Success is only achieved through great people and great relationships. It is people — like you — who make the Birmingham Zoo what it is today: Our supporters, donors, community, staff, volunteers, Board of Trustees, valued members, and loyal guests.

Your Birmingham Zoo has grown into a renowned cultural destination for education and engagement where people learn to value wildlife and wild places. As the only Association of Zoos & Aquariums (AZA) accredited zoo in the state, bringing visitors face-to-face with the wonders of the natural world through outreach, partnerships, programs, and initiatives are all vital to advancing our conservation mission.

We are supported by over 100,000 valued Zoo Members and 303 amazing Zoo volunteers who dedicated nearly 30,000 volunteer hours in 2018 alone. We reached 80,000 students in school groups, camps, Zoo School and homeschool. Your Zoo welcomed approximately 550,000 guests throughout the year, solidifying that our institution is a tremendous asset to Birmingham and to Alabama.

Under the guidance of our now retired President & CEO Dr. William Foster, D.V.M, your Zoo became a national leader in the care and conservation of approximately 700 animals of 230 species and endangered species from 6 continents that call our 122-acre Zoo home. I want to especially thank Dr. Foster for his fourteen years of service to the Birmingham Zoo.

Leading the Birmingham Zoo at this transformational phase of its history is an honor. My commitment is to enhance our mission and increase our Zoo’s visibility through conservation research, dynamic educational programming, financial viability, and exceptional guest experience. We have made, and will continue to make, great strides as our next chapter promises to be even more exciting!

In this year’s report, we are sharing our stories and highlighting only a few of your Zoo’s many accomplishments. We advanced our mission with each new program, new partnership, and with every new supporter.

I want to thank you for your support, whether through a donation, partnership, Zoo membership, or a visit. You keep us moving forward. Thank you for embracing the Birmingham Zoo as your Zoo. Our story and our unfolding legacy would not be possible without you. I look forward to our growth and development ahead as we work together to continue Inspiring Passion to Conserve the Natural World.

Chris Pfeifferhorn
President & CEO

---

**THE NUMBERS**

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<th>550,000</th>
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<tr>
<td>visitors at the Zoo</td>
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<td><strong>43</strong> animal ambassadors</td>
<td><strong>700</strong> ANIMALS</td>
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<tr>
<td><strong>113,000</strong> zoo members</td>
<td><strong>303</strong> VOLUNTEERS</td>
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<td><strong>58</strong> pounds honey produced by zoo’s honeybees</td>
<td><strong>29,288</strong> volunteer hours</td>
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<tr>
<td><strong>20</strong> new animal arrivals</td>
<td><strong>39,000</strong> people reached by Animal Ambassadors</td>
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<tr>
<td><strong>$132,000</strong> in money, time &amp; field research for conservation</td>
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</tr>
<tr>
<td><strong>2ND STRAIGHT YEAR</strong> - 6 STRAIGHT YEARS</td>
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</tr>
</tbody>
</table>

**THANK YOU**

for making 2018 a remarkable and memorable year!

Front cover: lioness Akili greeting lion Kwanza by Scott Kayser. Back cover: Khan the jaguar. Below: Attila the golden eagle, Jade the green tree boa, and Khan the jaguar.
A FEW GOOD MEN
Being part of a bachelor herd forms a critical element in male elephant development. But managing a group of bulls takes expertise, which the Zoo possesses. As a result, it holds a unique national status as one of only a handful of AZA-accredited zoos to maintain an all-male herd of African elephants. This rare grouping offers the bulls a more natural bonding life environment. This year, Ajaní, at 18 years old, moved to Sedgwick County Zoo in Wichita, Kansas, to live with breeding females as part of the Species Survival Plan® (SSP), a cooperative breeding and conservation initiative overseen by the Association of Zoos and Aquariums (AZA).

IN THE PINK
For the first time in years, the flamingos not only built their distinctive, foot-high nests but laid eggs — three to be exact. These elegant birds will soon gain even more comfortable surroundings, thanks to a successful Tails in the Trails fundraiser, hosted by the Junior Board. Their reworked habitat will better resemble their native lagoons with an expanded beach for more breeding space with the specific soil composition, water quality, and greenery they need, as well as an indoor shelter for inclement weather.

