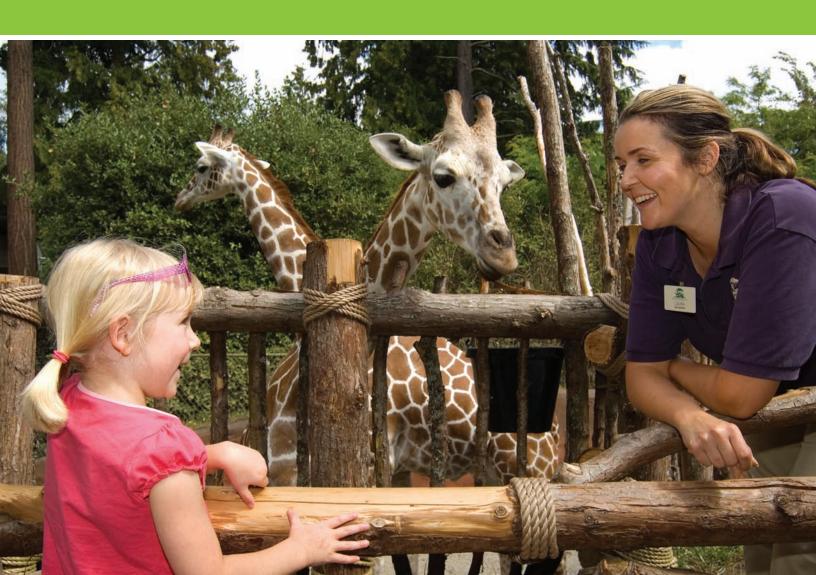






MORE ENGAGING EVERY DAY

2010 Annual Report



MORE ENGAGING EVERY DAY

PARK ZOO SAVES
ANIMALS AND
THEIR HABITATS
THROUGH
CONSERVATION
LEADERSHIP
AND ENGAGING
EXPERIENCES,
INSPIRING PEOPLE
TO LEARN, CARE
AND ACT.





DEAR FRIENDS OF WOODLAND PARK ZOO.

We're always thankful to reflect on and appreciate all that our friends help us accomplish. Even with the challenging times all nonprofits and families still face, 2010 was a successful year in which we debuted more engaging ways to inspire people to learn, care and act.

While there are many examples highlighted in these pages, we'd like to reflect on two that illustrate the power of the zoo's unique ability to engage.

In addition to our always-inspiring exhibits, classes and camps, the summer experience program, "Share the Habitat – Eat Local," a partnership with Cascade Harvest Coalition, Puget Sound Fresh and others, helped visitors explore the connections between locally sourced food and healthy ecosystems. More than 7,000 visitors acknowledged the power of their personal actions by committing to the Eat Local Pledge and incorporating wildlife-friendly food choices into their everyday lives. Another 30,000 visitors responded by donating to our Partners for Wildlife or purchasing conservation commerce. Year after year, our zoo connects people to the many ways we can appreciate, enjoy and protect our natural world.

Another illustration of the uniquely engaging nature of *all* our programs and partnerships is our new logo, which you can see on this report's cover. Designed to reflect our evolving brand as a conservation organization, it visually conveys how, more than ever before, the zoo brings people closer to awe-inspiring animals and provides them the knowledge and tools to protect the habitats all species need. Are those the stripes of an endangered tiger? Are they grasses in a critical wetland? You decide. Also reflecting that evolution, we changed the name of our fundraising campaign to More Wonder More Wild and celebrated a multi-year milestone: raising 69% of our \$80 million goal. We launched the campaign's community phase in March 2011, and invite you to learn more at morewonder.org.

Woodland Park Zoo continues to be financially healthy and we're decidedly optimistic about the future. But our optimism is fueled most by the tangible difference our friends help us make in animals' and peoples' lives, whether saving endangered tigers, bears and elephants in Asia; engaging one million guests in hands-on science and conservation learning; helping rural villagers in Papua New Guinea preserve their rain forests; or taking excellent care of our 1,000 animal ambassadors.

Through and through, our dedicated board members, donors, zoo members, volunteers and friends have stood firmly by us. Because of you, we are becoming more engaging every day – creating more wonder for our community and more wild for our world. Thank you for being on our team.

