

CONSERVATION

IS IN OUR NATURE



toronto
ZOO

2012 ANNUAL REPORT



message from the Chair and CEO

Welcome to the incredible Toronto Zoo! With over 700 acres (283 hectares) of fascinating biodiversity, the Zoo inspires people to learn about, love, respect and protect wildlife and wild spaces. And to have a wild, exciting time while doing it!

reaching out

Here at the Toronto Zoo, we feel we have a responsibility to reach out to the general public, students and corporations to educate them on the role of modern Zoos in our society. Accredited zoos around the world have a team of dedicated and highly knowledgeable professionals working together with the common goal of protecting and preserving species and their habitats. The Toronto Zoo continues to be a leader in this field and continually strives to communicate this message to our visitors.

looking ahead

This past year the Board of Management began to work diligently to make some significant changes at the Zoo to ensure we secure our place as a conservation leader. Last summer, a report from KPMG, endorsed by the City Manager and Toronto City Council, examined the financial impact of privatizing the Zoo. In response to the report, Toronto City Council voted in favour of issuing a Request for Expression of Interest (REOI) to determine options for the Toronto Zoo.

In September 2012, your Zoo Board of Management commissioned and approved a report entitled "The Future of Toronto Zoo Governance" which recommended that the

Toronto Zoo implement a new structure of governance, but one that kept the Zoo as a publicly-owned asset. This vision of a new governance model proposed significantly restructuring the Zoo's fundraising and contributed revenue programs from individuals and corporations. The ultimate goal was to create a viable and sustainable financial model with an independent governance structure that represents the best interests of one of the best zoos in the world.

good news at the Zoo

With last year's federal government announcement that the Rouge National Urban Park (RNUP) will become Canada's first national urban park, by virtue of its location the Toronto Zoo stands to become the crown jewel of the Rouge - a natural destination to visit while camping, hiking or site seeing in the park.

In 2012, a steady increase in attendance from the previous year is largely due to good weather and new animal exhibits. Increasing attendance is also a testament to the role the Toronto Zoo plays as an important centre for conservation, education and tourism.

This spring, the Zoo acquired three rare, white lions and in 2013, a pair of giant pandas will take up residence for a five-



message from the Chair and CEO (continued)

year stay at the Toronto Zoo. On loan from China, these pandas are international ambassadors for conservation and through our efforts we will contribute to the survival of this species and their habitats. This panda loan program will be significant for a number of reasons, not the least of which is that this will be the first time giant pandas have been loaned to a national alliance of two zoos (Toronto and Calgary), not one zoo at a time.

a leader in conservation

The Toronto Zoo is poised to become a centre of excellence in conservation. For example, the Zoo is building on its relationships with the University of Toronto and University of Guelph. Strengthening such partnerships will augment the Zoo's educational component and reinforce its commitment to animal preservation and environmental protection. A proactive approach will set the Zoo on a progressive course for the future.

The Toronto Zoo is the city's premier centre for education and awareness about the animal world. Far more than just a tourist attraction, the Zoo plays a major role in local and international conservation efforts and programs to ensure species survival. Recent developments, from the launch of a national urban park, to upcoming animal exhibits and improving our governance model, stand to make the Zoo even stronger.



Mr. Joe Torzsok, Chair



Mr. John Tracogna, CEO





giant news

giant panda exhibit preparation

In February the giant panda agreement was signed, embarking the Toronto Zoo on an innovative new path in designing and building a new exhibit for the pair of giant pandas that will stay at the Zoo for five years, starting in 2013.

Previous capital plans had called for a \$20 million investment in a new exhibit to host the giant pandas. In 2012, the approved capital plan included a renovation to the Amur tiger facility. Board of Management and senior staff saw this as a unique and fiscally responsible opportunity to develop a new exhibit area for the giant pandas.

recycling an existing exhibit

Instead of creating a new and more expensive exhibit area for the giant pandas, Toronto Zoo staff modified the construction project for the Amur tigers exhibit to create an area for the giant pandas. The exhibit area has been adapted for the pandas and features the addition of enrichment elements including climbing structures and plantings and improved public viewing opportunities. Climate controlled indoor habitats have been constructed along with new holdings with a maternity area, a research lab, bamboo storage facilities and keeper area. The upgraded exhibit will be adaptable for the tigers when they return in five years.

The new plans for the giant panda exhibit area also included the Panda Interpretive Centre, located in the Special Events Pavilion that formerly housed the Sharks at Stingray Bay and Dinosaurs Alive exhibits. The budget for these renovations was \$3 million which was contained within the current capital budget and no additional funds were required.

giant panda official launch

Excitement continued to build in anticipation of the 2013 arrival of giant pandas Er Shun & Da Mao! Toronto Zoo's Giant Panda Official Groundbreaking Ceremony was held on October 18, 2012 to formally recognize those individuals whose past efforts contributed to bringing the pandas to Canada. The event took place in front of the giant pandas' future home in Eurasia. Present on this occasion were Toronto Zoo CEO John Tracogna, Councillor Giorgio Mammoliti on behalf of Mayor Rob Ford, Joe Torzsok, Chair of the Toronto Zoo Board of Management, Councillor Raymond Cho of the Giant Panda Outreach Task Force, Councillor Gloria Lindsay Luby, Dr. Ming-Tat Cheung of the Chinese Cultural Centre of Greater Toronto, Mme. Dongmei Wu, Deputy Consul General of The People's Republic of China and David Mulroney, former Canadian Ambassador to China.

The event featured a Chinese Ceremonial Lion Dance, as well as the ceremonial planting of bamboo tree and a red maple tree to symbolize the partnership between China and Canada. Those in attendance got a sneak peek at the future exhibit construction and interpretive centre plans, as well as the unveiling of the Zoo's "Giant Panda Branding" which included an exclusive introduction to the new giant panda mascots.





engage and educate

conservation education mission

Toronto Zoo will engage communities by providing the tools and knowledge to connect to nature and protect our natural world. In 2012, over 10,300 students attended curriculum-based elementary level workshops, with a total of 125,609 students visiting the Zoo.

reaching teachers

The Zoo hosts a Teachers' Day twice a year in April and September to promote the value of a school field trip. Educating teachers on the school-based programs offered by the Education Branch (the Zoo's education department), which enhance the current classroom curriculum. This year, Teachers' Days resulted in a total of 4,139 teachers participating.