PRODUCING HEIRS
The white rhino is a near-threatened species, which makes the Zoo’s white rhino, Max, valuable to the SSP. When Max did not successfully reproduce with the Zoo’s females on his own, human assistance became necessary. Using ultrasound, the staff is determining the best time to artificially inseminate Laptop and Ajabu. Max’s semen was also shared with other SSP-member zoos.

FIRST EVER
The Zoo welcomed its very first marigold lorikeet and Forsten’s lorikeet chicks this year. The marigold chick found haven with a pair of rainbow lorikeet parents, and all reside at the Schaeffer Eye Center Lorikeet Aviary, home to about 45 of these curious, colorful birds. These births are important even beyond the Zoo, considering 12 of the 58 species of lorikeets are threatened or endangered.

TRIBUTE TO KUMAR
The Zoo’s beloved 18-year-old Malayan tiger — often seen playing in his pool or sleeping on his platform — passed away last March. Kumar had battled numerous health issues over the past two years including cancer and kidney failure. He lived to be one of the oldest Malayan tigers in the U.S. partly because the Zoo had trained him in behaviors that allowed him to participate in his own care without anesthesia. His life was a tremendous asset to tigers in the wild, serving as an ambassador for his species.
HIGHLIGHTS

THE PHYLLARIS FUND
The Zoo received its first gift toward the endowment of its conservation efforts from Phyllis and Larry Wojciechowski. Named the Phyllaris Fund, this initial $250,000 investment will grow over time to support even more actions by the Zoo’s Passion into Conservation Action (PiCA) program. PiCA awards grants to Zoo staff to support their passion to participate in and guide conservation projects and worldwide research.

PHASE II NEARS COMPLETION
Construction continued for Phase II of the Zoo’s capital building project, which includes the Front Entrance Complex with several ticketing stations, and the Hugh Kaul Plaza, with water features, open space, an expanded gift shop, access to the Altec/Syslinger Learning Center, and a Donor Wall. Phase II will be completed in the summer of 2019. Phase III planning is underway for the Asian Passage habitat to house species such as the Sumatran orangutan, red panda, Komodo dragon, and Malayan tiger.

RECORD-BREAKING EVENT
ZooGala 2018, themed “Indaba in Africa,” became the highest grossing fundraiser in Zoo history. Sponsored by IBERIABANK, the event raised more than $450,000 for educational programming and animal care. Funds raised during the VIP Pre-Party went toward the purchase of an Ecodrum, an environmentally sensitive composting system. Janice and Roddy McKinney served as Honorary Chairs. Working chairs were Amanda Davis, Leigh Davis, and Sumner Rives. Britt Redden served as ZooGala Advisor and Candice McKinney served as Chair of the VIP Pre-Party.

NEW VIEW OF THE ZOO
This year, the Zoo introduced the Behind-the-Scenes Encounter program, highlighting a variety of animals, such as bears. These experiences allow guests to be up close to animals and offer an intimate opportunity to educate small groups about the complexity of care and expansive efforts needed to conserve these species.

NATIONAL RECOGNITION
The Zoo received the prestigious Angela Peterson Excellence in Diversity Award from the Association of Zoos and Aquariums (AZA) during the 2018 AZA Conference in Seattle, Washington, for its role in furthering its Sensory Inclusive Initiative across the United States and the world.

In 2015, the Zoo partnered with Birmingham-based nonprofit KultureCity to become the first AZA-accredited sensory...
inclusive venue. Since then, the Zoo has been instrumental in spreading the sensory inclusive initiative to more than 200 zoos, aquariums, sports arenas, and other venues across the country including, most recently, a cricket stadium in Australia.

A FOND FAREWELL
William Foster, DVM, retired after serving as the Zoo’s executive leader since 2004. Under Dr. Foster’s guidance, the Zoo achieved record attendance; was named Alabama’s No. 1 tourist attraction by the Alabama Bureau of Tourism and Travel; and completed several major additions and renovations, including the Alabama Wilds, Trails of Africa, Kiwanis Giraffe Encounter, the Barbara Ingalls Shook Black Bear Trail, and Henley Park.

