



**toronto
ZOO**

TORONTO ZOO 2010 ANNUAL REPORT



the wonder of

maturity

inspiring respect for our fragile planet



**The Zoo celebrates
the Year of Biodiversity!**



Phishtopher, the clown triggerfish, gets a name!



Toronto chefs cook up a sustainable seafood feast at Seafood for Thought!



Excellent Zoo attendance makes the grade



ECO Executives learn corporate greening

2010 - a great year at the Zoo!



Zoo now offers high school course credits



Keeper demonstrations pack in the crowds



The new Conservation Carousel whirls a timely message



The new red pandas rule!



Serengeti Bush Camp roars with success



Zoo-bred black-footed ferrets take back the prairies!

something for everyone at the Zoo

message from the Chair & CEO

The Toronto Zoo was a great place to be in 2010 and 1,309,000 Zoo visitors agreed! With a healthy attendance and new projects on the horizon, the Zoo continues to be a strong voice for nature, conservation and our wild world. By building on its established message of conservation and sustainable living, the Zoo is showing that it is possible to make a difference. The Zoo's educational value is unsurpassed and in 2010 over 145,000 students experienced the Zoo as part of a school group. The Zoo is now recognized by the Ontario Government as a private school, so that high school students can take credit courses at the Zoo. The Zoo Camps, including the unforgettable overnight Serengeti Bush Camp, were once again well attended!

vision of the Toronto Zoo

The Toronto Zoo will be a dynamic and exciting action centre that inspires people to love, respect and protect wildlife and wild spaces.

the Toronto Zoo's green vision

Our vision toward a green and sustainable future will include

- eco-ethical partnerships
- green funding plans
- green staff culture
- promotion of green programs and achievements
- sustainable energy use and production

changes at the Zoo

In 2010, the Zoo said farewell to one CEO, Mr. Peter Evans, and warmly welcomed a new one, Mr. John Tracogna. Mr. Evans, a committed Zoo Volunteer and former member of the Zoo Board of Management, provided strong, stable leadership as Acting CEO while the search for a new CEO was conducted. Mr. Tracogna took over the CEO position in March 2010, coming from Ontario Place Corporation where he recently served as General Manager. Mr. Tracogna has over 20 years of experience with the City of Toronto where he has held senior leadership positions developing sustainable economic opportunities with Tourism, Special Events and Economic Development.

celebrating biodiversity

The United Nations General Assembly officially designated 2010 as the Year of Biodiversity and the Toronto Zoo was proud to be part of the global effort to raise awareness of the critical loss of biodiversity in our natural world. Through special events such as our Earth Day celebration and Party for the Planet, the new Conservation Carousel, our valuable research and broad education reach, the Zoo put the issue of biodiversity front and centre this past year.



Mr. Joe Torzsok, Chair



Mr. John Tracogna, CEO
(effective March 2010)



Mr. Peter Evans, Interim CEO
(January - March 2010)

ASSOCIATION
OF ZOOS &
AQUARIUMS

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OF ZOOS AND AQUARIUMS
ASSOCIATION DES ZOOS ET
AQUARIUMS DU CANADA

something for everyone at the Zoo

living green, working green

The Zoo's efforts in conservation and sustainability remain unsurpassed. Several new green energy systems were installed at the Zoo in 2010. New solar panels at the maintenance wing and new energy-efficient Ice Bear units at the Caribou Café helped to further reduce our carbon dioxide emissions.

The ECOexecutives program spread the green message to corporations and businesses. The ECO-cell program engaged Zoo visitors and members by collecting used cell phones and PDA's to help preserve habitat for gorillas in Africa. Our other conservation efforts covered a wide area, from local Adopt-a-Pond wetland conservation to helping preserve pygmy hippos in central Africa.

oceans and lakes in focus

The watery worlds were a high priority at the Zoo in 2010. The Zoo's Seafood for Thought event, which raises funds and awareness for sustainable seafood, returned with an impressive public turnout and excellent participation by the food industry. The immensely popular Sharks at Stingray Bay - A Touching Experience exhibit returned and really packed in the crowds! Special events attract new visitors and strengthen our ties with repeat visitors and are an important part of keeping our attendance strong. The Great Lakes program and the Aqua-Links program both highlight Species at Risk in our lakes, and help students learn about the global importance of water conservation.

important research

Toronto Zoo is at the forefront of zoological research and in 2010, the Zoo continued its commitment to research with numerous projects that added valuable information to the worldwide bank of knowledge.

constructing a vision

Following on the success of the hugely popular Tundra Trek, the Zoo continued its work on capital projects to refurbish the fur seal exhibit as a new endangered African penguin exhibit and refurbishing the Africa pavilion. The renovated pavilion will house exciting new features such as lemurs and a chameleon nursery for viewing babies. These exhibits open in 2011. Renovations of the gift shop and food outlets were completed in 2010, making the Zoo a better experience on all levels.

newest Zoo members

Growth was happening all around us at the Zoo in 2010, with some exciting new arrivals. Our newest female gorilla, Ngozi, gave birth to a strapping young male gorilla, Nassir. Zoo visitors were also thrilled to see baby cheetahs, moose, wood bison, Grevy's zebra, snowy owls, eyelash frogs, pot-bellied seahorses, sacred ibis, veiled chameleons and naked mole rats to name just a few. New arrivals included a white rhino, Bactrian camel, blue-crowned motmot, emu, tawny frogmouth and two-toed sloth. All in all, 2010 proved to be a successful year for our Toronto Zoo and our thanks goes out to our many sponsors, donors and members.



communicating the wonder of nature



marketing & communication

reaching out with a green message

The Zoo's commitment to preserving our wild world and living green is stronger than ever and in 2010, the Zoo continued its efforts to spread the word about the importance of caring for our planet. The Zoo welcomed 1,309,000 visitors in 2010, setting an example of green living and highlighting what individuals can do to meet the challenge of threats to our environments.

Year of Biodiversity

The United Nations General Assembly designated 2010 as the International Year of Biodiversity, in an effort to halt the alarming loss of plants and animals on earth and to share the responsibility for sustainable development.

In recognition of the Year of Biodiversity, the Zoo was very active in highlighting the pressing need to preserve biodiversity in nature and communicating positive ways that individuals can make a difference. The Zoo brought home the message of

International Biodiversity Day through events such as Party for the Planet (the Zoo's own Earth Day celebration), the 10th Annual Spring Toad Festival, International Migratory Bird Day, Earth Week Rattlesnake Workshop, a First Nations celebration of creation and sustainability and the third annual Garlic Mustard Pull to preserve the natural biodiversity of the Zoo's own core woodlands. In partnerships with CTV, the Zoo ran a contest for an Alaskan cruise, calling attention to the Arctic environmental crisis and supporting the Year of Biodiversity cause. Other biodiversity-focused events included the Biodiversity Symposium for professionals, the Yo-Yo® for the Dodo Guinness World Record event that raised funds and awareness for protecting world biodiversity and a special biodiversity-themed New Years Eve Family event.

polar bears

Tundra Trek featuring our new exhibit with young polar bears continued to be an important stop for visitors.

stingrays, sharks and crabs!

