



WOODLAND PARK ZOO 5500 Phinney Ave N, Seattle, Washington 98103-5858

2016 IMPACT REPORT

Photos by Jeremy Dwyer-Lindgren, WPZ, Dennis Dow, WPZ, Ryan Hawk, Somali Community Services Coalition, and WPZ.

THANK YOU FOR BEING OUR FORCES FOR NATURE!

8,800 GENEROUS DONORS
investing in a sustainable future
for wildlife and people

100s OF COMMUNITY PARTNERS and agencies helping to
expand our reach and impact!

34 MILLION!
people reached
by social media

37 CONSERVATION COLLABORATOR TEAMS
helping people protect essential
habitats and animals in 20+ nations



1,000+ VOLUNTEERS,
award-winning program,
one of the region's largest
volunteer cadres

1.35 MILLION GUESTS united
in appreciating and
protecting the
world's wildlife

37,500 MEMBER HOUSEHOLDS
going strong and
growing!



368,000 PEOPLE
in 35 WA counties
via zoo community
outreach



39 BOARD MEMBERS and
350 PROFESSIONAL STAFF
modeling excellence for zoos

1,200 ANIMALS,
300 species, 55 of which
are endangered, threatened
or vulnerable

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

View our report and the year's generous supporters at zoo.org/impact

Woodland Park Zoo is an
accredited member of the

**ASSOCIATION
OF ZOOS &
AQUARIUMS**

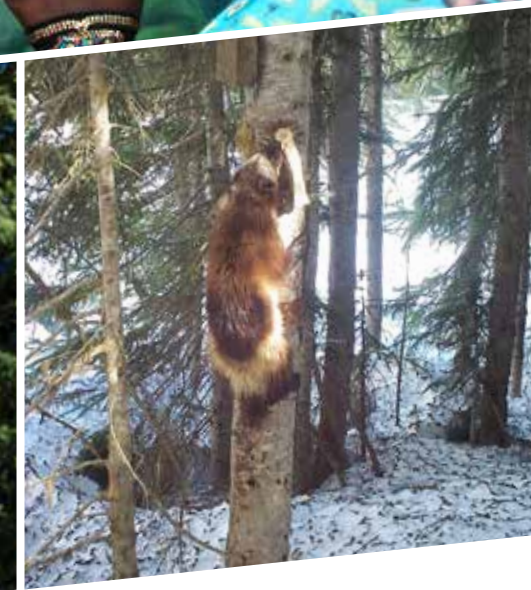


TOGETHER, WE CREATE POWERFUL
FORCES FOR NATURE





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“Being an amphibian monitor was an amazing opportunity for me to go out into nature to collect the very data that will be used to protect the ecosystems I want to see conserved!”

Sophie Yasuda, ZooCorps teen volunteer and Amphibian Monitoring Citizen Science participant

CREATING EMPATHY FOR WILDLIFE

Our future as humans hinges on having empathy for all living beings. Because up-close experiences deepen the animal-human bond, we expanded our Ambassador Animal program and unveiled, adjacent to Zoomazium, a popular, new resource for connecting with animals—the Alvord Broadleaf Theater. Zoomazium, an award-winning, regional resource sparking appreciation for nature through play, celebrated 10 years of service to 3,600,000 early learners and adults!

INCREASING ACCESS TO NATURE

Wildlife experiences and hands-on nature and science learning are most transformative when engaging the broadest range of students, children and families. With admission, transportation or other assistance the zoo served 81,300 people from underserved communities who otherwise might not be able to afford a visit—equal to 1,130 full school buses! The 33 percent increase over five years reflects our identity as a welcoming and inclusive community resource.

YOLA'S FIRST YEAR: GROWING UP GORILLA

Your support made Yola's first year a milestone of well-being. Relying on deep species expertise, our animal care team very patiently and creatively supported first-time-mom, Nadiri, to develop the maternal skills needed to bond with her daughter, strengthening family ties among the whole western lowland gorilla troop. Her story so moved our guests, they built the zoo's first online baby book, #GrowWithYola, sharing her wondrous journey of growing up gorilla and the plight of her species in the wild with the broader community.

NEW CHAPTER FOR THE ZOO

As our world evolves, so do our aspirations to catalyze ever more people to stand up for endangered species and habitats. In May, the zoo welcomed Alejandro Grajal, PhD, as new president and CEO. His 25 years of leadership in conservation, animal welfare, research and science learning, and his life-long passion for engaging all communities in protecting biodiversity, have made him a leading voice on the modern zoo's charge to mobilize all people into positive forces for nature!

HARNESSING TECHNOLOGY FOR CONSERVATION

Zoo scientists designed and launched the Northwest's first high-tech scent lure dispenser—a transformative device that has quadrupled detections of extremely elusive North Cascades' wolverines. In another first, our Zoohackathon partnered local coders and scientists to design apps to combat illegal wildlife trade. Meanwhile, expanded Wi-Fi and other new software improved guest access to online science learning and zoo apps. All thanks to Microsoft Research, Idaho Fish & Game, Vulcan, Inc., Google, Socrata, UW Center for Conservation Biology, U.S. State Department, City of Seattle, Cisco Systems, Inc., Microsoft and Tableau!

A REWARDING COMEBACK FOR THE NORTHWEST

Protecting endangered Northwest species is urgent business, but it requires long-game thinking and collaborating. For innovative community engagement and achieving a slow but steady 566 percent increase in a once-vanishing western pond turtle population, Woodland Park Zoo's 25-year conservation partnership with the Washington Department of Fish and Wildlife, and partner Oregon Zoo, earned the Association of Zoos and Aquariums' top North American Conservation Award, an honor equivalent to an Oscar in the species conservation profession.

“Thank you for helping Youth Eastside Services' clients experience the zoo! Our youth and their families so appreciate the opportunity to enjoy animals and learn exciting new things without having to worry about affording admission.”

Youth Eastside Services

BUTTERFLIES ARE BACK!

The new **Molbak's Butterfly Garden** had the community alflutter with the magic of 500 North American butterflies and the power of healthy pollinator habitats.



CELEBRATING 20 YEARS

High Five to the **Tree Kangaroo Conservation Program**, celebrating 20 awesome years of community-driven conservation and sustainable livelihoods in Papua New Guinea.