EVOLUTIONARY PROGRESS
For the first time in Alabama, public school students are required to understand the theory of evolution. The Zoo hosted 27 middle and high school teachers and Zoo staff in a first-of-its-kind workshop in Alabama led by the Teacher Institute for Evolutionary Science (TIES). The group, led by founder Bertha Vasquez, provides middle and high school educators with the tools to teach this subject and answer critics, based on new Next Generation Science Standards.

DEVOTION
Community volunteer members ensure the Zoo’s vital role to Birmingham and beyond. In 2018, 303 volunteers logged more than 29,000 hours to help the Zoo fulfill its mission. Forty-six new members were among the 184 active adult volunteers, completing a total of 6,572 hours. Summer teen volunteers numbered 119 and provided 10,565 hours. Adult volunteer Susan Alexander ranked as the Zoo’s No. 1 adult volunteer, putting in 300 hours last year, while teen volunteer Sophie Cornelius logged in 170 hours. An additional 1,551 volunteers stepped up to help with major events, clocking in an additional 8,364 hours.
CONSERVATION

BLACK BEARS
Zoo staff expanded their work on North American black bear research in Alabama with Auburn University researcher Chris Seales locating den sites, replacing GPS collars, identifying bears, and conducting health checks.

RIVER OTTER
Maisy, a 1½-year-old North American river otter from Alexandria Zoo in Louisiana, joined male Slim and female Lenora in the Children’s Zoo. Plans are to introduce her to Slim during breeding season in late 2019.

BIRD COLLISION RESEARCH
Jessie Griswold in the Animal Health Center is assessing avian mortality from window strikes in Birmingham and generating valuable data on migratory and year-round bird populations through urban developments.

MONARCH BUTTERFLIES
Cindy Pinger, Curator of Birds and Reptiles, is creating a waystation at the Zoo where monarchs can feed, breed, and raise young. It will serve as a model for local gardeners, support the establishment of a honeybee colony, and serve as an outdoor classroom.

BATS
Carolyn Taylor, an Animal Care Professional, is creating bat roosting habitats on Zoo grounds to help boost their waning numbers in Alabama and across the nation.

EASTERN INDIGO SNAKE
Natalie Warnacutt in the reptile department is studying the feasibility of breeding the eastern indigo snake at the Zoo for release into the wild, because this species is federally threatened and, likely, has been eradicated in this state.

RHINOS, GORILLAS & ELEPHANTS
The Zoo gave more than $98,904 in direct cash contributions to our partner conservation organizations to protect rhinos, gorillas, and elephants in Africa.

CHIAS
Born this year was a Victoria-crowned pigeon squab (New Guinea), two Jambu fruit dove squabs (Thailand, Malaysia), and one emerald starling chick (west Africa). The Zoo is currently waiting to hear from the SSP where each of the youngsters will be sent to further their species’ recovery.

BUSTARDS
A pair of kori bustards native to eastern and southern Africa, were sent to the Montgomery Zoo, and as a result, the SSP gained a new residence for these birds.

THE CHIPANGALI LARGE CARNIVORE PROJECT
The Zoo maintains a strong relationship with the nonprofit Chipangali Wildlife Orphanage in Bulawayo, Zimbabwe. The orphanage rescues and cares for orphaned, injured, abandoned, abused, or confiscated Southern African wild animals. Zoo President and CEO Chris Pfefferkorn serves on the board of directors. Zoo staff works on the Chipangali Large Carnivore project, conducting biodiversity studies on leopards and brown hyena populations near Matopos National Park.

SCREAMER EGGS
The Zoo conducted sexing of screamer eggs via DNA in search of females to offset the heavily male-skewed population in the U.S. and Canada, and sent a screamer offspring to Metro Richmond Zoo in Virginia for breeding.

FISHING CAT
Alicia Corle Hess of the predator department traveled to the Small Mammals Conservation and Research Foundation in Nepal to conduct field research under leading fishing cat researcher Sagar Dahl. Fishing cats will be featured in the Zoo’s soon-to-open Asian Passage.

CASSOWARY
Emil, the double-wattled cassowary native to Australia, received a breeding recommendation for the first time in a decade. The search is on for a suitable female.

