



**2014  
ANNUAL  
REPORT**

**40**

**years of species protection**





# 2014 ANNUAL REPORT

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# 40 years of species protection

When the Toronto Zoo first opened its doors on August 15, 1974, it was considered to be the most innovative and forward-thinking zoo in the world. With over 3,000 animals presented in informative exhibits that recreated their natural habitats, complete with native plants and trees, the Zoo appealed to guests of all ages and interests. Now visitors could travel from Africa to Asia to the Arctic and even Australia for only three dollars.

It was also one of the first zoos in North America to follow a “zoogeographic” design concept, which means grouping animals and plants according to where they are found in the world. Animal environments were created to closely replicate their wild habitats and adjacent public areas were designed to immerse the visitor in the same landscape.

The new Zoo excelled at bringing smiles to Zoo visitors’ faces on a daily basis, but the Zoo was also created to play a major role

in species protection and conservation initiatives. Now, 40 years later, the Toronto Zoo is a recognized leader in advancing knowledge about wildlife, nutrition, reproduction, veterinary science and the conservation of vulnerable and endangered species. Sadly

many species around the world are threatened with extinction. As a result, the role of the Toronto Zoo has never been more critical. Worldwide, zoos are united to address this important issue. The Zoo’s mission is more important now than ever before. Thanks to our dedicated and professional staff, volunteers, members, our partners and the financial support of the community, species such as the wood bison, Vancouver Island marmot, loggerhead shrike, Blanding’s turtle, to name just a few, are thriving as a result of our work.

We look forward to continuing this important work so future generations can learn to not only appreciate the natural world but also take steps to protect it.



**Mr. Joe Torzsok , Chair, Board of Management, with family**



**Mr. John Tracogna, Chief Executive Officer**



Metro Toronto Zoo opens August 15

# 40 years young

Toronto's first official zoo was the Riverdale Zoo, which opened in 1889. By the 1960s, the limitations of the nine-acre property were apparent and inspired a strong citizen's movement to create a new zoo. The Metropolitan Zoological Society was formed to bring this vision to life, and in 1967, the Glen Rouge was approved as the site for a new major zoo.

"On this site will be built the world's finest Zoo," proclaimed a billboard near what is now Meadowvale Road – a promise that filled Torontonians with excitement and anticipation.

Opening the Zoo's doors took plenty of hard working staff, a community of great people, and of course, animals. Funding for animal acquisitions came from many sources including local schools, memberships and private donations. Project Noah was one funding program in which school children from all over Toronto chose animals from a master list and raised the funds to help bring them to Toronto. By opening day of the Zoo, Project Noah had raised a total of \$266,000 and generated a lot of excitement throughout

the city. The names of the participating schools were commemorated on a wall at the public entrance to the Zoo, which can still be viewed today.

### celebrating 40 years in style

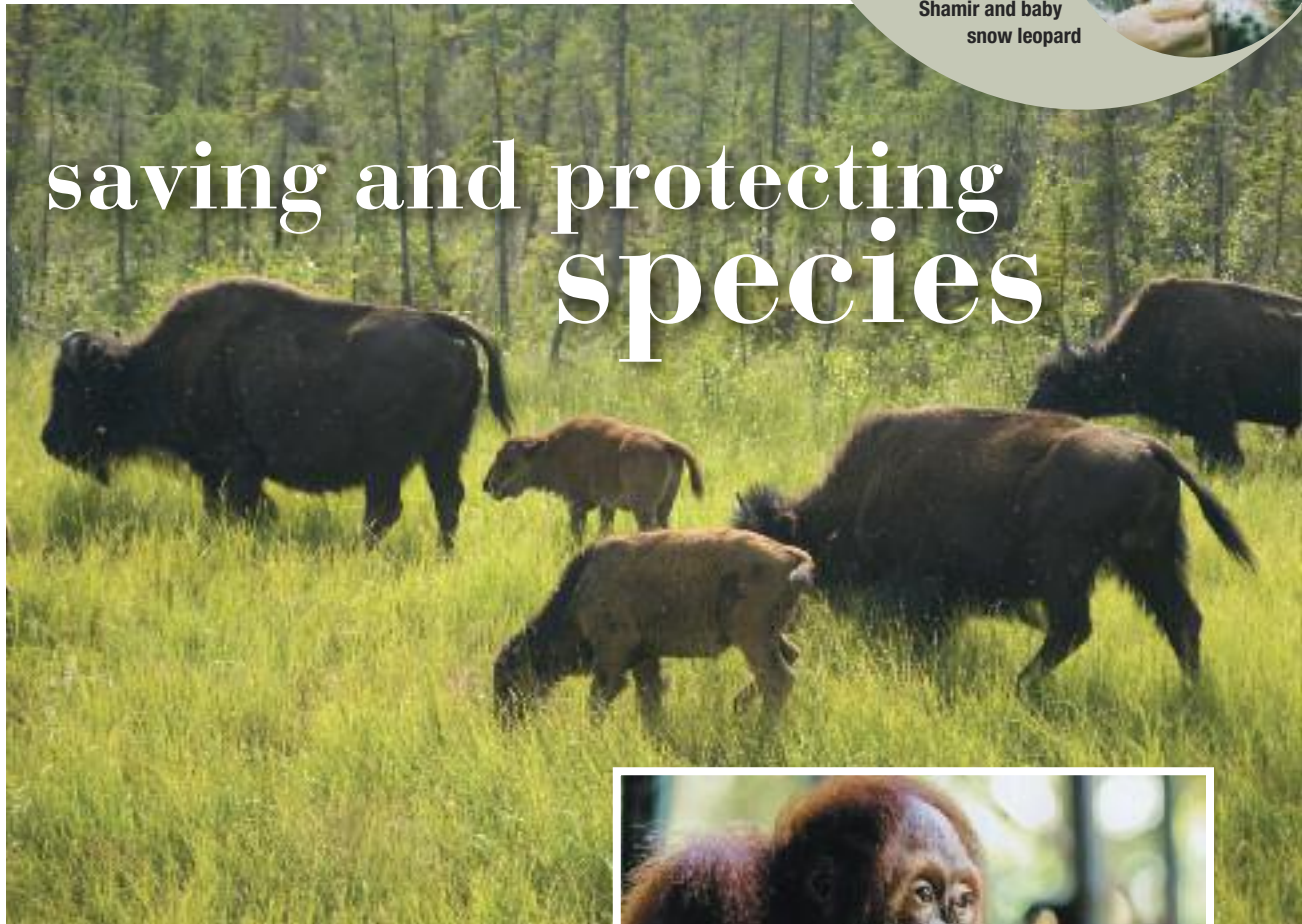
In 2014, the Toronto Zoo Board of Management Chair, Joe Torzsok and John Tracogna, Toronto Zoo CEO, held a special celebration in honour of the Toronto Zoo's 40th Anniversary. On hand for the festivities were the Honourable Lisa Raitt, Minister of Transport and Member of Parliament for Halton; Soo Wong, Member of Provincial Parliament Scarborough-Agincourt; and former Toronto Zoo Board Member and Deputy Mayor, Norm Kelly. Past Toronto Zoo CEOs and Board Members were honoured along with original Zoo staff and volunteers. Celebrations began with a Zoo Camp kids performance and ended with the playing of the Zoo's original jingle. The Zoo also conducted a 40-day Zoo animal countdown to highlight the Zoo's contribution to their survival.



