DIFFERENCE

ANYONE CAN BE A CREATURE HERO!

Lucas Engles-Klann

Kids' love for animals is infectious. Every day youngsters who come to the zoo vividly illustrate the biophilia hypothesis — that humans feel an innate connection to our planet's other living beings. Some, however, take things even further, stirring people to action with their vision and zeal.

At the ripe old age of 6, budding philanthropist Lucas Engles-Klann knows that saving the habitats and animals we all love starts with small steps that grow and grow. Since 2008, he has raised nearly \$9,000 to benefit Woodland Park Zoo's animals, mobilizing support from nearly 200 friends and families to support excellent animal care and exhibits through his popular Dine Out for Animals dinners and auctions.

While his fundraisers benefit his beloved gorillas, in 2011 he broadened his scope to help create a new home for our endangered tigers and sloth bears. After a special one-on-one with lead tiger keeper Anne Nichols, he presented a \$2,000 check — his 2011 auction proceeds — to the zoo, to help gorillas and tigers. Lucas's cumulative efforts earned him the title of WPZ Creature Hero 2011. But he knows that success takes a village, hence his heartfelt appeal to the entire zoo community to join him:

"Dear Members of the Zoo Community: Thank you for helping the animals! Zoos have animals so people can see them and they are protected. I think people should be a little more like me and the zoo. I raise money for animals at Woodland Park Zoo because I know they are safe. The zoo helps them in the wild, too. I love and feel a special connection to animals, especially gorillas. I want to help tigers, Asian bears, walruses, polar bears, orangutans, chimps, bonobos and all animals. Anyone can help! We have to help them. Please help me help them. Thank you everyone who has helped with Dine Outs each year." Love, Lucas

We couldn't have said it better. We're tremendously grateful for Lucas's generous heart, for acting on his values, and for showing us how anyone, at any age, can be a creature hero!



Join ZooFriends!

This monthly giving program is a safe, secure, and convenient way to put your money to work saving animals and their habitats.

- Sign up for monthly automatic transfers from your credit card.
- Transactions are safe and secure and you'll see exactly how much you've contributed on your credit card statements.
- You can cancel or change your pledge at any time.

For as little as \$10 a month, your support will provide the stable funding needed to create lifelong memories that inspire people to conserve the natural world.

Learn more at www.zoo.org/ZooFriends.



For gifts of \$100 a month for 10 months, your \$1,000 gift will be recognized with a paw print in the new tiger and sloth bear exhibit. It's a timeless way to show your support for the zoo as a treasured community asset.



A BRIGHT FUTURE IS BUILT ON A STRONG FOUNDATION

When you give to Woodland Park Zoo's endowment, you are preserving for the long-term one of our community's most important family institutions while honoring your specific philanthropic interests and passions.

Endowments are permanent funds invested to yield a steady, reliable source of income. Earnings on their balance can be used to support general operating as well as specific areas of the zoo. At the same time, a portion of the earnings is returned to the endowment principal to ensure that it will grow, thus ensuring support for the zoo in perpetuity.

These resources enable the zoo to pursue innovative programs that maintain the standards of excellence for which we are recognized nationally.

There are many ways you can make a gift to our endowment (see Ways of Giving, p.46). To discuss planned gifts to the endowment, please contact Anne Knapp at 206.548.2443 or David Wu at 206.458.2418.

Are you Wild at Heart?

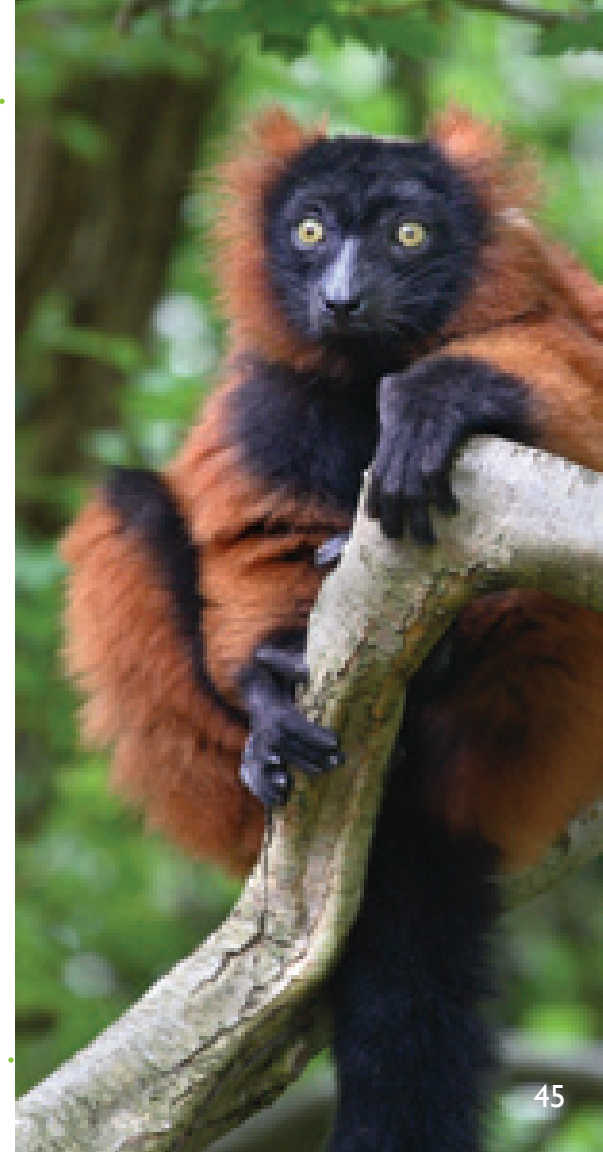
We invite you to join our pack! Wild at Heart annual donors are committed to supporting Woodland Park Zoo. Last year alone, they helped us care for 1,100 animals, fund 36 species and habitat conservation programs, and connect more than 80,000 children and adults to nature through zoo education programs. When you join the Wild at Heart donor pack you enjoy special benefits such as exclusive keeper talks, zoo family membership for a year, and sneak peeks of our newest critters at a private event!

