



YEAR OF WONDER

2012 Annual Report



YEAR OF WONDER

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



DEAR FRIENDS,

Explorer and conservationist Jacques Cousteau is thought to have said that the happiness of animals, marine or land, is to exist; for humans it is to know that and wonder at it.

Every day, thousands of youths, teachers and families embody this truism at Woodland Park Zoo. For many, wonder is learning about biodiversity or the storied lives of favorite creatures. For others, it's the discovery of science or hands-on conservation. For still others, it's pure enjoyment of nature with family. Wonder for everyone is what this great community asset is all about.

Last year began our second decade of a 20-year, public-private partnership with the City of Seattle and area residents. Together, we are creating a 21st century zoo: versatile, relevant and robust. Several 2012 efforts illustrate these qualities particularly well.

As part of our vision for a more year-round, all-weather zoo we introduced WildLights, our new winter festival. Tens of thousands of people enjoyed stunning LED-lit displays of animals and wild places, contributing to our third best year for attendance.

We continue to broaden our reach so that more people can enjoy the zoo's wonders. Last year our School-to-Zoo and Community Access programs brought some of our highest numbers ever of students, teachers and chaperones from low-income schools and families supported by service agencies to the zoo.

Deepening the science *and* fun of interactive learning experiences remains a priority in all our programs and exhibits so as to inspire more conservation action. For example, tigers evoke awe in us, which can inspire humans to do great things. In 2012, we began a new 10-year, \$1 million Partners for Wildlife project with Panthera to save tigers in Malaysia *and* we broke ground on the new Bamboo Forest Reserve exhibit complex. The Asian small-clawed otters portion is now open. When campaign fundraising is done, we'll usher in new tiger and sloth bear exhibits. Connecting zoo learning to action will be an innovative conservation center that will engage millions of guests in the science and strategy of saving wild tigers.

Delivering on our mission creates positive impact here and beyond. As of 2012, our public-private partnership had generated more than \$800 million in economic benefits to residents and businesses in the Puget Sound region.

All these achievements belong to you. Thank you to all our generous zoo members and supporters. YOU make wonder possible.

Sincerely,

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

Stuart V. Williams
Chair, Board of Directors

2012 BY THE NUMBERS

1st

*zoo in world to surpass
21 million YouTube views*

6%

*growth in membership, a record
over each of last 10 years*

50%

increase in Senior Zoo Walkers

572.2

*metric tons of carbon offset by
WPZ through Forterra's new
Carbon Capturing Companies
(C3) program*

26,000

*students and teachers, and
34,000 individuals served
by community service centers
through WPZ's School-to-Zoo
and Community Access Program*

66,000

*WildLights visitors for new,
40-night winter lights festival*

70,000

*students and teachers engaged in
programs, 36% from King County
reduced-rate lunch schools*

78,000

*hours donated to WPZ by 757
volunteers and 14 service groups*

325,000

*children and caregivers
visited Zoomazium*

1,100,000

*guests served; 400,000 of
them participated in public
learning programs*

\$12,400,000

in earned media coverage

\$76,409,760

*raised to date for More Wonder
More Wild Campaign's
\$80 million goal*

\$800,000,000

*in economic impact created
for our region since 2002**

MORE WONDER. MORE WILD.

COMPREHENSIVE CAMPAIGN

Thanks to our dedicated Campaign Steering Committee, Campaign volunteers and board members who in 2012 helped us reach more than \$76 million on our \$80 million goal!

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through December 31, 2012

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*Calculation based on inputs from 2010 Association of
Zoos & Aquariums Economic Impact study





TOP TEN ACHIEVEMENTS OF 2012

WPZ AND PANTHERA UNITE TO SAVE THE TIGER

A proud moment in 2012 was the establishment of a 10-year, \$1 million collaboration with Panthera, the leading wild cat conservation group, the Malaysian Department of Wildlife and National Parks (MDWNP), and Malaysian tiger conservation experts. Fewer than 500 Malayan tigers remain in Peninsular Malaysia's central forest region. Our project helps the Malayan government carry out a plan to double this number by 2022 in the Taman Negara National Park, a 1,000,000-acre rain forest sanctuary. In 2012, our collaboration began by helping the Malaysian Conservation Alliance for Tigers (MYCAT) and the Wildlife Conservation Society (WCS) train 80 new, in-country rangers in improved intelligence gathering and anti-poaching techniques. Getting more boots, eyes and modern communications technology on the ground is a crucial step to mapping and protecting core tiger breeding areas. Tigers need the world's help. We must not fail them.