The Zoo expanded its wildly popular touch-tank exhibit Sharks at Stingray Bay - A Touching Experience to include the fascinating horseshoe crabs. The exhibit allowed visitors to safely interact with and touch harmless southern red and cownose stingrays, nurse and bamboo sharks and horseshoe crabs, all in a large 60,000 gallon low-walled, salt-water pool.



communicating the wonder of nature

Seafood for Thought™

Preserving the world's underwater ecosystems is an important part of the Zoo's commitment to promoting biodiversity and in 2010, the Zoo held the second annual Seafood for Thought™ event. Seafood for Thought™ was a memorable evening of delectable, sustainable seafood prepared by some of Toronto's top chefs, along with appropriate wines and beers. Seafood for Thought™ was held to benefit and publicize Seafood Watch, an international program designed to help consumers and the food service industry to buy seafood from fisheries and fish farms that practice sustainable methods. Over 500 guests made Seafood for Thought™ a great success!

clowning around for World Oceans Day

In order to bring attention to World Oceans Day and the importance of oceans to our natural world, the Zoo invited visitors to the Great Barrier Reef exhibit to help name our new clown triggerfish. The contest was a big success and almost 300 people helped us give Fishtopher his new name.

raising funds for good causes

The Zoo has a long history of hosting important fundraising events and 2010 was no exception. Throughout the year, the Zoo helped out fundraisers such as the Great Strides Walk for Cystic Fibrosis, the McGregor Socks Make-A-Wish Scavenger Hunt, the Zoo's own Oasis Zoo Run, International Red Panda Day and Orangutan Awareness Week. These events raise money for good causes and bring visitors and media attention to the Zoo.

non-stop fun at the Zoo

Families know the Zoo is a great place to have fun all year long. All summer, Pizza Pizza presented Drum Café, an interactive drumming experience in our Waterside Theatre. Events such as our March Break festivities, Professional Freestyle Soccer, EMS day, the 7th Annual Wild Toy Animal Hospital, YTV's Wild On Wheels event, Today's Parent KidSummer Day, 98.1 CHFI Day, Orangutan Awareness Weekend, Senior's Day, World Animal Day with National Geographic Kids made visiting the Zoo extra-special. The Zoo's seasonal events also helped to keep things lively with Mother's Day with Boom 97.3, Father's Day presented by Marks Work Wearhouse, Boo at the Zoo, Halloween Howl, Remembrance Day Ceremony, Christmas Treats Walk and the New Year's Family Countdown.

great friends

It's great to have friends and the Zoo has a stellar list of partners and sponsors. Mark's Work Wearhouse provides the Zoo staff with uniforms. Seafood Watch promotes using seafood from sustainable sources. The Delta Toronto East hotel helped the Zoo reach out to southern Ontario and US radio listeners. Media partners such as CTV, 97.3 EZ Rock, 98.1 CHFI, Toronto Star and loyal sponsors Zellers, Pizza Pizza, Coca-Cola, Hershey Canada, Today's Parent and YTV help the Zoo promote respect for our wild world, while our creative and media planning/buying partners Lowe Roche and ZenithOptimedia bring a special touch to the Zoo's multi-media advertising campaigns.



making the world a greener place



conservation, education and research

new green energy projects at the Zoo

At the Zoo we do more than just talk about green practices - we are always looking at ways to take positive action. In 2010, 50 new solar thermal panels were installed on top of the maintenance wing to provide all the hot water for staff showers and other hot water needs. These panels reduce our demand for natural gas by 50 percent and reduce our carbon dioxide emission by 40 metric tonnes per year. Additionally, three new Ice Bear energy units were installed at the Caribou Café to help reduce peak electricity use. These energy storage units create ice at night while the energy demand on the grid is low. They then use this ice to cool the Caribou Café in the hot summer months. Reducing demand on the grid prevents the need for more power stations to be built.

ECOexecutives™ - inspiring businesses towards sustainability

ECOexecutives, the Zoo's unique sustainability workshop series, engages the corporate world by connecting biodiversity to their bottom line. Executives visit the Zoo for inspirational behind the scenes tours, a closer look at the Zoo's green technologies, and lessons in sustainability issues. They leave motivated to return to their businesses and implement change.

ECO-CELL™ to continue helping endangered species as PhoneApes™

Inside every cell phone is a mineral called Coltan, a key ingredient in the electronic circuitry in this and other electronic devices. Illegal mining in Africa for this mineral is disrupting the habitat of the lowland gorilla and many other species. In 2006, the Toronto Zoo joined forces with other North American zoos and aquariums and ECO-CELL to recycle electronic devices such as cell phones, pagers and blackberries.



Since 2006, the Toronto Zoo has donated over \$10,000, from cell phone recycling proceeds to gorilla conservation projects in Central Africa.

In 2010, the Toronto Zoo began the process of re-branding its cell phone recycling program and finding a local Canadian partner to recycle the phones. Moving forward into 2011, the Toronto Zoo's award winning cell phone recycling program is being re-launched as PhoneApes.

new full-time Coordinator of Education for Sustainable Development Programs

The Zoo continued its commitment to green initiatives with the creation of a new permanent position of Coordinator of Education for Sustainable Development Programs. This person will coordinate the ECOexecutives Program, teach Zoo School students and educate staff and visitors about sustainability issues.

making the world a greener place

wetland conservation efforts

The Zoo was involved in numerous efforts to help conserve and protect precious wetlands in 2010, and Zoo amphibian and reptile conservation programs received \$160,000 in government funding.

The Adopt-A-Pond Wetland Conservation Programme's FrogWatch Ontario and Ontario Turtle Tally saw increased public participation in 2010 and raised awareness through activities such as the annual Spring Toad Festival. Adopt-A-Pond's newly released video game "AT RISK: The Turtle Survivor Challenge" introduces students of all ages to the variety of threats that face Ontario's turtles, and the actions we can take to protect local species from extinction. This fun and realistic video game helps teachers enhance lessons in ecology and biology. Through Adopt-A-Pond, the Zoo participated in the 2010 Great Shoreline Cleanup, a cross-Canada effort to clean up coastal wetlands. The Zoo also partners schools in Canada and Mexico to share their understanding and learn about threats to each country's great lakes.



Toronto Zoo opened its Turtle Island First Nations Art Garden in 2010. The Turtle Island Conservation Program was developed to promote awareness of the importance of turtle species and the wetlands that sustain them in First Nation communities. The "Ways of Knowing Partnership" (TIC) recognizes the importance of Aboriginal traditional knowledge and encourages First Nation communities to incorporate it into current biodiversity and species at risk recovery strategies.

