Our mission is to inspire respect for and stewardship of the natural world, while providing a quality visitor experience.

Gladys, our white-handed gibbon. Photo: James Travis
A Message From the CEO and Board Chairs

Dear Friends,

It was a big year for Oakland Zoo; we welcomed a record 711,451 visitors, which includes more than 26,215 member households, introduced 300 new mammals, birds, reptiles, and amphibians to our collection, served over 60,000 students through our impactful education programs, and supported more than 25 vital conservation programs across the globe. By living our mission – to inspire respect for and stewardship of the natural world, while providing a quality visitor experience – Oakland Zoo and the East Bay Zoological Society strives to advance the standards for excellent animal care, conservation and education programs.

Our ability to provide exceptional animal care was bolstered by the opening of our Steve and Jackie Kane California Condor Recovery Center, the first and only condor treatment and rehabilitation center in Northern California. We are extremely humbled that we were able to treat and release a total of eight condors this year thanks in large part to you, our generous donors.

On the conservation front, Oakland Zoo is proud to have joined more than a hundred accredited zoos and aquariums and the New York-based Wildlife Conservation Society this year in the 96 Elephants Campaign. This groundbreaking worldwide movement is dedicated to securing a moratorium on the sale of ivory, and to educating the public about the link between ivory consumption and the elephant poaching crisis.

Also this year, we renewed our Association of Zoos & Aquariums (AZA) accreditation, a prestigious certification that requires a thorough review including a detailed application and a multiple day on-site inspection by a team of experts from around the country. Imagine our thrill when AZA President and CEO, Jim Maddy, expressed, “As a proven leader in the care and conservation of wildlife and education outreach, Oakland Zoo is ranked among the best zoos and aquariums in the world.”

Our achievements in fiscal year 2014 were possible because so many have supported our unwavering commitment to excellence in all aspects of animal care, conservation, and education — enabling us to become an international leader in these fields.

This past year has been remarkable, and we simply could not have done it without you. With your continued support, we assure you that our forthcoming achievements will make you exceedingly proud.

Sincerely,

Joel J. Parrott, DVM
President and CEO, Oakland Zoo

Bill Marchant
Board of Trustees
Co-Chair

Meredith Walsh
Board of Trustees
Co-Chair

Take the pledge!

Oakland Zoo has joined more than 100 other accredited zoos in the 96 Elephants campaign, a global movement to end the sale of ivory and stop the elephant poaching crisis.

Take the pledge!

Visit www.96elephants.org

Cover photo 2014, Leslie Cohelan
www.lesliecohelan.com
ANIMAL CARE

Celebrating New Arrivals

QUALITY ANIMAL CARE IS AT THE HEART OF WHAT OAKLAND ZOO DOES EACH DAY. The hard work and commitment of our dedicated zoo keepers and veterinary staff is the reason our collection of mammals, birds, reptiles, amphibians, and invertebrates continues to grow and thrive year after year, and 2014 was no exception.

Our first arrival was baby Mimi, a hamadryas baboon, who zoo keepers were thrilled to find nursing her mother, Maya, on the morning of May 21, 2014. Amazingly, Mimi is the third baboon born to our newest troop, consisting of male, Martijn, and his harem, Maya, Maud, and Krista, in just over a year. Mimi, Swahili for “I am”, has settled right into her new home and can be seen these days romping around with older sisters Mocha and Kodee who clearly adore their tiny sibling.

Because Oakland Zoo is one of just eleven zoos in the United States to have critically endangered blue-eyed lemurs, keepers were hopeful when Dern, a 17-year old female lemur from the Cameron Park Zoo in Texas, relocated here as a possible mate to resident lemur, Anthony. They could not have asked for a better outcome as the two became inseparable within minutes of being introduced. Our fingers are crossed that a baby will be on the way soon.

Wyatt, a four-year old North American river otter also joined us this year from the Abilene Zoo in Texas on a breeding recommendation from the Association of Zoos and Aquariums. Wyatt has proven to be intelligent and playful, and is adapting well to his new environment including getting to know our females, Ginger and Rose.