The Education Branch also connects with science teachers each year to share knowledge on the importance of biodiversity and the role the Zoo plays in conservation. Professional development sessions were delivered for pre-service teachers from the University of Toronto with more than 35 educators participating.

Participating teachers say the greatest educational value on a field trip to the Zoo lies within our staff-led programs. As a result, in an effort to meet this demand for curriculum-based programming yet provide a more economical option in terms of time commitment and costs, new half day school workshop programs were developed between 2011 and 2012 for grades two, six and 10. This allows us to deliver more focused programming to a wider audience, when our staff and volunteer resources are available to fulfill and support these programs.

reaching students

The Education Branch continues to work on a number of creative strategies in an effort to increase school group visits. One of these initiatives included winter visit incentives in which schools that booked a visit between January and March had an opportunity to win a live animal outreach to their classroom. Another initiative was the development of posters highlighting certain animals that were circulated to schools to raise awareness of the Zoo, our curriculum-linked programs and to drive Zoo school attendance.

As a means to engage more secondary students and to showcase the important work of the Zoo, a series of short videos were created as part of Virtual Researcher On Call's (VROC) new podcast series, *Why Math?* The series is designed to enlighten students about some incredible career opportunities for those that continue with math. Four videos in total were filmed at the Zoo showcasing careers related to animal nutrition, veterinary care, reproductive technologies, and conservation programs and stewardship.

In 2010, the Toronto Zoo became established as a private school with the Ontario Ministry of Education and gained the authority to grant school credits towards a student's secondary school diploma. Since its inception, Zoo School has been a very popular program and for the second consecutive year the program was at enrollment capacity, with a significant waitlist of students wanting to participate in the program.

In 2012, a total of 36 students (maximum 18 per session) enrolled in Zoo School and successfully obtained their grade 11 University Level Biology credit.



educate and engage (continued)

alliance with Earth Rangers

In an effort to extend our conservation messages into the schools and help to drive general admissions, an alliance was initiated with Earth Rangers for the co-development of a classroom outreach presentation. In concert with Earth Rangers staff, a new grade four outreach program focusing on the preservation of animal habitats and the Zoo's efforts to conserve endangered species was developed and initially tested in 2012. Piloting of this program continued for the 2012-2013 school year.

curatorial educational outreach

Curators at the Toronto Zoo and their staff also co-ordinate a number of grant funded programs each year that reach an additional 29,879 people.

Education Branch becomes gold certified EcoCentre

Since 2009, a representative from the Education Branch has sat on the Steering Committee for a new environmental education certification program called Ontario EcoCentres. In 2011/2012, EcoCentres piloted their new program and the Education Branch submitted an application. Based on categories such as occupational behaviour, curriculum, procurement, and social equity, a level of gold certification was achieved.

Operation Conservation Program for underserved youth

Operation Conservation is designed for at-risk students in the Jane-Finch and the Malvern Communities. Two hundred

and twelve students participated in the two-day immersion program in 2012 with support from grant funding. To support the Operation Conservation program, \$36,640 was granted by the Tippet Foundation and Geoffrey H. Wood Foundation. An anonymous donor also contributed \$10,500 for youth from disadvantaged neighbourhoods in the City of Toronto to attend school workshop programs at the Zoo.



program	# of people reached
Adopt-A-Pond:	
• Schools	1,170
• Zoo Events and Trade Shows	3,720
• Mixed Audience Outreach	2,343
• Turtle Tally Participants	616
• Frogwatch Participants	206
• Wetland Guardians	25
Great Lakes/Aqua-Links	19,800
First Nations	1,794
Venomous Snake/Invertebrate Workshops	205
Total	29,879



educate and engage (continued)

disadvantaged youth attend student workshops

With funding from this anonymous donor, 485 students and 103 school group supervisors, from a variety of identified neighbourhoods in the City of Toronto, attended a four-hour curriculum-based workshop at the Zoo.

Model Schools passport program

In 2012, the Zoo expanded learning opportunities for underserved communities through the Model Schools passport program. One of the key challenges of the Toronto District School Board's Model Schools program is to strengthen and increase parent involvement, a critical factor in student success. Participation in this passport program allowed students and their families the chance to experience the Zoo and share an enriching learning opportunity together. Due to financial limitations, these participants may not have been able to do this otherwise, either as a family or with their school. In 2012 a total of 2,298 children and 2,622 adults participated in the program.

Zoo Camp provides lasting memories

Overall 1,622 campers enjoyed Zoo Camp in 2012. In support of the Acres for the Atmosphere program, weekly activities were designed to educate campers about reducing their environmental impacts through age-appropriate means. Each camper received an "I Care about Clean Air" button.

Based on camper feedback from the summer of 2011, we continued to grow our offering of a camp week focused on providing leadership skills for our oldest group of campers

(Bio Camp - ages 13-16). This initiative involved a presentation to the campers on the art of "interpretation" and the opportunity to shadow our Year-round Adult Volunteers at one of their interpretive areas. During the remainder of the week, campers designed their own touch table/interpretive area based on a theme, and provided presentations for campers of the younger age groups.

Bush Camp

There's nothing quite like having the Zoo to yourself at night, and the sights and sounds that go along with it. Operating from May to Labour Day weekend, school classes, scouting and guiding groups as well as families attend on different nights throughout the spring and summer.

In 2012, Bush Camp enjoyed a boost in attendance compared to numbers in the previous two years, largely a result of the lingering "buzz" from the promotion we received through the Ontario Tourism contest in 2011. Overall, 2,963 participants (representing a 8.5% increase in attendance) enjoyed a variety of interactive educational activities, tours, behind the scenes opportunities, and a campfire marshmallow roast.

