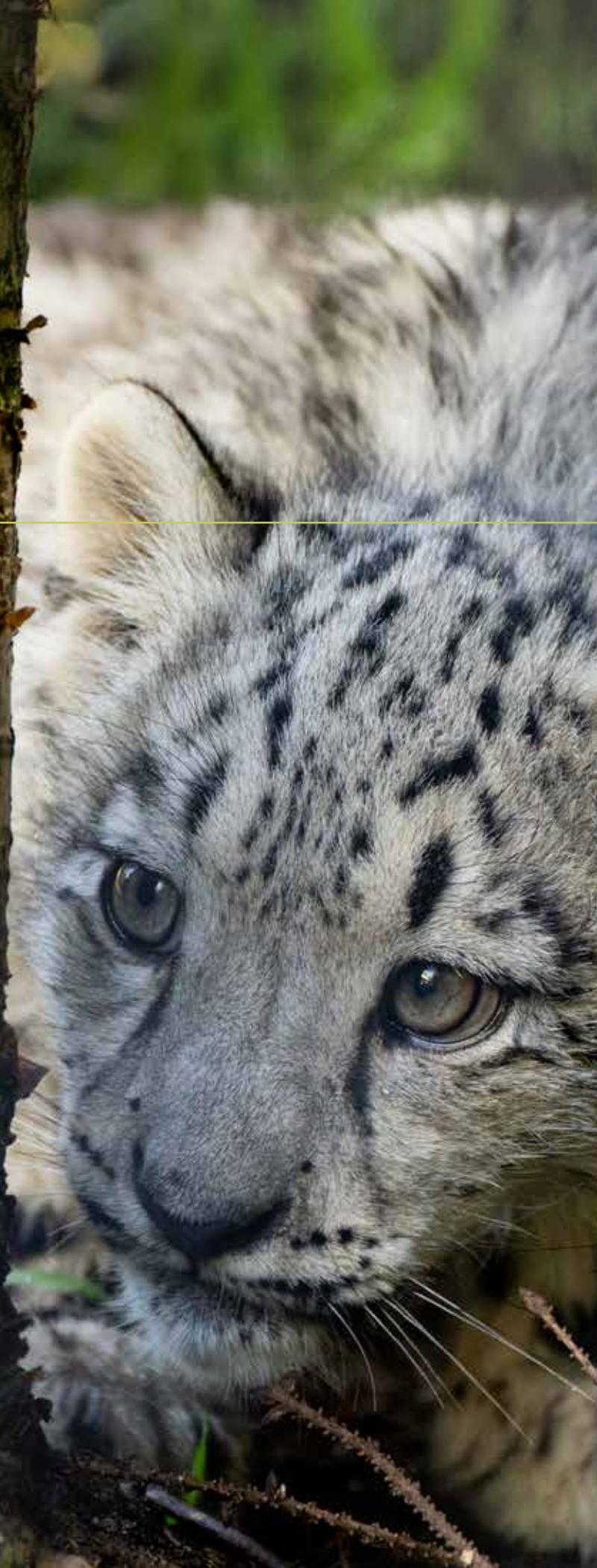




FORESTS FOR ALL

2024 ANNUAL
IMPACT REPORT



LAND ACKNOWLEDGMENT

These are the lands of the Tribal signatories of the Treaty of Point Elliott (1855), whose stewardship for the waters, plants, land and animal relatives in the Northwest has continued since time immemorial. Woodland Park Zoo acknowledges this stewardship, the sovereign rights of the Tribal signatories, and our responsibility to join with these Tribes to inspire and advance the restoration of relationships between humans and the living world around us.

Lushootseed Language

g'əʔ dibəʔ, ti d'ix' ʔaciʔtalbix', tiʔəʔ dəx'xubətəb ʔə ti tud'ix'qscəʔ ti tliʔi ʔal bəkəltiu (1855). sg'aʔcəʔ swatix'ʔədčəʔ. ləcutix'dub ʔə ti d'ix' ʔaciʔtalbix' tul'ʔal tudi? tud'ix' pədtəb ti swatix'ʔəd ʔi ti swətix'ʔəd, ti q'uʔ ʔi ti x'əlč, ti tatačulbix' ʔi ti titčulbix'. sux'ʔəb ʔə ti Woodland Park Zoo tiʔəʔ cədiʔ ləcustix'dx' ʔə ti d'ix' ʔaciʔtalbix' ʔi ti sg'aʔs šəʔxəčəbs dx'ʔal ck'aqid. huy, ʔuyayus ti Woodland Park Zoo ʔəsq'uʔ ʔə ti d'ix' ʔaciʔtalbix' dx'ʔal k'i ʔubəshəliʔtx's ti swatix'ʔəd ʔi ti bək' ʔucəʔdalb ʔal ti swatix'ʔəd, ʔal ti q'uʔ ʔi ti x'əlč, ʔal ti šqulg'ədx'. ti Woodland Park Zoo g'əl ʔabyid ti tatačulbix' ʔi ti titčulbix' ʔə k'i shəliʔ. ʔəsxaʔtub ʔə ti Woodland Park Zoo g'əpaʔcutəs k'i bək' g'at dx'ʔal k'i sk'ax'ads tiʔəʔ qič syayus.

