



Photo by Dane Jorgensen

2014 ANNUAL REPORT

BIRMINGHAM





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Special thanks to Casey Blighton and Kiki Nolen-Schmidt.



MESSAGE FROM DR. FOSTER

Dear Friends of the Zoo,

The Birmingham Zoo had an amazing year in 2014!

The Zoo welcomed a baby reticulated giraffe to the Trails of Africa. Born on January 1, Griffin was the very first giraffe born in North America in 2014! The name Griffin was chosen to honor Robert Griffin, a long-time employee of the Zoo. This new member of the Birmingham Zoo family was one of several young animals featured in "The Baby Bunch," a marketing campaign that helped bring a record number of visitors to the Zoo.

The Birmingham Zoo is passionate about preserving endangered or threatened animals and plays an active role in partnering with the Species Survival Plan® (SSP) program. Developed in 1981 by the American Association of Zoos and Aquariums, SSP initiatives help ensure the survival of species, most of which are threatened or endangered in the wild, by enlisting the resources of zoos and aquariums. The Zoo participates in many Species Survival Plans®, including the southern white rhinoceros, red panda and North American river otter.

To advance conservational efforts on a local to global level, the Birmingham Zoo continues to grow its Passion into Conservation Action (PiCA) grant program. The Zoo awarded six grants in 2014 totaling nearly \$42,000. This program provides necessary funding/grants for Birmingham Zoo Animal Care Professionals to travel locally, nationally and internationally to support other non-profit organizations that share in the common goal of preserving the world's animal populations.

The Birmingham Zoo family continued to grow with the welcoming of two rescued North American black bears in 2014. The young cubs were born in Montana and are currently on exhibit in the Predator Building until construction on their new home, the Barbara Ingalls Shook Black Bear Trail, is completed in 2015.

We look forward to 2015 as the Zoo will begin construction on a new Asian Passage exhibit and a long-awaited new front entrance and welcome plaza. Most importantly, I want to thank each one of you for your continued support and for truly making a difference to the Birmingham community and your Birmingham Zoo.



Cheers,

A stylized, handwritten signature in black ink that reads "Wm. R. Foster".

William R. Foster, DVM
President & CEO



MARKETING: BY THE NUMBERS



2014 WAS AN EVENTFUL YEAR for the Birmingham Zoo's Marketing Department. Several milestones were achieved, and even more records were broken as the Zoo experienced record attendance for the third year in a row!

53,286 The number of Facebook followers the Birmingham Zoo had at the end of the year. The Zoo started with 39,396, a 35.25% increase from 2013!

165.9% The percent increase in Instagram followers in 2014. The Zoo started with 994 and ended with 2,643.

50,029 The number of unique visitors to the Birmingham Zoo's website during the month of March, the busiest month for the website last year.

124 Total number of animals adopted through the Zoo's "Adopt-an-Animal" campaign. By adopting an animal, Zoo parents contributed towards an animal's daily food and care.

New Year, New Animals!

Griffin: Reticulated Giraffe

The Birmingham Zoo's Giraffe Barn was a flurry of activity on New Year's Day. Willow, one of the Zoo's reticulated giraffes, gave birth to a baby boy at 12:12 am, only 12 minutes into the New Year. 6'2", 140 pound baby Griffin was the very first giraffe calf born in all of North America for the year of 2014, and was the first calf born to either of his parents, Willow and Jalil. Some of his favorite foods are carrots and lettuce. Today, Griffin has grown to 11 feet tall, and his keepers estimate his weight at 1,000 pounds!

Why the name Griffin?

Griffin got his name through a naming contest held by the Zoo via social media. The Zoo's Animal Care Professional staff recommended three names, Kwame, Patton and Griffin, after long-time Zoo employee Robert Griffin, which were put to a vote by the general public on social media. The name Griffin won.

NEW YEAR, NEW ANIMALS!

Baby Bunch Weekend

From Friday, May 30 through Sunday, June 1, the community was invited to a baby shower to celebrate the Baby Bunch at the Birmingham Zoo. Visitors to the Zoo during Baby Bunch Weekend were invited to bring packages of diapers to receive half price admission to the Zoo. All diaper proceeds benefitted First Light Women's Shelter, a center for homeless women and children. Throughout the weekend, visitors were given the opportunity to visit and interact with the members of the Baby Bunch, which included an ostrich, a reticulated giraffe, a Sumatran orangutan, two North American black bears, two giant river otters, two red pandas and nine dwarf Nigerian goats. Zoo patrons also enjoyed face painting, educational keeper chats and live music. Guests attending Baby Bunch Weekend were also among the first to see Bety and Sassy, the two rescued North American black bear cubs, in their temporary home in the Predator building.

Zoo guests also enjoyed viewing Fred and George, the Birmingham Zoo's red panda cubs. Fred and George were featured prominently during Baby Bunch Weekend, and in the summer and early fall of 2014 until they were selected to move to the Roosevelt Park Zoo in North Dakota as part of the Red Panda Species Survival Plan®. In October, the cubs made the big move to their new home. The Birmingham Zoo was proud to participate in the conservation of this endangered species.

The Newest Member of the Primate Family: Poppy

On May 26, 2014, the Primate Department welcomed a new member to the family, a baby De Brazza's monkey! Proud parents Brittany and Huey, both first-time parents, soon learned how to care for their new little girl. Animal Care Professionals decided on the name Poppy to reflect her Memorial Day birthday. This name honored the tradition of wearing red poppies on Memorial Day to remember those who have passed away in service to our country.



Photo by Dane Jorgensen

EXHIBIT UPDATES: TRAILS OF AFRICA AND JUNIOR LEAGUE OF BIRMINGHAM – HUGH KAUL CHILDREN’S ZOO

Trails of Africa

The Trails of Africa has been busy since its grand opening in 2011. 2014 brought new advances in the Zoo’s efforts in the conservation of elephants. The Birmingham Zoo hosted the first annual Regional Elephant Workshop, which was attended by 20 representatives from 11 different institutions. During the conference, three Zoo staff members represented the Trails of Africa and the Birmingham Zoo during elephant discussions and meetings. Pat Flora, Curator of Trails of Africa, consulted with three zoos, one of which was international, and shared the Zoo’s newfound knowledge and success. The Birmingham Zoo also hosted an anti-poaching expert from Tanzania and joined the 96elephants.org campaign that advocates against elephant poaching in Africa.