Our amphibian population increased with the arrival of 22 tadpoles and 26 adult mountain yellow-legged frogs, a species native to the Sierra Nevada that is rapidly disappearing due to a fungal infection epidemic. Oakland Zoo is partnering in critical efforts to save the species through cutting-edge treatment and a head-starting program.

Mimi, our new baby hamadryas baboon, was born to mother, Maya, and father, Martijn, on May 21, 2014. Mimi, meaning “I am” in Swahili, is the third baby born to the troop in just over a year.
NEW ARRIVALS

BIRTHS

Birds
1  Speckled pigeon

Invertebrates
100  African millipedes

Mammals
1  Hamadryas baboon
2  Meerkats
1  Wallaroo

Reptiles/Amphibians
16  Blue spiny lizards
11  Common chuckwallas
6  Spotted turtles
100  Amazon milky tree frogs
75  Green mantella frogs

ACQUISITIONS

Mammals
1  Blue-eyed lemur
1  River otter
1  Goat
2  Ferrets

Reptiles/Amphibians
3  Amazon tree boas
2  Chuckwallas
5  Henkel's leaf-tailed geckos
4  Colorado River toads
27  Mountain yellow-legged frogs
22  Mountain yellow-legged frog tadpoles
19  Puerto Rican crested toads

Dern, a female blue-eyed lemur came to Oakland Zoo from the Cameron Park Zoo in Texas as a possible mate for Anthony, our current blue-eyed lemur resident. Blue-eyed lemurs are one of the twenty-five most endangered primates in the world, with less than 1,000 estimated to be left in the wild.

Wyatt, a North American river otter, joined Oakland Zoo from the Abilene Zoo in Texas in the hopes of mating with females Ginger and Rose.

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Commitment to Taking Action for Wildlife

Preserving the planet’s rich and diverse wildlife is vital for our long-term survival. At Oakland Zoo we are committed to contributing to the global efforts to protect endangered species and their habitats through conservation, research, education, and public outreach. Oakland Zoo actively participates in over 25 conservation projects that range from on-site efforts such as captive breeding and rehabilitation of local species to supporting critical field work all over the world.

On-Site
It was a big year for our on-site initiatives, which included the arrival of our very first patient, condor #444, to Oakland Zoo’s new Steve and Jackie Kane California Condor Recovery Center. As scavengers, condors are susceptible to deadly lead poisoning when they ingest lead bullet fragments in game carcasses left by hunters. If found ill, birds have historically been driven to the Los Angeles Zoo for treatment, a taxing six-hour trip from the two primary Northern California condor breeding grounds in Pinnacles National Park and Big Sur. With the opening of our new Center, condors can now travel just two hours to be treated by our highly trained veterinarians. Condor #444 was the first of eight condors suffering from lead poisoning to receive lifesaving care before being released back into the wild.

In the Field
Thanks in large part to our visitors and donors, programs like Oakland Zoo’s Quarters for Conservation and our Conservation Speaker Series enabled us to distribute over $172,000 to support vital in-the-field conservation projects in 12 different countries. Zoo staff and volunteers also support these global conservation efforts by providing their incredible expertise and knowledgebase on-the-ground. This year, our Conservation Director, Amy Gotliffe, led a group trip to Borneo to assist the highly regarded Bornean Sun Bear Conservation Centre with the completion of their visitor center and the preparation for their grand opening.
This year, Oakland Zoo joined more than one hundred accredited North American zoos in the 96 Elephants campaign, a global movement to ban the sale of ivory and stop the elephant poaching crisis.

With long-standing support from Oakland Zoo, the Kibale Fuel Wood Project in Uganda combats the deforestation of important chimpanzee habitat by empowering local community members to meet their energy needs in sustainable ways with fuel-efficient stoves and alternative fuel sources.

Proceeds from our Quarters for Conservation program enable the Uganda Carnivore Program to protect and conserve lion, spotted hyena, and leopard populations in Queen Elizabeth National Park.