Additionally, the Zoo hosted the two-day international Social Marketing and Chelonian Sustainability Workshop in 2010, to give professionals and academics a chance to develop ideas for helping turtles at risk.

rescuing species at risk

The Zoo continued efforts to bolster populations of endangered species. In 2010, captive breeding programs for endangered species such as the black-footed ferret, Vancouver Island marmot, Malaysian painted turtle, flat-tailed tortoise, spider tortoise, Wyoming toad and Oregon spotted frog, helped to bolster dwindling populations. The Zoo also participated in rescuing sea turtles suffering from oil exposure in the Gulf of Mexico and in helping fish in Africa's Lake Victoria.

building our knowledge through research

The Zoo is an important centre for research that adds valuable knowledge to the global understanding of nature, particularly in the area of animal reproduction. The Zoo funds and carries out its own studies, and also supports research projects at other institutions around the world either with direct funding or through the Endangered Species Reserve Fund. In 2010, Toronto Zoo research included ongoing studies on wood bison reproduction, browse preservation techniques, elephant nutrition, reptile contraception and many others.



making the world a greener place

conservation, education and research continued

spreading the message

The Zoo is committed to reaching out to new generations and inspiring a respect for our natural world through education. In 2010, over 145,000 students experienced the Zoo's living classroom through school groups visits; 96,205 in elementary, 41,809 in secondary and 6,822 in post secondary studies.

Toronto Zoo now officially recognized as a private school

In 2010, the Zoo became registered as a private school with the Ministry of Education, providing the Zoo with the authority to grant high school credits. Two Grade 11 Biology University Preparation courses were offered at the Zoo during the summer months. Overall, 22 students attended and successfully completed these intense four week courses throughout July and August, generating \$25,300 in revenue.

Zoo Camp attendance remains strong

The Zoo Kids program for four- and five-year-olds was increased in 2010 from half-day to full-day. Overall 1,899 campers enjoyed weekly tours, games/activities, and unique opportunities to create enrichment items for the animals. To support the International Year of Biodiversity campers also took a biodiversity pledge and participated in collecting old cell phones, recycling batteries, and donating spare change to support conservation programs.

Serengeti Bush Camp delivers unique overnight experience

There's nothing quite like having the Zoo to yourself at night and the sights and sounds that go along with it! Operating from mid May to Labour Day weekend, school classes, scouting and guiding groups as

well as families attended the Zoo's Serengeti Bush Camp on different nights throughout the spring and summer. In 2010, 2,330 participants enjoyed a variety of interactive educational activities, tours, behind the scenes opportunities, and stories/songs around the campfire including a chance to roast marshmallows.

badges are us!

Youngsters love earning badges at the Zoo and in 2010, Youth Badge Programs reached over 400 Scouts, Guides, Brownies and Cubs. Youth can earn any one of 14 environmental badges by attending a half-day program at the Zoo. No wonder this is one of the longest operating Zoo education programs.

educational programs for all ages

The Toronto Zoo provides the perfect setting for individuals of all ages to comfortably explore plant and animal life from around the world. A variety of public programs including: Parent & Tot, Critter Crew, Zoo Crew, EnviroRangers, plus family and adult focused programming were offered throughout the year. In 2010, over 790 people participated in these themed programs. From tots to teens, families to adults, the Zoo offered something to help everyone connect with nature.



making the world a greener place

building education into special events

Our family Rise n' Shine program continued for a third summer at the Sharks at Stingray Bay exhibit. This family program attracted 225 participants in 2010 who enjoyed breakfast, an informative talk, interactive activities and an early morning stingray feeding experience.

grant funding for Zoo education

Grant funding for education programs at the Zoo totalled \$51,930 in 2010. To support the Operation Conservation program, \$36,640 was granted by the Tippet Foundation and Geoffrey H. Wood Foundation, which allowed 208 students to participate in this immersive two-day program. An anonymous grant of \$9,090 brought 445 youth from disadvantaged neighbourhoods in the former City of York to the Zoo to attend school workshops. An additional grant of \$6,200 from the same donor will support 15 youth from the Mount Dennis Community to attend Zoo Camp in 2011.

teachers love Zoo student workshops

Student workshops continue to attract strong participation. Over 9,600 students attended a four hour curriculum-based workshop in 2010. Program evaluations are consistently positive.

teachers check out the Zoo

Teachers' Days, held bi-annually in April and September, continue to attract a large number of educators. Marketed to eleven surrounding school boards and two universities with Bachelor of Education programs, Teachers' Days resulted in a total of 3,496 teachers participating in 2010. These events provide an opportunity to demonstrate the relevance of a field trip to the Zoo to enhance classroom curriculum.

learning from afar

Opportunities for sharing information and learning don't stop at the Zoo's gates! In partnership with Grande Yellowhead District School Board in Alberta for the provision of equipment, distance education programs were successfully delivered to over 280 students/staff/Volunteers.

Zoo interns make the grade

In 2010, Zoo interns were very active. Two individuals from Seneca College developed a video on the black-footed ferret breeding and re-introduction program. Two students from Ontario Institute for Studies in Education (OISE) at University of Toronto redeveloped grades

five, six and seven self-guided tour resources for teachers, plus enhanced outreach kits for Volunteers to use in the classroom setting. One student enrolled in Museum Management and Curatorship at Fleming College created a variety of Branch Instructions outlining various policies/procedures related to the Volunteer Program, and also researched evaluation strategies in assessing the effectiveness of Volunteer-led tours.



sharing the wonder of nature



Volunteers

Zoo Volunteers – on the front line of the wild experience

For many Zoo visitors, Volunteers are an important part of the Zoo experience. The Zoo's 331 Volunteers interpret the zoogeographic and ecological relationships of the animal and plant kingdoms, raising awareness and inspiring conservation action and most importantly, enhance the experience of each Zoo visitor with whom they come in contact.

