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2011 Annual Report



Zoological Society of Buffalo, Inc.
MISSION STATEMENT

***The** Zoological Society of Buffalo, Inc. is an independent, non-profit corporation organized for the establishment, main-tenance and operation of the Zoological Gardens; for the education and recreation of the people and visitors of the Niagara Frontier; for the advancement and encouragement of the science of zoology; for the practice of conservation of the world's wildlife; and for the exhibition of diverse species of animals from throughout the world.*

Zoo Attendance	
2011	411,194
2010	423,887
2009	456,414
2008	414,794
2007	412,369

Remarks From the Chairman of the Board

Hal D. Payne

While this is my third and final year as Chairman of the Zoological Society of Buffalo, I am pleased to report that the Buffalo Zoo continues... and will continue to be...in very good hands.

This year was one of the most successful in recent history with the successful re-accreditation of the Buffalo Zoo by the Association of Zoos and Aquariums (AZA). The Board of Directors were pleased when Ms. Kris Vehrs, the Executive Director of the AZA, attended the October 2011 Board meeting to present the trustees with the accreditation plaque. The Buffalo Zoo should be very proud of being one of the 214 zoological institutions accredited by the AZA.

A few other highlights from 2011 are also worth noting. The Buffalo Zoo successfully passed a surprise United States Department of Agriculture (USDA) inspection in the fall. This is a huge achievement compared to the inspections a few years ago. The Board is very proud of the staff for their fine work in improving the animal areas to achieve this accomplishment.

Pledges to the quiet (non-public) phase of the Bear Necessities campaign were significant from the Board and staff members. The Board, staff and campaign committee worked hard to commit \$3 million from the County of Erie and \$535,000 from the City of Buffalo. We extend our gratitude to Erie County Executive Mark Poloncarz and Common Council Member Michael LoCurto for their help.

The Buffalo Zoo will soon move forward with the public part of the campaign. The Zoo hired lobby-

ing firm Patricia Lynch and Associates to obtain future public support toward the campaign's \$18 million goal.

This year, the Zoo held its most successful Catillion to date. A total of \$145,000 was brought in for the Zoological Society of Buffalo Foundation.

Overall, the Zoo is on sound financial footing. The ProZoo Board continues to break records with their Polar Bites and Wines in the Wild events. We are very grateful to president Matthew Riscili and the other members of the ProZoo Board for their efforts.

We also extend our gratitude to the Women's Board and docent organization—particularly Terrie Kelly, the president of the Women's Board and Cynthia Pusateri, the president of the docent organization—for their continued dedication and efforts to benefit the Buffalo Zoo.

The Zoo's Board of Directors continued their work on the strategic plan. Board meetings in 2011 increased effectiveness by reporting the various committee achievements at each Board session.

I am very grateful for the hard work put forth by the Zoo's Board, especially the officers, including Vice Chairs Dorothy Ferguson, Barbara Baker, Robert Fox and Jon Dandes; Treasurer Robert Yalowich; and Secretary Amy Habib Rittling. I am also very grateful to John Sanderson, the president of the Zoological Society's Foundation, for this governance of the endowment fund.

After working for years as a member of the Erie County Cultural Resources Advisory Board, I realize the Buffalo Zoo has one of the best Boards among the cultural organizations. It has been my pleasure to serve as Chairman for the last three years, and I am grateful for the opportunity to provide service to the Buffalo Zoo.

I wish the next elected Chair, Dorothy Ferguson, success as she takes over the leadership of the Board. I know the Zoo will be in trustworthy hands.



FROM THE PRESIDENT

Donna M. Fernandes, Ph.D.

The Buffalo Zoo experienced numerous successes in 2011. Perhaps the biggest achievement of all was the progress we made in the Buffalo Zoo's Bear Necessities campaign to raise money for the new Arctic Edge exhibit.

We began the year with more than \$2 million in donation commitments, primarily from the Zoo's Board of Directors. The spring campaign to Zoo staff was highly successful, bringing in more than \$70,000 in pledges from 60 employees. In July, we received word from the John R. Oishei Foundation about a series of challenge grants, which led to a flurry of meetings with local foundations and corporations to meet the first \$1 million challenge before the deadline two months later. We met with the WNY delegation of the New York State Legislature in August and the City of Buffalo's Community Planning Commission in September. In October, we submitted a \$400,000 grant to the New York State Office of Parks, Recreation and Historic Preservation for the polar bear project.

Last, but not least, we met with incoming Erie County Executive Mark Poloncarz and the County legislators in late November, which resulted in a vote on December 8 to approve the \$3 million in capital funds for the Entry Complex and Arctic Edge exhibit. This event triggered the second Oishei challenge grant, bringing our campaign total to \$12,138,120 at year's end. We wish to extend our gratitude to all of our government, foundation and corporate partners in helping us raise more than \$10 million in 2011. Thank you also to the Buffalo Zoo's Director of Development and Marketing, Adair Saviola, and the many Board members who assisted in these numerous solicitations.

The second major highlight of 2011 was our re-accreditation from the Association of Zoos and Aquariums (AZA). We submitted the application several weeks early due to the diligence of our staff in amassing and updating the required documentation. The animal and maintenance departments spent six months fixing up our exhibits, holding areas and public spaces. The City of Buffalo helped by repaving our main parking lot, the Service Gate area and several walkways.

When the visiting committee toured the Buffalo Zoo in June, the committee members were very complimentary of the Zoo's overall appearance, high husbandry standards and extraordinary education programs, as well as our state-of-the-art veterinary hospital and M&T Bank Rainforest Falls exhibit.

Another exhibit that received accolades in 2011 was the Delta Sonic Heritage Farm, which won an honorable mention award from the Erie Canalway National Heritage Corridor Commission. The exhibit, which opened in 2010, was also a finalist for a 2011 Brick by Brick award for best historic restoration.