Snow leopard exhibit opens. Dr. Graham Crawshaw with keeper Ariel Shamir and baby snow leopard



# saving and protecting species



While we pride ourselves on the fact that the Toronto Zoo is Canada's premier zoo and one of Toronto's most visited cultural institutions, we are most proud of the work we do behind the scenes to save and protect species and their habitats, not only in Canada but around the world.

Since the Zoo first opened in 1974, more than 50 million people have visited and seen firsthand the more than 5,000 animals in our care. But that is not the primary measure of our success. Rather, it is the work the Toronto Zoo does to support the ongoing survival of the over 450 species that reside at the Zoo.

The Zoo's impact on wildlife extends well beyond our 700-acre site. Situated at the doorstep of Canada's newest and largest urban national park (Rouge National Urban Park), the Toronto Zoo has been a leader in breeding programs and reproductive research aimed at reviving and returning endangered species to their native habitats. By releasing endangered species bred at the Zoo into the wild, the Zoo has helped to make great strides in preserving many of Canada's

black-footed ferret and Vancouver Island marmot. Our work extends beyond Canadian borders, with the re-introduction of the Puerto Rican crested toad, fieldwork with fish in Madagascar and contributions to many Species Survival Plans throughout North America.

When the Toronto Zoo opened in 1974, it was hailed as a world leader in conservation and species protection. The Toronto Zoo was the first zoo in Canada to hire a full-time nutritionist and is the only zoo in Canada with a full-time reproductive physiologist. Today the Toronto Zoo remains a leader in conservation and education, and works with many partners in Canada and around the globe to further advance species survival and regeneration.

Royal python  
Percy joins  
the Zoo



# looking to the future with a five-year strategic plan

After extensive consultation with the Toronto Zoo Board of Management, staff, volunteers, members and key stakeholders, the board passed a new five-year strategic plan. This plan establishes a new mission and vision for the organization with a fresh set of values and objectives to guide the organization forward, as it renews its focus on fighting extinction, with an emphasis on Canadian species. The Board has embraced this new direction and fully supports the staff on their ongoing efforts to assist the worlds' most vulnerable species.

The firm of Lord Cultural Resources and Williams & Shultz was chosen to conduct the strategic planning process, and with the support of the Zoo's Board of Management, the Zoo has committed to the new vision, mission, core values and objectives for the Toronto Zoo from 2015 to 2020.

**our new vision** Canada's national leader in saving wildlife to help ensure the rich diversity of nature for future generations.

**our new mission** A living centre for education and science, committed to providing compelling guest experiences and inspiring passion to protect wildlife and habitats.

**our core values** These embody the Zoo's practices and will guide the daily conduct of our staff, volunteers and service providers.

|              |               |
|--------------|---------------|
| conservation | collaboration |
| excellence   | passion       |
| innovation   | integrity     |

## the Toronto Zoo's strategic goals for the future

**conservation impact** Advance to a zoo-based conservation centre of excellence

**guest engagement** Enhance the guest experience to appeal to a more diverse audience and inspire conservation action

**governance** Enhance the governance structure

**financial stability** Build an organization that is fiscally and environmentally sustainable for the long term

**strategic alliances** Maximize existing partnerships and identify new opportunities

**people** Create an organizational culture that attracts, engages and retains highly motivated staff and volunteers

**understanding and caring** Increase awareness, understanding and support of the Zoo as a centre for conservation excellence



flashback  
1982

First birth of an African elephant in Canada. Baby elephant Thika was born to parents Tequila and Tantor at the Zoo



# international cooperation

## celebrating 40 years of accomplishments with a Canadian first

On April 27, 2014 a giant panda expert from the Chengdu Research Base of Giant Panda Breeding in China and Toronto Zoo staff from the Conservation, Education & Wildlife Division became the first team in Canada to artificially inseminate a critically endangered giant panda.

Since January 2014, Dr. Gabriella Mastromonaco, Reproductive Physiologist at the Toronto Zoo and her team had been monitoring



Er Shun, our female giant panda. Er Shun started showing signs of going into estrus. As the critical period of estrus lasts for two or three days and only occurs once a year, the Toronto Zoo team had to act very quickly.

Since Da Mao, our five-and-a-half-year-old male panda was not ready for breeding, a decision was made to artificially inseminate Er Shun. Not only would the insemination be a first for the Toronto

Zoo, but it would also be the first time a North American zoo received giant panda semen from China. Importing the semen was a challenge due to complicated regulations, but on April 25, Mr. Liu Yu Liang, a seasoned Chinese reproductive biologist arrived in Toronto with a tank holding the liquid nitrogen-chilled semen.

Giant pandas have what is called delayed implantation and the gestation period can be anywhere from 87 days up to 186 days from the date of insemination. Despite showing early signs of a possible pregnancy, in December Zoo staff confirmed Er Shun was likely experiencing a pseudo pregnancy – common in giant pandas. As there are no definitive pregnancy tests for giant pandas, however, Zoo staff continued to monitor Er Shun.

The critical scientific research gathered will be shared with giant panda experts around the world to help ensure the ongoing survival of this endangered species. There is a growing body of collaborative international scientific information on giant pandas and the Toronto Zoo is proud to contribute.





# a rare find in Madagascar

In September, Toronto Zoo Wildlife Care Keeper Tim McCaskie traveled to Madagascar for a field season working with Malagasy partners on an important fisheries conservation project to establish sustainable populations of endangered fish in the wild. This was Tim's fourth field season studying freshwater fishes as a joint venture between Malagasy partners, Zoological Society of London and Dr. Paul Loiselle, Emeritus Curator of Freshwater Fishes, New York Aquarium. The Toronto Zoo has been part of a conservation program for Madagascar fishes since 2004.

The extremely rare *Ptychochromis insolitus*, a small perch-like fish, was a main focus this year. Originally thought to be extinct, this fish was collected in both 2013 and 2014, and was confirmed to be breeding in a protected Madagascar conservation facility.

A small number of *Ptychochromis insolitus*, along with five other rare Madagascar fishes, were brought to the Zoo in September. The Toronto Zoo is the only accredited facility internationally to have a living population of this species. Cindy Lee, Curator, Fishes and

Marine Invertebrates at the Toronto Zoo explains, "These fishes, considered to be critically endangered by international authorities, are important for the North American Species Survival Plan (SSP) and are currently in quarantine at the Toronto Zoo. Tim's field work and our international partnerships are making a significant contribution to fisheries conservation."