Oakland Zoo’s Conservation Director, Amy Gotliffe (left), assists the Bornean Sun Bear Conservation Centre (BSBCC) in Sabah, Borneo prepare for the grand opening of their visitor’s center. The BSBCC rehabilitates orphaned and captive sun bears with the goal of releasing them back into the wild.
Inspiring Respect for and Stewardship of the Natural World

IN TODAY’S WORLD, WE ARE ALL INCREASINGLY REMOVED FROM NATURE, having fewer and fewer daily encounters with wildlife and the outdoors. This is especially true for our children. At Oakland Zoo, we are keenly aware that one day our younger generations will be responsible for conserving the remaining wild places, plants, and animals in the world, and we are committed to preparing them for that immense challenge.

Our Education Department offers over 35 different programs that are rooted in providing exciting, hands-on experiences in environmental and conservation science, technology, engineering, and math (STEM). Our goal is to prepare students to be responsible stewards of the earth, making sound decisions in the future that consider the interconnectedness and interdependence of all living things. This year, we proudly served over 60,000 young people and their families who participated in ZooSchool, ZooMobiles, Wildlife Assembly, ZooKids, outdoor overnights, wildlife festivals, and ZooCamp.

We were thrilled to introduce Teen Condor Camp this year, an exciting two-part program aimed at youth ages 13-18. Teens are able to observe condors in our on-site Steve and Jackie Kane California Condor Recovery Program, use field biology technology to record and analyze data, and then collaborate on solutions to actual conservation problems. They then have the amazing opportunity to spend several days working in the field with biologists from Ventana Wildlife Society using industry standard techniques to track wild condors, participate in supplemental feeding programs, and assist in actual work projects.

Ensuring that all students, regardless of socio-economic status, have access to our quality education programs is of utmost importance to Oakland Zoo. Our Zoo-to-Community program was established in 2006 to enable the Zoo to provide our classes and programs free-of-charge to students attending Title I schools and other institutions serving under-resourced Bay Area neighborhoods. This year, we proudly served over 10,000 youth and their families through this initiative, made possible by the generous support of our valued individual donors, foundations and corporate sponsors.

Oakland Zoo’s Education Department’s mission — “to create awareness about, foster a sense of responsibility for, and take action to further the preservation of plant and animal wildlife and habitats” — is the foundation upon which over 35 education programs and classes are built. Opportunities abound for youth of all ages to connect to the natural world and experience wildlife they might never otherwise see, sowing the seeds that will give rise to our next generation of conservationists.
Teen Condor Camp is one of our unique, experience-based programs for middle and high school students that help youth spread their wings as they transition from school to college and careers.

ZooCamp provides children days filled with nature discovery, animal adventures, and fun!

ZooSchool programs captivate K-5th graders with wild animal encounters, guided thematic tours of the zoo, and absorbing classes.

Zoo-to-Community offers our programs free to students and families living in communities with limited resources.
The Spirit of Giving

It takes a lot of dedicated people to make the zoo run. Oakland Zoo is grateful to our volunteer family for all they do, from educating visitors to helping our keepers deliver world-class animal care. In 2014, over 700 volunteers generously donated 77,141 hours of their time. In addition, over 2,800 volunteers joined us as part of our community and creek volunteer programs and provided us with an additional 8,460 hours of service. Many thanks to these devoted individuals — we couldn’t do it without you!

2014 Volunteer and Docent Hours

<table>
<thead>
<tr>
<th>Category</th>
<th>Volunteers</th>
<th>Hours of Service</th>
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<tbody>
<tr>
<td>Interpretive DOCENTS</td>
<td>91</td>
<td>11,861</td>
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<tr>
<td>Interpretive ZOO AMBASSADORS</td>
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<td>356</td>
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<td>Teen Programs</td>
<td>199</td>
<td>15,323</td>
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<tr>
<td>Zoocamp Teen Assistants and Interns</td>
<td>51</td>
<td>6,138</td>
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<tr>
<td>Docent Tours</td>
<td>123 Tours</td>
<td>1,728 ZOO Guests</td>
</tr>
</tbody>
</table>

