



A Message from the Saint Louis Zoo

We Promised, You Delivered!

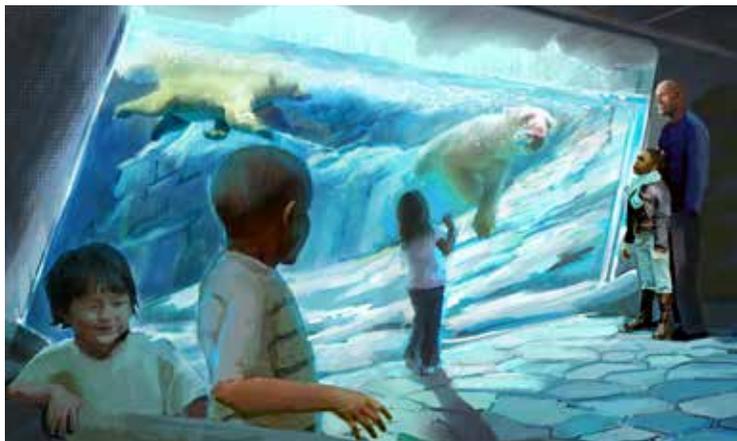
The Saint Louis Zoo has long been a leader in conserving animals and their habitats, and in 2014, we rededicated ourselves to engaging everyone in the work of saving wild things in wild places.

As we announced *The Living Promise Campaign* in 2010, we made a number of promises: a promise to always care deeply for animals and the natural world, a promise to remain accessible to all visitors and a promise to steward our resources carefully.

Thanks to our donors' generous support through *The Living Promise Campaign*, together we have been able to deliver on these promises as we shape our Zoo for future generations.

Campaign donors provided an extraordinary \$134 million in gifts and commitments—exceeding a \$120 million goal. Your gifts created stunning new animal exhibits, enhanced the visitor experience, modernized century-old infrastructure and dramatically increased the Zoo's endowment—now at \$51 million. Many thanks for making your Zoo spectacular!

And thanks to Campaign donors, in 2014, the Zoo continued its work to protect polar bears in the wild and to prepare to bring them back to St. Louis to live in a state-of-the-art habitat. Set to open in the summer of 2015, the Zoo's 40,000-square-foot McDonnell Polar Bear Point will offer visitors a 22-foot viewing window, where polar bears can come right up to the glass to greet guests. The saltwater area features a 1,000-square-foot Arctic interpretive room with a four-panel viewing wall.



McDonnell Polar Bear Point will allow visitors to come nose-to-nose with the bears and see artifacts and hear stories from native Alaskans, whose lives are closely linked to these iconic animals.

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In 2014, Campaign donor support also provided for a new North Entrance Welcome Desk area, a renovated restaurant and much improved restrooms in The Living World. Video screens at the Welcome Desk and Cafe Kudu now provide a range of information to visitors. We also offer a mobile application that offers visitor information from smart phones or tablets.

Going to the Dogs

The opening of the River's Edge Expansion was another project that provided a great new habitat for three endangered species thanks to special donors. A leadership gift of \$1.2 million from Nestlé Purina PetCare Company helped fund the building of Purina Painted Dog Preserve—a wonderful new home for five African painted dogs. Near the Preserve is the new Andean Bear Range, with trees for climbing, a heated den and a waterfall with a stream that runs the entire length of this habitat. Also in River's Edge, the Zoo's sun bear pair now enjoys a spacious home at the Robert & Kathy Williams Sun Bear Forest featuring varied terrain, a waterfall, stream and pool. Just past the sun bears, visitors get great views of our elephant family at the Berges Family Elephant Springs, thanks to a generous gift from Jim and Cathy Berges. The Zoo installed new maps with interpretation about the animals in River's Edge to make a visit to these habitats even more engaging.



For the first time in decades, African painted dogs are back at the Zoo.



A spacious new North Entrance Welcome Center helps the Zoo greet visitors.

Clearly our guests saw the benefits of all these improvements. A new member household record was reached in July. That month member household numbers hit 54,000, representing approximately 170,000 individuals who support the Zoo.