Another goal for the 2014 field season was to confirm the existence of a rare and critically endangered fish called *Rheocles derhami*. After searching in remote streams, the team found what is either this endangered rainbow fish or a new species. The mystery fish is currently in an aquaculture facility in Madagascar.

The Toronto Zoo would like to thank the following organizations for their support with this project: Durham Regional Aquarium Society, Canadian Association of Aquarium Clubs, Canadian Union of Public Employees (CUPE) 1600 and the American Association of Zoo Keepers.







# new giraffe house opens



The Zoo's giraffes got a new home in 2014. The old giraffe exhibit was housed in one of the original Zoo buildings from 1974, and the giraffes were due for an upgrade. By renovating the former elephant house, the Zoo was able to create additional options for giraffe care and also provide a year-round experience for visitors. Everyone at the Zoo was very excited about the opening of the largest indoor giraffe house in Canada to the public. The new habitat is 173 square metres and the giraffes can be viewed inside where visitors will get a unique opportunity to get up close to this magnificent species.

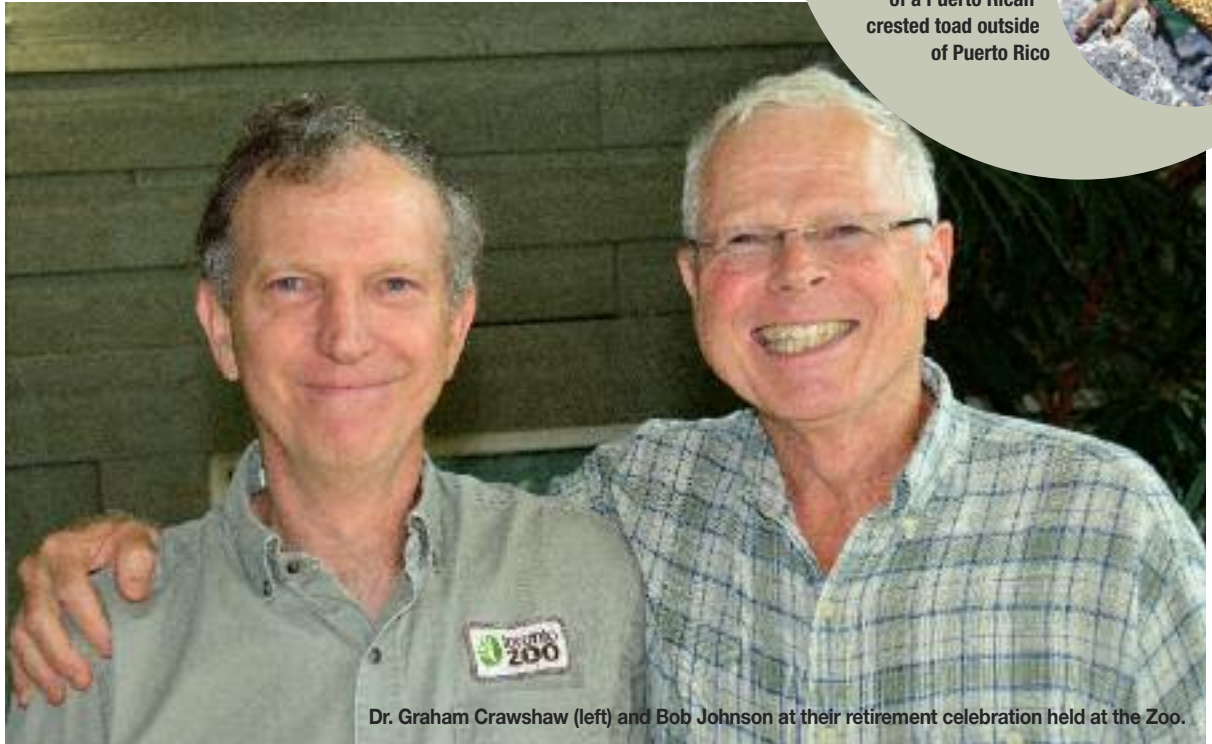
The new indoor viewing house has a beautiful African Savanna landscape mural with several new giraffe care features. Different feeding stations allow keepers numerous feeding enrichment opportunities for the tallest land mammal on earth, such as hidden waterers and a fallen log enrichment device that encourages the giraffes to

use their long, dark tongues to manipulate and pull out food items.

The new indoor house also includes a variety of graphics and an interpretive area to provide visitors with educational and interactive information about this incredible species. A life size custom illustration of a giraffe head and neck greets you in the front entrance vestibule, which includes life-like giraffe vertebrae that visitors can touch and feel. Visitors will experience wall-sized interactive illustrations of all nine giraffe subspecies, with information on each one's unique markings and habitat location in Africa.

The Toronto Zoo's new outdoor Masai Giraffe Habitat opened to the public in July, 2014 and includes three outdoor exhibits and a yard covering over 4,370 square metres. Although the exhibit will initially be home to the Zoo's giraffes, there are future plans to add other species that inhabit the African grassland savanna, one of the most delicate natural ecosystems on this planet.

First breeding  
of a Puerto Rican  
crested toad outside  
of Puerto Rico



Dr. Graham Crawshaw (left) and Bob Johnson at their retirement celebration held at the Zoo.

### Bob Johnson receives emeritus designation

In 2014, Bob Johnson, Curator, Amphibians & Reptiles at the Zoo was recognized for his outstanding contributions to reptiles and amphibians and their habitats. The “emeritus” designation is an honorary role and is assigned to leaders with a long and successful history with their organizations.

Mr. Johnson has had a remarkable career and is highly regarded internationally for his knowledge and contributions to his field. He developed many novel and successful programs in the field of conservation and stewardship such as Adopt-A-Pond, which includes Ontario Turtle Tally, Frogwatch Ontario, Wetland Guardians, Urban Turtle Initiative, Healthy Waters – Healthy Wildlife, and Turtle Island Conservation. These programs have all contributed to national recognition for the Toronto Zoo as a renowned Canadian leader in wetland conservation. In addition, his work with the massasauga rattlesnake and the Puerto Rican crested toad programs have been highly successful in creating awareness and stimulating protection for these species.



### Senior Veterinarian retires

During his thirty-one year tenure at the Toronto Zoo, Dr. Graham Crawshaw was instrumental in the growth of the veterinary program from a purely animal hospital to the present Wildlife Health

Centre (WHC). The WHC encompasses upwards of sixteen staff, a busy clinic, a pathology facility, animal holding, a reproduction laboratory, and many of the critical conservation breeding programs. He has also overseen the design and construction of a Quarantine Wing and, most recently, the design of the new almost 30,000 sq. ft. state-of-the-art facility expected to open in 2017.