TO OUR FRIENDS AND SUPPORTERS,

Woodland Park Zoo marked a monumental achievement this year: our 125th anniversary. Looking back over these many years, I'm proud of all the small details and big accomplishments that have brought us to this milestone and contributed to our greater and global endeavors. Most recently, nearly 100,000 donors contributed more than \$119.5 million to support the Forests for All comprehensive campaign, redefining how we can unite local and global communities to save our forests and greenspaces here in our beloved Pacific Northwest and around the world for a more sustainable present and future.

I am immensely grateful for your passion and deep commitment to our zoo. Your partnership enabled us this year to begin construction on the root of the Forests for All campaign, the Forest Trailhead exhibit. A singular crane towering over zoo grounds marked the beginning of the construction of this state-of-the-art, immersive space that will be home to forest dwelling creatures such as endangered tree kangaroos, red pandas and kea parrots. In their new multi-dimensional space opening in 2026, these animals will be ambassadors for their species in the wild and symbols for what it looks like when we act together for animals, the community and the forests that sustain us.

This year, our zoo community demonstrated how we come together for animals and pollinators by successfully leading efforts to pass Washington state legislation regulating harmful pesticides. Through our Oregon Silverspot Butterfly Recovery Project, we raised 2,956 butterflies in various life stages on zoo grounds this year before releasing them into the wild to ensure a thriving future for Northwest pollinator populations.

Our promise to raise the bar for our field and constantly improve zoo experiences for our community never wavers, yet 2024 was not without financial challenges. For over two decades we have relied on three critical revenue streams – philanthropic support, public funding and earned revenue – to help us to weather economic ups and downs. This past year, admissions revenue fell short of budget, a struggle faced by our zoo and many cultural organizations in our region. But as one revenue stream lagged, you and our other extraordinary donors rose to the challenge. Your generous gifts and great confidence in our mission helped us close the year by exceeding our Forests for All campaign goals.

As we reflect on 2024, I invite you to join me in celebrating all that you made possible this 125th year. Because of you, all the small and large efforts have resulted in our zoo continuing to be a beloved, multi-generational anchor in our community. Thank you for your partnership.

Sincerely,



Alejandro Grajal,
President and CEO

2025 BOARD OF DIRECTORS OFFICERS

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Mike Ronan,
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Katie Matison, *Secretary*
Anders Brown,
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OUR URBAN FOREST

For 125 years, we have been creating an accessible and sustainable zoo in our 92-acre urban forest with world class animal care, immersive exhibits and conservation leadership. Here we provide an unforgettable zoo experience for our community and help our visitors feel connected to nature and wildlife.

From little paws to giant claws, we welcomed many new additions to the zoo this year! We are delighted for you to meet some of these animals during your next visit.

WELCOME TO THE ZOO!



SNOWSTORM OF SNOW LEOPARDS!

Three gray fluffs took the snow leopard habitat by storm this year. Congratulations to mom, Marai, and dad, Aibek. With the birth of Lenny, Phyllis and Raya, you may have seen these frolicking cubs rambunctiously exploring their montane home!



NEW STRIPES IN TOWN

Angin, a male Malayan tiger, was welcomed and has been enjoying exploring his new home. Brother to 14-year-old Bumi, Angin has already pawed his way into our hearts.



FAWNING OVER PUDUS

We welcomed another male pudu baby, Zapatito, this spring! Pudus are the world's smallest deer, and this baby's parents, Maggie and Ted, welcomed a new fawn every year for the past five years.



OTTER HAPPINESS

Woosh! Dory, the zoo's newest otter pup, dives, twirls and somersaults her way through the water. Born to North American river otters, Valkyrie and Ziggy, Dory has been making a splash and adding joy to the Living Northwest Trail.