The Zoo is a School

Another of the many improvements *The Living Promise Campaign* donors brought to the Zoo was the Monsanto Education Gallery. Made possible by a \$2 million gift from Monsanto Company, the Gallery in 2014 became home to a fee-based, half-day school that integrates science and animal themes across the curriculum for children age 3 to 5. These children are among the more than 95,000 individuals the Education Department engaged through its on-grounds exhibit activities and its camping, school, scout, teen, outreach, family and adult programs.

Speaking of the Education Department, in April the Zoo announced a \$1.5 million gift from The Saigh Foundation to endow the position of the Fred Saigh Director of Education. Also in 2014, the Zoo announced the Gertrude and William A. Bernoudy Foundation gift of \$1 million to endow the position of the Vice President, Architecture & Planning. There are now five endowed positions at the Zoo.

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Many Births, Many Firsts!

Animals always rule at the Zoo, and one of the most momentous of animal events this year was the December birth of baby orangutan Ginger. Her mother, Merah, is a mother of five, grandmother of two and great grandmother of one! This birth was



recommended by the Association of Zoos and Aquariums (AZA) Orangutan Species Survival Plan (SSP) as a way to create a sustainable managed population of this critically endangered species. At 45, Merah set a record among SSP institutions as the oldest female orangutan to conceive and have a surviving offspring she is rearing.



Setting records for the Zoo world's eldest moms are orangutan Merah and colobus monkey Roberta.

Another record was set by black and white colobus mom Roberta, who in January at age 26, became the oldest colobus monkey to give birth in any AZA

institution. In December 2014, a second black and white colobus was born, this time to Cecelia. Both births were recommended by the SSP as was that of a female baby Coquerel's sifaka, an endangered lemur species.

Also early in the year, two critically endangered McCord's box turtles hatched. We now have hatched 18 McCord's turtles in the Charles H. Hoessle Herpetarium in the past seven years. Another Herpetarium hatching included a Madagascar spider tortoise—this small tortoise is critically endangered in the wild.

And before we leave the Herpetarium, we should mention the three new clutches of Ozark hellbenders. The Zoo made history with the first captive birth of this endangered salamander in 2011, and for the fourth consecutive year we have successfully reproduced hellbenders and are head-starting them for reintroduction in the wild. The Herpetarium is now home to 4,000 hellbenders—with almost 1,000 hatching in 2014 alone.

Hello to Tiny Hooves

All year long, the Red Rocks area had babies; there were 27 births of 14 different species, beginning with a red kangaroo, a Soemmerring's gazelle, two lowland nyalas, an addax, two banteng calves, five Transcaspian urial sheep and a lesser kudu. The most promoted birth was that of a female Grevy's zebra—an endangered species we work to save in Africa.

Adding to the Red Rocks baby boom, a male Bactrian camel named Presley was born on June 4.

At the Emerson Children's Zoo, an endangered Matschie's tree kangaroo joey was born. This infant, the fifth offspring for mother Kasbeth and father Iri, is happily sharing a perch with his mom.

The year was great for birds, as well. A first for the Zoo was a roseate spoonbill chick, hatched at the Edward K. Love Conservation Foundation Cypress Swamp.

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In the Bird House, there were hatchings of a sunbittern chick, a fruit dove and three, red-legged seriema chicks. The seriema chicks' parents recently came to St. Louis from Paignton Zoo in the United Kingdom.

Elephants Always

The Zoo got an opportunity to show off our three-generation Asian elephant family both on Earth Day and World Elephant Day. At both events, we encouraged visitors to support the national 96 Elephants Campaign. Called 96 Elephants because each day that is how many African elephants are killed in the wild for their ivory, this global campaign has three goals: to secure a U. S. moratorium on the sale and use of illegal ivory; to reinforce the protection of African elephants; and to inform the public about the link between ivory consumption and the elephant poaching crisis.

Stronger federal regulation cannot stop ivory sales that occur within state borders. That's why zoos across the nation asked children to send drawings and letters to their state governors to encourage a state ban on the sale of ivory.