Sincerely,

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

Stuart V. Williams Chair, Board of Directors





TOP TEN

ACHIEVEMENTS OF 2010

"I love that (my 3 year old) can get so close. We couldn't get her away from the window; she can watch them forever."

- A penguin exhibit visitor

DIDYOU KNOW?

Woodland Park Zoo is the first zoo in the world to surpass 10 million views on YouTube. As a leader in new technologies for zoos and non-profits, our success with YouTube allows us to reach viewers all over the globe with positive messages and success stories of people learning, caring and acting on behalf of wildlife.

PENGUIN EXHIBIT HONORED WITH NATIONAL AWARD

A year after opening to great public acclaim, the zoo's new Humboldt penguin exhibit was honored with the Association of Zoos & Aquariums (AZA) Exhibit Achievement Award – the fifth time the zoo has received this award. Equivalent to an Oscar in the zoo and aquarium industry, the award recognizes outstanding dedication to animal care and conservation issues, state-of-the-art exhibit and naturalistic landscape design, and public education. A year earlier, the exhibit earned a Design Excellence Award from the Seattle Design Commission for, in partnership with Seattle Public Utilities and Seattle City Light, integrating innovative filtration and geothermal energy that saves three million gallons of water and nearly 22,000 kilowatt hours of energy each year.

FULL ROAR AHEAD FOR NEW TIGERS AND ASIAN BEARS EXHIBITS

What do high-tech and hands-on have in common when it comes to wildlife conservation? Both will feature prominently in our next big exhibit — a multi-species showcase that enriches the lives of our Asian tigers, bears and elephants and empowers our community to protect forests and the awesome creatures that depend on them. Plans for the \$21 million initiative were approved by the Board of Directors to transform the outdated 60-year-old infrastructure into the new Asian Tropical Forest, a modern and dynamic "conservation destination." It will feature the latest innovations in naturalistic exhibit design, animal care and enrichment, inspiration-to-action programs, and meaningful links to Asian conservation partners working to save these critically endangered animals in the wild. Community leaders and volunteers are rallying to raise the funds by the end of 2012, so that this centerpiece of the More Wonder More Wild campaign can open in 2013. Excellent zoo exhibits are a catalyst for knowledge, compassion, and action that benefits wildlife — and the new Asian Tropical Forest will break all the molds.

A HOMECOMING FOR THE MOB – OF MEERKATS!

Scorpions for dinner, anyone? Think culinary delicacy for these African savanna sentinels that returned to the zoo after a 10-year absence. The new exhibit, presented by U.S. Bank and The Seattle Times, inspires a real-life peek inside a meerkat manor as the animals scamper through burrows and take turns as sentinels atop naturalistic outcroppings. Bug feedings and keeper talks explore the highly developed social system meerkats have evolved to survive. Nearby, several species from the zoo's former Night Exhibit also debuted in 2010 in newly renovated exhibit spaces in the Adaptations Building, thanks to generous support from the BNSF Foundation, our Wild at Heart donors and others.



DID YOU KNOW?

12,346 students in King County and statewide engaged in Wild Wise, Up CLOSE and Ready, Set, Discover, the zoo's outreach education programs. Fifty-six percent of these students came from Washington schools with 30% or more students on free or reduced-rate lunch. More than 250 teachers participated in teacher professional development programs at the zoo.

NEW MASTER'S PROGRAM

In conjunction with Project *Dragonfly* at Miami University of Ohio, the zoo introduced the Advanced Inquiry Program (AIP) in 2010, an exciting new master's program for educators which begins classes in summer 2011. Co-delivered in Washington by faculty at Miami University and Woodland Park Zoo professional education staff, this first-of-its-kind program combines graduate courses at the zoo with inquiry-based science learning, public exhibits, field investigations in natural settings, and conservation partnerships, thereby strengthening the knowledge and skills of Pacific Northwest leaders in the education and environmental communities. The AIP program's curriculum directly addresses state academic learning requirements and national standards for inquiry-based science learning.