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 such as Parent and Tot, Critter Crew, Zoo Crew, EnviroRangers, plus family and adult-focused programming are offered throughout the year. In 2012, 668 people participated in these themed programs. From tots to teens, families to adults, there's something to help everyone connect with nature.



a world of conservation

conservation highlights

A leader in conservation, the Toronto Zoo is very proud of accomplishments in this area. Some of these include:

- Over 75 colourful poison dart frogs were bred at the Zoo in 2012. These now reside in many zoos across North America.
- The first Canadian breeding of tentacled snakes took place in 2012. The tentacled snake is an unusual aquatic snake that looks like a stick with two tentacles on its nose.
- In 2012, the Toronto Zoo contributed its expertise to many amphibian conservation programs around the world. From our Amphibian Reproduction Centre (ARC) we sent over 8,500 Wyoming toad and Puerto Rican crested toad tadpoles back to the wild for release.
- A young frog supporter, Alex Chaban, donated all the funds from his 2012 birthday party to support frog conservation programs at the Toronto Zoo.
- In 2012, we provided training on living safely with venomous snakes to Canadian Armed Forces traveling around the world, St. John's Ambulance staff, Toronto Animal Services, and two GTA hospital emergency staff.
- Turtle Island Conservation Program, in partnership with First Nations communities across Ontario published Walking With Miskwadesi in 2012. This is a story of survival and change in First Nations communities, with 1,794 people participating in culturally appropriate programs.
- Adopt-A-Pond Wetland Conservation Fund won Shell Canada's 2012 Fueling Change conservation project with Canada-wide

voting and was awarded \$50,000 for wetland and turtle conservation.

- Toronto Zoo's Adopt-A-Pond Wetland Conservation Programme constructed four turtle nesting beaches for landowners and for Rouge Park, installing over 40 turtle crossing signs across Ontario in 2012.
- Toronto Zoo's Adopt-A-Pond Wetland Conservation Programme published two complete guides in 2012 to identify the eggs of all amphibians and reptiles in Ontario. These popular guides complete our set of eight popular identification guides to all the amphibians and reptiles, and their life stages, in Ontario.
- Toronto Zoo's three citizen science monitoring programs, Ontario Turtle Tally, FROGwatch Ontario, and Wetland Guardians had 7,529 observations reported from 757 people in 2012.
- In 2012, the Toronto Zoo released over 60 wood turtles to the wild. We provided a facility to head start wood and Blanding's turtles for release to the wild at a size that deters predation.
- Toronto Zoo worked with Rouge Park to monitor at-risk milk snakes in all the lands surrounding the Zoo.

Bioblitz

Toronto Zoo hosted the first ever Bioblitz for the Rouge Park, partnering with the Royal Ontario Museum (ROM), the Rouge Park Alliance, Rouge Park Conservation Center, the Toronto Region Conservation Authority (TRCA) and Ontario Nature. The event proved to be the most successful in North America for



a world of conservation (continued)

2012. Over 1,410 species were identified in a 24 hour collecting period from 3:00 pm, June 15 until 3:00 pm, June 16.

Atlantic salmon recovery program

The Atlantic salmon restoration project helps the Atlantic Salmon Recovery Team to provide classroom aquaria for students to rear Atlantic salmon from eggs and to link with the Great Lakes Outreach Program. Each January approximately 100 "eyed" Atlantic salmon eggs are reared at the Zoo and distributed to participating Aqua-Links schools. Each spring students release their fry at specific locations on designated rivers. In 2012, about 550 participants from 10 schools in five school boards released a total of approximately 800 salmon at three locations - Belfountain Conservation Area (Credit River), Greenwood Conservation Area (Duffins' Creek) and Cobourg Creek.

black-footed ferret conservation recovery program

Since 1992, the Toronto Zoo has been an integral member of the recovery program for the endangered black-footed ferret (*Mustela nigripes*). To date we have produced 106 litters and 456 kits, many of which have been reintroduced to sites in North America. The Toronto Zoo spearheaded Canadian black-footed ferret recovery efforts resulting in the release of 75 captive-bred ferrets into Grasslands National Park, Saskatchewan since 2009. The park now supports Canada's first wild population of black-footed ferrets since they were extirpated several decades ago. Toronto Zoo staff have been very active in post-release

monitoring, partaking in annual ferret surveys and health assessments. Field research will continue to monitor the health and status of the wild population and to document the survival of released animals. Because this highly successful program pertains to an endangered Canadian species, it is of great conservation significance and remains a high priority for the Zoo.

Phone Apes™ recycling cell phones for gorillas

In Canada alone, over 20 million phones are retired every year. Cell phones contain a metal called tantalum, which is excessively mined in Africa, endangering and destroying habitat of gorillas and many other species. By recycling cell phones and other electronic devices, the demand for tantalum and other raw materials is decreased. In 2012, the Toronto Zoo collected 3,556 cell phones. All money raised by the Phone Apes™ program is donated to in situ conservation of lowland gorillas.

carpooling for conservation

Over 500 Zoo employees commute to and from the Zoo from areas across Southern Ontario. To alleviate the carbon footprint, conservation staff initiated the Zoo's first carpooling program in October 2009. The objective was to make the commute to and from the Zoo more convenient, while significantly reducing gas emissions and our overall carbon footprint. In 2012, the carpooling program expanded by reserving five parking spaces for carpoolers consisting of three or more occupants, hybrid or electric vehicles. This is an incentive to encourage staff to choose more environmentally friendly ways to get to work.



a world of conservation (continued)

ECOexecutives – inspiring businesses toward sustainability

From January to March, the Toronto Zoo presented the 2012 ECOexecutives series workshops to help businesses explore the connection between business and the natural world. Two sustainability workshops engaged 20 community participants. A third workshop on “integrating sustainability” focused on employee engagement, sustainable marketing and procurement. Keynote speaker was Lynn Patterson, Director of Corporate Responsibility at RBC. Guest speakers included Kathryn Cooper, President and Chief Learning Officer for the Sustainability Learning Centre; Barb Steele, Director of Strategic Partnerships Network for Business Sustainability; Pamela Divinski, Director of Junxion Strategy; and Jennifer Taves, Partners in Project Green Coordinator for TRCA.