For as little as \$500 per year, you can help our zoo in many significant ways, such as:

- Bring a child to the zoo for an overnight adventure with our educators
- Support the daily care of such animals as our jaguars, elephants, birds and more
- Provide vital equipment and medicine for our animal hospital
- Help save endangered snow leopards through the Snow Leopard Trust

Your generosity will allow Woodland Park Zoo to continue its positive impact in our community and around the world. Please join our pack by becoming a Wild at Heart donor. Our animals will thank you!

For more information, please contact us at 206.548.2491, wildatheart@zoo.org, or visit zoo.org/wildatheart





Ways of Giving

There are many ways to support the **More Wonder More Wild Campaign!**

By check or credit card

You can use the enclosed envelope or give securely online at www.zoo.org/support.

Make a pledge

By spreading payments over a period of time — typically not more than five years — pledges allow you to make larger commitments and fulfill them at a comfortable pace.

Join ZooFriends — recurring gifts

Sign up for monthly automatic transfers from your credit card. It's safe and secure and you can cancel or change your pledge at any time. For details, visit www.zoo.org/zoofriends.

Stock transfer

Make a gift through an electronic transfer of stock.

Planned gift

Bequest a planned gift or provide for the zoo in your will or living trust and discover this unique tax-advantaged way to support the zoo.

Honor and memorial gifts

Woodland Park Zoo's Honor and Memorial Program is a wonderful way to recognize someone or mark a special occasion.

Matching gifts

Your gift may be doubled or even tripled! Many employers sponsor matching gift programs and will match charitable contributions made by their employees. Spouse and retiree gifts are also often matched. Please contact your employer's HR department for details.

For more information, please contact Woodland Park Zoo Development Department at donations@zoo.org or 206.548.2421 or morewonder.org

Don't Recycle This Catalog!

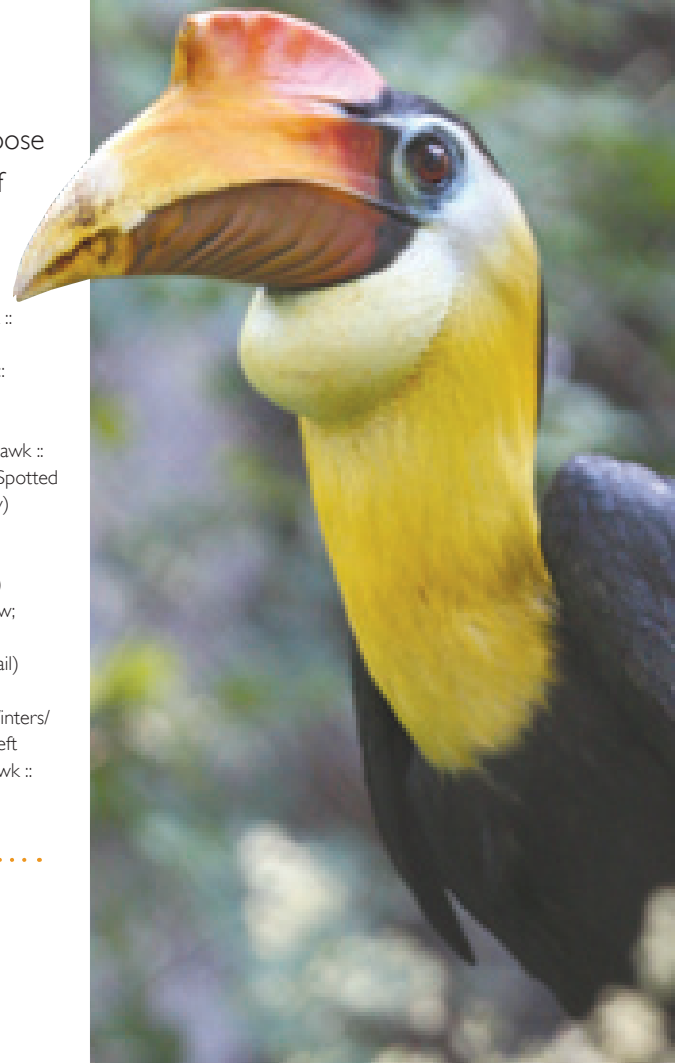
Keep it instead. Gather with your family anytime during 2012 and pick out one or more items you'd like to fund together. Or, have your children or grandchildren choose their favorite items. It's a great way to teach the next generation about the value of giving to others and creating strong communities. Thank you!