Just before World Elephant Day in August, a Zoo elephant keeper joined keepers from two other Missouri zoos to personally deliver to Missouri's governor 3,000 elephant drawings and letters from children who had visited the three zoos.

Since 2004, the Zoo's WildCare Institute has provided nearly \$1 million for elephant conservation. Through its Saharan Wildlife Recovery Center (Mali) and the Center for Conservation in the Horn of Africa (Northern Kenya), the Zoo has funded community-based African elephant conservation and also had provided support to enhance the welfare and protection of Asian elephants in Sumatra camps.

Saving Beetles, Birds, Bees, Butterflies!

WildCare Institute Centers were especially active in 2014. In June approximately 350 Zoo-bred American burying beetles were reintroduced in southwest Missouri, and for the first time, a dozen members of the Zoo ALIVE teen volunteer program helped prep the beetles and bury them at the reintroduction site. This was the third annual reintroduction. The Zoo reproduced 802 American burying beetles—bringing to nearly 9,000 the total number of beetles bred at the Monsanto Insectarium.

Recently Zoo avian scientists, along with the U.S. Fish & Wildlife Service, the Commonwealth of the Northern Mariana Islands Department of Aquatic and Wildlife Resources and several other U.S. zoos, moved 48 rufous fantails, 20 critically endangered golden white-eyes, and 12 Mariana fruit doves from Saipan to



From left, babies arrived in the red kangaroo, addax, Transcaucasian urial, Grevy's zebra, Bactrian camel and Matschie's tree kangaroo families.

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an island where there are no predators. This was done to safeguard the birds threatened by the brown tree snake.

The Center for Native Pollinator Conservation received a grant from the Robert J. Trulaske, Jr. Family Foundation to begin building pollinator habitats on Missouri roadsides, working with the Missouri Departments of Transportation and Agriculture. The Center also helped spearhead the creation of the Honey Bee Health Coalition of beekeepers, growers, researchers, government agencies, agribusinesses, conservation groups and manufacturers to improve the health of pollinators and protect the security of our food supply.

To help save the disappearing monarch butterfly, this Center worked with community organizations and the mayor of the city of St. Louis to encourage planting of milkweed in hundreds of gardens. Female monarchs depend on milkweed to lay their eggs and feed their caterpillar larvae, but milkweed has disappeared with the loss of open land and use of chemicals.



The WildCare Institute is working to save the endangered North African ostrich. In 2014, an ostrich pair hatched 10 chicks.

The Zoo's WildCare Institute's Saharan Wildlife Recovery Center reported the hatching of 10 Saharan red-necked ostrich chicks at the breeding compound the WildCare Institute helped develop in Kelle, Niger. Now gone from 95 percent of its range, the biggest bird on the planet is currently extinct in the wild in Niger. The goal is to release future offspring into the wild.

Researching Stress, Fertility

In 2014, Zoo scientists researched a range of animal mate choices, diseases and behavior patterns and continued to provide high quality medical care, nutrition and enrichment for our 19,000 animals.



Zoo educators and the Institute for Conservation Medicine teamed up to tell fifth graders at Dewey International School all about box turtles and the Zoo's work to save them; students from 10 St. Louis area schools are involved in the program.

The Zoo's Institute for Conservation Medicine (ICM) was awarded grants for health and ecological scientific studies of the box turtle populations in Forest Park and the Tyson Research Center and for continued work on pathogens in Kenyan dromedary camels. ICM is also participating in a study of endocrine disrupting compounds. Researchers are conducting the first comparative "cross taxa" analysis to evaluate how these chemicals change the way genes are expressed in species ranging from fish to turtles to mice. Exposure to these chemicals that mimic and can interfere with natural hormones adversely affect human and animal health—particularly reproductive and neural systems. Findings will have direct relevance not only to wildlife species that are exposed to these chemicals through various aquatic and terrestrial sources, but also to humans.