bundle up for polar bears

To celebrate International Polar Bear Day, the Toronto Zoo’s “Bundle Up for Polar Bears” initiative invited schools, families and individuals to “bundle up” and turn down the thermostat by two degrees Celsius between February 27 and March 3, 2012. The key message was that by reducing our carbon emissions, we can slow or even reverse climate change. In addition to Zoo staff in various departments, there were 45 participants in the event and the combined efforts saved approximately 105 kg (223 lbs) of CO₂/year (equivalent of three tree seedlings grown for 10 years to remove that amount of CO₂ from the air). An expanded event is planned for 2013.

solar panels up and running

The Aurora Borealis Weather Station at the polar bear exhibit, features solar panels (1.2KW solar PV system) that power the building’s fan system and publicly demonstrate the benefits of using solar energy in the high arctic, where fuel is costly and the sun shines continuously for half the year.

The Toronto Zoo’s Administrative Support Centre roof features 50 solar thermal panels, which supply hot water for the building – reducing CO₂ by 40 tonnes per year and natural gas use by 50%.

Vancouver Island Marmot population grows

The Vancouver Island marmot is a critically-endangered species found only on Vancouver Island in British Columbia. Their numbers had steadily declined over the past 30 years due to predation and habitat alteration. At one point only 30 wild individuals remained, making the Vancouver Island marmot North America’s most endangered mammal. Since 1997, when the Toronto Zoo received the first six wild-caught marmots, captive breeding efforts have been very successful. The Zoo’s marmots have produced a total of 112 pups since our first litter in 2002. Captive-born marmots are released into the wild each year in an effort to build up the wild population. In 2012, 32 young Zoo-bred marmots took their first steps on Vancouver Island. Approximately 70 marmots were born in the wild this year, bringing the population to between 350 and 400 individuals, and increasing the species’ chance for survival.



volunteers make a difference

"I have so many memories of what I have enjoyed at the Zoo over the years. Where else can you enjoy the camaraderie of the Zoo keepers and other volunteers? They have become my extended family. I have learned so much from the animals as well as the visitors, who both come from all over the world. It is also a great place to get some exercise-and-learn time or just to sit and observe some favourite animals." – Helen Huggett, Toronto Zoo Volunteer since 1980

Volunteers are a key component in the diverse and multiple programs the Zoo delivers, both onsite and in the community. They add tremendous value to the visitor experience by bringing conservation education to life and providing a personal connection for visitors. In 2012, our roster of 385 Volunteers donated 27,399 hours of their time to the Zoo, connecting with 596,718 people. Throughout the year, volunteers share their wealth of knowledge with Zoo members and visitors. They support a number of international conservation awareness days, special events, family tours, conferences, corporate and community events and also lend their analytical skills while observing numerous animals around the site.

long-serving volunteers

In 2012, Liz Buchanan, Penny Cullingworth, Jane Quinhill and Miriam Weigand were recognized for 30 years as Zoo volunteers. As well, another volunteer was recognized for 25 years of service, four volunteers for 20 years, ten volunteers for 15 years and eleven volunteers for 10 years at the Zoo.

welcome new recruits

This year, 141 new volunteers were recruited and attended training courses to add to our roster of active volunteers. A total of 41 people completed ten weeks of training to become year-round volunteers. In addition, 67 summer volunteers were trained to

assist visitors at interpretive stations throughout the Zoo during the busy months of May to August. Summer volunteers operated the Year of the Bat interpretive cart, penguin interpretive table, Kesho Park headquarters, Savanna research station, wetlands kiosk, backyard wildlife kiosk, and front gate information area. Thirty-three new Zoo ambassador student volunteers also joined the volunteer group, assisting at special events and with summer Zoo Camp programs.

In support of the new white lion exhibit at the Zoo, a new interactive interpretive activity was added to the toolkit for volunteers operating the Savanna research tent. This simple and fun interactive game demonstrated to visitors the genetics behind producing white lions in the wild and the need for conservation of these rare animals. Volunteers engaged 22,483 visitors at this location in 2012. This activity was also used by volunteers during school group tours that stopped at the white lion exhibit.

Fleming College interns

The Volunteer Services Unit hosted two interns from Fleming College in 2012. One intern from the Museum Management and Curatorship program assisted with our Zoo visitor experience study, compiled a volunteer handbook of policies and procedures and assisted with the management of our collection



volunteers make a difference (continued)

of biological artifacts. The other, from the Collections Conservation Management program, assisted with preparing one-of-a-kind biological artifacts, including a tiger skull and giraffe vertebrae, and also helped increase the standard of care for our "biofact" collection.

extended corporate and community volunteer activities at the Toronto Zoo

Outside of the activities of the Volunteer Services Unit, the Toronto Zoo also engages corporate and community groups and individuals in various volunteering opportunities under the larger coordination of the Conservation, Education & Wildlife Division. These include activities such as tree plantings, removing invasive species like garlic mustard from locations on site, browse cutting and participating in conservation and research through events such as the Bioblitz, launched in 2012. Overall, 587 people participated in these activities donating 6,716 hours of their time, representing a value of \$177,168 for the Zoo (based on an average entry level full-time wage). It should also be noted that the additional grant-funded outreach programs are delivered annually by staff of the Conservation, Education & Wildlife Division. In 2012, these programs reached an additional 29,674 individuals.

The Volunteer Program is an integral part of the Education Branch and the Zoo as a whole, allowing us to provide a variety of educational and revenue generating opportunities both on and off site, and to deliver the quantity of programs and events for which the Zoo is known. It is a valuable asset that furthers our education and conservation mandate with the public. The

program benefits from a stable and long-term group of volunteers who are deeply committed to the work of the Zoo and importantly, thoroughly enjoy interacting with our visitors of all ages.

