



Zoo recognized as a
CHAMPION BUSINESS
for taking sustainable actions
by **ENVIROSTARS**

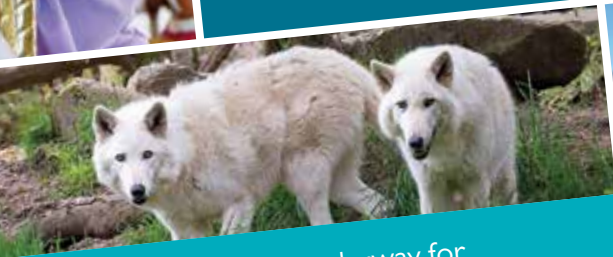
\$211 MILLION
TOTAL estimated
average annual impact
on regional economy*



63,500 PEOPLE
from diverse and
underserved communities
enjoyed animals and nature
play compliments of the
zoo's **Community
Access Program** and
generous donors

EXPANDED AMBASSADOR ANIMAL PROGRAMS

increased visitor participation in
our mission by 51%, deepening
empathy for animals and
leading to conservation action



Construction underway for
**NORTHERN TRAIL'S
NEW BOARDWALK**
Thanks Seattle Park District!



97% of guests surveyed:
“the zoo
experience
met or
exceeded my
expectations”



**Microsoft
POLLINATOR
PATIO** debuts next to
Molbak's Butterfly Garden

**7 ANTI-POACHING
HEROES** honored by
Woodland Park Zoo and
Fondation Segre, awards
which recognized reducing
illegal wildlife hunting in
snow leopard country



**INSPIRING
1.34
MILLION
GUESTS**
to save wildlife
and make
conservation a
priority in their
everyday lives



**10th U.S. zoo to be
Humane Certified™**
by the rigorous American
Humane Conservation
program, the oldest U.S.
organization devoted to
animal welfare—
a validation of our
world-class care

2017 | AT A GLANCE

YOU'RE **IGNITING**
A MOVEMENT FOR
CONSERVATION



OH BABY!!
233 births and hatchings;
36 species, including
a healthy snow
leopard cub!



**2,000% INCREASE
IN SUSTAINABLY
FARMED COFFEE
EXPORTS** (since 2015)
a new milestone for
Yopno-Uruwa-Som farmer
families in Papua New Guinea
served by the Tree Kangaroo
Conservation Program,
thanks to partner
CAFFE VITA

**91,500
SERVICE
HOURS**
contributed
to the zoo
by 1,134
volunteers, a
**\$2 MILLION
VALUE**

**780
TONS**
herbivore
manure and
bedding
transformed
into Zoo
Doo!

**2.2 MILLION
ACRES** of critical
habitats and species
protected locally and
globally by zoo's
Partners for Wildlife





Coexisting With Carnivores
school partnership engages **800** 6th
graders, nearly doubling since last year



**Largest membership base
of Puget Sound area museum
and cultural institutions**

Debut of history book
by UW Press!
**WOODLAND:
The Story of
the Animals
and People
of Woodland
Park Zoo**



\$74,000
raised on
**Giving
Tuesday**,
by 221
donors,
a new
record!

2017 | AT A GLANCE

SOUND FISCAL STEWARDSHIP

The zoo's foremost financial goal is managing this beloved community resource wisely and sustainably. Resoundingly, 2017 was A STANDOUT YEAR. Strong performance and support increased and enriched community engagement in our mission.



- Membership
\$3.83 (8%)
- Visitor Revenues
\$17.40 (38%)
- Public Support
\$12.23 (26%)
- Donations and Grants,
including In-kind
\$9.08 (20%)
- Seattle Park District
Funding
\$1.80 (4%)
- Endowment
Investment Gains
\$1.96 (4%)



- Animal Care
\$8.58 (22%)
- Horticulture, Facilities,
Maintenance and Other
\$8.28 (21%)
- Guest Services, Admissions,
and Enterprises
\$3.49 (9%)
- Administration, Human
Resources, IT and Finance
\$3.63 (9%)
- Development and
Membership
\$3.58 (9%)
- Marketing, Community
Events and Public Affairs
\$4.59 (12%)
- Education and Conservation
\$4.85 (13%)
- Seattle Park District
Spending
\$1.80 (5%)

Unaudited results as of December 31, 2017.
All numbers in millions.