We also continued to make progress on the fulfillment of our master plan by completing the schematic design of the Zoo's new Entry Complex and Arctic Edge exhibit. Due to new requirements for a certified pool operator and full-time staffing to monitor the operation of a planned splash pad, the Zoo instead decided to install a series of raised

planters in the shape of the Great Lakes, with jets of water jumping between them, to serve as the water feature at the new front entrance.

The development and marketing department had another productive year. In addition to the grants obtained for our Bear Necessities campaign, we also received \$28,000 from the James H. Cummings Foundation for a giraffe tamer (half the cost of this important piece of medical equipment). The East Hill Foundation also awarded the Buffalo Zoo \$10,000 for the purchase of two pieces of monitoring equipment for the veterinary hospital and \$12,500 to upgrade and integrate the Fire and Security Alarm service for the Zoo.

While the department was also busy in raising operating support for the Zoo through a variety of activities and special events, sponsors remained a vital source of support. Major sponsorships continued with Coca-Cola, Fisher-Price, Goya Foods, NOCO Energy, Perry's Ice Cream, Sahlen's, Time Warner Cable, Tops Friendly Markets and 2FindYourHome. Bimbo Bakery joined the Zoo as a sponsor of the 2011 Summer Nature Camp program, and First Niagara officially joined the Zoo to promote "Ferocious Friday," our extended evening hours in July and August. The Buffalo Zoo is also grateful for the support of Bank of America, BlueCross BlueShield of WNY, Buffalo Exterminating, City Mattress, Independent Health, Katz Americas, M&T Charitable Foundation, Phillips Lytle, Univera Healthcare and Wegmans. New sponsorship partners were also secured with Volkswagen of Orchard Park and Sorrento Cheese.

In 2011, we launched a series of targeted print campaigns for returning college students through the local newspapers at Buffalo State College, University at Buffalo (UB) and Canisius College. To reach out to the Hispanic community, we ran print campaigns in Panorama Hispano, and we placed advertisements in Forever Young to reach senior citizens.

Off-season admission ticket sales through Living Social and Groupon netted the Zoo \$4,500 at no expense to the Zoo. We also participated in Mobi-Deals, a cell phone application from WUTV that enables consumers to find discounts for a variety of items and destinations, including attractions. Additionally, we continued to offer ticketing packages through Niagara Falls Tourism Commission and the Visit Buffalo Niagara websites.

Since 2011 was one of the few years in the past ten during which no new exhibits opened, we do not have any major acquisitions to report in the animal department. However, we were successful in the births and hatchings of a variety of species.

The reproduction of the Zoo's Puerto Rican crested toads was the most notable as the progeny produces were sent to Puerto Rico for release as part of the AZA's Species Survival Plan® (SSP).

The three black monitors that hatched in the Reptile House are also significant as the Buffalo Zoo is one of only two zoos in the United States that has successfully bred and reared this species.

Another notable achievement by our herpetology team was the release of our first groups of hellbenders hatched at the Buffalo Zoo. The release came one year ahead of schedule. This multi-year partnership with the New York State Department of Environmental Conservation (DEC) involved the collection of more than 700 hellbender eggs for rearing at the Buffalo Zoo. Once the hatchlings are large enough to survive in their native watershed habitat, they will be released. Our extraordinary success with this hellbender headstart program has allowed dozens of the juvenile hellbenders to be transferred to other participating zoos for rearing.

The Buffalo Zoo's commitment to conservation remains a top priority. In addition to participating in research efforts and donating funds raised through our Cars For Conservation program to support worldwide conservation projects, staff members also remain active in conservation projects.

Dr. Kurt Volle, in collaboration with Dr. Joe Smith of the Fort Wayne Children's Zoo in Indiana, participated in a conservation field research project in the Tamarindo Wildlife Refuge on the western coast of Costa Rica. Infrared camera traps were positioned strategically in order to determine the species diversity (focusing on small carnivores) present in the area surrounding the mangrove estuary. Initial findings suggest that the cattle and horses that still roam the refuge are negatively impacting the level of small carnivore diversity, as well as the species' number of individual animals.

In 2011, the Buffalo Zoo also awarded its first annual Paw of Approval Award to Nichols School for their commitment to conservation efforts through their Big Green Initiative and design of their new Math Sciences building. The award was presented by Mr. Robert Buchanan, the president of the conservation organization, Polar Bears International (PBI).

In October, the Buffalo Zoo's Public Relations Coordinator, Jennifer Fields, spent a week in Churchill, Manitoba, Canada with representatives of PBI. During this Leadership Camp, she also joined communicators from other zoos and aquariums in observing polar bears in the wilds of the Arctic and learning more about the effects climate change is having on the species. Jennifer's journey was covered extensively by the WNLO-TV morning show, "Winging It! Buffalo Style." Her daily blog of her experiences drove traffic to both the Zoo's website and Facebook page.

Three new revenue-generating opportunities were also added in 2011. Adjacent to the Bone Zone, Hidden Treasures gives visitors the opportunity to pan for fossils

and minerals. Arctic Blast is a wind simulator themed to represent the Arctic tundra. Purchased with a grant from the Buffalo Rotary Club, Kangaroo Hop is a bungee trampoline targeted at older children. All three additions were incredibly popular with visitors and added to our bottom line.

Overall, 2011 was a bit of a financial roller coaster due to the rainy spring, hot summer, but perfect fall. Our annual attendance was 411,194—down 15,000 from the previous year. As a result, our total income for the year was below budget.

On a positive note, however, our operating expenses also came in below budget, particularly in the area of utilities. This allowed us to allocate the Zoological Society of Buffalo Foundation support for the purchase of a supplemental boiler for the Reptile House and Ecostation. This investment will allow us to better maintain temperatures in these buildings and reduce the wear and tear on our main boilers. We were also able to purchase approximately \$15,000 in cameras for our distance learning program.