LIONS, SNOW LEOPARDS, AND BEARS: OH MY!

A "boom" began around the zoo in 2012, a baby boom, that is. Among the highlights were snow leopard cubs born in May, four Kruger lion cubs born in November (the first lion cubs born at WPZ in 19 years!) and twin sloth bear cubs in December. Babies sure are cute, but most importantly these births help to raise awareness of the conservation issues their counterparts face in the wild. Visitors flocked to catch their first glimpses of these amazing creatures learning to scamper, climb, chase and play under their moms' careful tutelage.





POUCH OF JOY, PORCINES JOIN ZOO

In June we celebrated a very small arrival — a Matschie's tree kangaroo joey the size of a bean. The rare birth was part of the Species Survival Plan cooperative breeding program for this endangered species, which our acclaimed Tree Kangaroo Conservation Program is working to protect in Papua New Guinea. After many months, the joey emerged healthy from mom's pouch. It was worth the wait. Look at that face! Also last summer, some mighty fine swine joined the zoo family: African warthogs, the wild pigs of the savanna, and critically endangered Visayan warty pigs, the punk rockers of the pig world native to central Philippines, greeted visitors in the traditional way, by rooting, dusting, and wallowing in dirt. Their status in the wild is very fragile, having lost 95% of their forested range to human activity. Only 12 accredited zoos exhibit Visayan warty pigs, and thanks to very generous donors and members, we are now among them.

GETTING KIDS HOOKED ON SCIENCE

ZooCrew, a Science, Technology, Engineering and Math (STEM) enrichment youth program, in 2012 introduced nearly 300 more low-income, minority and underserved middle school students in Seattle to science learning at the zoo. Here they engage in hands-on, real-world science and ecology problems in summer and after-school programs. With help from our staff and animals, students learn to use scientific inquiry and technology to understand and define problems, and to propose solutions to benefit wildlife and the environment. Meanwhile, our Wild Wise program extended the reach of zoo- and school-based science inquiry to 1,100 Kent 4th-7th graders. A new program, Coexisting with Carnivores, piloted in Issaquah in 2012, engaged 200 6th graders in science investigations on native large carnivores (bears, cougars and wolves) in their communities and these species' roles in local ecosystems.

“My daughter is so enthusiastic about science now.”

— *Rachel,*
ZooCrew parent

“ZooCrew really opened my eyes about what was happening to carnivores (...) and what I as a person could do to help them.”

— *Nina, middle*
school student



WILDLIGHTS, A NEW WINTER ZOO

WildLights presented by KeyBank, the zoo's first winter lights festival was an unqualified hit. Wild animals and wild places artfully created in 375,000 sparkling LED lights gave members and visitors a whole new way to enjoy the zoo – in the dark! While nothing was spared to make giant animal figures sparkle, new technology minimized per night wattage, which was offset by participating in Forterra's Carbon Capturing Companies (C3) program in line with our sustainability goals. WildLights 2013 promises to be even more spectacular.

WELCOME TO THE ANTHROPOCENE

What if 7 billion people reduced their carbon footprint? National research shows that people want to understand climate change and mitigate it. So, leading zoos are forging the path. Thanks to the Boeing Charitable Foundation, our 2011 and 2012 summer programs piloted a new suite of interactive climate change learning activities. On Thin Ice, Tipping Point, Penguins in the Balance, and others engaged all ages in activities of hope, imagination and innovation. We also developed an enhanced mobile app function so visitors can pledge their own conservation actions, share and track them. Given positive feedback, further program integration is planned.

WISE CLOSES SCIENCE GAP

Washington ranks number one in new science and tech hires, but 49th in the mismatch between the STEM skills employers need and skilled graduates to hire. As demand will only increase, informal science centers must play an even greater role in the STEM learning ecosystem. Thus, in 2012 Woodland Park Zoo, Seattle Aquarium, Burke Museum, IslandWood, Museum of Flight and Pacific Science Center joined together to create WISE, the Washington Informal Science Education Consortium. Together we'll deliver more hands-on, inquiry-driven science learning to Washington youth than any of our institutions could alone.