KEY
- Species Survival Plan (SSP) program
- Passion into Conservation Action (PiCA) program
EDUCATION

SPIRE ZOOSCHOOL
Spire ZooSchool, the only weeklong STEM-based program in the U.S. among Association of Zoos and Aquariums’ institutions, entered its eighth year serving seventh-grade students in Birmingham City Schools. This free, innovative learning experience encourages critical thinking and hands-on activities, as well as real-world application outside of the classroom. This year, the curriculum expanded to include more integrated STEM (science, technology, engineering, and math) activities that also incorporate 21st century skills such as creativity, collaboration, and communication. ZooSchool is supported by a $50,000 grant from Spire and the U.S. Environmental Protection Agency.

CHIPANGALI’S EPIC KIDS PROGRAM
Zoo staff also participate in Chipangali’s EPIC (Environmental Programs Involving Children) Kids Program, an outreach of schools in Western Zimbabwe to educate children about wildlife conservation. The students have hands-on interaction with native wildlife such as tortoises, pythons, chameleons, and hedgehogs. ZooSchool students participate in a weekly video conference with the staff at Chipangali, to learn about wildlife conservation there.

STEM DAY AT THE ZOO
The Zoo hosted a STEM Day at the Zoo in May for teachers to engage third through 12th graders in activities guided by the academic disciplines of science, technology, engineering, and mathematics (STEM). Stations were set up throughout the Zoo focusing on one of the four disciplines. Hands-on, minds-on activities featured testing the pH level of simulated coyote urine to look for any illnesses and using metric conversions to determine how much a lion should eat.

POARCH CREEK INDIAN OUTREACH
Four staff members of the education department traveled to the Poarch Creek Indian Reservation near Atmore, Alabama, for a three-day conservation-based and nature-based program for students enrolled in the local Boys and Girls Club summer camp. The outreach builds off a partnership forged with the Poarch Creek Indians in 2017 when students in the tribe came for an overnight Zoo adventure. The outreach expanded when conversations occurred between the Alabama children and the African children affiliated with Chipangali Wildlife Orphanage.

ANIMAL AMBASSADORS
This year, the Zoo reached 39,000 people through up-close and personal encounters with Animal Ambassadors, like Bilbo, a Eurasian eagle owl, who enthralled hospitalized patients during visits to Children’s of Alabama, and Vasa, the parrot, who witnessed vows spoken during nuptials at the Zoo. The 43 Ambassador Animals range from reptiles, small mammals, birds, and amphibians to invertebrates.

REACHING STUDENTS
The Zoo Inspires Passion To Conserve The Natural World through engaging educational experiences, such as Nature Play with campers at Zoo Camp, sharing about the Zoo’s conservation efforts around the world at the Chipangali Research Station, or teaching high schoolers about genetics and the modern zoo in a Zoo Lab Program.

The Zoo teaches conservation through hands-on, awe-inspiring experiences.
TRAINING

GIRAFFE
Drawing blood from the neck of a 15-foot-tall giraffe can present challenges. With training, Willow now stands comfortably at her favorite spot, the feeding platform, during the process.

BOBCAT
This year, multiple animals were trained to move to specific areas of their habitat to alleviate stress for the animals and the caretakers. For instance, Bob, the bobcat, now goes to his hut or the top of a waterfall on command.

SEA LIONS
Farley and Gio learned 18 new behaviors this year. Their training is as much playtime and stimulation as it is creating movements and stances that allow health assessment.

RHINOS
White rhinos Laptop and Ajabu have been trained to accept transrectal ultrasounds. The ultrasound locates the rhinos’ ovaries to monitor ovulation, directs artificial insemination attempts, and views a calf during pregnancy.

FISHING CAT
When Tegas, a male fishing cat, showed signs of an uncomfortable wrist, his keepers trained him to present it for radiographs and to remain still while vet staff obtain an image.

LION
Kwanza, a 15-year-old African lion, was trained to turn in a circle to assess movement and balance, and to place his front feet on his habitat’s screening for stomach and paw examinations.