Dr. Crawshaw has always been very passionate about animals and veterinary science, and he and his team have saved numerous ill or injured animals over the years. He has also volunteered for numerous field studies, assisted outside animal organizations, lectured to biologists and members of the veterinary profession, contributed many invaluable publications towards zoo and wildlife medicine, and inspired countless veterinary residents over the years.





### Zoo hosts inaugural CIBC Run for the Cure in Scarborough

The Toronto Zoo was proud to host the Scarborough Chapter, CIBC Run for the Cure Walk/Run. The inaugural event was held at the Zoo in October with more than 1,000 participants. The CIBC Run for the Cure is Canada's largest single day event in support of breast cancer research, health education and advocacy programs.

### inaugural Move your Paws for the Polar Bear Cause 1k & 5k walk/run fundraiser

Over 350 people turned out to support polar bear conservation with the first annual Move your Paws for the Polar Bear Cause presented by the Canada Running Series and the Toronto Zoo, on February 22, 2014. The event raised money for polar bear conservation and also educated the participants about the threats polar bears face in the wild and what the Toronto Zoo is doing to ensure their ongoing survival.

### Zoo website gets top rating and Facebook grows

The Toronto Zoo's website continues to be one of the primary sources of information for potential visitors. In 2014, we saw 2.25 million visits overall and our onsite visitor survey showed a satisfaction rating of 98.2% of "good to excellent" with 61.2% of site visitors using it to plan their day at the Zoo. As in past years, we integrated our advertising campaign into our website and Facebook page to keep our fans engaged. In 2014 we also expanded our social media presence to include Instagram and Pinterest.

### the Zoo on social media

The Toronto Zoo continues to engage our visitors and the general

public through social media. This past year, our Facebook page exceeded 52,000 fans with the addition of 24,282 new fans – a 74% increase over 2013. Our total reach was just shy of 25 million and our total engaged users were 1.85 million. We will continue to build our Facebook community and engage them with interesting content and contests. This is a very cost effective way to engage a large group of people.

### FIFA World Cup™ winner predicted by Bob the sloth

On June 4, 2014, the Zoo's two-toed sloth, Bob, made his winning prediction for the winner of the final game of the 2014 FIFA World Cup™. Bob was presented with a flag from Argentina and a flag from Germany and he chose the German flag – all while hanging upside down! Bob received significant media attention around the globe and even earned an editorial column in the *Toronto Star*.





Pair of giant pandas, Qing Qing and Quan Quan, arrives on loan for three months from China



### Moon Festival Gala raises funds for giant panda conservation



As part of the Zoo's 40th anniversary celebrations, Fang Li, Consul General of China, and Joe Torzsok, Chair of the Toronto Zoo Board of Management, co-hosted a gala fundraiser at the Toronto Zoo. The Moon Festival Gala was held on September 13, 2014 in the Giant Panda Experience area at the Zoo.

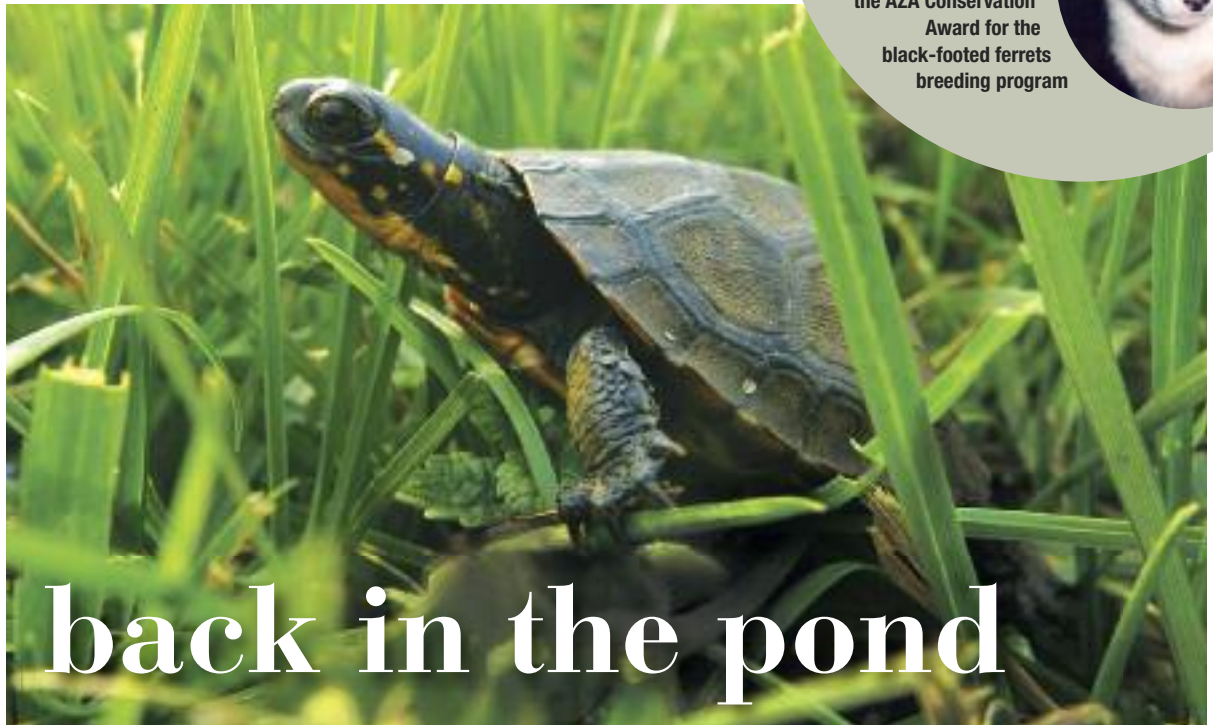
"The pandas have brought the people of China and the people of Canada together again. We continue the celebration of close cultural ties between the two countries symbolized in the pandas," said Mr. Fang Li, Consul General of the People's Republic of China in Toronto. The event was privileged to have the support of RBC Financial, Manulife and the Chinese Fujian Enterprise Association as Industry Co-Chairs as well as Compass Canada as Reception Sponsor, Pfaff as Valet Sponsor and the *Toronto Star* as Media Sponsor.

The elegant affair was an important component of the Zoo's 40th anniversary celebrations and was a wonderful way to highlight the Zoo's proud history of saving and protecting species at home and abroad. The event not only helped to raise funds for giant panda conservation, but it also honoured the friendship between China and Canada, highlighted by the Zoo's co-hosting the inaugural event with the Consul General of China.



flashback  
1993

Toronto Zoo receives  
the AZA Conservation  
Award for the  
black-footed ferrets  
breeding program



# back in the pond

## threatened Blanding's turtle hatchlings released to wild

On June 30, 2014, the Toronto Zoo, Parks Canada, the Toronto and Region Conservation Authority (TRCA) and Earth Rangers, reintroduced 10 baby Blanding's turtles – a *provincially and nationally threatened species* – to a pond in the future Rouge National Urban Park.