Zoo Volunteers are responsible for a variety of interpretive areas that give visitors a hands-on experience. Zoo Volunteers are well-trained and very knowledgeable, and offer information, answer questions and stimulate interest in all the Zoo's activities. Volunteers play a special role in Zoo events such as World Oceans Day, National Geographic World Animal Days and Biodiversity Days, with crafts, face painting for kids, storytelling and many other activities.

donating valuable time

Volunteers continue to make a valuable contribution to the Zoo. In 2010, Volunteers donated 26,375 hours of their time to the Zoo, contacting approximately 661,199 people. Of these active Volunteers, 211 donated their time on a year-round basis, 57 Volunteers were trained to assist during the peak summer season and 63 student Volunteers provided assistance with a variety of special events. The value of this time is equivalent to approximately 13 full time staff at an average wage, representing approximately \$646,000.



a lifetime of Volunteering

The Zoo continues to benefit from the dedication of long-service Volunteers. In 2010, Helen Huggett and Noel McKinstry were recognized for 30 years as Zoo Volunteers. An additional three Volunteers celebrated 15 years at the Zoo and another six were recognized for contributions of 10 years. A Volunteer Appreciation Night was held in April 2010 at which all were honoured for their years of dedication and presented with a keepsake of their achievement.

moving forward with new improvements

Based on a review of our Volunteer Program in 2009, improvements were implemented in 2010. Volunteer training was revised with a new format to directly focus on hands-on training to adequately prepare Volunteers for their interpretive responsibilities. The Volunteer day captain program was also revamped with Volunteers submitting nominations for new day captains to serve a two year term before handing over the "reigns" to another new captain (through the nomination process).



sharing the wonder of nature

new Zoo Volunteers join a great tradition

Ninety-nine new Volunteers were recruited and attended Volunteer training courses in 2010. Eighteen people completed thirteen weeks of training to become Year-Round Volunteers. In addition, 57 Summer Volunteers were trained to assist visitors at interpretive stations throughout the Zoo during the busy months of May to August. Summer Volunteers staffed the Stingray Bay Interpretive Station, Kesho Park Headquarters, Savanna Research Station, Wetlands Kiosk, Backyard Wildlife Kiosk, Australasia Interpretive Station, Dino Dig, and Front Gate Information area. Also, 24 new Zoo Ambassador Student Volunteers joined the Volunteer group, assisting at special events and with our Zoo Kids camp program.

partnering with Toronto Public Library MAP program

Zoo Volunteers participated in a unique outreach program that was developed and delivered at three Toronto Public Libraries in November. The program focused on backyard biodiversity, inspiring attendees to discover nature in their communities.

valuable animal data gained from Volunteer observations

Volunteers observed numerous animals this year, lending their analytical skills to important data collection on a variety of species. In particular, 15 Volunteers were involved in doing polar bear observations, six Volunteers observed the North American otters, and one Volunteer observed the new emu pair as they were introduced to their outdoor paddock. Observations were also completed at the kangaroo and zebra exhibits.

Volunteer feedback helps the Zoo improve

Using extensive feedback from Volunteers, a new and improved interpretive station was established at the Sharks at Stingray Bay exhibit. It included various interactive activities to help visitors understand the importance of oceans and promoted the Seafood Watch program. In addition, several new modules were added to the Australasia Interpretive Station to improve the interactivity and inspire visitors to think about invasive species.

Zoo Student Volunteers make a difference

Once again during the summer of 2010, in an effort to increase the involvement of the Student Volunteers, several shadowing opportunities were offered. Students were paired with adult Volunteers operating interpretive stations around the Zoo. These students had the opportunity to expand their knowledge and participate in on-site, front line educational experiences with visitors. Student Volunteers also assisted with the Rise 'n' Shine program at the Sharks at Stingray Bay exhibit and helped out with summer camps. Eighteen Zoo Ambassador Student Volunteers assisted staff with our Zoo Kids (ages four and five) day camps throughout the summer, contributing a total of 839 hours.

Additionally, a small team of Zoo Ambassadors worked with Zoo Staff to enter the 2010 Polar Bears International contest which involves formulating and implementing environmental conservation initiatives in schools. **Thank you Zoo Volunteers!**



helping nature through research

research

research projects supported by the Toronto Zoo in 2010

Toronto Zoo

- 1 Gamete Rescue for Genetic Management
- 2 Evaluation of a New Cricket Diet Formulate to Provide Balanced Nutrition for Amphibians and Reptiles Using Crickets
- 3 Wood Bison Research
- 4 Cytogenetic Study
- 5 Cortisol Research Project
- 6 Non-surgical Artificial Insemination in Cheetahs
- 7 Snake Implant and Stress Study
- 8 Rouge Park Turtle Study
- 9 Impact of Dietary Change on Undesirable Behaviours and Activity Levels in Western Lowland Gorillas
- 10 The Role of Hecpidin in Iron-regulation in Bats
- 11 Hecpidin Introduction and Validation of Hecpidin mRNA Assay in Bats: A Pilot Study (Updated)

Canada

B.C.

- 12 Reptile Embryo Study
University of British Columbia

Ontario

- 13 Monitoring Thyroid Function in Polar Bears
University of Guelph
- 14 Developing Assisted Reproduction Technologies in the Vancouver Island Marmots
University of Guelph
- 15 Assessment of Stress Levels in Captive Elephants through Fecal Glucocorticoid Analysis
McMaster University

United States

California

- 16 Olfactory Communication in Polar Bears: Implications for Conservation in the Face of Increasing Habitat Fragmentation
San Diego Zoo

Ohio

- 17 Non-Invasive Reproductive Monitoring and Pregnancy Diagnosis in the Polar Bear
Cincinnati Zoo & Botanical Garden

Washington, D.C.

- 18 Determining Prolactin Concentration in Acyclic African Elephants
Smithsonian National Zoological Park



status of live collections as of December 31, 2010

(not including domestic species)

	Mammals	Birds	Reptiles	Amphibians	Fish	Inverts	TOTAL
orders	11	19	4	2	18	31	85
families	35	48	22	12	42	56	215
species	88	100	63	30	108	103	492
specimens	567	379	274	184	166	139	1709
# in groups	0	0	9	98	3098	912	4117
grand total	567	379	283	282	3264	1051	5826

projects supported by the Endangered Species Reserve Fund 2010

Canada

Toronto Zoo & Ontario

- 1 Butterfly Conservation Initiative
- 2 First Nations Ways of Knowing Turtle Island Conservation
- 3 Great Lakes Outreach
- 4 Hoofstock Sex Sorted Sperm
- 5 Karner Blue Recovery Group
- 6 Loggerhead Shrike
- 7 North American Save the Rhino Campaign
- 8 Ontario Crayfish Program
- 9 Polar Bear Biodiversity Studies
- 10 Project 400 - Ontario Road Ecology
- 11 Species at Risk Road Injury Recovery and Rehabilitation

Saskatchewan

- 12 Black-footed ferret Canadian Reintroduction in Grasslands National Park - post release monitoring

United States

Wyoming

- 13 Wyoming Toad Species Survival Program disease screening and population monitoring

Central & South America

Mexico

- 14 Mexican Axolotl Conservation

Central America & Caribbean

- 15 COTERC
- 16 Panama Frog Rescue Program (Invert Production)

Brazil

- 17 Golden Lion Tamarin

Africa - International

West Africa

- 18 Pygmy Hippo and Manatee Conservation in Ivory Coast

Central Africa

- 19 Nouabale-Ndoki Project

East Africa

- 20 Grevy's Zebra Trust Species Survival Program
- 21 Lake Victoria Cichlids
- 22 Lewa Veterinary Conservancy and Vet program