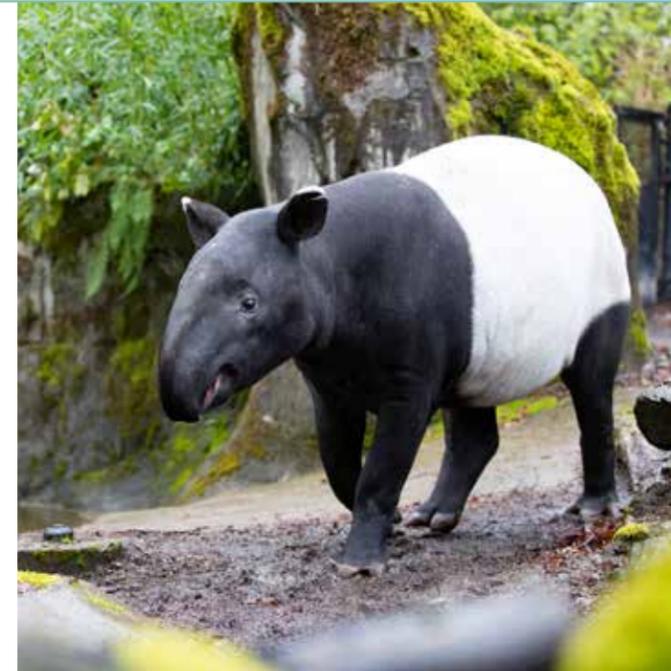
While we welcomed many new faces to the zoo, we also bid farewell to beloved animals. Some of these animals moved to new homes and are thriving in their new spaces. Others have been sad losses for us and our zoo family, and we recognize how much our community misses them. We are profoundly grateful for your outpouring of support during these emotionally challenging times. In honor of Día de Muertos, the zoo and community celebrated and remembered these animals and others who have touched our lives through a special animal ofrenda.

DEPARTURES AND REMEMBRANCES



FAREWELL TO HIPPOS

This year, the zoo concluded our 50+ year hippo program. Our beloved geriatric hippo Waterlily (Lily) was humanely euthanized in April due to declining health and quality of life following a cancer diagnosis. After Lily's passing, Guadalupe, fondly called Lupe, was on her own. For her well-being, the zoo bid farewell and moved her to a new home at San Diego Zoo where she is currently thriving in the company of other hippos. Lily and Lupe's habitat will not house hippos in the future due to its aging infrastructure, and the team will begin to explore new ways to use the space for the future.



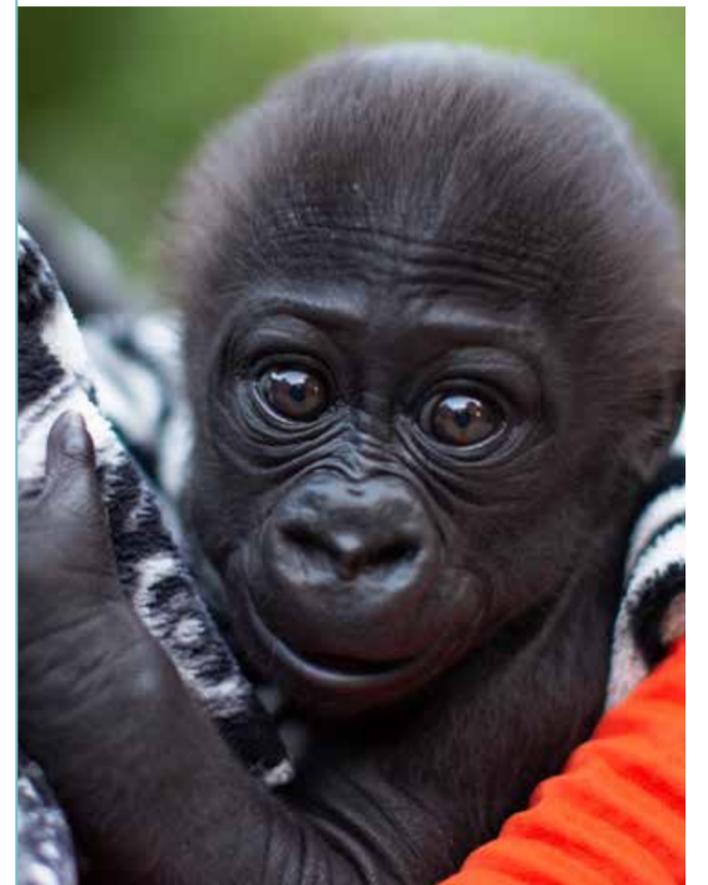
TAPIR EXHIBIT REFRESH

Ulan, the last remaining Malayan tapir at our zoo, headed to Fresno Chaffee Zoo in California. After her departure, the tapir exhibit was temporarily closed to begin upgrades to increase exhibit sustainability and enhance the visitor experience. The new space will ensure our ability to provide state-of-the-art care for these animals. We are looking forward to welcoming a pair of tapirs in 2025!



LOVE FOR ABEO

Western gorilla new mom, Akenji, and dad, Kwame, welcomed their baby boy, Abeo, this June. After Abeo's birth, Akenji did not show interest in caring for her newborn, so our Animal Care team quickly stepped in to provide round-the-clock care. Woodland Park Zoo found Abeo a surrogate mom, Kweli, at Louisville Zoo, and Kweli and Abeo have since bonded and are enjoying life together. We are grateful for the care and love Abeo is receiving in his new home!



