Annual Report

Vitamin Z.
Part of a complete childhood.

Fiscal Year April 1, 2007 - March 31, 2008
Fiscal Year April 1, 2008 - March 31, 2009
Chimpanzee

The first chimpanzee to be born at the Detroit Zoo in 13 years, Ajua—a male—was born at the Great Apes of Harambee habitat to first-time mother, Akati, 21, and father, Imara, 13. The chimpanzee (Pan troglodytes) is an endangered species, threatened by habitat loss and hunting for bushmeat. Ajua’s birth is the result of a recommendation of the Association of Zoos & Aquariums’ Species Survival Plan, a cooperative population management and conservation program for selected species.
We want to express our thanks to the many individuals, families, corporations, foundations, organizations, government entities and others for the tremendous support we received throughout Fiscal Years 2008 and 2009.

Thank you...

…to the state legislature for approving enabling legislation allowing for the creation of zoological authorities which, in turn, gave us a path to secure the Detroit Zoo’s future.

…to the county commissions in Macomb, Oakland and Wayne for voting to place the tax referendum on the August 2008 ballot.

…to the residents of Macomb, Oakland and Wayne counties for voting with a resounding “Yes!” to keep our Zoo.

…to the State of Michigan for transition funding that sustained operations until regional support began.

…to Doner, our long-time advertising agency, for its brilliant (and donated!) work on the gold Effie Award-winning “Worth Keeping” campaign to support the ballot initiative.

…to our more than 1.2 million visitors for continuing to make the Detroit Zoo the most unique family attraction in Michigan.

…to our corporate, foundation and individual donors for continuously and generously supporting us in tough economic times.

…to our Board of Directors for its vision and leadership.

…to our staff for caring so passionately and professionally for our animals and visitors every day.

…to our 1,083 volunteers for donating over 101,000 contributed hours.

…and finally, we want to thank you, our members, over 56,000 households, for your loyalty and support throughout the years!
Renaissance Circle Donors

In keeping with our mission of celebrating and saving wildlife, Renaissance Circle patrons uphold a tradition of private philanthropy and outstanding generosity that gave the Detroit Zoo its start in 1928 and helped it become the nationally renowned organization it is today. The Renaissance Circle recognizes individuals for gifts to the Zoo of $1,200 or more.

**Fiscal Year 2007-2008**

In celebration of the Detroit Zoo’s 80th anniversary, we recognize those individuals in bold who have given to Renaissance Circle for ten years or more.

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Lion

Larson, one of three lions rescued from a junkyard in Kansas, joined Katie, Percival and Bikira in 2009.
Corporations

The Detroit Zoological Society gratefully acknowledges those corporations that support the Zoo's mission of “celebrating and saving wildlife.”

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- Ameriprise Financial
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- Nationwide
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- Pitney Bowes
- PPG Industries
- Rehmann
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- Toyoda Gosei North America
- Vernors
- WDIV-TV

**Awards received by the Detroit Zoological Society**

**2007**
- Observer & Eccentric Readers Choice “Best of” competition—Best venue to take kids under 10
- Appreciation Award for support, participation and sponsorship for 25th Anniversary of Metro Detroit Youth Day

**2008**
- The Intrepid Traveler’s Guide to America’s Best Zoos, 2008, based on diverse animal collection, excellent exhibits, special visitor programs and knowledgeable and committed staff

**2009**
- Southeast Michigan Council of Governments (SEMCOG) Regional Ambassador Award for united tri-county voters supporting zoo tax
- Public Relations Society of America PACE Award for tax referendum campaign
- Gold Effie—Non-Profit/ProBono/Public Service category—“Worth Keeping” advertising campaign
- Association of Zoos and Aquariums (AZA) Plume Award for African spoonbill breeding program
- AZA North American Conservation Award for Great Lakes piping plover salvage captive rearing
The continued generosity of our foundation partners affirms the importance of the Detroit Zoo. Their gifts are a powerful confirmation of the Zoo’s value and of the vital nature of our work.

**Foundations**

Fiscal Year 2007-2008

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Fiscal Year 2008-2009

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Tribute Gifts are a wonderful way to honor a special person or event. The Detroit Zoological Society acknowledges those who were honored through a tribute gift.