"For me the Zoo has always been this large biological kaleidoscope. It always has been and continues to be of great interest to me. I very much enjoy being able to impart this to others."
- Annette Simms - Toronto Zoo Volunteer 1976
(CAZA Volunteer of the Year, 2012)

EXTENDED VOLUNTEER CONTRIBUTIONS FOR 2012

corporate volunteers	# people	total # of hours
Telus browse cutting		
and garlic mustard pull	75	375
Telus browse cutting	30	150
Symcor tree planting	120	360
community volunteers		
Trees Ontario/		
CAA planting	100	150
Bioblitz	262	5,681
Total:	587	6,716



generating high visibility

marketing, public relations and events

The year began with the official announcement of the historic 10 year conservation breeding loan of two giant pandas from China to Canada and ended with a ceremonial tree planting event to officially announce the Spring 2013 opening of the new, and much anticipated, Giant Panda Experience Exhibit and Panda Interpretive Centre.

In between, the calendar was busy with Valentine's Day, Family Day Weekend, March Break, Easter Egg-Stravangza, and Mother's Day with Today's Parent, 8th Annual Great Strides™ Walk, Coca-Cola® Fun Day, Father's Day with 98.1 CHFI, the annual fundraiser Seafood for Thought™. Wild Toy Animal Hospital, Seniors Day, Oasis Zoo Run, Hudson's first birthday, Herbie Walk for the Children, the 27th Annual Remembrance Day Ceremony, I Heart the Toronto Zoo Community Weekend, 36th Annual Christmas Treats Trek and the 10th Annual New Year's Eve Family Countdown. In addition, there was a lot of activity on site with a number of exciting births, naming contests, the final year of the special exhibit Sharks at Stingray Bay, the opening of a new white lion exhibit in the African Savanna and the opening of a new ride, the Gorilla Ropes Climb.

mascots on the move

We also launched our new Giant Panda Mascot Program and introduced mascots Er Shun and Da Mao - our Toronto Zoo Giant Panda Ambassadors. The dynamic duo, along with our existing mascot Explorer Bear, made a number of appearances to engage, interact and educate participants throughout the Greater Toronto Area at Zoo-centric events and festivals. Some of the events that we supported included the Toronto Attractions Council Concierge Event, Toronto Ribfest, the Annual Pride Parade, Big On Bloor Street Festival, Scarborough

Jazz Festival, Ontario Summer Olympics (including participating in a flash mob!), Taste of the Danforth, 100th Grey Cup Festival and new for the Zoo the Pickering, Etobicoke, Toronto and Markham Santa Claus parades. This was a new approach for the team and a great way to get into the heart of the community and inform, engage and educate potential visitors and supporters of the Toronto Zoo.

events are us!

The year also ended on a very positive note with the Toronto Zoo hosting more than 80 different companies for their group events. With lions now classified as a vulnerable species, the opening of our new White Lions Exhibit was a wonderful way to bring awareness to the plight of African lions in the wild. Two events were hosted for the opening of our new White Lions Exhibit. First, a special donor and corporate sponsor reception was held with Zoo partner the Ritz-Carlton Toronto and a second VIP event took place for Zoo supporters and staff.

In order to continue to increase the Zoo's cultural activation and programming the Zoo hosted a variety of events in 2012. They included National Aboriginal Day, The African Arts and Cultural Festival, Inuit and First Nations Festival and the Dr. Scofield Memorial Garden Opening, Phase I.

In preparation for our upcoming five-year Toronto Zoo loan of the giant pandas, the Zoo began an official Cultural and Community Partnership with the Chinese Cultural Centre of Greater Toronto (CCC) and, through this new partnership, the Outreach Team supported the CCC's Seniors Event, Moon Festival and the Canadian Multicultural Community Asian Cultural Event. This new partnership enabled the Events and Public Relations teams to become more integrated into the Chinese and Asian communities and media.



a natural generosity

capital campaign update

While the Toronto Zoo has maintained its position as one of the top zoos in North America since its inception, our modern times present urgent new challenges that call us to continue our journey and to develop and grow in new ways. In order to modernize our facilities, we have identified specific capital projects that will improve our overall functionality. The Wild for Life campaign will fund these much needed projects and help the Toronto Zoo move forward with its renewal efforts.

In 2011, we took many steps to strengthen our internal capacity to fundraise in preparation for the launch of our capital campaign. The Wild for Life campaign was officially launched in 2012 and we began to actively fundraise for this initiative. We look forward to continued success in 2013.

support

Throughout 2011, policies and strategies related to donor recognition and sponsorship acquisition were developed. Additionally, sponsorship giving opportunities were identified with defined benefits for various capital projects. In 2012, gifts from both the Canadian Donner Foundation and Pizza Pizza helped us meet early objectives and support necessary research and capital projects. A number of sponsors for the Black and White Gala, which took place in February of 2013, helped to support the Toronto Zoo's Giant Panda Conservation, Education and Research Program. The presenting sponsor of the gala was Manulife Financial. Additional sponsors include Shangri-La Hotel (Toronto), TELUS and the National Post. Further giving opportunities have been identified through extensive research on targeted prospects, which include individuals and companies who have interests relevant to Zoo activities.

communication

We worked in conjunction with an outside marketing agency and the Fundraising and Sponsorship Committee of the Zoo to determine the name for our campaign, Wild for Life.

Additional campaign collateral materials were created such as proposals for specific campaign projects and campaign project summaries. In 2012, we created a comprehensive communications plan that helped to guide our activities for the year. We also implemented an on-site presence for the campaign, creating an opportunity for visitors to support our various projects.

donor and volunteer action

In 2011-2012 we held three successful cultivation events, in order to engage volunteers and attract prospective donors. We also recruited a volunteer "Campaign Cabinet" comprised of business and community leaders, to assist on strategy and donor solicitation.

annual campaign

The Toronto Zoo continues to successfully raise funds through direct mail, major gifts, planned giving, tribute giving, events and the Adopt-an-Animal program for our annual conservation, research and education projects. Our committed donors funded annual projects in 2012 that included:

- Symcor Acres for the Atmosphere plus a Symcor staff planting day
- Operation Conservation, Jane-Finch and Malvern
- student visit/workshop program for disadvantaged youth
- the Great Lakes Outreach program by RBC Royal Bank
- conservation programs through a number of bequests

thank you!