The Birmingham Zoo’s Nile hippopotamus, Tadpole, explored new places in the Pachyderm Building and is now sharing the main yard with all three of the Zoo’s southern white rhinoceroses. Animal Care Professionals began shifting Tadpole to one of the rhinoceros stalls so he could become more comfortable being in the new area. Once he exhibited relaxed behaviors, his keepers began to train him to hold



his mouth open so the veterinary staff could take an x-ray of his teeth. The procedure was first practiced with an x-ray plate placed near his mouth while simultaneously moving a cardboard box around to simulate the actual x-ray machine. Eventually, veterinary staff introduced real equipment to the Pachyderm Building and were able to successfully obtain multiple x-rays of his teeth. The x-rays presented good news! Tadpole has no dental issues.

The next step that Africa Animal Care Professional staff will take with Tadpole is to train him for blood draws from his tail. He is doing very well with new experiences and is always very eager for any interactions with Zoo staff. Tadpole is often found spending his time sunbathing in his exhibit and splashing in the pools on the main yard.

Junior League of Birmingham – Hugh Kaul Children’s Zoo

North American River Otters

If you have visited the Junior League of Birmingham – Hugh Kaul Children’s Zoo recently, you may have noticed the expansion of the North American river otter exhibit. The expansion was originally done in preparation for receiving Slim, a two year-old male otter, from Brookgreen Gardens in South Carolina. Through the SSP for North American river otters, Slim was recommended to be a breeding partner for Lenora, the Zoo’s existing female otter. Although North American river otters are not endangered, their population numbers are low in some areas. For this reason, the Zoo is



prepared in case there is a need for a breed and release program for this species. In 2014, Lenora became interested in Slim, and though there are no pups yet, the Zoo remains hopeful that the pair will become a successful breeding pair.



The North American river otters are trained on a daily basis in the Junior League of Birmingham – Hugh Kaul Children's Zoo. Two important behaviors the otters have been working on are learning how to stay still during voluntary echocardiograms (sonograms of the heart), as well as voluntary blood draws. The Zoo's animals each undergo an annual wellness exam. Over the past year, Slim and Lenora's keepers have invited a veterinarian who specializes in cardiology to the Zoo to help with echocardiogram training. The vet has not only been able to measure the size of their hearts, but she has also identified every part. These two behaviors have aided Animal Care Professional

staff in their mission to keep the Zoo's North American river otters happy and healthy.

New Faces in the Junior League of Birmingham – Hugh Kaul Children's Zoo: Aubry & Saluda

On the Alabama Wilds trail in the Junior League of Birmingham – Hugh Kaul Children's Zoo, a few new faces have appeared. Over the past year, the Zoo acquired a red-tailed hawk named Saluda and a great horned owl named Aubry.

Aubry is estimated to be about four to five years old and was acquired from the Southeastern Raptor Center at Auburn

University. Her name is inspired by the school's mascot. Before coming to the Zoo, Aubry was hit by a car, affecting her right wing and leg. She was deemed non-releasable because she is not strong enough to fly for long periods of time. Aubry was brought to the Zoo in 2013, but was not ready for her exhibit due to medical issues. She was moved on exhibit in January 2014. She is still shy around the public since she is a wild-caught bird, but is now often seen sitting quietly in her raptor box. Aubry has also been glove trained for demonstrations and keeper chats with the public.

Saluda, the red-tailed hawk, was acquired from the Riverbanks Zoo in South Carolina in April of 2014, where she was a programs animal for demonstrations. She is named after the river that runs through the middle of the Riverbanks Zoo and Botanical Gardens. She is a wild-caught bird from a rehab center in South Carolina. Thought to be another victim of a hit and run, Saluda had an injury to her left wing. The accident left her with nerve damage in that wing, so it is pinned at the elbow joint to keep her from further harming herself. Though she lacks use of that wing, Saluda moves around very well and loves being on exhibit.