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Photos Cover, Dennis Conner :: Page 1, Dennis Dow :: Page 2, Brittney Bollay :: Page 3, Brittney Bollay :: Page 4, Ryan Hawk :: Page 6, Dennis Dow :: Page 7, Courtesy Cleveland Metroparks :: Page 8, Dennis Dow, Ryan Hawk :: Page 9, Dennis Dow, Courtesy Michael Durham/Oregon Zoo :: Page 10, Dennis Dow, Ryan Hawk :: Page 11, Ryan Hawk :: Page 13, Ryan Hawk :: Page 14, clockwise from top, Studio Hanson/Roberts, Ryan Hawk, Mat Hayward :: Page 16, Studio Hanson/Roberts, Studio Hanson/Roberts, Dennis Dow :: Page 17, Studio Hanson/Roberts, Ryan Zimbelman, Studio Hanson/Roberts, Studio Hanson/Roberts, Studio Hanson/Roberts :: Page 19, Studio Hanson/Roberts, Courtesy Palm Beach Zoo :: Page 20, Ryan Hawk :: Page 23, Ryan Hawk :: Page 24, Courtesy of Marc Ancrenaz :: Pages 26 & 27, (Western Pond Turtle) Ryan Hawk; (Oregon Spotted Frog) Ryan Hawk; (Grizzly Bear) Ryan Hawk; (Ferruginous Hawk) Ryan Hawk; (Baird's Tapir) Eric Kilby; (Silver-spot Butterfly) R. Gray; (Humboldt Penguin) Dennis Dow; (Louisiana Pine Snake) Steve Reichling; (Flamingo) Mat Hayward; (Iguana) Dennis Dow; (Jaguar) Dennis Conner; (Golden Lion Tamarin) Ryan Hawk; (Ostrich) Ryan Hawk; (Gorilla) Dennis Conner; (Egyptian Tortoise) Omar Attum; (African Elephant) Ryan Hawk; (Watering Hole) Etosha National Park; (Madagascar Frog) Devin Edmonds; (Rodriguez Fruit Bat) M. Trykar; (Orangutan) Ryan Hawk; (Tiger) Ryan Hawk; (Asian Hornbill) Dennis Dow; (Asian Elephant) Jamil S.; (Malayan Sun Bear) Dennis Dow; (Komodo Dragon) Dennis Conner; (Red-Crowned Crane) Dennis Dow; (Snow Leopard) Ryan Hawk; (Tree Kangaroo) Russell A. Mittermeier/Conservation International; (Partula Snail) Ryan Hawk :: Page 28, Ryan Hawk, Erin Sullivan :: Page 29, Dennis Dow :: Page 30, Ryan Hawk :: Page 31, Ryan Hawk :: Page 32, Ryan Hawk :: Page 34, Ryan Hawk, Ryan Hawk :: Page 36, Ryan Hawk :: Page 38, Mat Hayward, Courtesy Steve Winters/Panthera :: Page 39, Courtesy Currier Family :: Page 40, Ric Brewer :: Page 41, Ryan Hawk :: Page 42, left to right from top left corner, Dennis Conner, Ryan Hawk, Ryan Hawk, Ryan Hawk, Ryan Hawk, Mat Hayward, Dennis Dow, Ryan Hawk, Ryan Hawk :: Page 43, Bettina Woodford :: Page 44, Mat Hayward :: Page 45, Dennis Dow :: Page 46, Dennis Dow :: Inside back cover, Dennis Dow :: Back Cover, Ryan Hawk, Dennis Dow

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www.zoo.org
donations@zoo.org
206.548.2421



Woodland Park Zoo saves animals and their habitats
through conservation leadership and engaging experiences,
inspiring people to learn, care and act.

morewonder.org

206.548.2421

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MORE **WONDER.**
MORE WILD.

Join Woodland Park Zoo's Campaign