We wish to thank our donors who have contributed to the success of the Toronto Zoo and helped to establish an ongoing legacy of conservation and preservation for wildlife and wild spaces.



protecting wildlife around the world

research projects supported by the Toronto Zoo in 2012

Toronto Zoo

- 1 Milk Snake Population Monitoring in Rouge Park
- 2 Establishment and Characterization of Cell Cultures from Freshwater Fishes
- 3 Establishment of Artificial Fertilization Techniques for Puerto Rican Crested Toad
- 4 Manipulation of the Reproductive Cycle in Veiled Chameleons (*Chamaeleo calyptratus*)
- 5 Prevalence of Avian Bornavirus infection in wild waterfowl in Southern Ontario and susceptibility of domestic poultry to experimental infection with Avian Bornavirus
- 6 Urinary Reproductive Hormone Levels in Female Chinchillas
- 7 Multi-Cultural Conservation Programme
- 8 Atlantic salmon Re-introduction Program
- 9 Distribution and Population Monitoring of Malayan Tapir
- 10 Healthy Waters - Healthy Wildlife Lake Stewardship
- 11 Alvar in Ontario
- 12 Rouge Park Species Monitoring
- 13 Ape TAG
- 14 Species at Risk Nest Protection
- 15 Turtle Mitigation
- 16 Blanding's Turtle
- 17 First Nations Way of Knowing
- 18 Susceptibility of Wild Canada Geese to Natural in Ova Infection with Avian Bornavirus
- 19 Investigation of Key Physiological Measures to Evaluate Loggerhead Shrike Success in Captivity

- 20 Manipulating Reproduction in the Vancouver Island Marmot
- 21 ACTH Challenge for Validation of Hair Cortisol Analysis in Reindeer.

Canada

Ontario

- 22 Captive Studies to Improve Diet Estimates and Bioenergetics Modeling of Polar Bears in the Wild

Alberta

- 23 Assessment of Nutrient Parameters of Captive and Wild Eastern Massasauga Rattlesnakes

United States

- 24 Bamboo Restoration and Research in situ
- 25 Giant Panda Nutritional Analysis of Bamboo
- 26 Characterizing Reproductive Cycles and Pregnancy: Assessment of Steroid Hormone Metabolites and Pregnancy Biomarkers in Urine
- 27 Hematologic and Biochemical Reference Intervals Determination in Owl Species

International

- 28 Wild clouded leopard conservation in Thailand

status of live collections as of December 31, 2012

(not including domestic species)

	Mammals	Birds	Reptiles	Amphibians	Fish	Inverts	TOTAL
orders	11	19	4	2	18	32	86
families	35	47	25	11	48	48	214
species	86	101	64	28	112	93	484
specimens	586	388	296	241	151	125	1787
# in groups	0	0	18	117	3720	506	4361
grand total	586	388	314	358	3871	631	6148



protecting wildlife around the world (continued)

projects supported by the Endangered Species Reserve Fund 2012

Canada

Toronto Zoo & Ontario

- 1 Loggerhead Shrike
- 2 Polar Bear Biodiversity Studies
- 3 Great Lakes Outreach
- 4 Karner Blue Recovery Group
- 5 Butterfly Conservation Initiative
- 6 Rouge Park Species at Risk Monitoring
- 7 North America Save the Rhino Campaign
- 8 Cell cultures from Lake Victoria cichlids
- 9 Marine Conservation - Sharks
- 10 Healthy waters, healthy wild species at risk conservation
- 11 Artificial fertilization techniques for Puerto Rican crested toads - Phase 1

Saskatchewan

- 12 BFF Canadian Reintroduction - Post release Monitoring

United States

13 Ape TAG

- 14 Wyoming Toad SSP Disease Screening/Population Monitoring

Central America & Caribbean

- 15 Panama Frog Rescue Program (Invert Production)
- 16 Canadian Organization for Tropical Education and Rainforest Conservation (COTERC)

South America

- 17 Golden Lion Tamarin Conservation

Africa International

West Africa

- 18 Ape Action Africa, Mefou National Park, Cameroon

East Africa

- 19 Lewa Veterinary Conservancy & Vet Program
- 20 Aqua-Links
- 21 Grevy Zebra Conservation in Ethiopia and Kenya

South Africa

- 22 Intl Elephant Foundation - Waterways & Dura Recovery Project
- 23 African penguins
- 24 Predator Conflict Mitigation Project