The long-lived species, with a lifespan of up to 80 years, has inhabited the Rouge Valley since beyond memory. Its future remains uncertain, as only six adult Blanding's turtles inhabit the park's wetlands.

In order to bolster the Blanding's turtle population, turtle eggs were collected from a stable source population in southern Ontario in 2012, and were raised in captivity at the Toronto Zoo for two years. Parks Canada, the TRCA and the Toronto Zoo believe that captive rearing and reintroduction of the turtles, along with long-term monitoring and ongoing habitat restoration, are key to the animal's survival in the future Rouge National Urban Park, located right next door to the Zoo.

The public can help protect the turtles by avoiding their nesting areas and by contacting authorities if they observe harmful behavior toward turtles or their habitat. The location of the pond housing the reintroduced turtles will not be disclosed at this time to help minimize disturbances, giving the animals the best chance of surviving.

The Toronto Zoo and Rouge Park began monitoring Blanding's turtles in the park in 2000. Parks Canada has now come on board with a long-term turtle-monitoring program. Earth Rangers built a facility to house the turtle eggs and babies at the Toronto Zoo. Earth Rangers are strong supporters of the Zoo's Head-Starting Program and have signed up over 17,000 kids to help protect the Blanding's turtle through their Bring Back the Wild fundraising campaign.



First birth of a  
great Indian  
rhinoceros in  
Canada



# significant births

The year 2014 began with the birth of a Grevy's zebra foal on January 4. Then, Ngozi, one of the female Western lowland gorillas, gave birth to baby Nneka on January 9. This female baby is the tenth of this critically endangered species to be sired by our male silverback gorilla, Charles, and born at the Toronto Zoo. Nneka's birth is genetically significant for the North American Western lowland gorilla population.

Maria Franke, Curator of Mammals at the Zoo, says, "There has been a drastic decline in wild populations of gorillas worldwide due to hunting, disease and habitat loss. Over the past three generations, experts estimate more than an 80 percent decline in their population. The Toronto Zoo is a longtime partner in the Gorilla Species Survival Plan (SSP), which focuses on in situ and ex situ conservation to prevent extinction. The birth of this offspring is one step further in our efforts to save this critically endangered species and showcases the important role zoos play in global conservation."

## wood bison calves

Two female bison calves were successfully born through artificial insemination on July 2, 2014 and July 5, 2014, as part of an ongoing collaborative research program with the University of Saskatchewan and Parks Canada.

"Reproductive technologies, such as artificial insemination, are important tools for improving the genetic management of small populations," says Dr. Gabriela Mastromonaco, Curator of Reproductive Programs and Research, Toronto Zoo. "These techniques will help us overcome the challenges of managing the endemic disease that is threatening wood bison herds in the wild."



Preservation and distribution of disease-free genetic material, in the form of sperm or embryos, will enable us to maintain genetically diverse, disease-free herds in captivity and the wild."

Toronto Zoo has been involved in wood bison conservation since 1977 with captive breeding and wild reintroduction. Although the species has gone from "endangered" to "threatened", on-going disease concerns continue.

Adopt-A-Pond awarded  
the North American  
Conservation Award by  
the Association of Zoos  
and Aquariums (AZA)



**baby Burmese star tortoise hatched**

After an extensively monitored 135-day incubation period, the Zoo was thrilled to announce the hatching of a baby Burmese star tortoise on June 5, 2014. This is the first successful hatching of a Burmese star tortoise in Canada and is one of only a few in North America. This beautiful species, found mainly in Myanmar, has undergone a dramatic population decline due to mass harvesting for the illegal pet trade and its supposedly medicinal food value (unfounded).

Tortoises take many years to reach sexual maturity and this is the first fertile egg our tortoises have produced since the four arrived in 2007. As a member of the Turtle Survival Alliance (TSA), the Zoo supports efforts to save and protect turtles and tortoises around the world. The goal is to repatriate captive bred tortoises to Myanmar to assist our conservation partners in establishing a healthy wild population.

**massasauga rattlesnake babies born**

On June 11, as a result of extensive efforts, three massasauga rattlesnakes were born at the Zoo. The Zoo's massasauga rattlesnakes are part of a Species Survival Plan (SSP) conservation and breeding program that began in 2006 as a result of concerns over the critical decline of the massasauga rattlesnake population in Canada and the U.S.A. The Zoo has worked to save and protect massasauga rattlesnakes and Ontario snakes since 1989, supporting field research, education and outreach programs and



resources, scientific research, monitoring, development of shelter areas and ecosystem restoration.

**polar bear cub milestones**

With the birth of our polar bear cub on November 9, 2013 the Marketing and Public Relations team created more than thirty videos to capture the milestones in the young cub's life, and his round-the-clock care. Humphrey's journey of survival captured the hearts of millions of people around the world, with more than 9 million views on YouTube and countless global media stories.



# learning at the Zoo

## learning at the Zoo

The Toronto Zoo provides the perfect setting for individuals of all ages to explore the natural world first hand. It's a chance to see plants and animals from around the world that many people might not be able to experience in the wild. Such experiences help connect people with nature and foster a bond, which creates an unparalleled opportunity to encourage conservation through education.

Through our roster of unique programs and activities, we aim to foster an appreciation for wildlife and habitats, helping individuals recognize their connection to the natural world, and engaging the next generation of stewards for our planet. These efforts support key goals and objectives identified in the new Strategic Plan relating to Guest Engagement and Understanding and Caring, and are all tied back to our overarching mission of being "a living centre for education and science, committed to providing compelling guest experiences and inspiring passion to protect wildlife and habitats."

## key accomplishments

### received \$99,020 in grants funding

To support the Operation Conservation program, the Tippet Foundation and Geoffrey H. Wood Foundation granted \$36,640. An anonymous donor gave \$10,630 for youth from disadvantaged neighbourhoods in the former City of York to participate in self-guided fieldtrips to the Zoo. The Zoo received a grant through the Shell Fueling Change program, with an amount of \$51,750 designated for the development of a new school program and Volunteer interpretive station.

### school program bookings remain strong

A total of 13,057 students attended curriculum-based, elementary level workshops, which represents an increase of 25.3 percent over 2013 numbers and demonstrates continued interest in and demand for our staff-led curriculum programs. This increase is attributable to the arrival of the giant pandas and introduction of a new panda presentation for school groups, which was well received. Program evaluations are consistently positive.



flashback  
1994

Wombats  
produce young  
for the first time



**key accomplishments (continued)**

**huge increase in half-day workshop interest**

Half-day off-site workshops allow the Zoo to offer more staffed programming without the need for classroom space. In total, 1,350 students participated – a more than 600 percent increase over 2013! Our 45 minute, interactive panda presentations involved 2,001 students: the development of a new secondary level panda presentation, as well as an interactive auditorium-style presentation on polar bears, were both areas of focus.