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Other Zoo research involved analyzing stress hormones of certain species through fecal samples and monitoring how the Zoo's painted dogs and bears are using space in their new habitats. The Zoo's Endocrine Lab ran hormone assays on 7,357 samples from 25 different species to check out pregnancy diagnoses, contraceptive efficacy and levels of stress. The Zoo's experts in reproductive physiology focused on research to preserve fertility and prevent uterine pathology. They also continued to collect samples from male Mexican gray wolves at five institutions as part of a long-term project to bank wolf semen and genes to help save this endangered species.

The Numbers Tell the Tale



The Zoo hosted almost 30 weddings in 2014, making it a favorite venue for brides and grooms. (Photo by Heather Roth)

Campers love the Zoo! In 2014, Camp KangaZoo registrations were up almost 20 percent over 2013 numbers. The early childhood education program registrations were up 50 percent. In fact, the Education Department had a record year—reaching one million people and generating \$2 million in revenue. Revenues from weddings, corporate meetings and other private events generated more than \$2 million.

Approximately 2,350 Zoo volunteers contributed more than 102,000 hours in 2014. Our Facilities Management team completed 4,757 work orders. We landscaped our 13.5-acre Zoo Expansion Site and planned for its development, while



This is the plan for the 13.5-acre former Forest Park Hospital site the Zoo owns. A sustainable native grass lawn is in the center. In the northwest corner, a pollinator and monarch butterfly garden is being developed.

our Grounds crews kept the campus beautiful—spending thousands of hours pruning, planting and watering plants. Our visitors noticed: In the Zoo's 2014 Visitor Study, our guests gave their highest marks to our grounds and plant life.

We also managed to offer guests a range of fun events during the year. The Special Events team supported 125 days of events, including the ever-popular A Zoo Ado, presented by Wells Fargo Advisors, which brought in \$500,000. The year's many events generated a record \$288,900 in event sponsorships.

Across our campus, the Zoo focused on sustainable practices, diverting 36,000 pounds of waste from landfills due to new composting stations in Zoo restaurants; composting across the Zoo increased by more than 21 percent in 2014 over 2013 numbers. Over the years the Zoo has significantly reduced its energy use by almost 520,000 kilowatts of electricity thanks to the installation of high efficiency lighting. Our 2014 focus was on reducing water use, and on March 22, World Water Day, we announced that the Zoo had saved 15.5 million gallons of water each year since we installed sophisticated systems that reclaim waste water for reuse at Sea Lion Sound.

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Teenage Mutant Ninja Turtles, superheroes and monsters invaded during Boo at the Zoo presented by SSM Cardinal Glennon Children's Medical Center.



More than 500,000 lights made eyes pop as visitors wandered through the Zoo's dazzling U.S. Bank Wild Lights.

Boo at the Zoo Nights, presented by SSM Cardinal Glennon Children's Medical Center, was a spectacular success—attendance was up 32 percent and revenue by 52 percent over 2013. Attendance at U.S. Bank Wild Lights set a record at 61,371, up 17 percent over the highest year.

During the year, we also earned top marks from the AZA Independent Accreditation Commission. Requiring a 3,085-page application totaling 152 documents, the accreditation process involved a rigorous, on-site inspection by a team of four trained zoo and aquarium professionals. The Zoo also

successfully responded to a comprehensive audit conducted by a Zoo Museum District Commission-appointed auditing firm—again involving the analysis of thousands of pages of data.

A great deal of analysis was done by volunteer leadership and Zoo staff, who worked for many weeks to develop Phase One of a new Strategic Plan for the Zoo. Engage, Expand and Explore—the three “Es”—was the theme of this document that serves as a framework for action and a vehicle for expanding beyond our current base to a broader community. Our next steps are to set priorities and develop an implementation plan. We will share those with you in 2015.

Conservation is Key

Like our earlier Strategic Plan, this most recent framework has conservation as its guiding principle. This is especially timely because 2014 was the year when zoos and aquariums around the world united to work even harder to build a future for wildlife. Zoos across the globe have created a unique infrastructure to save endangered species—breeding programs that coordinate across many institutions to ensure genetic diversity, systems that safely move animals across borders and partnerships with conservation organizations to reintroduce and translocate animals in the wild.