**Animal Care Conservation and Research**

- Animal Care Volunteers: 255
- Hours of Service: 37,936

**Behavior Observation Volunteers**

- Hours of Service: 2,351

**Veterinary Services Volunteers**

- Hours of Service: 579

**Conservation Volunteers**

- Hours of Service: 185

**Education, General, and Special Events**

- Volunteers: 22
- Hours of Service: 2,045

- General Volunteers: 22
- Hours of Service: 367

**Community and Creek Groups**

- Groups: 108
- Volunteers: 2,820
- Hours of Service: 8,460

(21 more community groups and 1,833 hours over 2013)

**Total**

- Volunteers: 713 (increase of 128 volunteers since 2013)
- Hours: 77,141 (increase of 8,338 since 2013)

Equivalent to 37 full-time staff! (An increase of 4 over last year!)

To learn more about volunteering for Oakland Zoo contact Lisa O’Dwyer, (510) 632-9525 x 141 or lisa@oaklandzoo.org.
Ron Locatelli joined us as a behavior observation volunteer in 2013, and became a Docent in 2014.

Harry Santi has been a Docent at Oakland Zoo for over 21 years.

Cindy Pukatch, a Docent since 2007, with our Earth Day guests.

Jay Cochran, and his son, Jonah, have been Docents since 2009.

Asha Mixon and Nina Han became Teen Wild Guides in 2012.
Making Memories

SPECIAL EVENTS AT OAKLAND ZOO ARE STEEPED IN HISTORY AND TRADITION, whether it’s our signature annual fundraiser, Walk in the Wild, now in its 23rd year, or our festive ZooLights. We look forward to providing our members and visitors the opportunity to experience the natural world in truly unique and unforgettable ways.

This year’s calendar of events began with our riveting Conservation Speaker Series. Monthly presentations covered a wide variety of topics from the innovative Reticulated Giraffe Program in Kenya to the groundbreaking efforts to recover the critically endangered mountain yellow-legged frog.

Feast for the Beasts, a biannual event taking place in March and July, offered visitors the exclusive opportunity to place donated produce inside the elephant exhibit, then watch as our four African elephants devour special treats such as melons, carrots, bananas, and cabbage. In April we celebrated Earth Day with over 4,000 visitors who had the opportunity to explore over sixty interactive Earth Stations throughout the Zoo.

Now in its 18th year, Celebrating Elephants included a day of absorbing educational activities and behind-the-scenes tours of our elephants’ living quarters. An evening benefit featured a silent auction and presentation by Dr. Vicki Fishlock of the Amboseli Trust for Elephants.

Boo at the Zoo offered a fun and safe Halloween-themed weekend for families to take their costumed little ones on an outdoor adventure filled with animals and treats.

We closed the year’s exciting affairs on a festive note with our stunning display of thousands of sparkling lights known as ZooLights, the largest LED holiday light display in the Bay Area.
Walk in the Wild
More than 1,500 guests enjoyed our 2014 Walk in the Wild, among the Bay Area's premier fundraising events with over 100 resturants, caterers, wineries, and breweries on-site. A record breaking $233,000 was raised to provide vital support for the Zoo.
Supporting Oakland Zoo

THANKS TO OUR SUPPORTERS, our unwavering commitment to excellence in all aspects of animal care, conservation, and education has allowed us to further strengthen and expand our role as an institutional leader in these fields. To use our convenient and secure website to make a gift or learn more about how to help, go to www.oaklandzoo.org or call (510) 632-9525 x 154 to speak with someone on our development team.