The Education Branch also developed and marketed curriculum based resources for teachers bringing a class to the Zoo without a formal program or tour, resulting in approximately \$953,832 in additional student admissions revenue.

**professional development provided to teachers**

The Education Branch 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 (OISE) and educators from the Toronto District School Board. In 2014, 119,406 students visited the Zoo.

**Zoo and Earth Rangers continue to reach grade four students**

In 2012 a pilot program was initiated by the Zoo and Earth Rangers to co-develop an outreach program that their staff would deliver to grade four students. The program focuses on the conservation success story of the black-footed ferret, in particular how the Toronto Zoo is working collaboratively to breed and re-introduce ferrets to their former habitat in North America. During the 2013/14 school year, a total of 35 classrooms, representing 925 students were reached with these conservation messages.

**curatorial educational outreach**

Curators at the Toronto Zoo and their staff also coordinate a number of grant funded programs each year that reach an additional 45,822 people through programs such as Adopt-A-Pond, Turtle Tally, Frogwatch, Wetland Guardians, First Nations/Turtle Island Conservation, Great Lakes Aqualinks, armed forces training and massasauga rattlesnake workshops.

flashback  
2001

Gorilla Rainforest exhibit opens and wins Canada's Accredited Zoos and Aquariums (CAZA) Thomas R. Baines Award



**The Zoo continues to deliver a high standard of educational opportunities including:**

- for the third consecutive year, an environmental education certification program called Ontario EcoCentres awarded the Zoo a gold level achievement standard
- a total of 36 students successfully received their grade 11 university biology credits. The Zoo is authorized by the Ontario Ministry of Education to grant secondary school diploma credits
- 210 students participated in Operation Conservation, a two-day immersion program for underserved youth in the Jane-Finch and Malvern communities, with support from two grant-funding foundations
- with funding from an anonymous donor, 561 students and 89 school group supervisors from a variety of identified at-risk schools in the former City of York (Toronto) attended a four-hour curriculum-based workshop at the Zoo
- learning opportunities were expanded for underserved communities through the Model Schools Passport Program, a program that allows underprivileged students and their

families to experience the Zoo and share an enriching learning opportunity together. In 2014, a total of 1,106 children and 1,166 adults participated

**Zoo Camp keeps getting better**

We continued to refine our staff training to incorporate interpretive techniques, which translated to the activities and programming that was implemented. A lot of positive feedback was received from both the children and their parents. Overall 1,798 campers enjoyed Zoo Camp, representing a 5.3 percent increase in registrations over the previous year.

**Bush Camp remains popular**

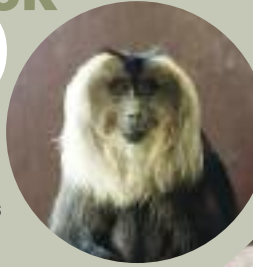
The popularity of Bush Camp has been strong over the past three years, with 2014 being no exception. In 2014 a total of 3,134 individuals attended the Bush Camp program, either as a family unit or as part of a youth group

**Youth Badge Programs reach over 400 scouts, guides, brownies, and cubs**

Youth earn any one of 16 environmental badges by attending a half-day program at the Zoo. This is one of the longest operating Zoo education programs.

flashback  
2009

Zoo unveils first ever carbon-neutral exhibit for lion-tailed macaques



# volunteers make a difference

The Volunteer Services Unit recruits, trains and coordinates a large group of volunteers who help to support the objectives of the Zoo, providing an educational experience for Zoo visitors and inspiring people to live in sustainable ways that promote the wellbeing of our natural world. The Zoo's 439 volunteers raise the public's awareness and involvement in conservation, interpret the zoogeographic and ecological relationships of the animal and plant kingdoms, and most importantly, enhance the experience of each Zoo visitor with whom they come in contact. In 2014, volunteers donated 31,937 hours of their time to the Zoo, connecting with an estimated 778,400 people. Of these active volunteers, 230 donated their time on a year-round basis, 53 additional volunteers assisted during the peak summer season and 59 student volunteers provided support to a variety of special events. On average, year-round volunteers typically give 100 hours per year of their time. This year, a team of 97 Panda Ambassador Interpretive Volunteers provided interpretation in the Xie Shou Panda Interpretive Centre and/or way finding support on-site.

### honouring our dedicated long-service volunteers

In 2014, 10 volunteers were recognized for 10 years of service and seven individuals for 15 years of service. Five volunteers received recognition for 20 years of dedication to the Zoo and two individuals

for 25 years. In addition, one volunteer was recognized for 30 years of commitment to the Zoo and another individual for 35 years of service. A Volunteer Appreciation Night was held in June, at which all were honoured for their years of dedication and presented with a keepsake of their achievement. In addition, six year-round volunteers and three youth volunteers were honoured for their service at the annual Volunteer Services Awards ceremony hosted by the Ontario Ministry of Citizenship and Immigration.



# flashback 2013

Er Shun and Da Mao,  
a pair of giant pandas,  
arrive on a five-year  
loan from China



### partnership with Toronto Public Library Museum + Arts Pass Program (MAP)

As a venue supporting the MAP Program, the Zoo was again offered the opportunity to provide outreach at various library branches. A unique outreach program was developed and delivered at three Toronto Public Libraries in May. The “If you were a Panda” program was designed to engage children of all ages in learning about the unique features/adaptations of the three Toronto Zoo bears (polar bear, grizzly bear and giant panda). To celebrate and recognize the Zoo’s 40th anniversary, a second themed program, “The giant pandas are having a party,” was created for the fall MAP program. Four programs were delivered in October and November to libraries in the east end of the city. Participants learned about the animals that have called the Zoo home throughout the 40 years and the important role the Zoo plays in conservation of wildlife species and habitats. In addition, 11,849 visitors were able to visit the Zoo through the MAP program.

### student volunteers assist with summer camps

Twenty-seven Zoo Ambassador student volunteers completed one day of training in June and assisted staff with day camps throughout the summer, contributing 1,330 hours.

### student volunteers participate in 2014 Youth Summit for Biodiversity and Community Action

Five Zoo Ambassador student volunteers were sponsored by Ontario Nature to attend the 2014 Youth Summit for Biodiversity and Community Conference held in September. The five youth participants spent the week learning about the importance of biodiversity and actions they can take within their local communities. After attending the weekend, the five student volunteers were inspired to initiate environmental activities within their local secondary school.