"Informal learning environments can play a special role in stimulating and building initial interest (and) supporting science learning identities over time as learners navigate informal environments and science in school."

Source: Learning Science in Informal Environments: People, Places and Pursuits, 2009, National Research Council



LIVING NORTHWEST RAISES SIGHTS

To protect “more wild” in our own backyard, in 2012 we revamped our field conservation strategic framework to join a new Living Northwest program with two other zoo efforts, Partners for Wildlife and the Wildlife Survival Fund. The program promotes landscape-level conservation with a focus on ecological health and land connectivity in the Pacific Northwest. It also leverages synergies across our work in wildlife science, endangered species recovery, community education, citizen science and climate change action (through joining Forterra’s new Carbon Capturing Companies Program (C3)). Our first Conservation Fellows Program will expand our scientific expertise and strengthen regional collaborations.

COMMUNITY HOPS TO HELP FROGS

Success for the zoo as a conservation leader includes helping the broader public take meaningful action. Launched in 2012, zoo biologists and naturalists in the Amphibian Monitoring Project trained and led teams of citizen scientists to survey amphibian egg masses in local ponds and wetlands. Collected April to August, the data help researchers and state biologists monitor indicator species and inform land policy near western Washington rivers and wetlands. Project partners include Washington Department of Fish and Wildlife, Seattle Parks and Recreation, Point Defiance Zoo & Aquarium and Northwest Trek Wildlife Park.

A TRIFECTA FOR TREE KANGAROOS

Since the 2009 decree of the 187,000-acre Yopno-Uruwa-Som Conservation Area (YUS CA) in Papua New Guinea (PNG), the Tree Kangaroo Conservation Program has worked to transition the CA to local community-based management. By 2012, four new YUS field offices had opened; a Landscape Plan was finalized and new ranger team trained; and more than 51% of the CA’s forests, grasslands and coral reefs was officially mapped. Local CA management is slated to achieve nonprofit status in 2013-14.

“I have heard about the declining numbers of amphibians and the important role they play in the whole ecosystem. The Amphibian Monitoring Project was an opportunity to both help and learn.”

— *Jerry Harter, Volunteer*

OPERATIONS REVIEW

SERVING YOU IS A WORTHY INVESTMENT

Despite thousands of repeat visitors, Woodland Park Zoo really has only one chance to create a great impression. In today's experience economy, *each* customer experience is the product. So, we must ensure our service evolves to better meet the needs of our 1.2 million guests. Their satisfaction feeds our mission's success.

In 2011 and 2012, thanks to a generous leadership gift from the Oppenheimer family, we transformed our customer service training to do just that. John F. Oppenheimer, CEO of Columbia Hospitality, has enjoyed a long career providing clients consistently wonderful experiences. The zoo knows a thing or two about wonder, and already enjoys a reputation as a warm, friendly place. Sustaining our commitment to continuous improvement means more deeply rooting all we do in a culture of service.

New trainings and practical tools are reaching all staff and volunteers, including vendors who work on grounds. Our commitments include creating more Memorable Moments and Golden Opportunities — going the extra mile for guests. Our Caught in the Act program elicits employee nominations and recognizes staff publicly for such top-grade service. And new Pocket Guides, in traditional and smartphone versions, allow staff and volunteers to better help guests navigate our lush, 92-acres.

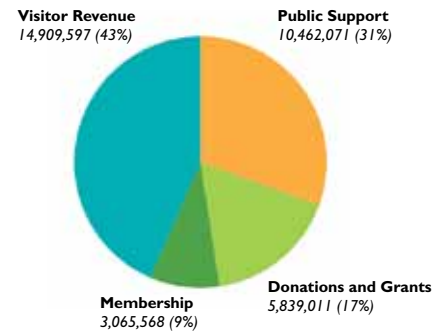
Significant complexity underlies amazing zoo experiences, and sometimes elements don't quite coalesce. Service Recovery Tool kits, built around L.A.S.T. (Listen, Apologize, Solve, Thank), help resolve sudden glitches by supplementing employee knowledge and problem solving. For example, an employee or volunteer responding to a wailing child, because the sloth bears chose not to venture out on exhibit that morning, can offer the family complimentary tokens to ride the Historic Carousel, thus recovering the moment.