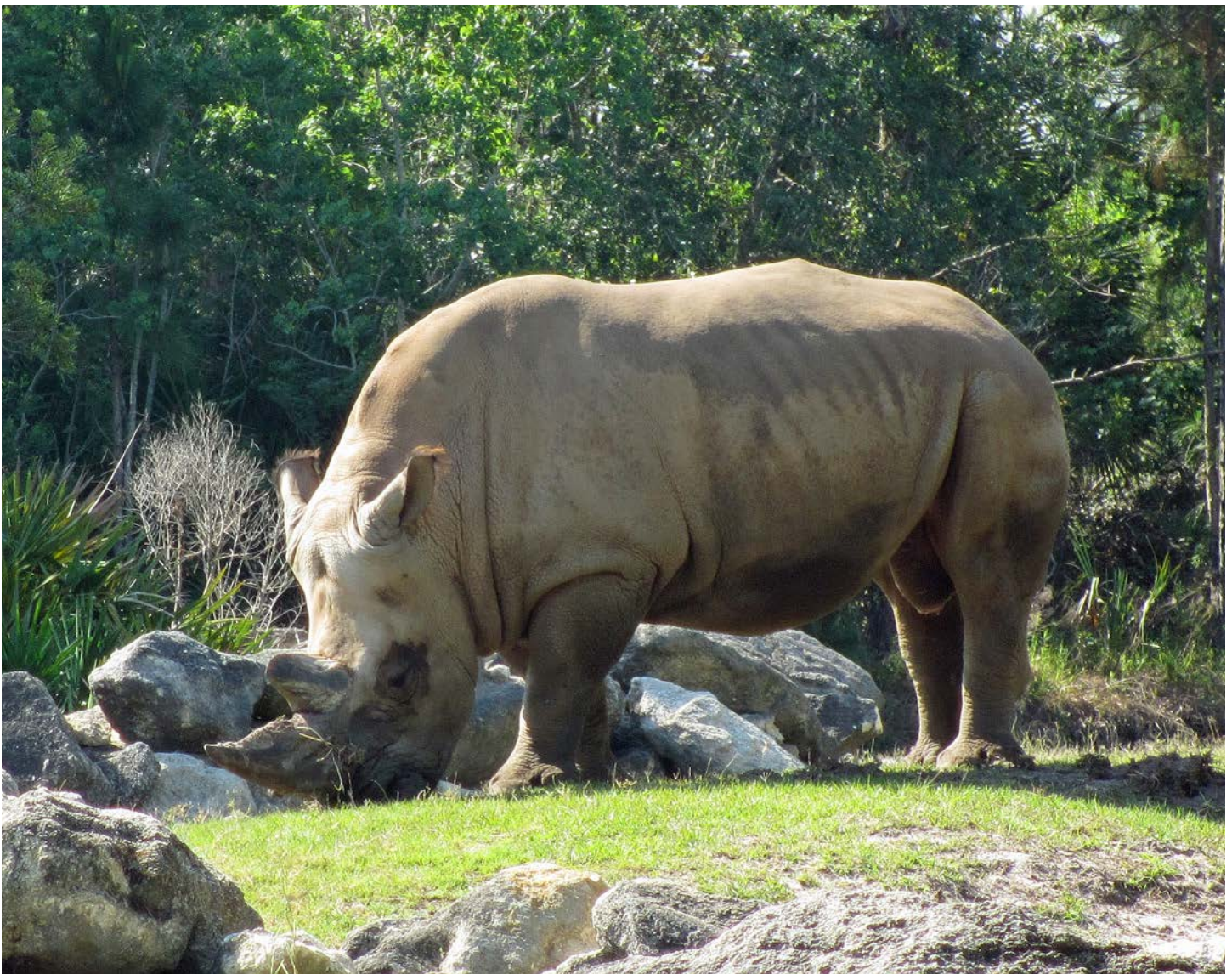


SPECIES SURVIVAL PLAN®: SOUTHERN WHITE RHINO

SPECIES SURVIVAL PLANS® (SSP) are used to manage species that are threatened or endangered by making recommendations to ensure the sustainability of a healthy and genetically diverse population of animals. The Birmingham Zoo participates in the SSP for the southern white rhinoceros, among other species. With low rhinoceros birth rates, the SSP for southern white rhinos recommends that the best strategy to increase these rates is to ensure that all of the females of breeding age are in breeding situations.

The two resident female rhinos at the Birmingham Zoo, Laptop and Ajabu, have both been recommended to breed

with Max, a male rhino who was acquired from Brevard Zoo in Florida. The females and the male are kept separately until the females are ready for breeding. Though there have been many breeding attempts by Max, no pregnancies have occurred. An estimated three rhinos are killed every day due to poaching; therefore, the Birmingham Zoo's involvement with this SSP is essential in the contribution to this species' recovery. Thanks to help from Species Survival Plans® and intensive management and protection, the southern white rhinoceros population has slowly increased and is now listed as Near Threatened on the International Union for Conservation of Nature list.



THE BARBARA INGALLS SHOOK BLACK BEAR TRAIL

THE BIRMINGHAM ZOO welcomed two North American black bears in March of 2014. Zoo staff chose the names Betula and Sassafras for the cubs, but their nicknames quickly became Bety and Sassy. The bears moved to their temporary home in the Predator Building in May, and will remain there while construction is underway on their permanent home in the Alabama Wilds. Over the summer, Bety and Sassy spent many days splashing around in their pool, playing and chasing each other and taking naps in their rock cave. The bears have learned many new behaviors since arriving at the Zoo that help

in their health care. They have learned to position their bodies in different ways to help staff make sure they are healthy.

Plans for Bety and Sassy's new home were drawn up in the second half of 2014. Tails in the Trails 2014, an event hosted by the Junior Board, contributed approximately \$35,000 of their \$100,000 pledge to the exhibit. This after-hours event featured live music and dancing, a silent auction and support from many generous sponsors.