### corporate/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/individuals in various volunteering opportunities under the larger co-ordination of the Conservation, Education & Wildlife Division. These activities include tree plantings, building enrichment devices, and harvesting browse cuttings to support the health and nutrition of the animals. Overall, 861 people participated in these activities, donating 2,516 hours of their time and representing a value of \$66,724 to the Zoo.





# research articles

## published by the Toronto Zoo in 2014

### ecology/field conservation/reintroduction

Williams, S., Powley, D. and Rapley, W. A. *Toronto Zoo Conservation and Education Activities Report 2013-2014*. July 2014.

G.M. Ferrie, V.C. Alford, J. Atkinson, E. Baitchman, D. Barber, W.S. Blaner, G. Crawshaw, A. Daneault, E. Dierenfeld, M. Finke, G. Fleming, R. Gagliardo, E.A. Hoffman, W. Karasov, K. Klasing, E. Koutsos, J. Lankton, S.R. Lavin, A. Lentini, S. Livingston, B. Lock, T. Mason, A. McComb, C. Morris, A.P. Pessier, F. Olea-Popelka, T. Probst, C. Rodriguez, K. Schad, K. Semmen, J. Sincage, M.A. Stamper, J. Steinmetz, K. Sullivan, S. Terrell, N. Wertan, C.J. Wheaton, B. Wilson, and E.V. Valdes. 2014. Nutrition and health in amphibian husbandry. *Zoo Biology*, 33, 485-501.

E.J. Parmley, D.L. Pearl, N.A. Vogt, S. Yates, G.D. Campbell, J. Steiner, T.L. Imlay, S. Hollamby, K. Tuining, Ian K. Barker. Factors influencing mortality in a captive breeding population of Loggerhead Shrike, Eastern subspecies (*Lanius ludovicianus* ssp.) in Canada. *BMC Veterinary Research* 11:129.

### veterinary medicine/physiology

C. Dutton, A. Lentini, C. Berkvens, and G. Crawshaw. 2014. The effect of supplementation with vitamin A on serum and liver concentrations in Puerto Rican crested toads (*Peltophryne lemur*) and its lack of impact on brown skin disease. *Zoo Biology*, 33, 553-557.

C.N. Berkvens, A. Lentini, C.J. Dutton, D.L. Pearl, I.K. Barker, and G.J. Crawshaw. 2014. Serum and hepatic vitamin A levels in captive and wild marine toads (*Bufo marinus*). *Zoo Biology*, 33, 536-543.

G. Crawshaw, M. Pienkowski, A. Lentini, C. Dutton, P. Delnatte, D. Russell, C. Berkvens, I. Barker, and D. Smith. 2014. Brown skin disease: A syndrome of dysecdysis in Puerto Rican crested toads (*Peltophryne lemur*). *Zoo Biology*, 33, 558-564.

C.N. Berkvens, A. Lentini, C.J. Dutton, D.L. Pearl, I.K. Barker, and G.J. Crawshaw. 2014. Serum and hepatic vitamin A levels in captive and wild marine toads (*Bufo marinus*). *Zoo Biology*, 33, 536-543.

P. Delnatte, E. Nagy, D. Ojkic, G. Crawshaw, and D.A. Smith. 2014. Investigation into the possibility of vertical transmission of avian bornavirus in free-ranging Canada geese (*Branta canadensis*). *Avian Pathology*, 43, 301-304.

P. Delnatte, É. Nagy, D. Ojkic, D. Leishman, G. Crawshaw, K. Elias, and D.A. Smith. 2014. Avian bornavirus in free-ranging waterfowl: prevalence of antibodies and cloacal shedding of viral RNA. *Journal of Wildlife Disease*, 50, 512-523.

C. Dutton, A. Lentini, C. Berkvens, and G. Crawshaw. 2014. The effect of supplementation with vitamin A on serum and liver concentrations in Puerto Rican crested toads (*Peltophryne lemur*) and its lack of impact on brown skin disease. *Zoo Biology*, 33, 553-557.

I.M. Stasiak, D.A. Smith, G.J. Crawshaw, J.D. Hammermueller, D. Bienzle, and B.N. Lillie. 2014. Characterization of the hepcidin gene in eight species of bats. *Research in Veterinary Science*, 96, 111-117.

## status of live populations as of December 31, 2013

(not including domestic species)

|                    | Mammals    | Birds      | Reptiles   | Amphibians | Fish        | Inverts    | TOTAL       |
|--------------------|------------|------------|------------|------------|-------------|------------|-------------|
| orders             | 9          | 19         | 4          | 2          | 17          | 30         | 81          |
| families           | 36         | 46         | 23         | 11         | 45          | 52         | 213         |
| species            | 87         | 100        | 65         | 25         | 110         | 99         | 486         |
| specimens          | 597        | 345        | 350        | 246        | 125         | 111        | 1774        |
| # in groups        | 0          | 0          | 7          | 146        | 3033        | 654        | 3840        |
| <b>grand total</b> | <b>597</b> | <b>345</b> | <b>357</b> | <b>392</b> | <b>3158</b> | <b>765</b> | <b>5614</b> |

New Eco Cell program  
recycles used cell  
phones and helps save  
gorilla habitat



# North American research projects

supported by the Toronto Zoo in 2014

## Toronto Zoo

- 1 Toronto Zoo 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 Non-Surgical Artificial Insemination in Cheetahs
- 5 Manipulating Reproduction in the Vancouver Island Marmot
- 6 Assisted Reproductive Technologies as a Method of Embryo Production in Wood Bison
- 7 Habitat Use and Nesting Patterns of Turtles in Rouge Park and Along the Highway 24 Corridor
- 8 Assessing Locally Available Apple Browse as a Suitable Edible Enrichment Item for Captive Western Lowland Gorilla
- 9 Freshwater mussels field study in the Lake Ontario watershed
- 10 Investigating enteric coccidiosis in the endangered black-footed ferret (*Mustela nigripes*)
- 11 Chemical Communication in Giant Pandas: Behavioral and Physiological Responses of Males to the Volatile Compounds in Estrus Urine
- 12 Development of Assisted Reproduction Techniques to Revitalize the Bactrian Camel Population

- 13 Non-surgical Artificial Insemination in Cheetah
- 14 Cytogenetic Evaluation of Captive and Free-Range Non-Domestic Animals
- 15 Multi-Cultural Conservation Programme
- 16 Atlantic Salmon Re-introduction Program
- 17 Healthy Waters – Healthy Wildlife Lake Stewardship
- 18 Conservation of Urban Amphibians and Reptiles
- 19 Response to Global Amphibian Decline
- 20 Turtles Species at Risk Head-Starting Program