South Africa

- 23 African penguins
- 24 Intl Elephant Foundation - Waterways & Dura Recovery Project

Asia

China

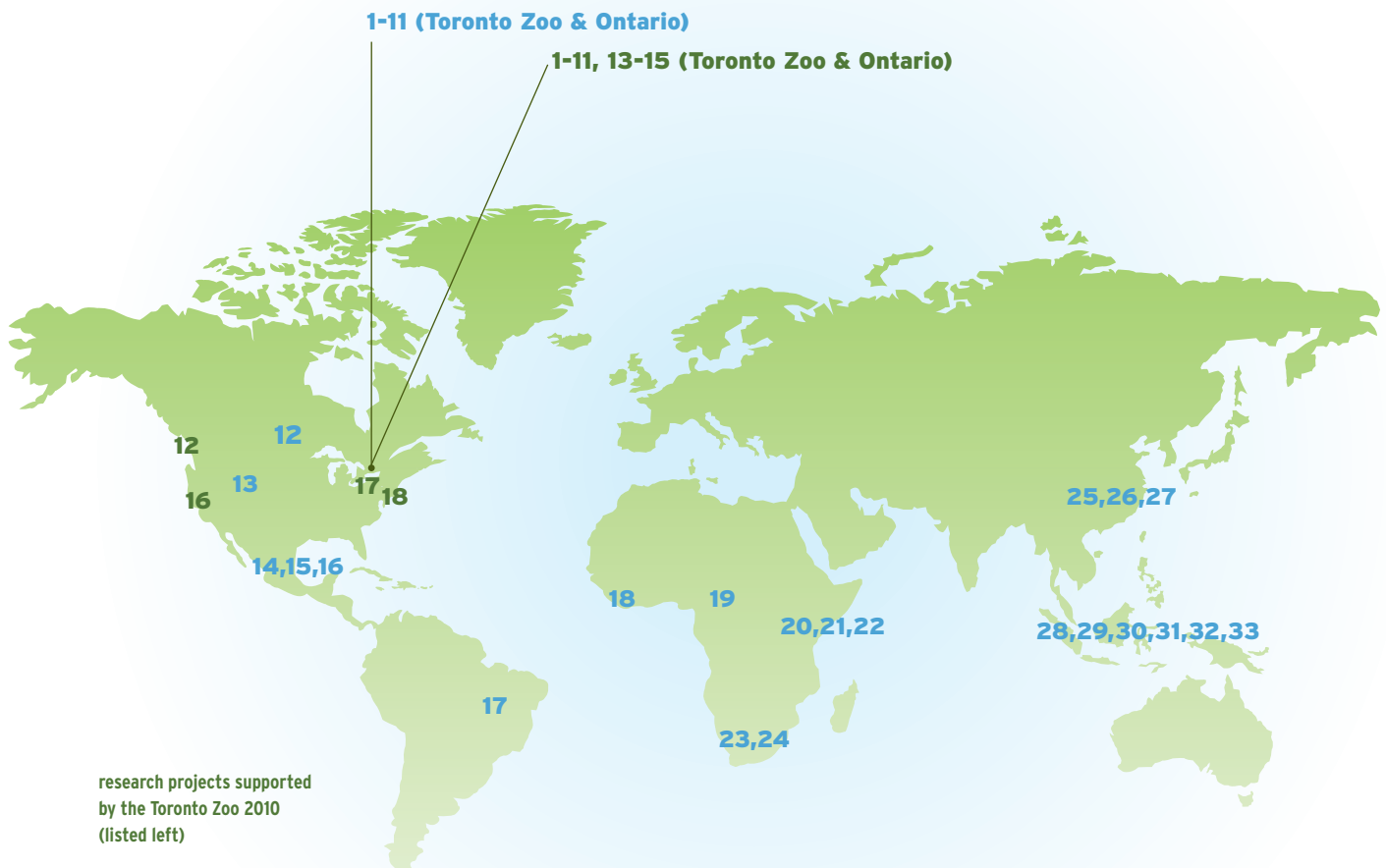
- 25 Przewalski's Horse
- 26 Snow Leopard in situ conservation
- 27 South China Tiger

Southeast Asia

- 28 Asian turtle crisis range Country Conservation
- 29 Malayan Tapir
- 30 Orangutan SOS
- 31 Project Seahorse
- 32 Sulawesi Wildlife Crime Unit - Babirusa

Indonesia

- 33 Komodo Dragon SSP Field Conservation



research projects supported
by the Toronto Zoo 2010
(listed left)

projects supported
by the Zoo's Endangered
Species Reserve Fund 2010
(listed above)

taking care of our natural world

conservation highlights

the Vancouver Island marmot success story - update for 2010

The Vancouver Island marmot (VIM) exists nowhere in the world except on Vancouver Island, British Columbia. In 2003, only 30 individuals existed in the wild, making it North America's most endangered mammal. However, a total of 308 captive bred marmots have since been released occupying 24 mountains. The wild population is now estimated at 270-320 marmots and there are currently 129 individuals in the captive breeding program. Many initiatives have been undertaken to restore and identify suitable habitat. The two major logging companies on Vancouver Island are now active members of the recovery team. Furthermore, educational outreach campaigns have been launched to raise awareness and funds for VIM recovery efforts and protect biodiversity. It is the hard collaborating efforts accomplished so far that have made great strides in saving this critically endangered species.

black-footed ferret update - 2010

With the support from Canadian Wildlife Federation (CWF) and the Toronto Zoo Endangered Species Reserve Fund, Toronto Zoo staff visited Grasslands National Park to check on the 34 black-footed ferrets that were released October 2, 2009. Some of the released ferrets were born at the Toronto Zoo and the captive breeding program is an essential part of the long-term strategy for the recovery of this species. During the March 2010 monitoring session, at least 35 percent of the released animals (12 out of 34) made it through the winter - an excellent result.

The most recent monitoring session in August 2010 focused on checking the adult ferrets' overall health and implanting any wild-born kits with PIT tags and vaccinating them against disease. The great news is that three wild-born kits were found - true Canadians all!

preserving our great lakes

The North American Great Lakes are the largest single freshwater source in the world. The goal of Toronto Zoo's Great Lakes Program is to raise public awareness of the importance of these water ecosystems. Highlighting five local Species at Risk, the Great Lakes Program reaches over 13,000 Ontario students annually to communicate what they can do to help our precious water resources.

coming together with the Aqua-Links Program

Building on a twenty-year partnership in East Africa, Aqua-Links brings Canadian students together with Kenyan and Ugandan students to learn about water conservation as a global issue. Using lesson plans, special presentations, classroom and aquaria and computer linking, Aqua-Links helps students learn and interact on an international level.



a strong commitment

supporters

capital campaign update

After nearly 40 years of connecting people with wildlife, the Toronto Zoo is undertaking a significant infrastructure renewal. The first priority of the Zoo's 10-year revitalization plan is complete and includes the highly successful Tundra Trek, which attracted \$15 million in public and private funding.