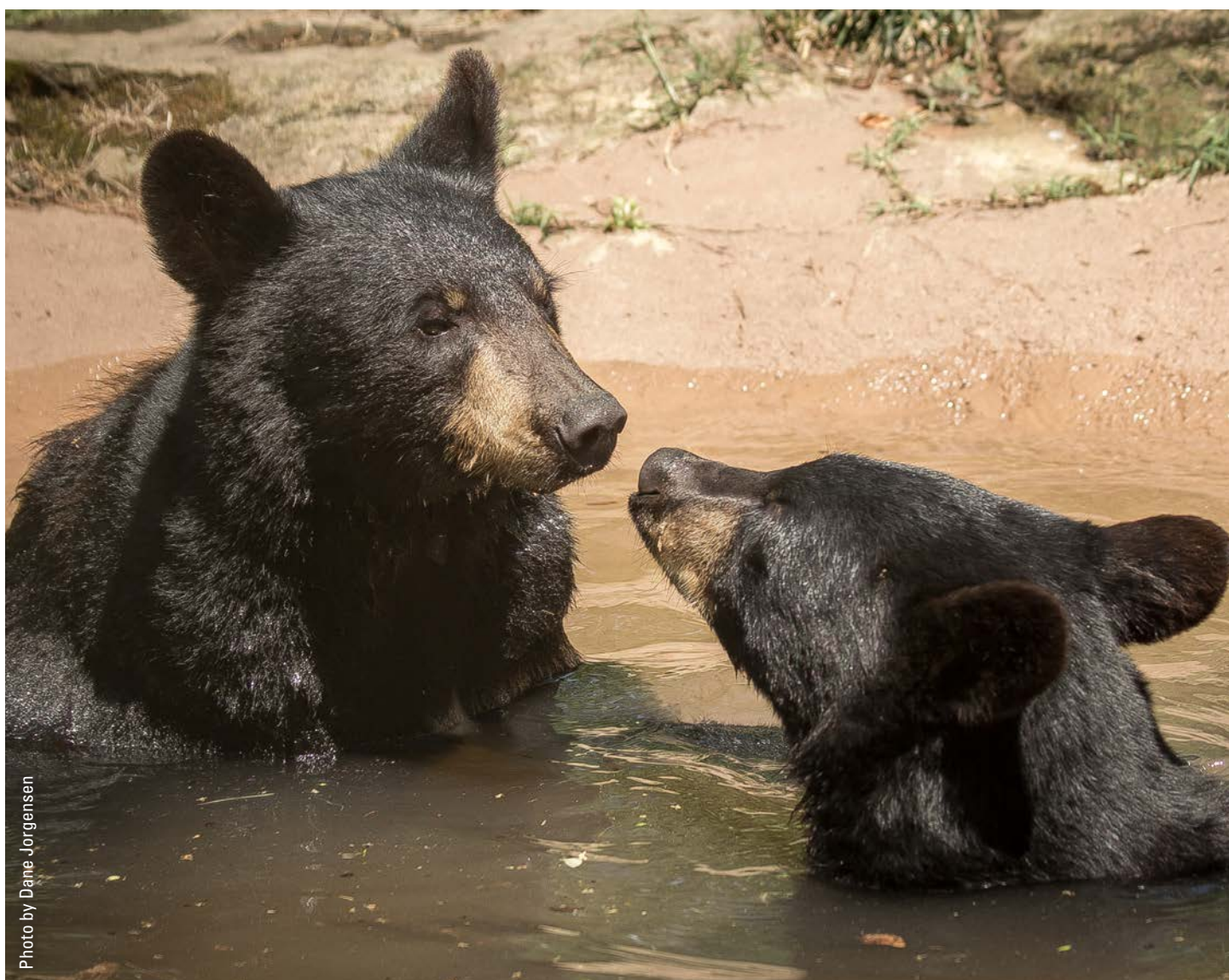


Photo by Dane Jorgensen

CAPITAL CAMPAIGN: ASIAN PASSAGE AND ARRIVAL EXPERIENCE

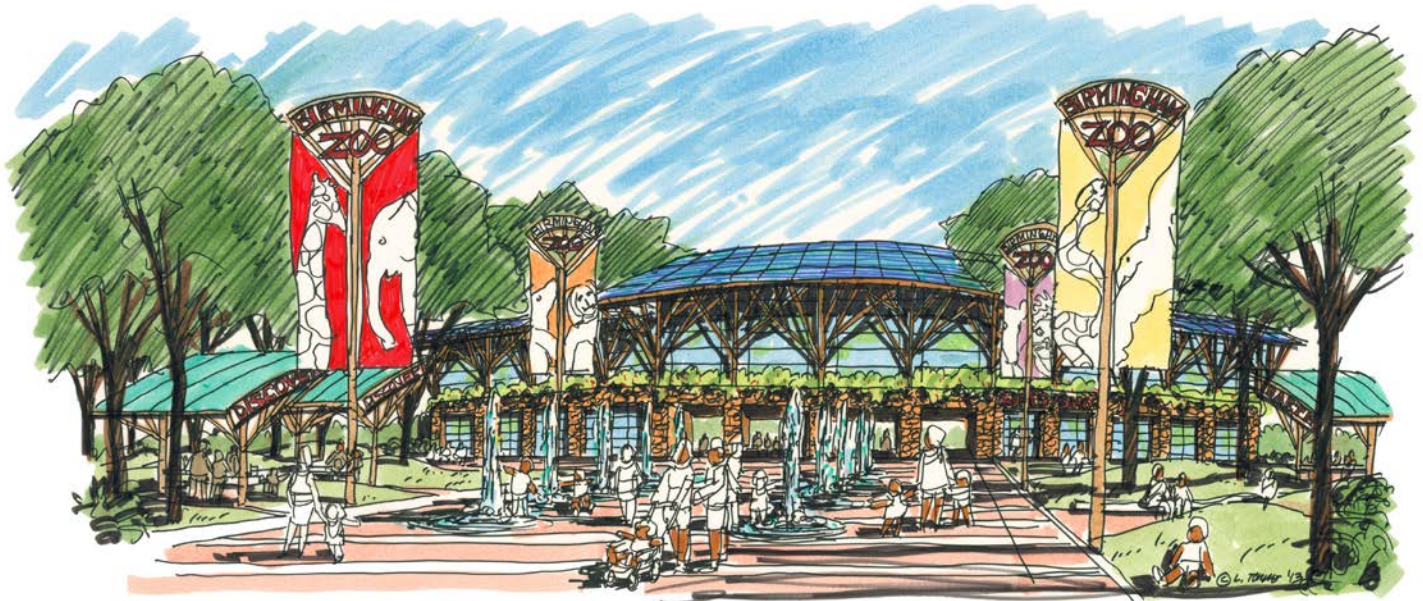
IN MAY 2014, the Birmingham Zoo Board approved a \$15 million capital campaign, paving the way for a newly renovated Front Entrance, an Asian Passage and a new plaza, among other updates. The one-time economic impact from this \$15 million investment in the new entry plaza and Asian Passage is projected to be \$31.5 million, including direct and indirect benefits from wages, salaries, purchase of goods and services that are reinvested in the local and regional communities. The total ongoing and annual economic benefit of attracting 550,000 visitors to the Birmingham Zoo and the Zoo's operational impact of its employees and goods and services within the local economy is \$37.2 million. The focus of the overall capital campaign has been identified as the transformation of the "arrival experience," a dynamic educational portal, flexible public assembly space and retail spaces.

Generous major gifts to the Zoo's Asian Passage and new Arrival Experience include \$7.5 million from the City of Birmingham, which includes municipal support from leadership and support from Mayor William Bell and several private donors. Full support and participation from the Board, the Zoo, contributors and staff have helped to raise \$11,486,024 by December 2014 toward the Zoo's \$15 million capital campaign fundraising goal.

In December 2014, the Birmingham Zoo was awarded a \$1 million grant from the Hugh Kaul Foundation for the Zoo's

capital campaign to name the plaza to be located inside the Front Entrance. Funds for the capital campaign will go toward the new Arrival Experience and Asian Passage, which will feature orangutans, tigers and other native Asian species. The plans for the new Arrival Experience include a new front entry, community park area and plazas. The Birmingham Zoo was also awarded a \$1 million grant from the Robert R. Meyer Foundation for the Zoo's capital campaign to name the new outdoor orangutan exhibit. The Zoo also received grants from the Linn-Henley Charitable Trust, Community Foundation of Greater Birmingham, Tom and Julia Crawford Foundation and Walker Area Community Foundation.

The Zoo selected Torre Design Consortium, Ltd., a New Orleans-based multi-disciplinary architecture firm with an emphasis on zoological facilities, as the architect for projects related to the new Asian Passage projected to be complete in Spring 2018. Ace Torre, President of Torre Design Consortium, Ltd., has more than 35 years of experience in master planning zoo development. Torre has been extensively involved with the management of multi-disciplinary teams on large, complex projects throughout the United States and Europe. Some of his projects include exhibits in the Audubon Zoo, Memphis Zoo, Lowry Park Zoo, Louisville Zoo, Busch Gardens and other zoos in 21 states in the U.S., one in Canada and one in China.



ANIMAL COLLECTION MANAGEMENT AND ANIMAL HEALTH CENTER

THE ANIMAL HEALTH CENTER was the focus of much activity throughout 2014. The center was able to purchase a wireless digital radiography system thanks to generous donors. This new system will allow the Zoo's veterinary staff to x-ray animals more quickly and safely. Zoo staff also published a paper in the *Journal of Zoo Biology* regarding implantable microchips for body temperature readings in lorikeets. The Animal Health Center started research projects involving contraception in tortoises and giraffes as well.