Recent exit surveys reveal that 95% of WPZ guests say that the zoo experience meets or exceeds their expectations. We seek to do even better. Making great customer experiences everyone's job is a worthy investment, indeed.

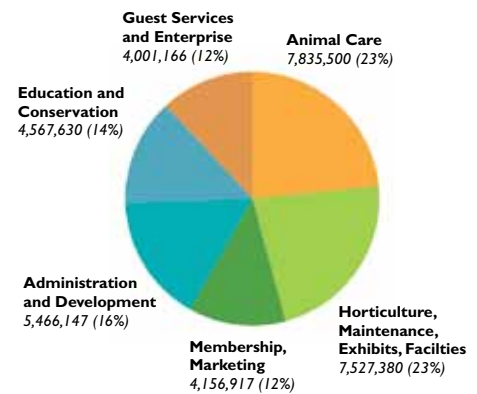


Bruce W. Bohmke
Chief Operations Officer

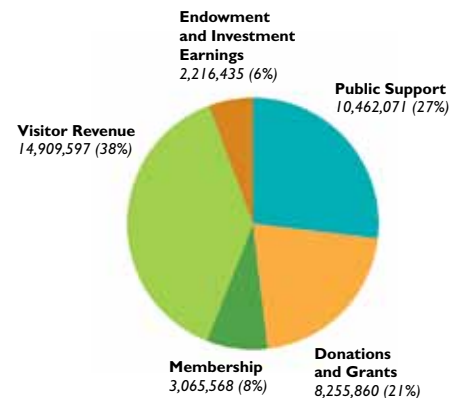
Operating Revenue \$34,276,247



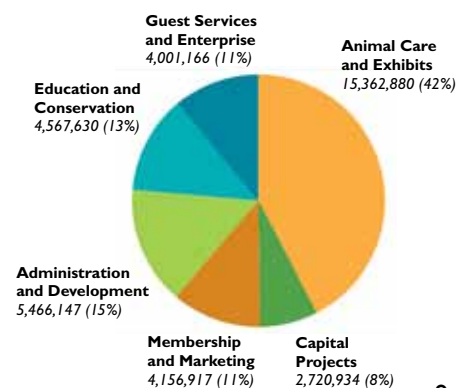
Operating Expenses \$33,554,740



Total Operating and Capital Revenues \$38,909,531



Total Operating and Capital Expenses \$36,275,674



2012 PHILANTHROPIC SUPPORT

THANK YOU FOR BEING ON OUR TEAM!

We're grateful for the generous contributions in 2012 from individuals, families, foundations, corporations and public institutions. 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

We salute and thank all those whose generous annual contributions allow us to achieve our day-to-day work of saving animals and inspiring people to learn, care and act.

MAKING GENEROSITY A FAMILY AFFAIR

Kids of all ages lead the way in our zoo's **Family Stewardship Program**, which helps families share important values across generations. Families receive fun tools to help young children experience building strong communities through personal actions and philanthropy at any level. Tools include Children's Values Cards, Young Philanthropist Recognition Certificates, multi-generational Family Stewardship Tours, and pre-cut Tiger Banks. To learn more, contact Anne Knapp, Director of Philanthropy, at **206.548.2443** or **anne.knapp@zoo.org**

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KIDS LEAD THE WAY – TEDDY HANLON, AGE 7

For a school research project on endangered species, Teddy chose red pandas because they are his zoo favorite. After learning about their habitats and threatened existence in the wild, Teddy asked his friends to donate to the red pandas in lieu of gifts on his seventh birthday.

Why did you decide to give to the zoo? I like red pandas and want more people to know about them, because they are really cute and fun to watch. How does it feel to give to the zoo? It feels really great! Please do it, because it is really good for the animals. What difference do you hope your gifts will make at the zoo? I hope it will help the animals live a long, long life. What are some of the things you've learned at Woodland Park Zoo? I've learned that snow leopards hunt red pandas.



Photo courtesy of Hanlon Family

Sara Raab and Tryg McInerney
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KIDS LEAD THE WAY – KARINA FOREE, AGE 8

Stewardship of animals, the community, or the planet can take many forms. Personal advocacy is one of the most noble.