Given our break-even operations, the incredible progress made on our Bear Necessities campaign and our re-accreditation by the AZA, 2011 turned out to be a very good year.

None of these successes could have been accomplished without the wonderful assistance of the Zoo's dedicated Board of Directors, staff and support organizations, including the ProZoo Board, Women's Board and docent organization.

Thank you for your unending commitment to the Buffalo Zoo!



ANIMAL COLLECTION AND INVENTORY



Capybara (born 2011)



Species born or hatched in 2011

Addax, reindeer, vampire bat, capybara, agouti, six-banded armadillo, rock hyrax, boat-billed heron, cattle egret, scarlet ibis, red-breasted goose, black tree monitor, blue poison dart frog

Species or specimens acquired in 2011

Four-striped grass mouse, yellow-crowned night heron, cattle egret, orangespot freshwater stingray, pink-toed tarantula, Rocky Mountain bighorn sheep, grizzly bear, spectacled bear, spotted hyena, Amur tiger, African lion, brown capuchin, Pekin robin, African pancake tortoise, Puerto Rican crested toad, red-bellied piranha

Species removed from the collection in 2011

Domestic zebu, Ossabaw Island pig, cotton-top tamarin, raven, red lory, monkey-tailed anole, desert iguana, hump-headed dragon, lemur tree frog



Amur tiger (acquired 2011)

Six-banded amadilo (born 2011)



Grizzly bear (acquired 2011)



Blue poison dart frog (born 2011)

2011 Species / Specimens	
Mammals	58/242
Birds	38/112
Reptiles	37/154
Amphibians	8/667
Fish	7/274*
Invertebrates	7/306*
TOTALS	155/1,755*

These numbers do not include Education Department animals; otherwise, all species and specimens physically at the Buffalo Zoo are counted. Counts indicated by * are estimated.

New and Upcoming Exhibits

New Entrance and Polar Bear Habitat

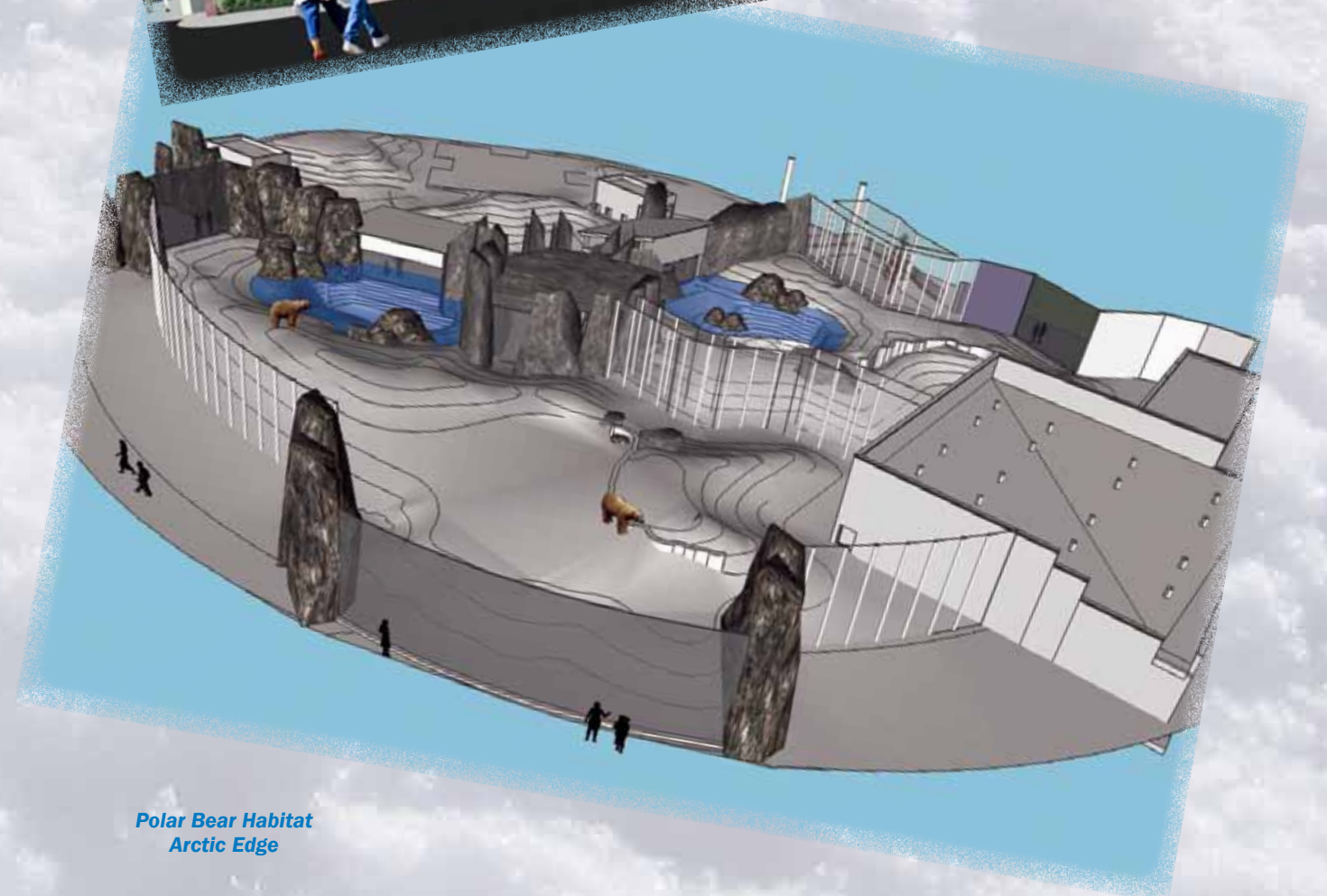
In 2011, the Buffalo Zoo completed schematic design on a new entrance and polar bear habitat (Arctic Edge). The existing brick barn adjacent to the parking lot will undergo adaptive re-use to become a new Entry Complex. It will serve as a gathering space for visitors as they embark on their Zoo adventure. The plaza will include an interactive water feature depicting the Great Lakes to introduce the Zoo's water theme in a fun way as jumping jets of water leap from planter to planter. The Entry Complex will include ticketing, membership, restrooms, a new café and gift shop. Construction of the new entrance is slated to begin in August 2012.