Notable Births



In addition to the birth of Griffin, the male reticulated giraffe, and Poppy, the female De Brazza's monkey, the Birmingham Zoo welcomed several more species to the family. The Reptile Department was particularly busy. Its staff successfully hatched 16 bumblebee poison dart frogs, a vibrant yellow and black species of frog native to South

America. The department's team also hatched four pancake tortoises and one monkey tail skink, which is one of the only reptile species known to care for its offspring.

2014 Animal Collection

CLASSIFICATION	NUMBER OF SPECIES	NUMBER OF INDIVIDUALS
Insects	5	144
Fish	4	29
Amphibians	8	45
Reptiles	57	123
Birds	103	383
Mammals	56	145
TOTAL	233	869

Guinea Forest Hog Blood Draw

The Alabama Barn in the Junior League of Birmingham – Hugh Kaul Children's Zoo has had great success in training several different species of animals this year, but the most notable is the work done with the Zoo's two seven year-old female Guinea forest hogs, Tammy and Patty. The hogs are popular and always draw visitors over with their snorts and grunts.



Through the collaboration of many Animal Care Professionals in the Children's Zoo Department, the Zoo has been able to showcase how intelligent these animals are to thousands of visitors. Children's Zoo staff members have been able to capture several natural behaviors, creating an opportunity for visitors to admire the breed, as well as communicating important conservation messages to visitors about Guinea forest hogs. With only 200 individual Guinea forest hogs left, the Zoo strives to create a well-rounded environment for visitors of all ages to learn about different breeds important to America's history.

In addition to showing natural behaviors, Children's Zoo staff members collaborated with Animal Health staff and Veterinarians to make their yearly physicals a low stress event. The hogs are observed several times a day by Children's Zoo Animal Health Professionals, but vets do an in-depth checkup annually. This checkup includes eye exams, oral and dental exams, vaccinations and blood draws. Through the hard work of several individuals, Tammy and Patty were able to complete all of these tasks calmly without sedation. Both Guinea forest hogs were trained to stand on a station while veterinary staff administered vaccinations and performed blood draws. Overall, administering vaccinations took approximately five seconds, a vast improvement from previous attempts. Vet staff were able to efficiently draw blood to complete their yearly complete blood count biochemistry panel to evaluate the overall health and functionality of each organ system.

EDUCATION: INSPIRING PASSION FOR THE NATURAL WORLD

2014 WAS AN EXCITING AND INNOVATIVE YEAR for the Education Department at the Birmingham Zoo. The Education Department pursued the Birmingham Zoo's mission to "Inspire Passion for the Natural World" through groundbreaking and inclusive educational programming that encouraged and promoted lifelong learning.

The 2014 programming included: school programs, preschool and homeschool classes, educational events, night time programs, summer camps and school break camps, daily educational programs and Kiwanis ZooSchool. Collectively, educational programming recorded a total attendance of 18,694 visitors.

The Zoo made a great effort to listen to the needs of participants and hosted the first ever Teachers Workshop with 220 in attendance. High quality educational and fun summer camps were also offered. Thousands of children, from pre-kindergarten through eighth grade, enjoyed up-close

animal encounters, time splashing in the Junior League of Birmingham – Hugh Kaul Children's Zoo fountains, themed crafts, train and carousel rides, guided tours of the Zoo and keeper chats, while learning about wildlife photography and film, unique animals and wildlife conservation.

In November, the Zoo hosted the First Annual Special Needs Spooktacular in collaboration with Kulture City, a local organization whose mission is to create a world where all individuals with autism and their families are accepted and treated equally. Over 500 families attended this special night, and Zoo staff provided a night of spooky fun, games and educational activities.

Throughout 2014, Zoo staff members were given the opportunity to grow in the educational field through conferences, training and professional development. Staff members attended the Association of Zoos and Aquariums Annual Conference and the American Camp Association



KIWANIS ZOOSCHOOL

Conference. The Zoo's Camp Coordinator and Education Program Coordinator became Certified Interpretive Guides through the National Association for Interpretation. In addition, the Kiwanis ZooSchool teachers held professional development sessions for each of the schools participating in the 2014-2015 Kiwanis ZooSchool year. 2014 closed with much energy, excitement and momentum going into 2015.

Kiwanis ZooSchool

Kiwanis ZooSchool is an interdisciplinary programs designed to provide seventh grade students attending Birmingham City Schools an interactive, unique educational experience that advances the Alabama College and Career Readiness Standards. The ideology of the Kiwanis ZooSchool is to provide each participating student a 'Passion for the Natural World' through hands-on learning experiences in a real world setting.

Each ZooSchool term consists of a week-long experience based on the Birmingham Zoo's Trails of Africa exhibit. The 2013-2014 school year focused on three perspectives and three guiding topics. The three perspectives based on the Trails of Africa Exhibit were African elephants, African villagers and African wildlife researchers. The three guiding topics were the continent of Africa, diseases in Africa and water issues in Africa. Participating students were assessed on their understanding of curriculum content as well as their abilities to grasp the complex concepts presented as part of their ZooSchool experience. The Birmingham Zoo continues to deliver a long-term sustainable educational and conservation initiative while partnering with local businesses, the greater Birmingham community, city schools and local government.



Participating Schools

Bush Hills K-8 School
Huffman Middle School
Inglennook K-8 School
Jones Valley Middle School
Mitchell Middle School
Phillips Academy
Smith Middle School
W.J. Christian K-8 School
Wylam K-8 School

Donors

Alabama Power Foundation
BBVA Compass
Birmingham City Schools
Cawaco RC&D
Children's of Alabama
Hill Crest Foundation, Inc.
Honda Manufacturing of Alabama
IBERIABANK
Institute of Museum & Library Services
Joseph S. Bruno Charitable Foundation
Junior League of Birmingham
Publix Super Markets Charities
Redmont Park Neighborhood Association
Vulcan Materials Company
Wells Fargo

ANIMAL OUTREACH

THE ANIMAL PROGRAMS DEPARTMENT made improvements through an internal restructuring of the department. The Programs Department became two divisions: the Zoo to You division and the Animal Encounters division. Each has separate responsibilities with its own animals and programs. This optimized personnel time and allowed staff to better focus on the goals of the department, as well as educating visitors to the Zoo and outreach to the general public. The Zoo to You division is responsible for all Zoo to You off-grounds programs, on-site Educational Programs and birthday parties. The Animal Encounters Division is responsible for hosting the Wildlife and Red Diamond Sea Lion Splash Shows as well as Predator Zone and on-grounds interpretation (Creature Carts).