Our current campaign (2012 - 2017), valued at \$50 million, includes a new Institute for Wildlife Sciences facility, high-quality Canadian and Eurasian wildlife experiences and improved visitor amenities. Success in these efforts depends on additional support beyond our municipal funding. Over 2010, we have strengthened our internal fundraising capacity in preparation for the next five years and engaged fundraising consultant KCI (Ketchum Canada).

prospects

Opportunities were identified by researching potential philanthropists and companies with relevant interests. We analyzed membership data to look for potential partners and researched ways to best recognize donors. We also developed a portfolio of properties suitable for sponsorship and donor-naming opportunities.

communication

We also developed key campaign messages and project descriptions for major renewal projects such as The Institute for Wildlife Sciences, the new Canadian Wilderness region, the revitalized Eurasia Experience, the proposed Giant Panda exhibit and visitor amenity improvements. In addition, we created proposals targeting large national sponsors. Messaging will be developed for the new priorities: Hippo House & Exhibit, Outdoor Orangutan Exhibit and Reproductive Centre.

donor action

We have begun meeting with prospects and planning cultivation events to engage volunteers and attract prospects.

annual campaign

As we plan for this next phase of our major campaign, the Toronto Zoo continues to successfully raise funds through our annual campaign, thanks to our committed donors. Here are just a few examples of generous donations in 2010

- funding for Acres for the Atmosphere from Symcor plus a day of planting by 130 Symcor staff
- solar panels on our new polar bear exhibit thanks to Direct Energy
- funding of a student visit/workshop program for disadvantaged youth by an anonymous donor
- renovation of the Peacock Café thanks to Compass Group Canada
- support for conservation programs through numerous bequests including gifts from the Estates of Tatjana Rahaberger, Dorothy Anne Walter, Elizabeth Blackstock, Ruby Killick, Dorothy Ball, and Barbara Elsie Harrison, Barbara Powell, Helen Audrey Chandler, Silveria Ladek, John Edward Wood

thank you!

We wish to thank all of the individuals, foundations, corporations and government agencies who, through their generous support, have contributed to the success of the Toronto Zoo and our mission.



Zoo donors help great things come to life

donors

our sincere thanks to all our generous donors in 2010

benefactors (\$250,000 - \$499,999)

Compass Group Canada Ltd.
Government of Canada

conservators (\$50,000 - \$99,999)

Coca Cola Beverages Ltd.
Estate of Silveria Ladek
Ministry of Natural Resources
Pizza Pizza

protectors (\$25,000 - \$49,999)

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Beaver Tails Canada Inc.
Estate of Elizabeth Blackstock
Canadian Wildlife Federation
Estate of Helen Audrey Chandler
Environment Canada
Estate of Barbara Elsie Harrison
Milliken Meat Products Ltd.
Ministry of the Environment
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Estate of Ms. Tatjana Rahaberg
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Symcor
Tippet Foundation
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Van Houtte Coffee Services
The Geoffrey H. Wood Foundation

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2010's Seafood for Thought - Sustainable

Seafood Event

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c5 Restaurant Lounge
Cave Springs Cellars
Chateau des Charmes
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Coca-Cola
Colio Estate Wines
Compass Group Canada
Cross Town Kitchens
Crush Wine Bar
fisherfolk
Food Network
Great Cooks on Eight
Hallelujah Seafood
Henry of Pelham Family Estate
In Camera Dining
Kaleidoscope Photography
Lucy's Seafood Kitchen
McGregors Meat & Seafood Ltd.
Ocean Wise
Pangaea Restaurant
Pasco Seafood Enterprises Inc.
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Reds bistro and wine bar
Seafood Watch
Sky Blue Productions Inc.
Starfish Oyster Bed & Grill
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Sub Zero Imports
Toronto Star
Trios Bistro
Tutti Matti Ristorante Tuscano
U.S. Farm-Raised Catfish
Westbury National Show Systems Ltd.

Zoo donors help great things come to life

donors continued

donors (\$1,000 - \$4,999)

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Casco Inc.
Shirlene Courtis
Earth Day Canada Inc.
Paul Frazer
Diana Goad
Harbord Collegiate Institute
Marion Holmes
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It's My Potty
Estate of Ruby Alison Killick
Kirk Polson Annuity & Insurance Agency Inc.
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Katherine McGuire
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Joan Noble
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Ontario Veterinary Group
John Otley
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SCI Interiors Ltd.
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Dr. William Waters
V. Lorraine Williams
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Estate of John Edward Wood
The Marjorie & Joseph Wright Memorial Foundation

monthly donors 2010 (\$150+)

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Dr. William Waters
Jeannie White
Dilys Whitehead
Arthur Wilkinson
Marianne Wilson
David Woelfle
Margaret Woodhouse
Carol Worthylake
William Wray
Yocan Medical Systems





financials

BOARD OF MANAGEMENT OF THE TORONTO ZOO Statement Of Operations And Net Assets

Year ended December 31

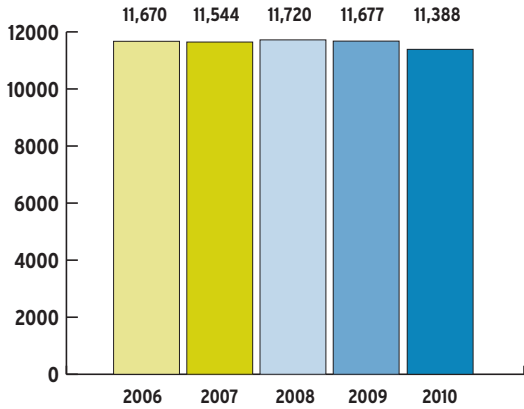
	2010 \$	2009 \$
REVENUE		
Funding from City of Toronto		
General appropriation	11,388,300	11,676,507
Capital works contributions	76,000	-
Admission	11,238,977	13,782,845
Membership	3,651,559	3,296,175
Funding from deferred revenue	468,091	811,333
Food services	5,682,662	6,151,509
Gift shop operations	2,608,657	2,813,533
Parking	2,799,661	2,526,715
Rides and rentals	769,549	1,010,286
Education programs	749,662	787,071
Other revenue and recoveries	2,216,930	974,851
Development division	648,933	566,400
Interest	10,485	8,328
	42,309,466	44,405,553
EXPENSES		
Operations & administration	21,888,273	20,984,639
Conservation, education & research	6,941,324	6,913,892
Marketing & communications	5,162,515	5,087,828
Food services	5,117,559	4,780,866
Gift shop operations	2,009,303	2,282,273
General management	1,532,118	1,852,308
Development division	747,438	327,588
Amortization of capital assets	527,600	499,039
	43,926,130	42,728,433
Excess of revenue over expenses before the following	(1,616,664)	1,677,120
Transfer to Toronto Community Foundation	(260,765)	(238,812)
Transfer of excess funding to City of Toronto	-	(1,209,727)
Additional funding from City of Toronto	1,669,620	-
Transfer (to) from City of Toronto	120,318	441,479
Excess of revenue over expenses for the year	(87,491)	670,060
Net assets, beginning of year	3,945,000	3,274,940
Net assets, end of year	3,857,509	3,945,000

Note: The required information has been submitted in accordance with the Public Sector Salary Disclosure Act, 1996.