Arctic Edge will be a dramatic new exhibit focusing on frozen water. The exhibit will feature two large polar bear habitats with underwater viewing of salt-water pools for an up-close look at the bears' playful antics. Construction of a new polar bear habitat is required to maintain this species at the Buffalo Zoo since the current exhibit dates from the 1890s and has been cited by the Association of Zoos and Aquariums (our accrediting body) as inconsistent with modern zoo standards. The interior pathway of Arctic Edge will bring visitors past a variety of species, including bald eagle, Arctic wolf and Canadian lynx, culminating in an Arctic Conservation Center. Within the Arctic Conservation Center, educational graphics and interpretive exhibits will focus on climate change and positive measures Zoo visitors can take to lower their carbon footprint. Construction of Arctic Edge is scheduled to begin in late spring 2013.

Gwen Howard of Foit-Albert Associates is the lead architect of both projects with Patrick Janikowski of PJA Architects and Landscape Architects designing the animal habitats and holding areas for Arctic Edge.



Future Entrance



*Polar Bear Habitat
Arctic Edge*

Research

The Zoological Society of Buffalo recognizes that important contributions are made to the Zoo and to the profession by research efforts. The Society also recognizes that research benefits society at large by contributing to our collective knowledge of nature. Research projects conducted or contributed to as a result of Committee approval and/or cooperation with AZA requests in 2011, and those projects continued from previous years are listed below.

Amur tiger
AZA Tiger SSP
Dr. Tara Harris, Director of Conservation and Tiger SSP Coordinator
Minnesota Zoo, Minneapolis, Minnesota

Data provided for a study to determine factors contributing to the success rate of SSP recommended breeding in the Amur tiger population.

Asian Elephant
Coordinating Principal investigators

Jill Mellen, Ph.D.
Education & Science Director. Disney's Animal Kingdom.

John Lehnhardt
AZA Elephant TAG Vice Chair
Animal & Environmental Policy Director AZA Elephant Center

The purpose of this study is to determine the environmental and husbandry factors that are most important to elephant welfare. Using a multi-disciplinary approach, we will establish science-based benchmarks for assessing individual elephant welfare by studying the population housed at Association of Zoos and Aquariums (AZA)-accredited zoos (290 elephants in 78 facilities). This is a multi-year study funded by the IMLS and member Zoos.

Eastern Hellbender
Ken Roble
New York State Department of Environmental Conservation, Albany New York

Penny Felski
Herpetological Manager, The Buffalo Zoo

Agreement with NYSDEC to hatch and rear hellbenders for release at age three into present and former range sites in New York State. Hatching and rearing continued into 2011. Larvae were distributed to several AZA Zoos and plans for additional distributions will be made in 2011. A successful sample release was conducted in 2011 and another planned for 2012. The remaining animals will be released in 2013.

Eastern Massasaugua rattlesnake
James E. Chiucchi
Department of Evolution, Ecology and Organismal Biology
The Ohio State University, Columbus, Ohio 43210

Collection of snout-vent length and mass from captive Massasauga rattlesnakes to aid in the conservation of wild populations and management of the captive population.
Lisa Faust, Ph.D.
Research Biologist, Alexander Center for Applied Population Biology
Lincoln Park Zoo, Chicago, IL 60614

Penny Felski, Herp Manager, served as a team leader in the field study survey of Massasaugua rattlesnakes in their natural habitat. The yearly study aids in the conservation of wild populations.



Polar bear
AZA Polar Bear SSP
Roth, Terri, PhD
Center for Conservation and Research of Endangered Wildlife
San Diego, California

Polar bear fecal samples provided for the development and refinement of determining pregnancy through fecal hormones.

Western Lowland Gorilla
Dr. Hayley Murphy, Pam Dennis, DVM, PhD, DACZM; Rita McManamon, DVM; and Linda Lowenstine, DVM, PhD, DACVP
AZA Ape TAG

The Great Ape Heart Project (GAHP) is the world's first effort to target cardiovascular disease in all four great ape species. Mortalities, especially in the middle age sector of the populations has been on the increase. EKG and echocardiogram results are provided to the study as well as husbandry and nutrition data.

Sulawesi Macaque
Krishna Balasubramaniam
Anthropology Department
SUNY at Buffalo

This study will provide data for a larger study that tests three models of primate social structure: a phylogenetic model based on adaptation to past ecological circumstances and phylogenetic constraints, a socio-ecological model based on adaptation to current ecological conditions, and a biological markets model based on the laws of supply and demand.

Multiple species
AZA Contraception Advisory Group
Munson, Linda, Ph.D.
University of California at Davis

Agreement to provide pathology samples for any animals involved in chemical contraception. Sample provision continued in 2011

Conservation Projects supported in 2011

Financial support was provided to the following conservation organizations in 2011:

Polar Bears International

Contributions to this non-profit organization dedicated to the worldwide protection of the polar bear. CFC

American Livestock Breeds Conservancy

Contributions to support the conservation of heritage livestock breeds.

Grizzly & Wolf Discovery Center

Financial support of brown bear conservation and rescue and Yellowstone National Park education efforts.

The Leatherback Trust

Financial support for the conservation of leatherback turtles in Costa Rica.