BE A HERO
Make an unrestricted gift to our Annual Fund and ensure that Oakland Zoo continues to provide outstanding animal care, conservation, and education programs. Friends of the Wild members comprise the premier membership group for Oakland Zoo, with annual contributions starting at $1,000. (Contact Nick Driver, Annual Giving Manager at (510) 632-9525 x 159 or ndriver@oaklandzoo.org)

CALIFORNIA TRAIL CAPITAL CAMPAIGN
Be a part of the future! The California Trail will endow our community with a regional treasure and give an opportunity for the creatures of California to ignite your curiosity. Join this once in a lifetime opportunity with a gift to the California Trail. (Contact Shannon Foucault, Campaign Manager at (510) 632-9525 x 137 or sfoucault@oaklandzoo.org)

CORPORATE SPONSORSHIP
Increase the visibility of your business by partnering with Oakland Zoo. As a respected and beloved icon in the East Bay for more than 80 years, we offer highly visible and successful sponsorship opportunities for local, regional, and national corporations to demonstrate their commitment to our community and its residents. Nationally recognized for our animal care and regionally known as the most popular cultural attraction in the East Bay, Oakland Zoo offers a wide range of sponsorship opportunities of exhibits, special events, and programming. (Contact Eric Maul, Director of Development at (510) 632-9525 x 157 or ericm@oaklandzoo.org)

GIFTS OF SECURITIES
A gift of marketable securities such as stocks, bonds, or mutual funds that have grown in value can provide tax benefits to the donor. Receive a charitable deduction for the full, fair market value of your gift, along with an exemption from capital gains tax, on shares you have owned for at least one year. (Contact Eric Maul, Director of Development at (510) 632-9525 x 157 or ericm@oaklandzoo.org)

LEGACY GIFTS
Secure your legacy and join the Dr. Joel Parrott Legacy Circle by making a bequest or life income gift to help ensure the Zoo’s future. (Contact Sara Becker, Capital & Legacy Giving at (510) 632-9525 x 188 or sbecker@oaklandzoo.org)

TRIBUTES
Celebrate that special person in your life with a gift in their honor. Make an outright donation or dedicate a bench in a specific or existing location in the Zoo. In addition to benches, we have tribute plaques available on the Outback Express Adventure Train, our train in Adventure Landing. (Contact Matt Rasmussen, Development Services at (510) 632-9525 x 154 or mrasmussen@oaklandzoo.org)

VOLUNTEER
Become a part of the Zoo family. Interested in meeting people, working with animals, and having fun? Volunteering at Oakland Zoo is a great way to give back to the community, learn a new skill, share your knowledge with others, and make a difference. Oakland Zoo is always looking for volunteers to help us in a variety of departments. (Contact Lisa O’Dwyer, Volunteer Programs Manager at (510) 632-9525 x 141 or lisa@oaklandzoo.org)
Fiscal Year 2014 Zoo Financial Overview

**OPERATING SUPPORT AND REVENUE**

- Admissions: $5,600,885
- Concessions: 4,171,993
- Membership and Annual Fund*: 2,311,306
- Government Funding: 1,660,215
- Education Support and Revenue: 671,956
- Facilities, Maintenance and Supplies: 1,466,151
- Fundraising: 268,506
- Other Revenue and Interest Income: 705,953

*Includes bequests and other unrestricted gifts

**Total Revenue**: $15,738,775

**OPERATING AND PROGRAM EXPENSES**

- Animal Care, Education and Conservation: $4,848,725
- Park Operations: 5,256,340
- Administration and Marketing: 2,340,604
- Facilities, Maintenance and Supplies: 1,466,151
- Fundraising: 268,506

**Unrestricted Expenses Prior to Depreciation**: $14,180,326

**Depreciation**: $2,185,721

**Total Expenses After Depreciation**: $16,366,047

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**2014 THE YEAR IN NUMBERS**

- **711,451 VISITORS**
- **142,671 VOTES** made at Quarters for Conservation Station
- **120,648 CO₂ EMISSIONS** Avoided by the Zoo using solar panels
- **77,141 VOLUNTEER HOURS**
- **26,215 MEMBER HOUSEHOLDS**
- **22,326 ZOOLIGHTS VISITORS**
- **1,541 WALK IN THE WILD ATTENDEES**
- **713 VOLUNTEERS**
- **216 EMPLOYEES**