Karina, the “elephant girl” featured in our Jungle Party 2012 video, is a true inspiration to all of us. Not only does her love for elephants bubble over in her joyful personality, she constantly seeks out knowledge by asking our elephant keepers new questions each time she comes to the zoo.

Karina pays it forward by sharing her knowledge and spirit with others. Zoo members Julie and Mark, her parents, tell us she has taken it upon herself to connect everyone around her to elephants, funneling her interest and passion for these gentle giants – and what she’s learned about their biology, natural history and plight in the wild – back into her elementary school. To wit, she even wrote a book, presented it to her class and won an award! By the end of the school year, other parents were sharing how their children also love elephants now.

By telling the story of these majestic animals, Karina has broadened her whole class’s view of the world, showing them how we all can – and must – be advocates for the wildlife we love.

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Photo courtesy of Carter Family

KIDS LEAD THE WAY – TYLER CARTER, AGE 10

Together with his family's leadership gift to the Bamboo Forest Reserve exhibit, Tyler is the first child to return a Tiger Bank to the zoo. Tiger Banks help the zoo build a new home for endangered Malayan tigers and Asian sloth bears.

Who or what inspired you to give to the zoo? It would help feed the animals and build new habitats for them. If you could tell other children how it feels to give to the zoo, what would you say? It feels great giving money to the zoo because it means you are helping animals. What difference do you hope your gifts make at the zoo? To help the tigers and sloth bear exhibit and have the tigers still be there. What have you learned at Woodland Park Zoo? I think it is important for animals to live in habitats in the zoo that look like the habitats they would live in in the wild.



Photo courtesy of Engles-Klann Family

KIDS LEAD THE WAY – LUCAS ENGLÉS-KLANN, AGE 8

Each year since age 3, Lucas has passionately led his family and friends to raise nearly \$12,000 to support WPZ animal care and tiger exhibit design. Lucas envisions a world in which people and animals share the planet harmoniously. But he is not just a dreamer: He's a doer with a fire to light under the feet of everyone he meets. In a letter to the community which he shared with our Board of Directors, Lucas urged all to join his cause:

"I am here today because I love animals and want to save them. People are killing animals and their environment. Zoos teach people about animals and their habitats. (...) I think everyone should help by saving their favorite animal. (...) It's a big challenge, but with the zoo's help, I can do it and so can you."

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Richard and Julianne McLean
Michael McNamara
Michael M. and Marilyn
McQuaid
Ingrid and Scott Mealer
Rose Mehan
Constance Merwin
Lynn G. Meyer
Susan Meyer
David and Dorene Miller
Helen Mull
Trisha and Eric Muller
Margaret Nason
Ken and Vicki Neiman
Larry and Rhonda Nelsen
Sandra and Phil Nudelman
Robert and Lynn Ormsby
John F. and Betty A. Parks
Sam and Susan Patton
Marla Hamilton Peele
Nancy and Mark Pellegrino
Linda Quirk
Cameron and Tori Ragen
Ted and Barbara Rothstein
Barbara Sando
Patti Savoy
Anne and John Searing
Mary Sexton
Kenneth Sinibaldi
Diane Spaulding
Kenmour Spencer
Jordan Sterling
Laurie Stewart
Rosanne Stukel
Christine Sydneysmith
R. Jay and Martha Tejera

Jean F. Thompson
Helen E. Ashe and
Beryl A. Thompson
Myrna and Don Torrie
Dave and Chris Towne
Mary Ann and Steven Urlacher
Sharon Ann Uluwehi Vaughn
Mr. and Mrs. Paul Vogt
Jill and Scott Walker
Mike Waller and Kate
Grieshaber
Douglas Weisfield
Howard and Victoria Wellman
Allan Ray Wenzel
Margie Wetherald and
Len Barson
Coralyn W. Whitney