Madagascar

- 25 Madagascar tortoise
- 26 Golden mantilla frog

China

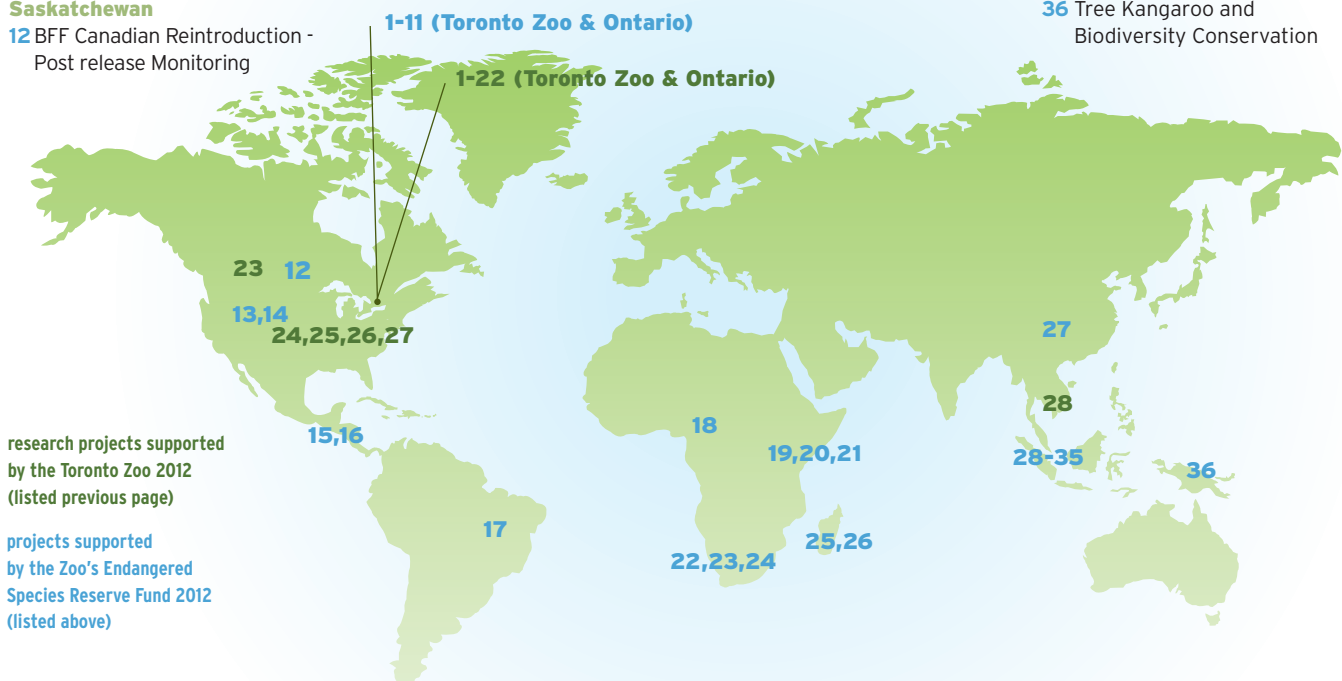
- 27 Giant Panda

Southeast Asia

- 28 Asian Turtle Crisis Range Country Conservation
- 29 Project Seahorse
- 30 Malayan Tapir
- 31 Project Punde Kundo (Red Panda)
- 32 Asiatic Black Bear Reintroduction in Korea
- 33 Sulawesi Habitat Preservation and Education Programming
- 34 False Gharial Conservation in Indonesia
- 35 Hutan Reforestation Efforts in Kinabatangan

Papua New Guinea

- 36 Tree Kangaroo and Biodiversity Conservation



financials

BOARD OF MANAGEMENT OF THE TORONTO ZOO

Statement Of Operations And Net Assets

Year ended December 31

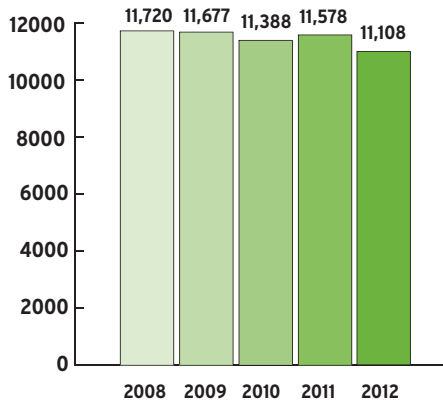
	2012 \$	2011 \$
REVENUE		
Funding from City of Toronto		
General appropriation	11,108,000	11,577,500
Capital works contributions	171,000	157,029
Admission	12,255,672	11,070,320
Membership	3,398,284	3,136,856
Food services	6,049,073	5,805,885
Gift shop operations	2,589,029	2,448,219
Parking	3,023,559	2,745,244
Rides and rentals	795,863	779,712
Education programs	798,475	790,105
Other revenue and recoveries	1,918,536	2,391,223
Development	576,145	516,381
Funding from deferred revenue*	954,951	895,860
Interest	16,688	16,498
	43,655,275	42,330,832
EXPENSES		
Operations & Administration	17,125,311	16,205,674
Conservation, Education & Research	14,212,116	14,320,343
Marketing & Communications	3,131,091	2,975,200
Food services	4,914,508	4,709,171
Gift shop operations	1,998,448	1,787,185
General management	2,011,982	1,754,672
Development	963,202	1,125,191
Amortization of capital assets	493,488	540,312
	44,850,146	43,417,784
Excess of revenue over expenses before the following	(1,194,871)	(1,086,916)
Transfer to Toronto Community Foundation	-	-
Transfer of excess funding to City of Toronto	-	-
Additional funding from City of Toronto	496,189	470,999
Transfer (to) from City of Toronto	245,169	182,530
Excess of revenue over expenses for the year	(453,513)	(433,387)
Net assets, beginning of year	3,424,122	3,857,509
Net assets, end of year	2,070,188	3,424,122

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

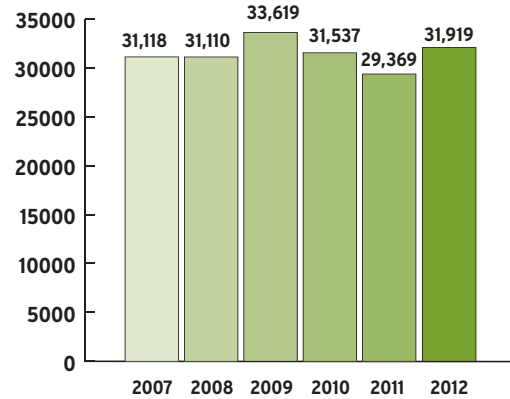
**Funding from deferred revenue is raised primarily through Development Division activities.*

financials continued

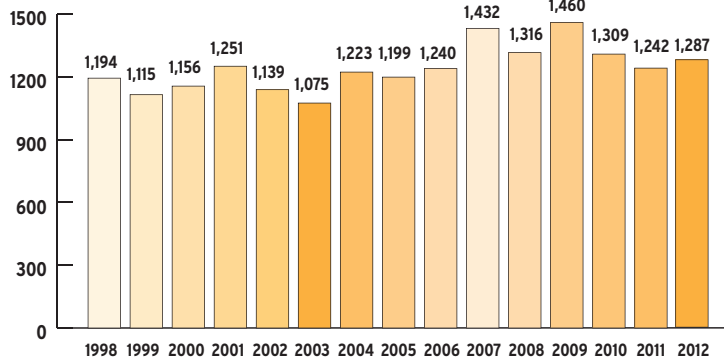
NET OPERATING COSTS
to City of Toronto 2008-2012
(Excluding Capital Financing)