REST PEACEFULLY, FRIENDS



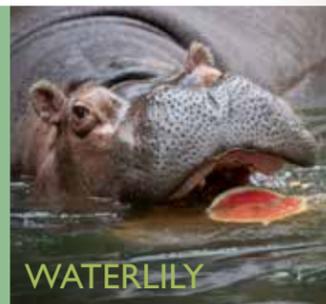
BATU'S BABY



SHILA



MAGGIE



WATERLILY

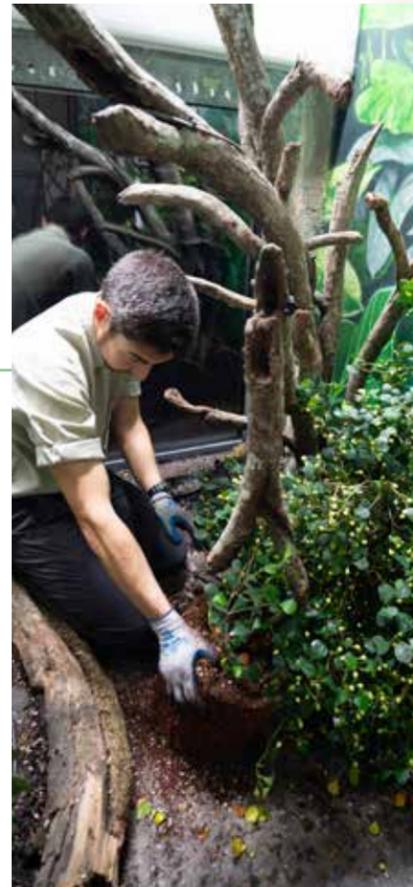


TROUT



NAYLA

CELEBRATIONS!



WELCOME TO REPTILE REALM

Slithering, scaly, adaptable, agile and vibrant are just several characteristics of the reptiles living in our newly-opened Reptile Realm. This new exhibit, a transformation of the former Adaptations Building, encourages visitors to come face-to-face with a Timor python, quince monitor, giant forest tortoise, Solomon Islands leaf frog and Komodo dragon—all creatures who have adapted to meet environmental conditions of their native islands. We are thrilled to share the fascinating behaviors of these animals with visitors and highlight the important ecological roles they play in their ecosystem.



HAPPY BIRTHDAY, ZOOTUNES:
40 YEARS OF SEEING CONCERTS AND
SAVING WILDLIFE!

Music lovers laid out picnic blankets, stocked up on their favorite snacks, and enjoyed a tasty beverage—including a 40th anniversary special Fremont Brewery Woodland Park Zoo Ale—to enjoy the 40th season of BECU ZooTunes presented by Carter Subaru. Our popular concert series on the North Meadow featured indie greats including Car Seat Headrest, The Decemberists, The Roots and many more artists. For 40 years, ZooTunes has become a summer tradition for Seattleites and provides essential support for zoo operations, education and conservation programs.



COMMUNITY SPOTLIGHT

SUMMER CAMPERS TAKE OVER
THE ZOO

If you visited the zoo this summer, you may have seen the grounds brimming with energetic kids exploring conservation, meeting animals, singing songs, creating art, and connecting to nature and wildlife. The beloved annual experience welcomed 1,470 kids ages 5-13 for summer camp—one of our most well-attended camps to date—and offered more than \$64,782 in 154 full or partial scholarships.

Through the zoo's close relationship with Seattle Children's Hospital, zoo staff worked with the hospital to register children with diverse medical needs including diabetes and leukemia. With some alterations to the camp experience and support from our Camp Inclusion Specialists, the campers were able to successfully attend camp and participate in meaningful ways including designing their own zoo exhibits and becoming experts on the best time of day to see the new snow leopard cubs. We are looking forward to welcoming them back to the zoo next summer!



LIVING NORTHWEST

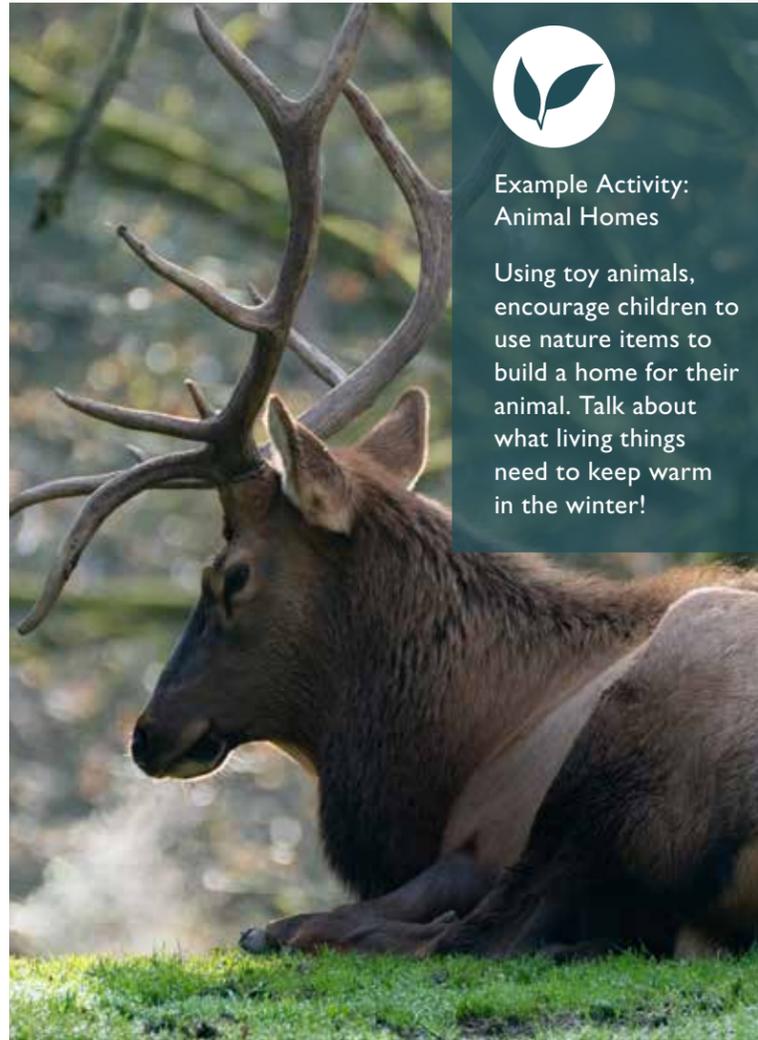
*We are Living Northwest. We discover, recover,
and coexist to ensure a healthy, thriving Northwest
to sustain people and wildlife together.*