El Valle Amphibian Conservation Center (EVACC)

In-situ and ex-situ Panamanian amphibian conservation was supported in 2010. The Goals of EVACC are to save 12 species of Panamanian endemic frogs for education, display, and the future maintenance of the species. The Buffalo Zoo supplied funding for the salary of one local Panamanian as an EVACC keeper for a year. Panamanian frogs were exhibited in the reptile house with an educational graphics package. CFC

Proyecto Titi

Contributions for the conservation of the cotton-top tamarin in Colombia. CFC

Amphibian ARK, IUCN/SSC Conservation Breeding Specialist Group

Contributions for captive and in situ research in the husbandry and breeding of amphibians. CFC

AZA Eastern Massasauga Rattlesnake SSP

Support of in situ conservation programs for the endangered eastern massasauga rattlesnake.

Abbe-Freeland Wildlife Rehabilitation Center

Major NYS wildlife conservation and rehabilitation center in Angelica, New York. Support provided through donation of materials and expertise in husbandry, shipping, management, etc.

National Elephant Center AZA

Contributions for the development, construction and operation of a 300-acre facility for the management and reproduction of AZA elephants.

AZA Puerto Rican Crested Toad SSP

Support of the reintroduction, conservation, education and research programs for the Puerto Rican crested toad

Lion Tamarins of Brazil Fund

Support of the conservation, education and release research projects for lion tamarins in situ.

Friends of Laguna Atascosa Refuge

In situ ocelot conservation and education contribution.

Cars for Conservation Fund

A method to secure funding for conservation projects was implemented in 2006. The “Cars for Conservation” program receives \$0.25 from each parking fee collected. The funds generated are distributed to national and international conservation programs.

AZA Conservation Endowment Fund

Regular donations are made to the Conservation fund through proceeds from on site “wishing wells” and through the Research/Conservation Fund. Informational graphics about the Conservation Endowment Fund are provided at the site of the donation. CFC

International Rhino Keepers Association

Financial support provided for in situ rhino conservation programs

Addax SSP, Antelope TAG, AZA

Funding provided to aid in the re-introductory program for Addax antelope through the Sahara Conservation Fund. CFC

International Elephant Foundation

Financial support of in situ conservation projects.

Pan African Sanctuary Alliances (PASA)

Financial support of in situ sanctuary activities focusing on primate conservation and education.

AZA Ape TAG

A three-year commitment to provide funding for research projects involving great apes.

International Snow Leopard Trust

Financial support of Natural Partnerships Program. CFC

International Rhino Foundation

Financial support provided for North American Save the Rhino Campaign, which helps to conserve rhinos in the wild. CFC

Turtle Survival Alliance

Contributions for turtle in situ conservation and education in Asia and South America.

Bear Conservation Fund, International Association for Bear Research and Management

Contributions for the research and conservation of in situ bear populations. CFC

Education

The education department remained very busy with its pre-existing programs, as well as several new projects.

The education department launched its new fifth grade residency program with the Buffalo Public Schools in 2011. The program was officially named "Ecosystem Architects: A Guided Inquiry-based Exploration of Ecosystems and Exhibit Design." Evaluations provided by the participating schools were very positive, and pre/post assessment scores indicated that students learned a great deal while they were at the Buffalo Zoo, which resulted in the program's renewal for a second year.

A group of representatives from Erie 1 Board of Cooperative Educational Services (BOCES), Holmes Elementary Schools and the Zoo's education department met to develop a new program, which enables students to spend the day at the Zoo receiving science content integrated with technology skills. Students participating in the pilot revealed that the one aspect they would change would be to make it a two-day program at the Zoo. The new framework has been applied to additional science content at a variety of levels (elementary, grades K-4; intermediate, grades 5-8; and commencement, grades 9-12). School districts under the Erie 1 BOCES umbrella are eligible to participate.

The education department also began offering monthly programming for children that are home-schooled. While registration was slow the first time the Buffalo Zoo offered the program, positive word of mouth has continued to increase registration levels over time.

Another new initiative launched by the education department this year was its "Bundle Up For Polar Bears" event. Local schools were asked to turn down their thermostats by two degrees on March 1. Students bundled up and wore sweatshirts, hoodies or sweaters as a symbol of their efforts to save polar bears by reducing their carbon footprint. The success of our program resulted in the conservation organization, Polar Bears International (PBI), recommending the event to other zoos around the country that also serve as the organization's Arctic Ambassador centers.

On April 9, the second season of the citizen science training session ended. This training model enlists the help of participants to test amphibians for the presence of chytrid fungus, which is decimating amphibian populations worldwide. The program was a huge success as citizen scientists were able to collect more than 50 samples for analysis. Sadly, chytrid fungus was found to be present in local populations of northern leopard frogs, green frogs, spring peepers, bullfrogs and spotted newts.

Several staff members also taught classes as part of various college programs. The Zoo's veterinarian, Dr. Kurt Volle, was an instructor for the Mini-Vet School class at the University at Buffalo's (UB) north campus facility. He also presented a lecture on reptile medicine to the participants of the University at Buffalo Laboratory Animal Medicine Residency program. Additionally, the Zoo's Curator of Education, Tiffany Vanderwerf, taught Animals, Zoos and Ecology at UB in the fall while the Zoo's President and CEO, Dr. Donna Fernandes, taught Behavioral Ecology at Canisius College.

In order to spread the message of conservation to a wide audience, the Buffalo Zoo often needs extra help. Without the assistance of volunteers, the Buffalo Zoo's programs would not be as successful. In 2011, the Zoo's 883 volunteers, including the 131 docents and 134 interns, dedicated a total of 32,160 hours to support the Buffalo Zoo and conservation education.

Curator of Education, Tiffany Vanderwerf, visited area schools to promote "Bundle Up For Polar Bears".