Funding from deferred revenue is raised primarily through Development Division activities.

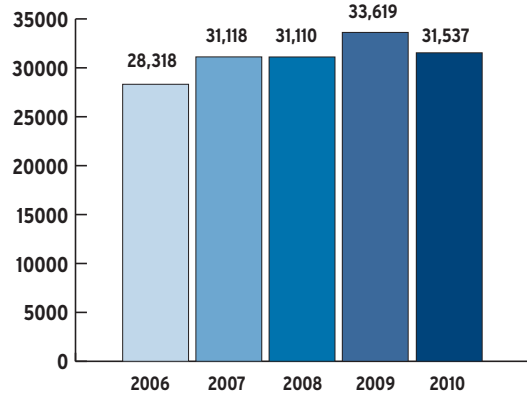
TORONTO ZOO

Net Operating Costs to City of Toronto 2006-2010
(Excluding Capital Financing)



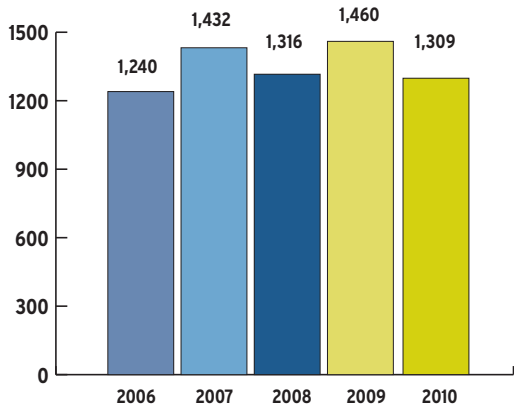
TORONTO ZOO

Zoo Memberships 2006-2010



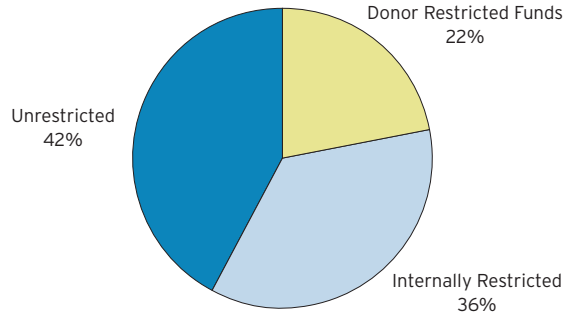
TORONTO ZOO

Visitor Attendance 2006-2010



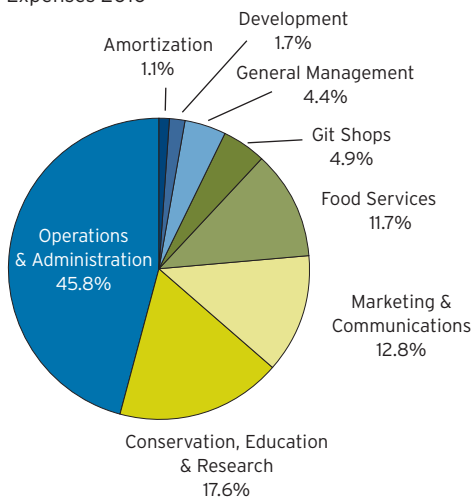
TORONTO ZOO

Market Value of Assets held by the Toronto
Community Foundation as at December 31, 2010
\$7,746,443



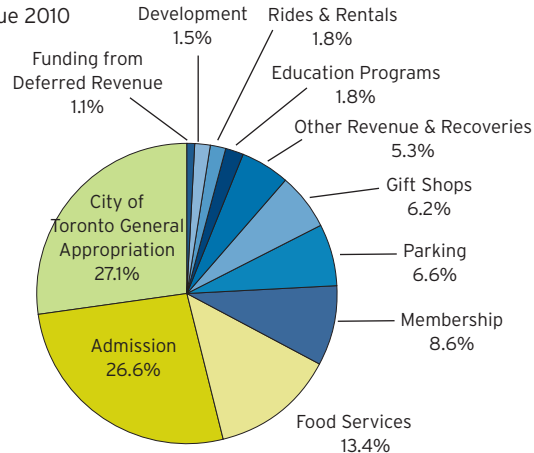
TORONTO ZOO

Expenses 2010



TORONTO ZOO

Revenue 2010



publications

Toronto Zoo's published articles for 2010

ecology/field conservation/reintroduction

Connolly, K., Zimmerman, L. and Rapley, W. A. TORONTO ZOO CONSERVATION AND EDUCATION ACTIVITIES REPORT. 2008-2009. June 2010.

Gunson, K., D. Ireland and F. Schueler. 2010. A BLUE-PRINT FOR MITIGATING THE THREAT OF ROADS TO WILDLIFE IN SOUTHERN ONTARIO. PROCEEDINGS FROM THE INTERNATIONAL CONFERENCE ON ECOLOGY AND TRANSPORTATION, VELENCE, HUNGARY.

Gunson, K. and D. Ireland. 2009. MODELLING VEHICLE - HERPETOFAUNA INTERACTIONS IN SOUTHERN ONTARIO. PROCEEDINGS FROM THE INTERNATIONAL CONFERENCE ON ECOLOGY AND TRANSPORTATION, REGINA SK.

Ireland, D. H. and M. Karch. 2010. A GUIDE TO ROAD ECOLOGY IN ONTARIO, 75pgs; Toronto Zoo.

Rapley, W. A. Charles the gorilla artist. CANADIAN MUSEUMS ASSOCIATION. July/August 2009, p.52. 2009.

reproductive physiology/technology

Kummrow, M. S., Mastromonaco, G. F., Grawshaw, G. and Smith, D. A. Fecal hormone patterns during non-ovulatory reproductive cycles in female veiled chameleons (*Chamaeleo calyptratus*). GENERAL AND COMPARATIVE ENDOCRINOLOGY epub ahead of print; doi: 10.1016/j.ygcen.2010.06.005. 2010.

Kummrow, M. S., Smith, D. A., Crawshaw, G. and Mastromonaco, G. F. Characterization of fecal hormone patterns associated with the reproductive cycle in female veiled chameleons (*Chamaeleo calyptratus*). GENERAL AND COMPARATIVE ENDOCRINOLOGY epub ahead of print; doi: 10.1016/j.ygcen.2010.04.022. 2010.