DISCOVER



NATURE PLAY KITS

With support from an Institute of Museums and Library Services federal grant followed by funding from Washington State Legislature, the zoo partnered with the Refugee Women's Alliance to co-design culturally responsive nature play activity cards, called Nature Play in Early Learning, and an online training for early childhood educators. Encompassing everything from splashing in puddles to playing in the dirt, nature play is a key part of the childhood experience and an educational practice that allows children to play in natural environments with natural objects. The activities featured on these cards are created for children ages 0-5 and intended to increase comfort and capacity to incorporate nature play across seasons, spaces, languages and learning goals. Legislative funding supported statewide outreach to ensure that children in all corners of Washington have access to this incredible asset.



Example Activity: Animal Homes

Using toy animals, encourage children to use nature items to build a home for their animal. Talk about what living things need to keep warm in the winter!

Check out the nature play activity cards for yourself here!



Photo credit Charissa Soriano

COMMUNITY SPOTLIGHT

HARRY AND THE NEW NEIGHBORS

On a sunny winter day, we welcomed a group of newly-resettled Afghani, Iraqi and Ukranian refugees from the International Rescue Committee for their first visit to the zoo! The group of seniors toured the Living Northwest Trail, watching brown bears Juniper and Fern playfully interact before having a special experience meeting ambassador animal, Harry the skunk. The group enjoyed exploring the zoo and creating joyful memories together, and the visit was an important way for these seniors to connect and build community together.

RECOVER



HELPING POLLINATORS THRIVE

Our hearts were a-flutter when State Legislature passed a bill to restrict the sales of pesticides known to harm pollinators! Called neonicotinoids, these chemicals will soon only be available to licensed pesticide applicators. The zoo led the effort to pass this bill that's sure to benefit pollinator health and conservation.

Our entire zoo community came together to support butterflies statewide, demonstrating our community's understanding of the importance of protecting pollinators. In addition to our advocacy work, the zoo's Oregon Silverspot Butterfly Recovery Project released 2,956 silverspot larvae, pupae or butterflies into the wild or to a lab for additional rearing. Several of those butterflies also went to a new program that trains dogs to detect Oregon silverspot butterflies in the wild. The zoo's long-standing Oregon Silverspot Butterfly Recovery Project continues to support the recovery of this native Northwest pollinator.

Would you like to explore how you can support pollinators in your own home garden? Discover more here!



BEST WISHES FOR THE 2024 CLASS OF HEAD START WESTERN POND TURTLES

The head start class of 2024's western pond turtles at the zoo reached their final goal to graduate: they were healthy and big enough to survive in the wild and avoid the mouths of non-native bullfrogs! Approximately 40 turtles were released into protected wetlands this summer, bringing the number in the wild to more than 2,300 thanks to this successful 33-year program. As a special addition this year, children in isolation units at Seattle Children's Hospital joined virtually on Zoom to wish the turtles good luck in the next stage of their lives. The children also created their own turtle bracelets to remember this monumental day for the pond turtles.

Every summer as part of the Western Pond Turtle Recovery Project, Washington Department of Fish and Wildlife biologists collect pond turtle eggs from wild nests and bring them to the zoo's Turtle Head Start Center in the Cathy Herzig Basecamp Northwest. Here, the endangered turtles are incubated and cared for away from predators until they weigh at least 2 ounces. They are then returned to protected wetlands to safely live the remainders of their lives in the wild. Over the course of more than 30 years, this program has resulted in the release of over 2,300 turtles—dramatically increasing the population from the 150 turtles that existed in 1990.