Curator of Education, Tiffany Vanderwerf, teaching Zoos and Ecology at UB in the fall.



Studying the occurrence of chytrid fungus in local amphibian populations



Development and Marketing Events and Programs

Polar Bites 2011 drew more than 1,200 attendees and featured 46 vendors.



Long-time Zoo board member, James L. Magavern, is presented The Friend of Wildlife Award at Catillion 2011.



Valentine's Day Adopt an Animal Program

The 2011 Valentine's Day Adopt an Animal program enjoyed great success as approximately 1,200 valentines were sold. Partnering again with Fowler's Chocolates, the Buffalo Zoo offered \$10 valentines, which included an animal adoption certificate, 4 oz. chocolate heart and two guest passes to the Zoo (a \$20 value).

Polar Bites

Approximately 1,200 attendees arrived at the Buffalo Niagara Convention Center on February 17 to attend this year's Polar Bites. Guests enjoyed food, wine, beer and specialty services from 46 vendors. The fundraiser was hosted by the ProZoo Board and raised more than \$39,000 for the Zoo. Phillips Lytle, LLC, Creditors Interchange, M&T Bank, 97 Rock, Classic Hits 104.1, Fox 29, My TV and Buffalo Spree sponsored this fundraiser.

Catillion

Catillion, the Zoo's annual black-tie gala, was held on June 10. This year's fundraiser, chaired by the Buffalo Zoological Board of Directors member, Trent Voelkl, was oversold with 53 tables and was the most successful Catillion to date. The event netted more than \$145,000 for the Zoo's endowment fund, the Zoological Society of Buffalo Foundation. This "Going Bananas!" celebration featured a delicious dinner catered by Rich's Renaissance, dancing and live and silent auctions. Chairman of the Buffalo Zoo's Board of Directors, Hal D. Payne, and Buffalo Zoo President and CEO, Dr. Donna M. Fernandes, presented The Friend of Wildlife Award to long-time Zoo board member, James L. Magavern, his service.

Members Appreciation Nights

Each year, the Buffalo Zoo thanks its members for their support by offering Members Appreciation Nights. The event took place this year on June 27, 28 and 29. More than 9,000 members attended the event over the course of the three nights. Guests enjoyed exploring the Zoo grounds in the evening, watching special demonstrations and receiving free chips and soda to accompany food they purchased from a variety of delicious food vendors for a nominal cost.

Wines in the Wild

Wines in the Wild, the annual summer fundraiser hosted by the ProZoo Board, welcomed more than 2,600 guests to the Zoo on July 27. In addition to sampling food, beer, wine and specialty services from more than 50 vendors, guests also enjoyed a basket auction, silent auction and animal visits. This year's event netted approximately \$100,000 for the Zoo's Adopt an Animal program, which helps to feed the Zoo's 1,200 animal residents. Sponsors included Bank of America, Sorrento Cheese, Volkswagen of Orchard Park, 97 Rock, Classic Hits 104.1, Fox 29, MyTV and Buffalo Spree.

The "Buy the Animals Lunch" Campaign raised more than \$1,900 in 2011.



Wines in the Wild sold out in advance and welcomed more than 2,000 guests to the Zoo.

Buy the Animals Lunch Campaign

For the third year, the Buy the Animals Lunch Campaign was implemented to raise money for the Adopt an Animal program. From July 1 through July 31, the Buy the Animals Lunch campaign gave visitors the option of adding \$1 donation to their bill at the Beastro, Zootique or Guest Services office. They were then able to put their name on a heart cut-out to be displayed at the Zoo. More than \$1,900 was raised through this initiative, making this year's initiative the most successful yet!

Tops Shop For The Animals

The Tops Shop For the Animals promotion took place this year on Saturday, August 20 at four Tops Friendly Markets locations. Shoppers purchased and donated items from the Zoo's wish list for animal enrichment. Docents were on hand to showcase some of the education department's animal residents. This event secured thousands of dollars worth of enrichment items for our animals. The Buffalo Zoo thanks Tops Friendly Markets for their continued support!

Jungle Cruise

Hosted by the Women's Board, the fourth annual Jungle Cruise on the Miss Buffalo II took place on September 11. This fundraiser drew 146 guests, who enjoyed the three-hour twilight cruise, as well as snacks, beer, wine, soda and entertainment.

2011 Buffalo Zoo Calendar

For the second year, the Women's Board worked to create a Buffalo Zoo wall calendar. This item was very popular, and sales increased 300% from 2010 with sponsors completely underwriting the costs of production. All of the images came from the winning photographs selected through the Zoo's annual photo contest. More than \$4,300 was raised through the sale of these calendars.

Women's Board Holiday Luncheon

The annual Women's Board Holiday Luncheon was held on December 8 at the Westwood Country Club. Festivities included a basket auction and delicious lunch. This event is the Women's Board biggest fundraiser of the year. This year's event, which supports the Zoo's Adopt an Animal program, raised \$6,980.

Holiday Adoption Package

For the third year, a holiday adoption package was offered to benefit the Adopt an Animal program. For \$25, the package included a special holiday adoption certificate, two guest passes to visit the Zoo and a collectible, limited series custom brass polar bear ornament designed by Eric Lee, the Buffalo Zoo's Art Director. The promotion was very successful as the packages were completely sold out!

Selected Special Events

Warm Up With the Cold-Blooded

On January 15, visitors enjoyed learning more about Zoo's residents in the Reptile House! Highlights of Warm Up For the Cold-Blooded included keeper talks, snake feedings and interactive enrichment activities. The event was free with Zoo admission and took place from 11:00 a.m. until 3:00 p.m. This year's event was well attended and garnered great media coverage.

Jungle Love

On February 11, Dr. Donna M. Fernandes, Buffalo Zoo President/CEO, presented a session on Promiscuity and Infidelity in the Animal Kingdom. Held every year, this fun seminar also alternates with two other topics. Tickets were \$15 for non-members and \$12 for members. Wine and cheese were also provided.