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Madeleine Berman
Steve Fox
Douglas Jackson
Linda Kaiser
Kasandra Kloc
AJ Owen
Master Roberts
Erwin Simon
Katie and David Wiese

In Honor Of
John S. Daniel & Beverly A. Auger
John Bassier
Dr. David Carron, D.V.M. and Plaza Veterinary Hospital
Claire & Daphne Donigan
Mary Herrmann
Ernest R. Hilleboe
Tim and Tanja Jansen
Susan Kingspe
Mary “Nana” Kowalski-Michonski
Lee Marks
Joseph and Janice McCarthy
Hugh McDiarmid
Ashley Richmond
Lois and Mark Shaevsky

In Memory Of
Helen Katherine Berna
Don Borgeson
Robert Carnahan
Bad Dengel

Lucille and Isabel Finneran
Emory M. Ford, Jr.
Anna Friend
Steve Irwin
Daniel Joseph Kurkowski
Dwight Leonard
Glenadene Rescoe
Barbara Rogell
Howard Sherman
Serita Stangis
John Christopher Tomassi
Anita Vasquez-Torres
Robert Vibbert

Fiscal Year 2008-2009
Anniversary
Dr. Edward and Shirley Hirsch

Happy Birthday!
Jack DeSandre
Suzy Farbman
Sanford Lax
Brady Kane and Benjamin Leavitt
Lee Marks

In Honor Of
Ava Ashmann
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Matching-Gift Companies

By encouraging employee donations through corporate matching-gift programs, the following companies have displayed outstanding philanthropic leadership. Their support underscores the importance of the Detroit Zoo to the quality of life in our community.

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Chase Bank
DTE Energy Foundation
DTE Energy
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Fiscal Year 2008-2009
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Chase Bank
Citizens Charitable Foundation
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DTE Energy
Google Matching Gifts Program
Hudson Webber Foundation
Johnson & Johnson Family of Companies
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Masco Foundation
McGregor Fund
Merrill Lynch
Northern Trust Bank
Pfizer, Inc
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Events at the Detroit Zoo play an essential role in our fundraising efforts. Thanks to the generous support of our sponsors, the Zoo is able to offer memorable experiences year round.

**Event Sponsors**

**Fiscal Year 2007-2008**

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AM580  
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WOMC 104.3  
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Wrigley c/o Dig Communications  

**Fiscal Year 2008-2009**

93.9 The River  
AAA Michigan  
AM580  
American House  
At Home Network  
Autumn Heating & Cooling  
Aviv, Linda and Joseph  
Bank of America  
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Humana MarketPOINT  
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Fiscal Year 2007-08 brought a number of new “stars” to the Detroit Zoo. Warthogs and African wild dogs joined the African Grasslands, and we introduced the Giraffe Encounter, an elevated viewing platform that brings visitors to eye level with our tallest creatures.

Two new Zoo stars had visitors seeing stripes when an endangered female Grevy’s zebra was born in June and a second arrived in December.

The Penguinarium was overrun with “happy feet” with the hatching of five macaroni penguin chicks. The Butterfly Garden started humming again with the addition of Peruvian hummingbirds.

Fiscal Year 2007-2008
(April 2007, through March 31, 2008)

Annual Report Highlights

Fiscal Year 2008-09 was the “Year of the Frog,” marked by a worldwide campaign to focus attention on endangered amphibians and the critical work being done by zoos and aquariums to save them.

The Zoo welcomed 12-year-old twin polar bears Neil and Buzz to the Arctic Ring of Life for a two-year stay while their habitat at Como Zoo in St. Paul, Minnesota, was being renovated. A new book on America’s best zoos rated the Arctic Ring of Life the number-two best zoo exhibit in the country.

The Society announced a grant from The Chrysler Foundation in recognition of which the main train station was named the “Chrysler Main Station.” The three locomotives also received a complete restoration from the inside-out, including rebuilt engines, gears, gauges, wheels and bodies, courtesy of the Tauber Family Foundation.
Drills returned to the Zoo for the first time in 70 years. In December, the newborn aardvark, Amani (Swahili for “peace”), arrived. A photo of the baby aardvark went “viral” on the Internet and was emailed around the world.

The Detroit Zoo turned 80 years old on August 1 and we invited the community to a birthday party. Another celebration took place a few days later on August 5 when residents in Macomb, Oakland and Wayne counties overwhelmingly voted yes to “keep the Zoo” with a 10 year millage.

And the Zoo had a surprise star when the Horace H. Rackham Memorial Fountain made several appearances in the animated 3-D Oscar-nominated adventure, “Coraline”. The film created a demand for Rackham Fountain snow globes similar to the one owned by the title character.