MATCHING GIFTS

Adobe Systems, Inc.
Aetna Foundation, Inc.
AIG
Alaska Airlines Foundation
Amgen Foundation
AT&T Foundation
Automatic Data Processing
Bank of America Charitable
Foundation
BECU
BNY Mellon Wealth
Management
The Boeing Company
Bristol-Myers Squibb Inc.
CA Technologies
Chase
ChevronTexaco
Costco Wholesale
Expedia, Inc.
ExxonMobil Foundation
Gates Archive, L.L.C.
Bill & Melinda Gates
Foundation
GE Foundation
Getty Images Seattle, Inc
Goldman, Sachs & Co.
Google
IBM Corporation
Key Foundation
Kimberly-Clark Foundation
Maguire Oil Company
Microsoft Corporation
Nintendo of America
Pacifica Law Group LLP
Peach Foundation
Pepsico Foundation
Plum Creek Timber
Company LP
Puget Sound Energy
Foundation
RealNetworks
Regence BlueShield
Russell Investment Group
Saltchuk Resources
SAP Americas
Snoqualmie Tribe
Sound Community Bank
Starbucks Coffee Company
Sterling Realty Organization
Symetra
U.S. Bancorp Foundation
UBS Financial Services
Union Bank

The Walt Disney Corporation
Washington Holdings
Wright Runstad & Company

ESTATE GIFTS

Estate of Ruth E. Collins
Estate of Lorene E. Currier
Estate of Robert J. Ellrich
Estate of Ben and
Pearl Graham
Estate of Verna Johansson
Estate of Paul Keating
Estate of Frank R. Lunetti
Estate of Michael G. Ofsthus
Estate of Dorlesca H. Ryan
Estate of Stephanie L. Spar
Estate of Stephanie J. Wagner
Estate of Levant Fredrick
Wellington

GIFTS IN HONOR OF

Marley Alexander
Mercedes Alice
Carson and Camden Allen
Rick and Nancy Alvord (2)
Lily Barto (2)
Blair
Maryanne and Bill Blake
Nathan Bledsoe
David Bunney
Darin Collins
Lisa Dabek
Leonard deVries (2)
Mark, Jami, Michael and
William Fox
Giulia
Jessica Gorman
Brian Gorr
Ann Graves
Leslie Hanauer
GMum and Papa Harder (8)
Courtney Harris
Mason, Zach and Cam
Harrington
Greg Harry
Astrid and Magdalena
Henriksson
Hunter Hodges, Lela Jelacic,
Kate Jelacic, Jacob Simon,
Luke Simon
Bill Holt and Lorita Junglov
Hudson
Deborah B. Jensen
Nora Lee John
Tom McCarthy and
Norma Cole
Taisha R. McFall
Allison Morris
Maureen Morris
Jane R. Nelson
Rumi Nurani
Aine O'Toole (12)
Sinead Payne
Ryan Peckner
Mat Pellingier
Eleanor Petrowitz
Bob Plotnick and Gay Jensen
Lynne Richter
Estela, Mateo and
Adriana Rocco
Marty and Leah Ross

Sarah and Rebecca Ryan
Ingrid Sabee
Sawyer Nicolas Saliba
Santa Fe College Teaching Zoo
Class of Spring 2012
Donna Schram
Janet Schumacher
Alex Scoggins
David Selk (3)
Serena Sherwood
Sasha Shor (2)
Capt. Mark Shuler
Mike Simon (2)
Isabelle Smith
Wilson E. Smith
Elisabeth Sotak and
Sean Richardson (6)
Laurie Stewart
Keith and Susan Streckenbach
Audrey and Dean Stupke
Greg Thatcher
Matthew Van Dyke
Jill Walker
Douglas Wertz
Margie Wetherald and Len
Barson
Stuart Williams
Chardy Wurdack
Susie Wyckoff (3)
Ket Dasher Wylie
Toriana and Bryson Zosel

GIFTS IN MEMORY OF

All our loving pets no
longer with us
Armani
Helen Ashe (2)
Jean Belarde
Barry Joseph Booher
Colette Butterfield (7)
Elizabeth and Merle
Christensen
Dakota
Olive Easterwood (2)
Jefferson Frederick
Theodora Haslestad
Harvey Hooper
Daniel Jaech (2)
Devin Linnell Johnson
Alice Joy (12)
Sophia Flynn Kavanaugh (10)
Nicole Kehl (3)
Julie Krick (2)
Nate Mabee
Max
Mary Lou McSherry
Noah Miller
Charlotte Muth
Bette Overby
Annie Peterman
Sue Potts
Cory Schultz
Gary Eugene Shurtleff
James Smith (56)
Ruby Lhianna Smith
Debbera Stecher (2)
Marjorie White (2)
Colton Wilson
Sandra Wittow





THANK YOU FOR A WONDERFUL YEAR!