Family Valentine's Day

Attendees at the Buffalo Zoo's Family Valentine's Day event on February 13 enjoyed animal demonstrations and enrichment activities. They were also given the opportunity to make Valentine's Day cards for family members, friends or even one's favorite animal at the Zoo!

Cool Cats Weekend

The popular Cool Cats event took place on March 12 from 11:00 a.m. until 3:00 p.m. and was free with Zoo admission. Visitors enjoyed making crafts and watching the Zoo's servals, lions, tigers and snow leopards receive enrichment.

Ape-ri! Event

The Zoo's western lowland gorilla troop, particularly the new baby, was celebrated during the Ape-ri! event on April 2. The day's activities included keeper talks, enrichment, raffles and crafts. Visitors who donated an old cell phone received \$1 discount off regular Zoo admission. Each year, this promotion helps to support the Eco-Cell program, which collects cell phones to recycle or refurbish. Coltan, a mineral contained in cell phones, is mined illegally in some areas in the Congo, a gorilla habitat. By recycling cell phones, the demand for coltan mining decreases.

Breakfast With the Easter Bunny

The annual Breakfast With the Easter Bunny event was held on April 16, 17 and 23 and was sold to capacity during the first weekend. Tickets included a buffet breakfast provided by CJ's Catering, prizes for the children, admission to the Zoo and a chance to visit with the Easter Bunny. The event received great media coverage.

Bear Awareness

This annual event centers around raising public awareness about bears and how their habitats are affected by global climate change. Held on May 21, highlights of this year's event included informational tables, crafts, keeper talks and enrichment for the animals. The event was sponsored by Goya Foods and took place from 11:00 a.m. until 3:00 p.m. Bear Awareness was a huge success, having fallen on a badly-needed sunny afternoon during what was the rainiest May on record.

Elephantastic Weekend

Sponsored by Wegmans, Elephantastic Weekend kicked off the summer season and celebrated the Buffalo Zoo's beloved female Asian elephants—Jothi and Surapa. Activities included Elephant Painting With Surapa, keeper talks and enrichment for the elephants. The event took place on June 5 and 6 from 10:00 a.m. until 4:00 p.m.

Earth Day at the Buffalo Zoo

Presented by the WNY Earth Day Committee and Perry's Ice Cream with media support by The Buffalo News, WKBW-TV and Star 102.5, this annual event was held at the Buffalo Zoo on June 18. Visitors met with environmental groups, businesses and college organizations to explore how to make healthier choices for our environment. The weather cooperated, and the event was well-attended.

Sea Lion Birthday Party

Sponsored by NOCO Energy with media support by WIVB-TV, 97 Rock and Classic Hits 104.1, this event gave visitors the chance to wish California sea lions, Dallas and Pocus, a happy birthday! Visitors enjoyed sea lion demonstrations, games and raffles. The event took place on July 9.

Party For the Planet

On July 29, Fisher-Price staged their "Little People: Live" show for visitors. On August 6, they returned to the Zoo to present their annual Party For the Planet event. In addition to being sponsored by Fisher-Price, the event also received media support from WGRZ-TV and Star 102.5. Attendees were given the chance to explore special stations to learn more about conservation and to take part in games and other fun activities. The youngest visitors also enjoyed special guest appearances by Fisher-Price friends, as well as viewing the hottest new toys. The event took place from 10:00 a.m. until 3:00 p.m. and was free with Zoo admission. The event was nationally sponsored by Disney Nature African Cats in conjunction with the Association of Zoos and Aquariums (AZA).

Wild About Wellness

Visitors had the opportunity to meet with area health and wellness practitioners who specialize in physical training, alternative medicine and the health food industry during the Wild About Wellness event held on 20. Presented by BlueCross BlueShield with media support by WIVB-TV, 97 Rock and Classic Hits 104.1, this event was free with Zoo admission.

Labor Day

The annual Labor Day at the Zoo end-of-summer celebration was held on September 5. More than 8,000 visitors joined in the festivities, which included a bounce house, games, animal feedings and discounted food items. Admission was only \$1, with coupons available at local Tops Friendly Markets locations.

Grandparents Day

On September 11, each grandparent received free admission. On September 10, each grandparent received free admission with each paid child's admission in honor of Grandparents Day. Grandparents also received a \$5 discount off any grandparent membership purchased that day. During the event, the staff at the Delta Sonic Heritage Farm hosted activities at the farm. For this event, the Buffalo Zoo also partnered with WHLD Radio, which plays music of the 40s, 50s and 60s. The total attendance for the event was 2,323.

Howl-O-Ween Hayrides

The Buffalo Zoo's 15th annual Howl-O-Ween Hayrides, presented by Tops Friendly Markets and Fisher-Price, were held on October 15, 16, 22 and 23. Highlights of the event included treat stations, hayrides, games, apple cider and donuts. Children wore their favorite Halloween attire and participated in a costume parade, led by 97 Rock personalities. This year's event was a bit of a disappointment due to the wind and rain that kept attendance down during the first weekend of this holiday favorite.

Breakfast With Santa

The annual Breakfast With Santa event was held on December 10, 11, 17 and 18. Tickets included a buffet breakfast provided by CJ's Catering, prizes for the children, admission to the Zoo and a chance to visit with Santa. The event was very successful with many seatings sold out and the rest near capacity.

Bear Awareness sponsored by Goya Foods

Howl-O-Ween Hayrides sponsored by Tops Friendly Markets



A serval demonstration during Cool Cats Weekend.