The Detroit Zoological Society continued its participation in state and national conservation efforts by releasing captive-reared endangered Karner blue butterflies, raising endangered osprey for release in Lower Michigan, and leading efforts to save the endangered Great Lakes piping plover.

The fiscal year also brought significant changes to one of our most popular attractions, the miniature railroad. In recognition of a leadership gift from the Tauber Family Foundation toward refurbishment of the historic railroad, we renamed the train the Tauber Family Railroad.

And we were tickled pink with the hatching of three Chilean flamingo chicks, the first successful flamingo rearing for the Zoo in 30 years.
Volunteers

Currently, a record 1,083 volunteers contribute over 101,000 hours of service, representing $2 million in support. They enhance the visitor experience with their enthusiasm, knowledge and dedication. Volunteers listed in the Annual Report have donated over 100 hours of service during the fiscal year.

Fiscal Year 2007-2008

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*Made a Donation in FY0708. Indicates those friends of the Detroit Zoological Society who are also donors. Thank you.
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George R. Williams*
Marlene Williams*
Eric Wilson*
Nancy Wolf*
Pamela Wooliever
Jeff Zang
Ann Zann*
Rose Zawislak*
Jean Zemke*
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Johnny B's Cookies
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From storks to forks, the Detroit Zoo is committed to saving wildlife and the environment by reducing its ecological footprint in a number of ways. Organic cotton and bamboo are used in many of the shirts for sale at Zoo gift shops, as bamboo is one of the most sustainable natural fibers on earth. Cutlery used at concession stands is made from potato starch and soybean oil, and biodegrades completely in 180 days. Catering cups, “plastic” sandwich and salad containers are made from corn. Plates and cup carriers are made from pulp and recycled products. Even the tuna served is approved by Seafood Watch as a Sustainable Seafood. And fryer oil is recycled and reprocessed into biofuel.
Species Survival Plan

The Species Survival Plan (SSP) is a cooperative population management and conservation program for selected species in North American zoos and aquariums. Each SSP manages the breeding of a species in order to maintain a healthy and self-sustaining population that is both genetically diverse and demographically stable. SSPs influence other cooperative activities including research, public education, reintroduction and field projects.

<table>
<thead>
<tr>
<th>Fiscal Year 2007-2008</th>
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<tbody>
<tr>
<td>Bear, Polar</td>
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<tr>
<td>Bear, Sloth †</td>
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<tr>
<td>Bear, Spectacled †</td>
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<tr>
<td>Chimpanzee</td>
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<tr>
<td>Dog, African Wild</td>
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<tr>
<td>Gibbon, White-handed</td>
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<tr>
<td>Gorilla, Lowland</td>
</tr>
<tr>
<td>Horse, Asian Wild (Przewalski’s)</td>
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<td>Kangaroo, Matschie’s Tree</td>
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<tr>
<td>Lemur, Black-and-white Ruffed</td>
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<tr>
<td>Lion, African</td>
</tr>
<tr>
<td>Macaque, Japanese *</td>
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<tr>
<td>Macaque, Lion-tailed *</td>
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<tr>
<td>Panda, Red</td>
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<tr>
<td>Rhinoceros, White</td>
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<tr>
<td>Tiger, Amur *</td>
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<tr>
<td>Tiger, Sumatran †*</td>
</tr>
<tr>
<td>Zebra, Grevy’s</td>
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<tr>
<td>Condor, Andean †</td>
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<tr>
<td>Crane, Red-crowned</td>
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<tr>
<td>Crane, White-naped</td>
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<tr>
<td>Vulture, Eurasian Black (Cinereous)</td>
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<tr>
<td>Rattlesnake, Aruba Island</td>
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<td>Rattlesnake, Eastern Massasauga</td>
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<td>Tortoise, Burmese Star</td>
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<td>Tortoise, Radiated</td>
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<tr>
<td>Frog, Panamanian Golden</td>
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<tr>
<td>Toad, Puerto Rican Crested</td>
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<tr>
<td>Toad, Wyoming</td>
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<tr>
<td>Snail, Partula</td>
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</table>

† Animals not currently at Detroit Zoo, but on loan to other institutions
* Japanese and lion-tailed macaques are part of a single macaque SSP; Amur and Sumatran tigers are part of a single tiger SSP; drill and mandrill are part of a single baboon SSP.