Zoo to You participated in many events such as: Hoover Days, the Mayor's Spring Fling, Breakin' Bread (where the Zoo received a \$1000 donation), Vulcan's Birthday Bash, Schaeffer

Eye Center CityFest and Read and Romp. Additionally, the division performed two venomous snake programs for the Mercedes-Benz manufacturing plant and Warrior Methane Corporation. Educating approximately 6,741 people throughout the year, the Zoo to You division of the Programs Department made connections and emphasized the Zoo's mission in the Birmingham community. Animal programs were presented to more than 11,742 students on the grounds of the Zoo in conjunction with the Kiwanis ZooSchool, ZooSnoozes, Twilight Tours and other educational programs.

In addition to on-grounds programs, the Animal Programs Department visited Children's of Alabama twice a month to present animal demonstrations for young patients and their families. The Zoo's Animal Programs Manager was honored for the second year in a row by being asked to guest judge their annual Halloween costume contest.





The Zoo's Wildlife Shows were themed with the summer camp curriculum, and were titled "Who Done It?," "Amazing Animal Oddities," and the "I'm Hungry Games." As part of these programs Sarabi, the African serval, worked off-leash for the first time. This allowed her to jump freely almost seven feet onto a platform for audiences. Over 21,800 visitors attended these popular Wildlife Shows at the Zoo in 2014.

The Programs Department hosted a Certified Interpretive Guide (CIG) training course through the National Association of Interpretation and 12 members of Zoo staff and volunteers attended. There are now a total of 15 trained CIG's at the Birmingham Zoo. This special certification is a way to document the possession of skills and knowledge that allow individuals to perform effectively in the interpretive profession. The Zoo's CIG's use their skills to improve wildlife shows and enhance visitor learning experiences while at the Zoo. The Birmingham Zoo holds 50% of all CIG in Alabama.



VOLUNTEERS

THE BIRMINGHAM ZOO'S VOLUNTEERS collectively contributed 29,342 hours of their personal time in 2014. Volunteers interpreted information to visitors by handling animals, manning Creature Carts and information stations and helping with the all-new Wild Slide. They also served group lunches, aided summer and break camps and assisted with Wells Fargo Boo at the Zoo and Wells Fargo ZooLight Safari. The Zoo's volunteers' smiling faces, kindness and energy they bring makes a tremendous difference when they come to volunteer.

2014 brought a new summer teen volunteer program to the Zoo called Camp Crew. The Camp Crew Program enabled teenagers ages 14-17 years old to work with children attending ZooFari Summer Camps. Crew volunteers assisted teachers during the weekly camps, set up and cleaned up classrooms, lead tours around the Zoo and engaged children throughout the day. The Birmingham Zoo was proud to welcome more than 100 Camp Crew volunteers that helped with more than 5,500 campers!

Special thanks to the Birmingham Zoo's 2014 Volunteers:

ADULT VOLUNTEERS

Susan Alexander	Star Bullock	Barbara Gentry	Ronald Ozeki	Becki Vance
Dottie Ammon	George B. Butler, Jr.	Dawn Gentry	Steve Parillo	Katherine Walcott
Elizabeth Anderson	Candi Canterbury	Frances Gilroy	Kelsey Parrish	Jennifer Watson
Mauri Bartlett	Joel Christiansen	Sally Hirschberg	Yin Peng	Alysan Wayman
Jenine Bastas	Saskia Clayton	Carrie Kramer	Susan Prince	Lorna Wikle
Beth Benson	Tyler Compton	Denise McClay	Hannah Rish	Aaron Williams
Shelby Benson	Lindsey Coxwell	Erika McMillian	Eric Simons	Cheryl Williams
Susan Blanton	Joan Crawford	Sarah Middlebrooks	Chris Spiker	Terri Wood
Dan Borger	Teresa Dambach	Brandon Miller	Brian Stokes	
Carolyn Brockman	Stephie Deitz	Krystal Moore	Linda Taylor	
Lindsey Buckner	Ellen Deramus	Nita Oliver	Christopher Thompson	
Naomi Buklad	Emma Dortch	Megan Orsulak	Marcella Thompson	

TEEN VOLUNTEERS

Alex Abbott	Kyle Costello	Meredith Hickey	Gavin Mussleman	Isabell Smith
Gabrielle Accas	Courtney Crane	Quinton Hoffman	Dilane Mwangi	Josh Smith
Elizabeth Adams	Heather Crittenden	Lauren Holbrook	Joshua Myers	Reagan Smith
Tanner Ames	Camille Davis	Cedrick Hosea	Caroline Nowak	Samantha Strunk
Hugo Anguiano	Jessica Dean	Avery Johnson	Win Otamias	Jared Taunton
Haley Applebaum	Marina Dimperio	Billi Johnson	Reid Owens	Luke Thannickal
Abhimanyu Arora	Adrienne Dixon	Cassidy Johnson	Nikki Panzica	Samantha Thornton
Amanda Asmus	Perry Dowell	Christina Johnson	Leah Perz	Bridget Vance
Sky Bartz	Georgia Dussich	Olivia Johnson	Alden Peterson	Esther Vice
Lauren Bastille	Kristain-Zanni Eatman	Skylar Johnston	Janiah Pickett	Karlyn Warren
William Beasley	Ryleigh Esco	Josh Jones	Timberland Pickett	Kiana Watson
Hunter Bell	Jessica Esparza	Juliet Kamau	Kate Pitts	Austin Weldon
Tommy Bishop	Casey Fan	Claire Kendall	Anna Ponder	Sam Wiggins
Trevor Booth	Clare Fay	Maggie Knight	Carlee Prince	Christopher Woodall
Enrique Borjas	Kristin Ferguson	Mallie Lang	Brittany Proctor	Katie Woods
Summer Bowman	Alexandra Flanders	Joshua Lawley	Megan Proctor	Karlos Wright
Adam Brasher	Travis Freeman	Ryan Leaman	Leah Pugh	Brittany Wyatt
Caleb Brezina	Amanda Friedlander	Alesha Lewis	Kylie Purdy	Madison Zilke
Amy Brinton	Rachel Friedlander	Xinlan (Rachel) Liu	Gianna Quarello	
Tasha Brooks	Kaley Ann Fulton	Caroline Lowe	Erin Ramey	
Kevin Bryant	Lindsey Goodwin	Isabel Martin	Silvia Renault De Castro	
Brooks Burgess	Matthew Green	Savannah Martin	Ariana Ryce	
Elizabeth Byrd	Ernest Grimes	Mikayla Mawuli	Kiersten Schelhammer	
Lucas Christian	Darby Jack Gustafson	Carson McKelvin	Hanna Schneider	
Rex Christian	Jordan Harper	Andrew McKibbin	Olivia Sekyra	
Michael Chung	Taylor Harris	Milton Moore	Lexus Sharpe	
Erin Clarke	Emilie Harwell	Briana Morris	Monterrio 'Monte' Sharpe	
Preston Clegg	Lindsey Hathcock	Stefan Morris	Jordan Simms	
Heather Collier	Matthew Hembree	Kaitlyn Munger	Lauren Sizemore	
Devon Cope	Joshua Hentley	Jeff Murai	Thomas Skinner	