Kummrow, M. S., Gilman, C., Mackie, P., Smith, D. A. and Mastromonaco, G. F. Noninvasive analysis of fecal reproductive hormone metabolites in female veiled chameleons (*Chamaeleo calyptratus*) by enzyme immunoassay. ZOO BIOLOGY 29:1-21. 2010.

veterinary medicine/physiology

Crawshaw, G. J. Clinic environment Pp. 79-81; Physical trauma to bats housed in zoological institutions Pp. 105-108; Anesthesia of vampire bats Pp. 309-310. In: Barnard S. M. BATS IN CAPTIVITY, VOLUME 1: BIOLOGICAL AND MEDICAL ASPECTS. Logo Press, Washington D.C. 2009.

Dutton, C. J., Quinnell, M., Lindsay, R., DeLay, J., and Barker, I. K. Paraparesis in a polar bear (*Ursus maritimus*) associated with West Nile virus infection. JOURNAL OF ZOO AND WILDLIFE MEDICINE 40: 568-571. 2009

Paré, J. A. and Lentini, A. M. Reptile Geriatrics. VETERINARY CLINICS OF NORTH AMERICA: EXOTIC ANIMALS 13: 15-25. 2010.

Torchetti, L. and Guthrie, C. Successful rearing of an African sacred ibis (*Threskiornis aethiopicus*) chick at the Toronto Zoo. ANIMAL KEEPERS' FORUM 37: 196-200. 2010.

Valverde, A., Crawshaw, G. J., Cribb, N., Bellei, M., Gianotti, G., Arroyo, L., Koenig, J., Kummrow, M. and Costa, M. C. Anesthetic management of a white rhinoceros (*Ceratotherium simum*) undergoing an emergency exploratory celiotomy for colic. VETERINARY ANAESTHESIA AND ANALGESIA 37: 280-285. 2010.

committed to the natural world

who's who at the Zoo

Toronto Zoo Board of Management 2010

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Mr. Joe Torzsok

Vice Chair

Councillor Paul Ainslie

Councillor Raymond Cho
Dr. Ming-Tat Cheung
Councillor Josh Colle
Councillor Glenn De Baeremaeker
Councillor Mark Grimes
Councillor Gloria Lindsay Luby
Ms. Sylvie Tessier
Ms. Cindy Yelle

Toronto Zoo Senior Staff 2010

Chief Executive Officer (March 2010 - December 2010)

Mr. John Tracogna

Interim Chief Executive Officer (January 2010 - March 2010)

Mr. Peter Evans

Chief Operating Officer

Mr. Robin Hale

Executive Director, Marketing & Communications

Ms. Shanna Young

Executive Director, Conservation, Education & Research

Dr. William Rapley, D.V.M., M.Sc.

Executive Director of Development

Ms. Shirlene Courtis, CFRE

Director, Planning & Analysis

Ms. Susan Gunton

Director, Facilities & Services

Mr. Eric Morris

Senior Veterinarian

Dr. Graham Crawshaw, B.VetMed., M.Sc.,
M.R.C.V.S., Dipl. A.C.Z.M.

Curator, Amphibians & Reptiles

Mr. Bob Johnson, M.Sc.

Curator, Birds & Invertebrates

Mr. Tom Mason, B.Sc.

Curator, Conservation Programs

Mr. David Ireland, M.Sc.

Curator, Fishes

Ms. Cindy Lee, B.Sc.

Curator, Mammals

Ms. Maria Franke, M.Sc.

Curator, Reproductive Programs

Dr. Gabriela Mastromonaco, M.Sc., Ph.D.

Nutritionist - Animal Nutrition

Mr. Jaap Wensvoort, B.Sc., M.Sc.

Acting Manager, Education

Ms. Heather House, B.A., B.Ed.

Manager, Animal Care

Dr. David Barney, B.Sc., M.Sc., Ph.D.

Manager, Division Administration - Conservation, Education & Research

Mr. Eldon Smith

Manager, Computer & Telecom Services

Mr. Charles Duncan

Manager, Financial Services

Mr. Paul Whittam

Manager, Horticulture/Materials Collection

Ms. Anna-Marie Burrows

Manager, Human Resources

Mr. Curt Shalapata

Manager, Interpretation, Culture & Design

Mr. Paul Harpley

Manager, Marketing

Ms. Cynthia Shipley

Manager, Membership & Guest Services

Mr. Rey deGuzman

Manager, Retail & Rides

Mr. Andre Wattie

Manager, Safety & Security

Mr. Shane Alexander

torontozoo.com





You CAN make a difference! Try these simple actions for a healthier world.

- **PARK THE CAR** Walk, cycle and use public transport to reduce emissions. The Zoo has over 12 km of beautiful walkways.
- **FOLLOW THE ZOO'S ENVIRONMENTAL PURCHASING POLICIES** by rejecting excess packaging, selecting products made from renewable resources and considering product lifespans.
- **INSTALL A BACKYARD OR APARTMENT COMPOST UNIT** The Zoo uses compost from staff rooms and on-site restaurants, the Animal Nutrition Centre plus animal manure (ZooPoo) to keep our gardens beautiful.
- **REPLACE INCANDESCENT LIGHT BULBS** with energy-saving compact fluorescents. What a bright idea!
- **AVOID SENDING CHEMICALS DOWN THE DRAIN** Use a "green" cleanser to preserve water quality. Zoo programs like Adopt-A-Pond and The Race to Save the Dace help improve water quality and habitat for wildlife and people.
- **INSTALL A PROGRAMMABLE THERMOSTAT**, which reduces energy consumption at night or when you are not home. The temperature in the Zoo's Administration buildings is controlled this way.
- **USE RECHARGEABLE OR SOLAR BATTERIES**, or better yet, avoid battery-operated items altogether. Drop off your old cell phone for recycling at the Zoo and help us save wild gorilla habitats.
- **AVOID HARSH INDUSTRIAL CLEANERS** Try this safe, effective formula instead: 125 ml (1/2 cup) pure soap, 4 litres (1 gallon) hot water and 60 ml (1/4 cup) lemon juice.
- **USE BARRELS AND DRUMS TO COLLECT RAIN WATER** for your flower or vegetable gardens. Turn your lawn into a wild flower garden. Visit our Butterfly Meadow in the Eurasia area of the Zoo.
- **CONSIDER A HYBRID VEHICLE** Our propane-powered Zoomobiles lower pollution and decrease CO₂ emissions.
- **FRESHEN AIR NATURALLY** with a mixture of 5 ml (1 tsp) lemon juice, 500 ml (2 cups) hot water, 5 ml (1 tsp) baking soda in a spray bottle.
- **FIX DRIPPING FAUCETS**, leaky pipes and running toilets to save gallons of wasted water.

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phone 416-392-9100
fax 416-392-5863
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Toronto Zoo
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