COEXIST



COMMUNITY SPOTLIGHT

NATURE WALKS

In forests and wild spaces across Seattle, participants in two summer nature walks co-hosted by the zoo explored coexisting with nature and one another. The first walk of the summer, Land + Sea Nature Walk, welcomed our community to Lincoln Park where they discovered tide pools and practiced empathy for wildlife followed by a guided walk through the park's old growth and rehabilitation areas. During the second co-hosted walk, participants harvested herbs and flowers in a local forest to make their own tea, and afterwards, they enjoyed sipping their tea together. Through these experiences, the participants felt connected to nature and grew in their understanding of how to coexist with nature and wildlife safely and in harmony. One individual commented, *"The natural environment keeps me healthy, so I am responsible for keeping it healthy."*

Thank you to our partners Seattle Aquarium, Washington State Department of Natural Resources and Beacon Food Forest for co-hosting these experiences with us.



FORESTS FOR ALL

*Uniting local and global communities
to save forests for the benefit of
animals, people and climate action.*

HIGHLIGHTS



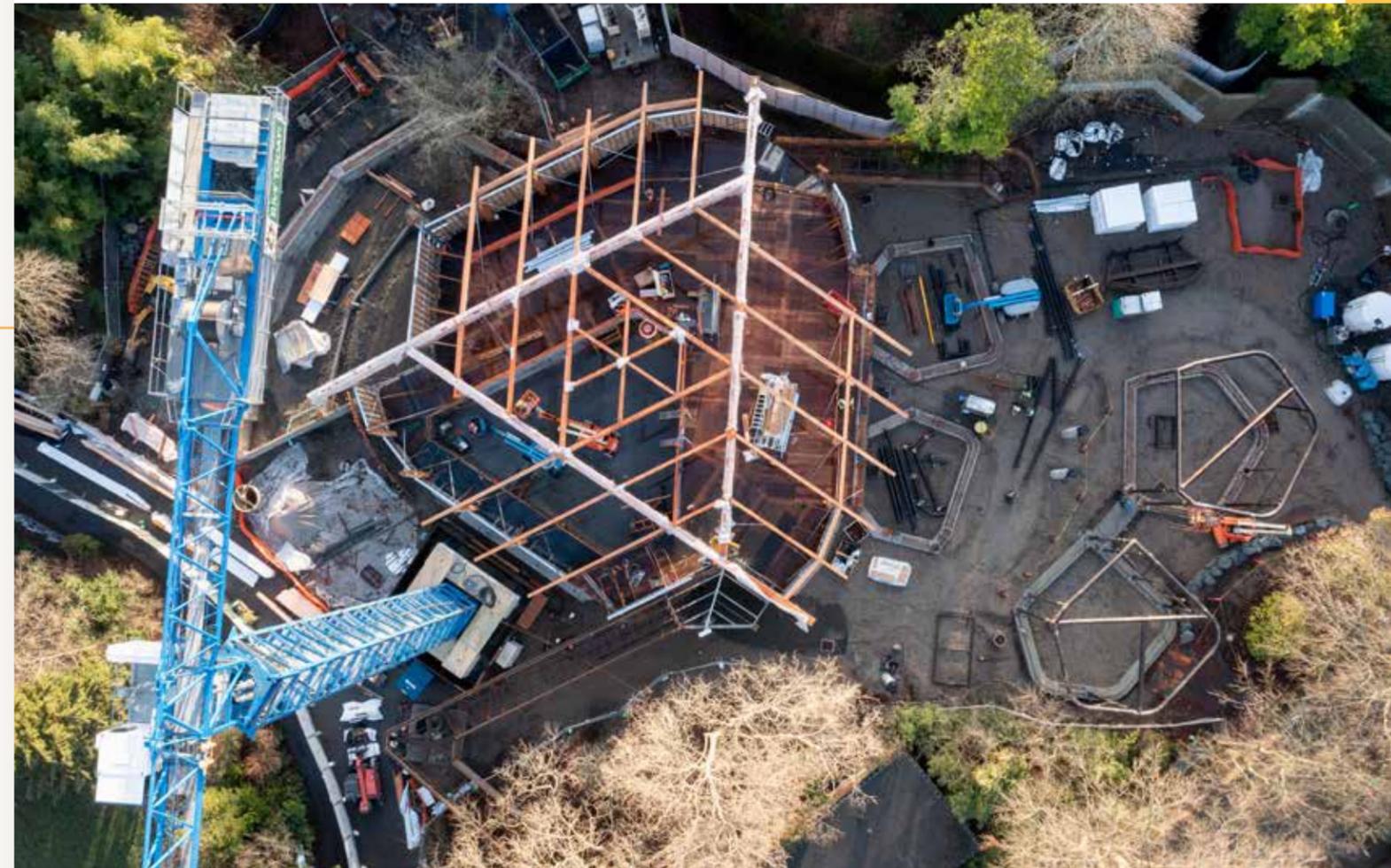
CALLING ALL TEENS!