Many seatings were sold out during Breakfast with Santa

Friends of the Zoo 2011

The Board and Staff of The Zoological Society of Buffalo, Inc. would like to thank all of the individuals and organizations listed below. All leadership gifts made during the 2011 calendar year are acknowledged here. Every effort has been made to ensure accuracy. If you notice any mistakes or omissions, please notify the Development Office at the Buffalo Zoo. We are grateful to all of our donors for their continuing support and generosity.

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Our Adopt An Animal program helps us pay the Zoo's grocery bill each year. Adopt An Animal parents sponsor a healthy diet for their adoptee for one year. Those listed below made gifts of \$250 or more to support many of the animals in our care. Thank you for your support and concern.

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Those listed below have provided the Buffalo Zoo with goods or services valued at more than \$100 during 2010. Nearly \$25,000 in goods or services were donated to the Zoo this year. We are grateful for this support and are pleased to acknowledge these contributions to the Buffalo Zoo.

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The Bear Necessities Campaign

The Buffalo Zoo is in the midst of updating the entire facility to make sure that we provide the very best living conditions for our animals and the best amenities for our visitors. The Bear Necessities Campaign will focus on two areas for improvement. First, a new Entry Plaza will be constructed directly off the parking lot. In addition to the new entrance, an enlarged gift shop, additional rest room facilities and a new café will be added. The primary goal of the campaign is to build a new state-of-the-art Polar Bear habitat which will meet all current industry standards. Arctic Edge will be home to this iconic species as well as other arctic animals new to Buffalo. Listed below are those who have made commitments of at least \$1,000 in support of this initiative at the close of 2011.

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Shabar Rouse,
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Cook
Hank Clark,
Cook

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Paris Davidson
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Gweneth Koppers
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Curator of Education
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Steven Mead,
Director of Grounds and Maintenance

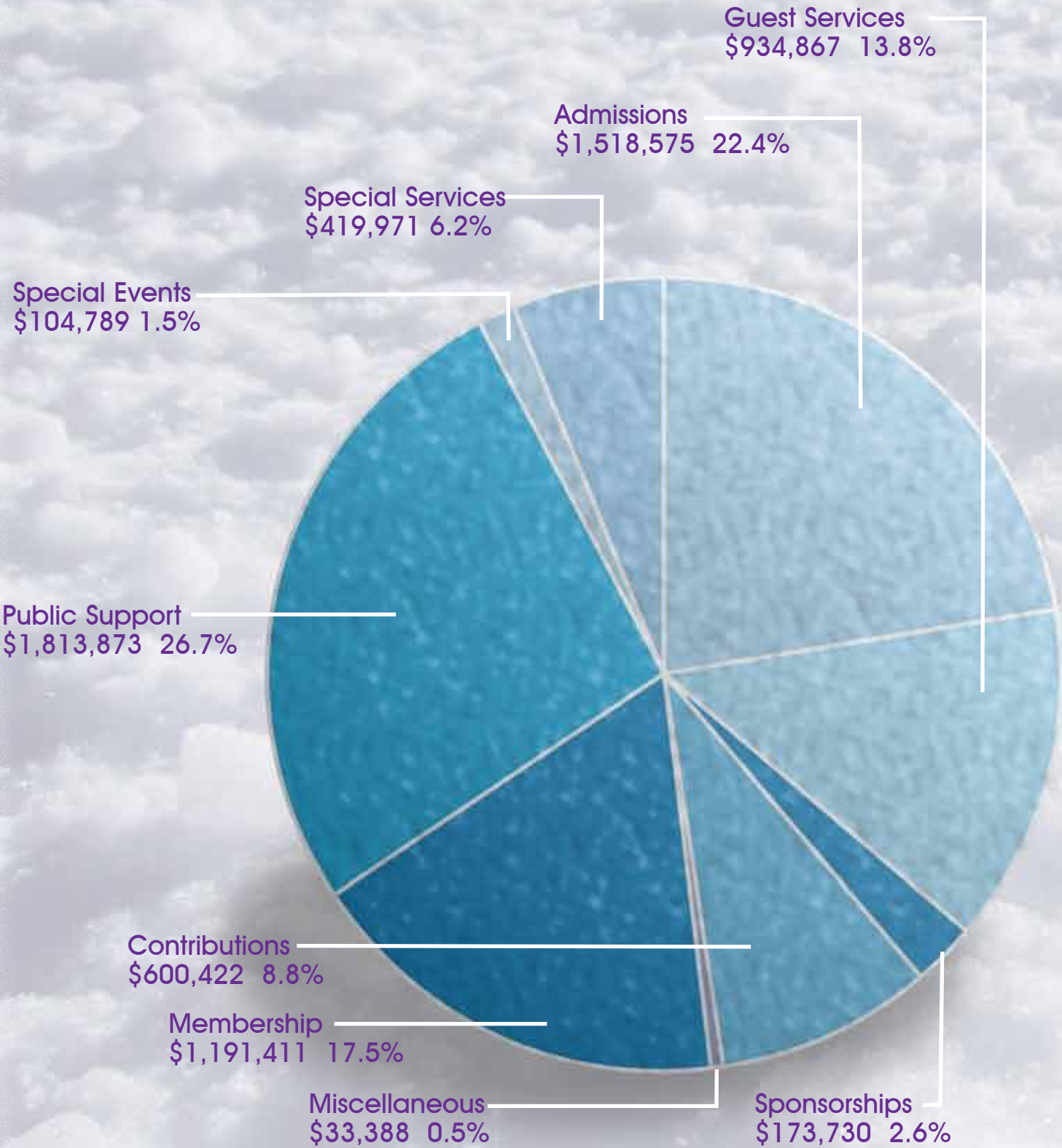
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Michael Shanahan
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Mark Knight
Richard Prims

Engineers:
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Chief Engineer
Larry DePietro
William Dowling
Wendy Guba

2011 Operating Statement

Revenues Total \$6,791,026



Expenses Total \$6,791,026