THE WONDER YEARS: MORE TWEENS AND TEENS ENGAGED IN SCIENCE AND FCOLOGY LEARNING

The tween and teen years are a critical phase in the development of ecological awareness and the next generation of conservation-minded citizens. Now, more middle schoolers and teens will have the opportunity to learn about ecology, conservation, and science careers thanks to a generous \$150,000 grant to the zoo from the prestigious Institute of Museum and Library Services (IMLS). New partnerships with community-based and afterschool programs will engage more youth in hands-on zoo curricula and activities — whether mentoring early learners in Zoomazium, rehabilitating marine habitats, or releasing endangered Northwest turtles and frogs into the wild. Serving more youth goes to the heart of our mission to inspire people of all ages to learn, care and act.

"Loved the program. Some of the most valuable field trips ever. The instructors were amazing and introduced my students to seeing the world with new eyes. I used lots of the ideas about my observations to help my kids add details to writing. Thanks so much!"

A teacher whose students participated in the zoo's Ready, Set, Discover program.





RECORD RELEASE OF ENDANGERED FROGS INTO THE WILD

Scientists, zoo staff and community volunteers celebrated the most successful year ever in our endeavor to recover this Northwest native species. More than I,300 endangered Oregon spotted frogs were released into a protected wetland area near Joint Base Lewis-McChord, near Olympia. With project oversight from the NW Zoo & Aquarium Alliance, the frogs are collected from the wild as eggs by Washington Department of Fish and Wildlife biologists and then placed at Woodland Park Zoo, Oregon Zoo, Northwest Trek, and Cedar Creek Corrections Center for hatching and rearing. This major head start improves the species' chances of survival in the wild, which is near extinction due to non-native predators, loss of healthy wetland habitat and disease. The zoo also engages families, businesses and schools in our community and teaches them how to make a difference by avoiding chemical pesticides and preventing pollution from entering local wetlands.

A LIMITED EDITION WORTH SAVING

One fifth of the world's vertebrates teeter on the edge of extinction. In a new public awareness campaign, the zoo collaborated with prominent Pacific Northwest artists to create and auction a series of stunning "Limited Edition" prints. Donated to the zoo, the prints featured six highly endangered animals the zoo and its conservation partners work to protect: Sumatran tigers, African wild dogs, golden lion tamarins, red crowned cranes, Panamanian golden frogs and western pond turtles. Augmented with traditional and social media to educate our community about the zoo's role in wildlife and habitat protection, the online auction and web sales raised \$7,000 to support the zoo's mission.

DID YOU KNOW?

In 2010, 749 volunteers and 675 individuals from corporate and other service groups gave more than 77,000 hours to the zoo – that's a value of more than \$1.5 million! Thank you generous volunteers!









NEW FACES AND FRIENDS AT THE ZOO

It was a busy year for babies. Many new animal ambassadors arrived to engage and inspire visitors. Seven Humboldt penguin chicks hatched in their new exhibit – a testament to the zoo's successful participation in the Species Survival Plan for this endangered bird. More flamingo chicks joined our flock, marking a second successful breeding season. A Matschie's tree kangaroo joey, one of the most elusive and endangered animals in the Papua New Guinea rain forest, was born to a young tree kangaroo that arrived earlier in the year. Other new animals calling Woodland Park home now include a female South African lion, a male Rocky Mountain goat, a pair of hooded cranes, four young female wolves, a pair of Steller's sea eagles, a female pudu, a female wallaroo and, of course, our meerkat mob.

A NEW GATEWAY TO THE ZOO

Our new West Entrance opened in 2010 offering the zoo's one million-plus annual visitors a host of modern amenities and expanded services that make visiting the zoo more inspiring and more sustainable. A major capital project in the zoo's Long-Range Physical Development Plan and the More Wonder More Wild campaign, the West Entrance achieved the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) Gold certification for its numerous wildlife- and habitat-friendly features. The entrance also helps remove crowds from busy Phinney Avenue North, improves public safety and provides our neighboring families a new pathway for getting around and enjoying nature.