During the summer, 16 teens in 10th – 12th grades participated in the pilot year of our new Teen Ambassador Program. The teens learned about our zoo, animals, and conservation programs while also engaging with guests across zoo grounds from Zoomazium to the Butterfly Garden. Focusing on community building and accessibility, this program hosted weekly community building sessions and offered a structure that allowed teens to maintain other summer commitments. We are thankful for this first cohort's time and enthusiasm in connecting with guests in the hope to inspire them to save wildlife and make conservation a priority in their lives.

COMMUNITY SPOTLIGHT

ZOOLOGIST FOR A DAY

Lacey, a teen who is battling a life-threatening illness, had a wish to be a zoologist for a day. The Wishing Star Foundation partnered with the zoo to help make this dream a reality. Along with her family, we welcomed Lacey to a packed day of zoo-experiences from meeting Associate Veterinarian, Dr. Misty Garcia, to shadow a warthog examination, to meeting cloud-forest natives, the Matschie's tree kangaroos, and learning about global and local conservation efforts to save wildlife and forests spaces. During her visit, Lacey said that she's never smiled more in her life, and the Wishing Star Foundation shared their gratitude "for the magic created for Lacey and her family... [which had] a tremendous impact on her outlook and her life."



RAISE THE ROOF!

Construction officially began for our highly anticipated Forest Trailhead exhibit! If you visited the zoo at the end of the year, you may have seen the framing, walls and beams that have been installed along with a 125-foot-tall blue crane rising above the treetops. This space is well on its way to a grand opening in 2026 thanks to you, our community, whose gifts through the Forests for All Campaign are making this iconic new addition to the Woodland Park Zoo experience a reality.

The Forests for All campaign was the zoo's comprehensive fundraising campaign that began in 2018 and concluded in 2024 and inspired more than 100,000 donors to collectively contribute more than \$119.5 million to help reimagine what

a zoo can be for our community, our nation and our world. This bold new era is redefining how we can unite local and global communities to save our forests and greenspaces here in our beloved Pacific Northwest and around the world for a more sustainable present and future. Our sincerest thanks to the individual supporters, public and private partners, and foundation donors that participated in this campaign to help us ensure forests for all, today and into the future.

Learn more about this innovative exhibit and how you can plant your name within it here!

HIGHLIGHTS



ADVANCING EMPATHY FOR ANIMALS

In continuation of our long-term partnership, the Margaret A. Cargill Philanthropies (MACP), approved a \$7.15 million, three-year long grant to advance and expand our Advancing Empathy Initiative. This grant enables us to continue partnering with organizations across the country to build strong empathic connections between humans and animals through researched-based effective empathy practices, while also amplifying our mission to save wildlife and inspire everyone to make conservation a priority in their lives.

With this new round of grant funding, the Advancing Conservation through Empathy (ACE) for Wildlife Network, which has expanded to include 27 partner organizations,

will continue to identify and disseminate effective empathy practices, such as our kea enrichment program with keas TepTep and Jean Luc, where guests learn about these highly intelligent parrots, their food and enrichment preferences. Woodland Park Zoo's Advancing Empathy Initiative will also re-grant \$3.6 million to the Network's founding partners, who are already developing pioneering programs and continuing to expand their influence across our field nationally and internationally.

We look forward to continuing our work on this initiative.

NEW STRIPES IN THE MALAYAN FORESTS

More than 12 years ago, Woodland Park Zoo entered into a partnership with Panthera and Nature-Based Solutions to launch the Malayan Tiger Conservation Project in order to save the iconic Malayan tigers from extinction. These forest-dwelling tigers are critically endangered with only about 150 remaining in the wild. This year, a new addition was welcomed when one of the resident tigers, Lucy, was detected with a cub! Lucy is the offspring of one of this project's resident female tigers and was the first resident offspring to have reached maturity and produced her own litter. Along with the new tiger cub, other new additions included two Community Engagement Officers helping to develop relationships with indigenous Orang Asli and other local communities to maintain an alert network to build indigenous capacity to manage resources, protect more tiger habitat and alleviate tiger-human conflict.

DRINKING COFFEE AND SAVING TREE KANGAROOS

Guests are sipping a world of good with new conservation coffee from Caffe Vita on zoo grounds. Sourced directly from farmers in Papua New Guinea (PNG), the 100% Arabica varietal beans are grown under tree canopy shade in village gardens across 400,000 acres of protected forest in the YUS Conservation Area, which was expanded this year. This deforestation-free coffee preserves the cloud forest habitat for PNG's endangered Matschie's tree kangaroos.

Woodland Park Zoo's Tree Kangaroo Conservation Program (TKCP) works in PNG to support the Matschie's tree kangaroos in their natural habitat and to ensure sustainable and thriving communities. TKCP worked to connect farmers to roasters, including Caffe Vita, to empower sustainable livelihoods and help steward the next generation of conservation leaders. From the guests enjoying sipping a cup of this coffee on zoo grounds to the farmers in the forests of PNG, we're creating a future where people and nature can both flourish.