Yet, even while planning for our expanded role as a conservation institution, we continue to work hard to engage three million visitors—connecting them to nature, our animals and our conservation mission.

That's only possible because of the support of the taxpayers of St. Louis City and County, our Subdistrict Chairman Holmes Lamoreux, our Association Board President Peggy Ritter, board members, commissioners, volunteers, staff and each of you. We thank you for your strong support of our great Zoo.

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With your help, in 2015, we will bring polar bears back to St. Louis, engage many more people in our conservation mission and move forward on implementing our new strategic plan.

The story of the Saint Louis Zoo is one of deep affection—of a community that loves this institution and expects remarkable things of it. You have made

a profound difference in the quality of the experience the Zoo offers to everyone who visits and to the people and animals across the globe who benefit from our many conservation initiatives.

With my sincere thanks,

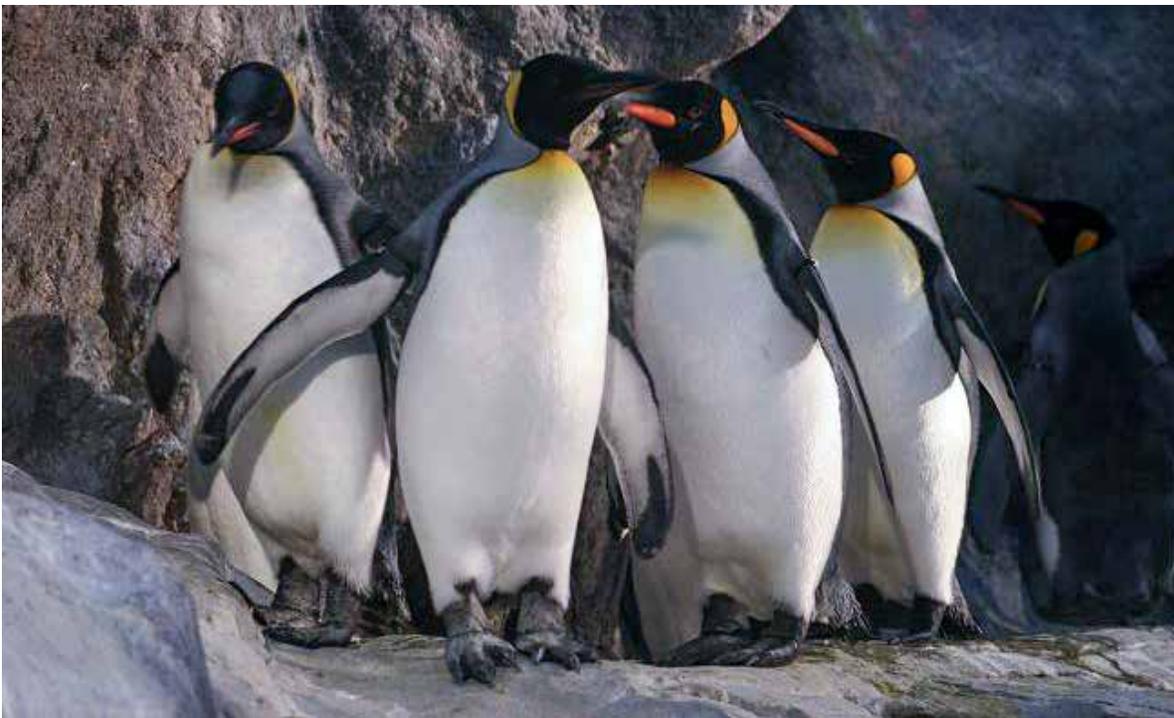


Jeffrey P. Bonner, Ph.D.

Dana Brown President & CEO

Saint Louis Zoo

The Penguins Are Back!



The beloved Penguin & Puffin Coast reopens in the spring of 2015. The exhibit closed in September 2013 to enable construction of McDonnell Polar Bear Point, which is next door to the penguin and puffin habitats.