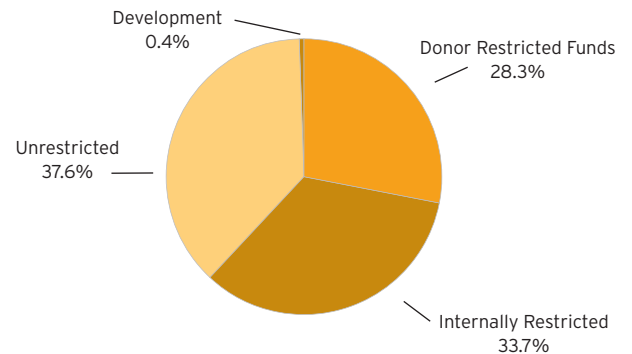
ZOO MEMBERSHIPS 2007 - 2012



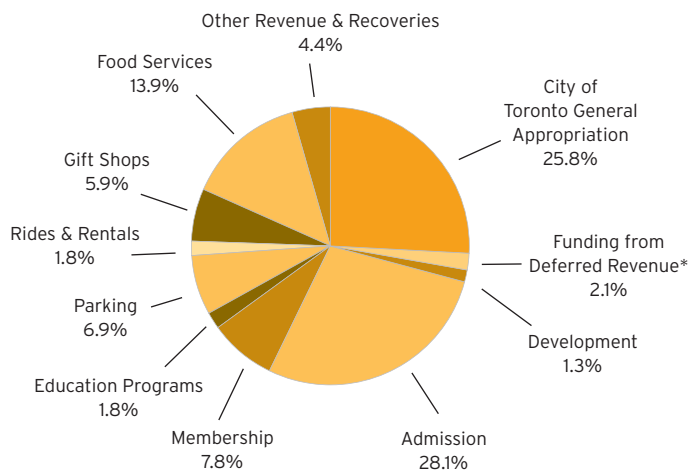
VISITOR ATTENDANCE 1998 - 2012



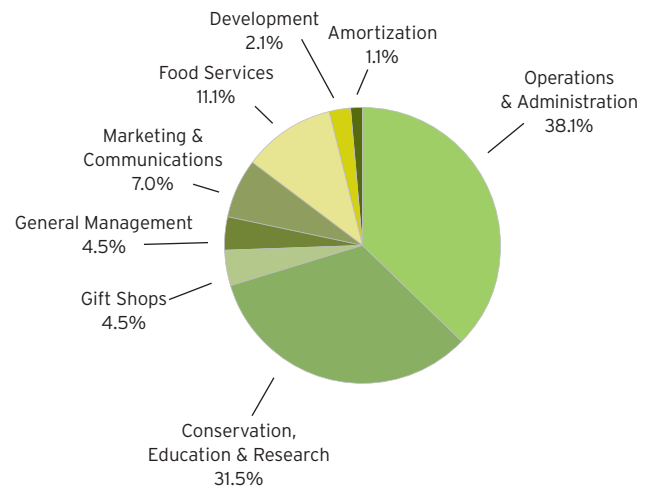
MARKET VALUE OF ASSETS
held by the Toronto Community Foundation as at
December 31, 2012: \$7,093,034



REVENUE 2012



EXPENSES 2012





sharing important research

Toronto Zoo published articles 2012

ecology/field conservation/reintroduction

Connolly, K., Powley, D. and Rapley, W. A., *Toronto Zoo Conservation And Education Activities Report 2011-2012*. (July 2012)

reproductive physiology/technology

Mastromonaco, G. F., Houck, M. L. and Bergfelt, D. R. Disorders of sexual development in wild and captive exotic animals. *Sexual Development* (2012) 6: 84-95.

Morden C.C., Weladji R.B., Ropstad E., Dahl E., Holand O., Mastromonaco G. and Nieminen M. Faecal hormones as a non-invasive population monitoring method for reindeer and caribou. *Journal of Wildlife Management* (2011) 75:1426-1435.

Seaby, R., Mackie, P., King, W. and Mastromonaco, G. Investigation into development potential and nuclear/mitochondrial function in early wood and plains bison hybrid embryos. *Reproduction in Domestic Animals* (2011) Doi:10.1111/j.1439-0531.2011.01936.x.

Wang, Q., Chow, J., Hong, J., Smith A. F., Moreno, C., Seaby, P., Vrana, P., Mirsi, K., Tak, J., Chung, E. D., Mastromonaco, G., Caniggia, I. and Varmuza, S. Recent acquisition of imprinting at the rodent *Stmbt2* locus correlates with insertion of a large block of miRNAs. *BMC Genomics* (2011) 12:204 doi:10.1186/1471-2164-12-204.

Wong, P. B. Y., Wiley, E. O., Johnson, W. E., Ryder, O. A., O'Brian, S. J., Haussler, D., Koepfli, K. P., Houck, M. L., Perelman, P., Mastromonaco, G., Bentley, A. C., Venkatesh, B. Genome 10K Community of Scientists, Zhang, Y. P. and Murphy, R. W. Tissue sampling methods and standards for vertebrate genomics. *GigaScience* (2012) 1: 8 doi:10.1186/2047-217X-1-8.

veterinary medicine/physiology

Crawshaw G.J. Amphibian Viral Diseases. In . In: Miller R.E, and Fowler M.E. *Zoo and Wild Animal Medicine Current Therapy* (2011) 7. Elsevier, St Louis. Pp 231-238.

Delnatte, P., Berkvens, C., Kummrow, M., Smith, D. A., Crawshaw, G., Ojkic, D. and DeLay, J. New genotype of avian bornavirus in wild geese and trumpeter swans in Canada. *Veterinary Record* (2011) 169:108.



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