SUSTAINABLE ZOO PLAN APPROVED

Walking the talk of a sustainable zoo, in December a comprehensive five-year Sustainability Plan was approved by the zoo's Board of Directors and endorsed by a \$2 million campaign goal. The ambitious plan builds on more than two decades of success as an early adopter of green operations, from our extremely popular Zoo Doo compost and organically managed historic Rose Garden to designing entire exhibits with nature in mind. Significant reductions in energy and water use, and in waste and combustion fuels, combined with engaging one million guests in positive actions will achieve further reductions in our carbon emissions: to 7% below 1999 levels by 2012, and 20% by 2020. As one of the most aggressive plans in the nation, it reflects our commitment to Northwest values and serves as a model for living and working in harmony with nature.

DID YOU KNOW?

One of our most successful Partners for Wildlife, the Snow Leopard Trust took a critical step for snow leopard conservation in the Tost Region of Mongolia. Hand-in-hand with local herders and landowners, they achieved official protection from mining for an area the size of Delaware for the next seven years, thus preserving essential movement corridors for the elusive and endangered cats.

OPERATIONS REVIEW

CREATING MORE VALUE FOR GUESTS, ANIMALS AND HABITATS

Another busy year for the zoo, 2010 saw the return of meerkats to the zoo after a 10-year hiatus and ushered in the new West Entrance. With two significant capital projects debuting, we stretched our capabilities while also preserving our best-in-class animal care and even increased services for our 38,000 member households and one million guests. Welcoming and beautiful, the new West Entrance offers visitors a whole new level of modern conveniences while also reducing the zoo's environmental footprint. It has achieved the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) Gold certification.

Similarly, the Humboldt penguin exhibit, opened in 2009, earned the Best Exhibit Award from the Association of Zoos & Aquariums – the fifth time WPZ has won this highly coveted award. It attests to our raising the bar for zoos everywhere in modern, naturalistic exhibit design that integrates sustainable technologies, innovative learning experiences and direct links to wildlife conservation.

Another bar our zoo is raising is a green one. In 2010, a comprehensive five-year Sustainability Plan was approved by the Board of Directors and endorsed by a \$2 million campaign goal for sustainability projects. Building on more than two decades of success adopting green practices, the plan targets dramatic reductions in our zoo's carbon emissions: to 7% below 1999 levels by 2012, and 20% by 2020. It's one of the most aggressive green zoo plans in the nation, reflecting our commitment to Northwest values and serving our community as a model for living and working in harmony with nature.

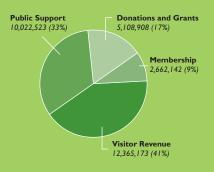
Despite a sluggish economic recovery nationally, our zoo continued to operate on solid footing in 2010, thanks to proactive measures in 2008 and 2009. Although the tough economy affected earned revenue with somewhat lowered attendance and concert sales, strong public and private support allowed us to end the year fiscally healthy and optimistic.

We gratefully thank all of our supporters who continue to stand by Woodland Park Zoo and its mission. Because of you, our zoo is one of the most enduring and respected facilities of its kind in the country.

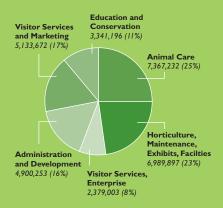
Brue W Bolinda

Bruce W. BohmkeChief Operations Officer

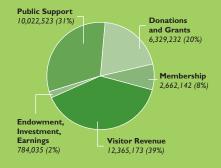
OPERATING REVENUE



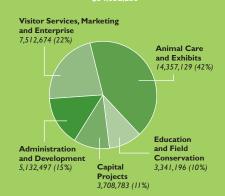
OPERATING EXPENSES



TOTAL OPERATING and CAPITAL REVENUES \$32,163,104



TOTAL OPERATING and CAPITAL EXPENSES



2010 PHILANTHROPIC SUPPORT

THANK YOU FOR BEING ON OUR TEAM!

We are very grateful for the generous contributions in 2010 from individuals and families, foundations, corporations and public institutions. Year after year, strong public and private support makes it possible for this vibrant, forward-looking zoo to thrive. Your support creates more wonder for our community and more wild for our world.

WILD AT HEART SUPPORTERS

Thank you for being Wild at Heart! Our newly renamed giving program honors and recognizes all those whose generous annual support allows us to achieve our day-to-day mission of saving animals and inspiring people to learn, care and act.