COMMUNITY CONNECTIONS

Every person has the power to create meaningful change. Explore the connections we have made together to activate a powerful conservation revolution.

125 years of exceptional animal care and extraordinary guest experiences!

EXTRAORDINARY EXPERIENCES AND ANNIVERSARIES



130,000 guests to WildLanterns presented by BECU generating more than \$2 million to support the zoo's operations and conservation mission.

Three WildLanterns Sensory Friendly evenings welcoming more than 1,500 guests.



FREE AND DISCOUNTED TICKETS HELPING CREATE AN ACCESSIBLE ZOO

- 103,204 Community Access Program tickets
- 5,207 Seattle & King County Public Library Pass
- 4,070 Explorer Pass memberships
- 33,648 Discover tickets
- 15,719 Kid at Heart day tickets



40th Season of BECU ZooTunes, presented by Carter Subaru, welcomed 54,000 music lovers and raised more than \$700,000.

648 guests raised more than \$2 million for Woodland Park Zoo at our 48th annual Jungle Party



100 years of guests enjoying the vibrant flowers in the Woodland Park Rose Garden.



WELCOMING THE YOUNG (AND YOUNG AT HEART) CONSERVATIONISTS

- 44,721 Free or discounted School Group Admissions
- 1,470 Summer camp participants and 145 scholarships
- 45 Little Zoo Waddlers—birth to 3 year olds waddling and wiggling their way to Zoomazium and a tour of the zoo
- 407 Teens participating in Career Days and Teen Talks
- 847 Senior Zoo Walkers
- 122 Participants in accessible Inclusion Fest

VOLUNTEER SUPPORT

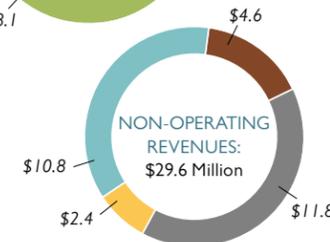
- 47,000+ VOLUNTEER HOURS amounting to more than \$1.8 MILLION in value, supporting our mission
- 276 CORPORATE VOLUNTEERS from 12 unique corporations making conservation a priority in their lives by contributing to projects across the zoo

Over 4,000 guests sampled the best from more than 50 local breweries at OktoBEARfest presented by Alaska Airlines raising over \$500,000 in gross revenue.



2024 FINANCIAL RESULTS AT A GLANCE*

The long-term viability of Woodland Park Zoo and our impacts on wildlife, habitats, and people are rooted in financial support and stability. Please see below for a 2024 financial report.



- Membership
- Visitor Revenues
- Public Support
- City-Funded Major Maintenance Funding
- Donations and Grants, including In-kind
- Contributions, including Bequests
- Endowment Investment Gains
- Fire Insurance Reimbursement for Forest Trailhead

*Unaudited. All numbers in millions.



- Animal Care
- Exhibits, Horticulture, Facilities, Maintenance and Security
- Guest Services, Admissions and Business Development
- Fundraising, Administrative and Support Departments
- Development and Membership
- Marketing, Community Events and Public Affairs
- Education and Conservation
- City-Funded Major Maintenance
- Forest Trailhead Exhibit Construction

Advancing efforts to build a more sustainable future at the zoo, in our communities, in the Evergreen state and around the world.

COMMUNITY CONSERVATION AND SUSTAINABILITY



More than 100 community members observed more than 1,400 amphibians in local conservation wetland areas to monitor for indicators of healthy habitats and ecosystems.



Through a new partnership with Bold Reuse, 43,579 cups were washed and reused, diverting 2,206 pounds of waste away from landfills.



A new electric truck is cruising its way across zoo grounds to assist the horticulture team in creating an urban oasis for guests.



895 community members participated in the City Nature Challenge, documenting more than 16,395 observations to advance scientific understanding of our region and discovering local nature and wildlife for themselves.



More than 900 community members logged 121 bat observations or “bat passes” around western Washington this summer—there may have been a bat pass in your neighborhood!



More than 20 plant-based items—such as chickpea cauliflower tacos, vegan nuggets and mac and cheese—were available at 1899 Grove and Gather + Graze Café thanks to our food and beverage partner, Levy.

500 tons of the most coveted compost, Zoo Doo, saved the zoo around \$125,000 in disposal costs and turned animal waste into a valuable resource. From rhinos to tigers, our animals provided plenty of material to work with this year!



More than 100 community members joined the Seattle Urban Carnivore Project to manage remote camera stations across central King County and tagged more than 100,000 wildlife photos! These photos are turned into detection data that is used for our urban carnivore research.



WOODLAND PARK ZOO SAVES WILDLIFE AND INSPIRES EVERYONE TO MAKE CONSERVATION A PRIORITY IN THEIR LIVES.

Please view our full report and this year's generous supporters at zoo.org/impact



35 BOARD MEMBERS
and 450 STAFF modeling
excellence for zoos



Woodland Park Zoo is an
accredited member of the