RED PANDA
Parker, a red panda, now places his paw in a keeper’s hand, and high-fives with his paw, which allows for handling and inspection of the paw and movement of the limbs.
EVENTS

ZOORUN 2018
More than 380 people participated in ZooRun, organized by the Alabama Association of Zoo Keepers. The event raised $11,040 for Global Conservation Corps (GCC). Every registration paid for one child’s experience in Future Rangers, a program of GCC and Timbavati Game Reserve in South Africa, inspiring children from rural areas to consider ranger careers.

DREAM NIGHT AT THE ZOO
A free event exclusively for Children’s of Alabama patients and their families, Dream Night is filled with encounters with the Zoo’s Animal Ambassadors and talks with Zoo staff. It was sponsored by McKinney Capital/Landscape Workshops.

TAILS IN THE TRAILS
The Zoo’s Junior Board raised $87,760 during the eighth Tails in the Trails party, which will help update the flamingo habitat. The event was presented by BB&T Wealth; Concepts & Associates, Inc.; Griffon, Seibels & Williams, Inc.; and Progress Bank.

ZOO, BREWS & FULL MOON BAR-B-QUE
This fourth annual gathering was held Father’s Day weekend with live music, food by sponsor Full Moon Bar-B-Que, and craft beer samples from 23 breweries. Everyone was able to ride the Red Diamond Express Train and experience greetings from the Zoo’s animals. Thanks to featured partner Bashinsky Foundation.

BOO AT THE ZOO
Games, trick-or-treating, Ghoul School, and Monster Mash dancing drew the community in for the annual Boo at the Zoo. Most came dressed up for the Halloween-themed event and learned about the amazing abilities of bats. The event was made possible by presenting sponsor Wells Fargo and feature sponsors Publix Super Markets Charities, Birmingham Luxury Motors, and Spire.

REWRITE AT THE ZOO: 80S FEST
Original MTV VI Alan Hunter attended Rewind at the Zoo: 80s Fest with dancing, the movie Ghostbusters, retro video games, and 80s cars. Presenting sponsors included Heninger, Garrison, Davis, LLC, and Southpoint Bank, and featured sponsors Cory Watson PC; Salim-Beasley, LLC; Turpin & Associates, PC; and McCallum Hoaglund & Irby.

ZOOLIGHT SAFARI
One million lights sparkled during ZooLight Safari, presented by Wells Fargo. Featured sponsors included Shipt, Spire, and Magic 96. Each night, guests reveled in the Singing Santa and the new S’mores & More station, as well as annual favorites like the Jingle Bell Carousel, Yuletide Slide, Santa’s Roller Racers, and reindeer games.
## FINANCIALS

### Statement of Activities

#### Support and Revenues

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<th>Revenue Category</th>
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<td>Membership Dues</td>
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<td>Rides and Attractions</td>
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<td>Concessions Commission</td>
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<td>Rental Income</td>
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<td>Other Income</td>
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**Total Support and Revenue:** $17,129,290

#### Expenses

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<td>Management &amp; General</td>
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<td>Fundraising</td>
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**Total Expenses:** $12,958,139

#### Changes in Net Assets Without Donor Restrictions

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#### Changes in Net Assets With Donor Restrictions

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<td>Net Assets at End of Year</td>
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### ZOOGALA Presenting Sponsor
- IBERIABANK

### Elephant Level
- Alabama Power Company
- Altac, Inc.
- BlueCross BlueShield of Alabama
- McKinney Capital/Landscape Workshop

### Orangutan Level
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- B&H Investment Advisors
- BHT Charitable Foundation, Inc.
- Black Warrior Methane Corp.
- Bright Future Electric
- Brookline Capital Partners, LLC
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### Tails of the Trails Presenting Partners
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- McGiff Seibels & Williams, Inc.
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Mr. and Mrs. Scott Touger
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Full Moon Bar-B-Que - Wild Side
Full Moon Bar-B-Que

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Founding board member GILES PERKINS passed away December 2, 2018. He was a key figure in establishing the Birmingham Zoo as a public-private nonprofit formed to assume the management of the Zoo. Since 1999, Giles played an integral, steadfast role in the success of the Zoo as a world-class organization and top tourist attraction in Alabama.

Photo Courtesy of Cord McPhail for Adams & Reese

In Memoriam
INSPIRING PASSION TO CONSERVE THE NATURAL WORLD