The Zoo’s cooperative breeding program for the endangered Wyoming toad was No. 1 on the Association of Zoos and Aquariums (AZA) list of the Top 10 wildlife conservation success stories of 2007. The annual list recognizes the efforts of AZA-accredited zoos and aquariums to protect wild animals and bring endangered species back from the brink of extinction.
Species Survival Plan Animals
Detroit Zoological Society - Financial Statements

<table>
<thead>
<tr>
<th>Revenue</th>
<th>FY 2008-2009</th>
<th>FY 2007-2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership, Admissions and Services</td>
<td>$ 8,707,795</td>
<td>$ 8,556,619</td>
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<tr>
<td>Earned Revenue</td>
<td>4,195,707</td>
<td>4,253,979</td>
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<tr>
<td><strong>Special Events</strong></td>
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<tr>
<td>Rides, Attractions and Concessions</td>
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<td></td>
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<tr>
<td>Other</td>
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<tr>
<td>Investment Income</td>
<td>-1,607,064</td>
<td>75,628</td>
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<tr>
<td>Donated Revenue</td>
<td>5,200,987</td>
<td>6,056,760</td>
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<tr>
<td><strong>In-kind Services and Materials</strong></td>
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<tr>
<td>Operating and Capital Gifts, Grants &amp; Sponsorships</td>
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<td>Government Support</td>
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<tr>
<td>City of Detroit - Reimbursed Insurance and Security</td>
<td>900,000</td>
<td>900,000</td>
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<tr>
<td>State of Michigan - Transition Support</td>
<td>4,500,000</td>
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<tr>
<td>County Authority Service Agreements</td>
<td>6,450,000</td>
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<tr>
<td><strong>Total</strong></td>
<td>28,347,425</td>
<td>19,842,986</td>
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| Expenses                                     |               |              |
| Animal Care                                  | 4,991,531     | 4,889,135    |
| Maintenance and Park Operations             | 8,792,760     | 6,608,180    |
| Rides and Attractions                        | 1,387,857     | 968,819      |
| Education                                    | 3,101,439     | 2,926,903    |
| Guest and Member Services                    | 1,716,463     | 2,171,383    |
| Fundraising                                  | 1,325,082     | 1,685,960    |
| Marketing                                   | 2,101,321     | 1,304,435    |
| Administration                               | 3,088,467     | 2,716,510    |
| **Total**                                    | 26,504,920    | 23,271,325   |

Changes in Net Assets                         |               |              |
Beginning Net Assets                          | 1,842,505     | (3,428,339)  |
Ending Net Assets                             | $ 10,617,851  | $ 8,775,346  |
Detroit Zoological Society Full-time Staff as of January 1, 2010

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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<tbody>
<tr>
<td>Karen Adelman</td>
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<tr>
<td>Dominic Agosta</td>
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<td>Sloba Breinemager</td>
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<td>Michelle Cooper</td>
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<tr>
<td>Gloria Copeland</td>
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</tbody>
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ANDREW CORONADO
Lynn Cox
Marylynn Crowley
Anna Chrutchfield
Cortez Cumberson
Peter Cushman
David Cutts
Renee Dash
Linda Denne
Ann Dunham
Robin Dunlop
Lolita Ellis
Alice Elwood
Majedra Essa
Daniel Estrada
Cher Fajardo
Christine Ferguson
Gregory Fitkakis
Lisa Fortley
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Michelle Seldon
Erica Shaw
Macy Stegmann
Michelle Singer
Lauren Slovenec

Detroit Zoological Society Board as of 2009 Annual Meeting

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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<tbody>
<tr>
<td>Andrea Smith</td>
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<td>Patrick Smyth</td>
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<td>Kimberly Snedden</td>
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<td>Robert Stanton</td>
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<td>Judy Stephens</td>
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<td>Roseanne Stevenson</td>
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<td>Margaret Tallet</td>
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<td>Sarah Woodhouse</td>
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<td>Jayson Wrubel</td>
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<tr>
<td>Mary Wulff</td>
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</tr>
</tbody>
</table>

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It’s not too late to donate to the Detroit Zoological Society. Your support will help us continue our mission of Celebrating and Saving Wildlife and assist in preserving the Detroit Zoo and Belle Isle Nature Zoo for generations to come.

Please consider offering your support.

Visit www.detroitzoo.org/donate to make a donation today.

The Detroit Zoological Society is a 501(c)(3) organization. Gifts to the Society are tax deductible. MICS 2382

Giraffe

Jabari – Swahili for “the brave one” – a 600-pound male giraffe that joined Raspberry, 16, and Chardo, 23, in 2008.