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LEGACY GIFTS CREATE STRONG **COMMUNITIES – JOY SPURR**

The impact of legacy gifts can be seen all over the zoo. Most bequest or legacy want their gift used in building an exhibit. In 2010, we received a very generous bequest gift from the estate of Joy Spurr. A professional photographer, author, lecturer, and long-time member at Woodland Park Zoo, Joy traveled the world in pursuit of her photography. She is remembered as being friendly, outgoing, loving, loyal, and a philanthropist. Joy's gift will benefit our endowment as well as our next big exhibit – the Asian Tropical Forest. Through her generosity, and that of our many legacy donors, future generations will enjoy and awe-inspiring wildlife. That would give Joy great pleasure. When you plan your estate, remember that strong communities create strong families and like more information on leaving a legacy gift in your estate, please contact Anne S. Knapp at 206.548.2443 or anne.knapp@zoo.org





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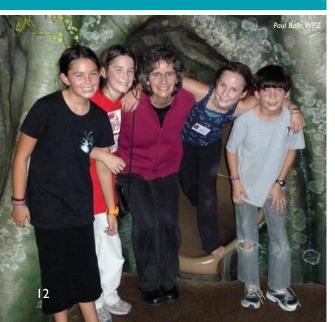
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A PASSION FOR CONSERVATION AND TREE KANGAROOS – THE BLUMENTHALEDSFORTH FAMILY AND PASCAL BLUMENTHAL

Woodland Park Zoo is fortunate to count the Blumenthal-Edsforth family - Jabe, Julie, their 12-year-old son Pascal and 9-year-old daughter Sabine - among our generous friends and supporters. Pascal and Sabine are keen on preserving threatened wildlife and habitat for future generations. One of Pascal's favorite zoo animals is the Matschie's tree kangaroo, found only in Papua New Guinea. WPZ's Tree Kangaroo Conservation Program (TKCP) works to protect this endangered species. Hatching a plan to assist, Pascal, his sister and their friends formed a club – the Order of Wallatreeroos. Door to door they went, asking neighbors and friends to help TKCP establish a Conservation Area in Papua New Guinea. Together with a successful lemonade stand on a hot day in Volunteer Park, they raised more than their collective yearly allowances! Thank you to the whole family and the Wallatreeroos for your generosity and enthusiasm! Learn more about the Tree Kangaroo Conservation Program's effort to match a \$1 million Challenge Grant from Conservation International: www.zoo.org/treekangaroo/give.



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IN MEMORIAM

Two legendary zoo figures passed away in 2010: Wally English, zookeeper, and Dana Payne, curator of reptiles and amphibians. Both long-time WPZ employees were highly accomplished professionals who contributed greatly to our conservation mission. English was proud to help launch the zoo's Eagle Release Program in 1971 and more recently to "head start" endangered turtles in our Western Pond Turtle Recovery Project. Payne's work spanned innovative electronic recordkeeping for amphibian conservation in Panama; recovering endangered Northwest turtles and frogs; and helping to develop an online database for providing life-saving antivenom to poison control emergency responders nationwide. Both gentlemen dedicated their lives to helping visitors and professionals protect our planet's wonderful diversity of life. We miss them tremendously.



LITTLE TURTLES: BIG HEART

HANNAH MADSEN AND SOPHIA RASCOFF

Five-year-old Hannah Madsen became so enamored of Woodland Park Zoo's endangered western pond turtles that she recruited her best pal, Sophia Rascoff, to help her raise money in support of our captive breeding program. Together (and with a little help from mom, Susan), the pair solicited pastries from local businesses, as well as a few homemade goodies, and had a bake sale to raise funds. Their efforts netted more than \$360 for the turtles and a meet-and-greet with the hatchling turtles bound for the ponds in southwest Washington last summer. Hannah and Sophia show that stewardship has no age limit and that conservation is a community effort, whether the animals are those far away or right here in our own backyard. Teaching children the many benefits of generosity is a natural when paired with animals. The zoo can help create the next generation of stewards — and Hannah and Sophia prove it's never too early to start! Learn more about how your family can support the zoo at zoo.org/support or zoo.org/2011 givingcatalog

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