PASSION INTO CONSERVATION ACTION GRANTS PROGRAM (PiCA)

PiCA Grants Update:

The year 2014 marks the Zoo's second year of Passion into Conservation Action grants. Each year, a small number of grants are awarded to employees for projects that will benefit the conservation of species, the Birmingham Zoo and the employee's professional development. To date, the Birmingham Zoo has awarded 13 grants, totaling almost \$42,000 toward the conservation of species at multiple levels. In 2014, the Zoo awarded six PiCA grants ranging from an Infrasound Study of the Zoo's all male African elephant herd on Zoo grounds, to California for conservation education training at the San Diego Zoo and as far away as Africa for vulture and cheetah conservation projects in South Africa and Namibia.

Highlights

In January and February, Cindy Pinger, the Zoo's Curator of Birds, Reptiles and Children's Zoo, traveled to Dauphin Island, Alabama to determine if Great Lakes piping plovers were using Dauphin Island as part of their wintering grounds. These birds are federally protected shorebirds and breed in the Great Lakes area. Pinger and other Zoo staff have been traveling to Michigan for the last five years to work with

other biologists to bolster breeding ground populations of the species. Monitoring of Great Lakes piping plovers will continue through early 2015.

In November, Jessie Griswold, an Animal Health Center Animal Care Professional, traveled to South Africa to work with VulPro. VulPro is the only organization dedicated to vulture conservation, education, captive breeding and rehabilitation in southern Africa. Griswold helped staff with preparation of daily nutrition, medical care, rehabilitation and educational programs for school groups. While in South Africa, Griswold shared her experiences by Skyping with seventh graders participating in Kiwanis ZooSchool at the Zoo.

In December, Marcia Riedmiller, the Zoo's Mammal Curator, traveled to Namibia, Africa, where she worked with her longtime colleague, Dr. Laurie Marker, and the Cheetah Conservation Fund (CCF). Namibia is home to the largest free ranging populations of cheetahs in the world and the CCF is dedicated to the survival of cheetahs in the wild. While in Africa, Riedmiller participated in both field research and educational programs, working with farmers, schools and youth groups to spread the message of the conservation of wild cheetahs.



Photo by Lydia Cost

FAMILY ATTRACTIONS

Zoo Run 2014

Zoo Run 2014 was held on May 17, 2014. Approximately 520 runners lined up at 7:30 a.m. and ran the “Run Wild for Painted Dogs” 5K. The event also included a Turtle Trot for toddlers, Chicken Cha Cha for children ages 3-4 years, Skunk Scurry for children ages 5-6 and a Serval Sprint for ages 7-12. Post-race activities and awards were held at the Trails of Africa. Thanks to generous contributions from sponsors and racers alike, the Birmingham Zoo was able to contribute \$15,500 to the Painted Dog Conservation in Zimbabwe!



Wells Fargo Boo at the Zoo and ZooLight Safari

Wells Fargo Boo at the Zoo was a success, boasting a total attendance of 29,050 visitors! The event was held over 16 nights, none of which were rained out. Attractions included the Eerie Express, Gruesome Golf, Sasquatch Safari, Ghost Rollers, Scarousel, Wildlife Show, Monster Mash Dance Party and Booterflies and Wonderland. The Animal Programs Department even created a new Halloween-themed show entitled, “Despicable Boo 2.” A new addition to the 2014 Wells Fargo Boo at the Zoo was the “Monster Slide,” a 100 foot long, two story tall slide. The slide was a huge success, and became a permanent fixture. Guests can now enjoy the attraction, renamed the “Wild Slide,” year-round.

Wells Fargo ZooLight Safari brought even more visitors to the Zoo with a total attendance of 30,619 guests. Over the course of 18 nights, Zoo patrons enjoyed a spectacular light display while walking from exhibit to exhibit. Santa Claus made a special appearance to light the Christmas tree each night and paused to take photos with visitors. New this year, the Zoo front entrance was illuminated with a beautiful giraffe arch lighting display.



COMMUNITY INVOLVEMENT: THE GREAT BACKYARD BIRD COUNT, FARM DAY AND DREAMNIGHT

The Great Backyard Bird Count

On February 15, 2014 the Junior League of Birmingham – Hugh Kaul Children’s Zoo helped bring awareness about the National Audubon Society’s Great Backyard Bird Count (GBBC) to the visitors of the Birmingham Zoo. During the event, people were asked to write down all of the birds they saw during a 15 minute timeframe. These lists were then sent to the GBBC website, helping scientists study bird populations. Zoo visitors were taught how birds eat and attempted to pick up nuts and seeds using only tweezers, simulating birds eating. Audubon Society volunteers were treated to a bird watching tour around the Zoo. Zoo volunteers set up a suet making station and taught the visitors how to make their own.



DreamNight

In June of 2014, McKinney Capital partnered with the Birmingham Zoo to further its impact on the Birmingham community through DreamNight. This special event is sponsored annually by McKinney Capital/Landscape Workshop and is an opportunity for young patients with chronic illnesses from Children’s of Alabama and their families to experience the Zoo after hours. Visitors enjoyed carousel and train rides, and a night away from the hospital. Each child was given a plush bear to take to the teddy bear clinic, a mock hospital complete with pharmacy, triage, orthopedic station and an x-ray and MRI machine. Roddy McKinney, founder and owner of McKinney Capital, and his family greeted guests as they entered the Zoo. Volunteers from the Junior League of Birmingham assisted in welcoming and distributing the plush bears to excited children. The Birmingham Zoo is proud to host community events like DreamNight, and to continue to “Inspire Passion for the Natural World.”

Farm Day

Every April, Farm Day is held in the Junior League of Birmingham – Hugh Kaul Children’s Zoo, an event that celebrates the agricultural history of Alabama and showcases the farm animals of the Junior League of Birmingham – Hugh Kaul Children’s Zoo. Farm Day 2014 provided visitors with an educational look at farming and farm life in the deep south. Many local agricultural groups were invited to share the stage for Farm Day. The Alabama Farmers Federation and Alabama Young Farmers had booths to demonstrate farming opportunities in Jefferson County and throughout the state of Alabama.

With the new Junior League of Birmingham – Hugh Kaul Children’s Zoo Corral open, dwarf Nigerian goats performed agility shows. There was also a goat/sheep hoof trimming demonstration, where guests were allowed an up-close view of hoof maintenance and anatomy. Keepers gave chats about Guinea forest hogs, chickens and other animal demonstrations.



IBERIABANK ZOOGALA 2014

ON SATURDAY, SEPTEMBER 13, 2014, the Birmingham Zoo hosted its largest fundraising event of the year, IBERIABANK ZooGala 2014, at the signature Trails of Africa exhibit. The event was sponsored by IBERIABANK, a long-standing partner of the Birmingham Zoo. Funds raised at ZooGala helped the Zoo further its mission of “Inspiring Passion for the Natural World.” More than 400 guests enjoyed the Moroccan-themed event that showcased a Moroccan souk with belly dancers and elaborate displays of colorful tents and lanterns. Music by the 14 Karat Gold Dance Band created the perfect ambiance for the occasion. To kick off the evening, guests were greeted by Zoo animals such as a Victoria crowned pigeon, a fennec fox, an American alligator and a barn owl. ZooGala 2014 also featured a jewelry showcase from Empire Diamond Corporation.

The Gala’s silent auction was a huge success and included exciting packages, parties and getaways. Guests were able to bid on Frank Fleming bronze sculptures, the “Ultimate” Family Zoo Membership, trips to South Carolina and Saint Lucia, private Zoo events, a necklace from Empire Diamond Corporation and other amazing items.



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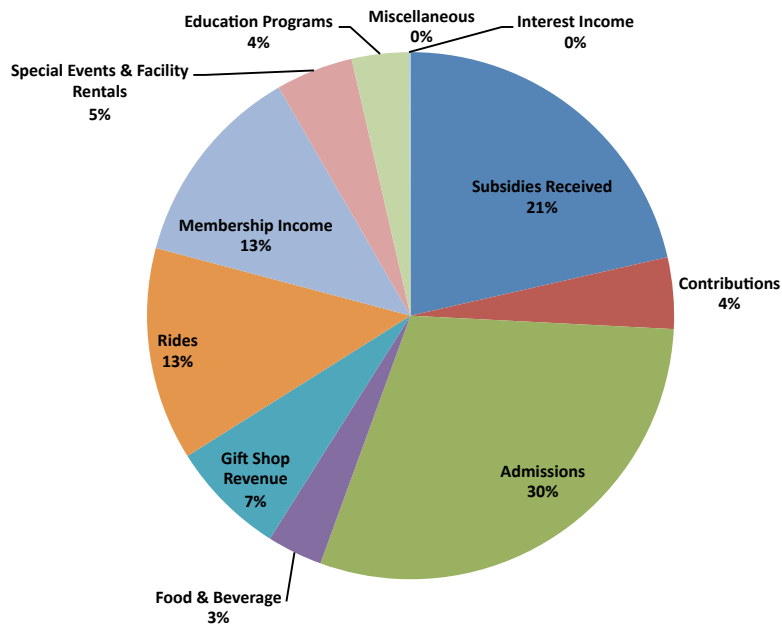
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STATEMENT OF ACTIVITIES

UNRESTRICTED NET ASSETS Support and Revenues

Subsidies Received	\$ 2,167,500	21%
Contributions	\$ 442,609	4%
Admissions	\$ 3,008,189	30%
Food & Beverage	\$ 343,852	3%
Gift Shop Revenue	\$ 718,610	7%
Rides	\$ 1,321,973	13%
Membership Income	\$ 1,266,587	13%
Special Events & Facility Rentals	\$ 479,784	5%
Education Programs	\$ 353,352	3%
Interest Income	\$ 1,013	0%
Miscellaneous	\$ 9,052	0%

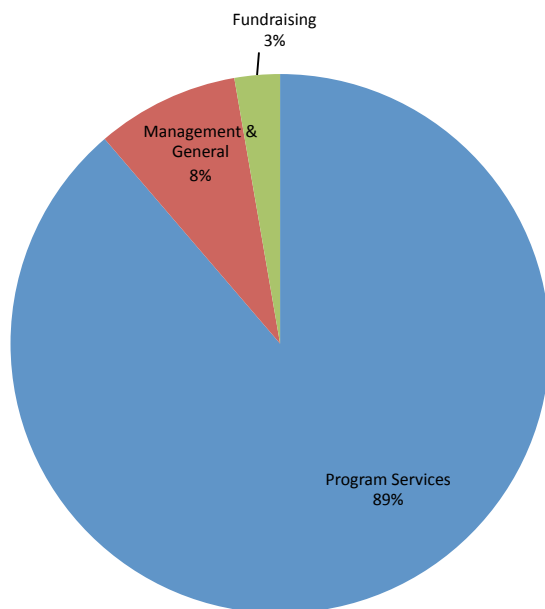
\$ 10,112,521

Assets Released from Restriction

\$ 956,153

Total Support and Revenue

\$ 11,068,674



Expenses

Program Services	\$ 10,130,674	89%
Management & General	\$ 977,308	9%
Fundraising	\$ 310,500	3%

Total Expenses

\$ 11,418,482

Decrease in Unrestricted Net Assets

\$ (349,808)

TEMPORARILY RESTRICTED NET ASSETS

Contributions	\$ 4,849,812
Assets released from restriction	\$ (956,153)
Increase in Temporarily Restricted Net Assets	\$ 3,893,659

Decrease in Net Assets

\$ 3,543,851

Net Assets at Beginning of Year

\$ 24,183,645

Net Assets at End of Year

\$ 27,727,496

The Birmingham Zoo is an independent, not for profit, 501(c)(3) organization.

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