## Canada

### Ontario

- 21 Captive Studies to Improve Diet Estimates and Bioenergetics Modeling of Polar Bears in the Wild
- 22 Fractionation of Stable Carbon and Nitrogen Isotopes Between Diet and Tissues of Captive Wolves
- 23 Comparative Study of Wound Healing in Different Regions of the Flight Membrane in Males and Females of Egyptian Fruit Bats
- 24 Hematologic and Biochemical Reference Intervals Determination in Owl Species
- 25 Phylogenomics of palaeognathous birds and the genomic basis of flightlessness

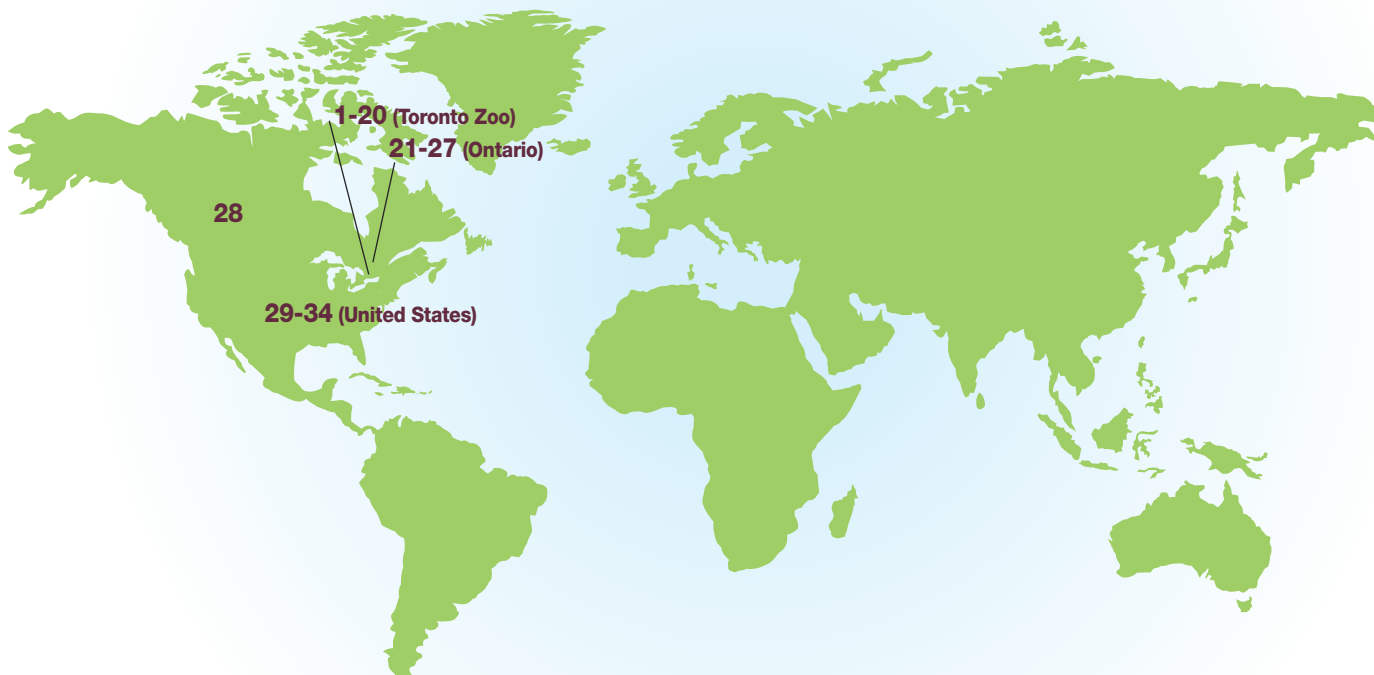
- 26 Canadian National Parks Malaise Program
- 27 Investigation of Key Physiological Measurement to Evaluate Loggerhead Shrike Success in Captivity

### Alberta

- 28 Assisted Reproductive Technologies as a Method of Embryo Production in the Wood Bison

## United States

- 29 Long-term Monitoring of an Eastern Massasauga Rattlesnake Population in Southwest Michigan
- 30 Amphibian Rescue Centre husbandry and Reintroduction Program for the Wyoming Toad
- 31 Axolotl and Lake Xochimilco, Mexico, Creating Sanctuaries and Habitat Restoration
- 32 Response to Asian Turtle Crisis and the Bushmeat Trade
- 33 Management, Outreach, Husbandry, Research and Re-introduction Program for the Puerto Rican Crested Toad
- 34 Lake Victoria Cichlids Species Survival Plan



Award-winning  
new 10-acre  
Tundra Trek  
exhibit opened



# projects

## supported by the Endangered Species Reserve Fund 2014

### Canada

#### Toronto Zoo & Ontario

- 1 Freshwater Mussels
- 2 Wetland Assessment and Restoration for Species at Risk
- 3 Wood Turtle Field Conservation and Recovery
- 4 Polar Bear Biodiversity Studies
- 5 Great Lakes Program
- 6 Blanding's Turtles in the Rouge Watershed
- 7 Evaluation of Steroid Hormone Composition in Hair Using Mass Spectrometry

#### Saskatchewan

- 8 Black-footed ferret Canadian Reintroduction – Post-release Monitoring

### Africa

#### West Africa

- 9 Pygmy Hippo Conservation Program in Tai Forest Ivory Coast
- 10 Ape Action Africa, Mefou National Park, Cameroon

#### East Africa

- 11 Lewa Veterinary Conservancy & Vet Program
- 12 Aqua-Links

#### South Africa

- 13 Mbeli Bai
- 14 African penguins
- 15 Livestock Guarding Dog Program Namibia
- 16 Conservation of the African Large Carnivore Guild
- 17 Intl Elephant Foundation – Waterways & Dura Recovery Project

#### Madagascar

- 18 Golden Mantella Frog Education
- 19 Toronto Zoo Conservation in Action: Lake Tseny

### China

- 20 Giant Panda Artificial Insemination

### Southeast Asia

- 21 Project Punde Kundo (Red Panda)
- 22 Komodo Dragon Populations Surveys
- 23 Sulawesi Habitat Preservation and Education Programming
- 24 False Gharial Monitoring & Habitat
- 25 Hutan Reforestation Efforts in Kinabatangan
- 26 Sumatran Tiger Conservation

### Papua New Guinea

- 27 Tree Kangaroo and Biodiversity Conservation



Visitors make Toronto Zoo the number one cell phone recycler in North America



**largest single donation in the history of the Zoo**

The Toronto Zoo received a wonderful gift in 2014 of a generous \$2 million bequest from the estate of Mrs. Mary Millard. “This is a true testament to the outstanding work done at the Toronto Zoo and we are pleased to have received such a significant bequest,” says John Tracogna, Toronto Zoo’s

Chief Executive Officer. Mrs. Millard lived in Toronto her whole life until she passed away in 2013 at the age of 87. A high school teacher by profession, Mrs. Millard was also a naturalist who loved plants and animals. Her home in Hogg’s Hollow was a source of pride and joy, and in keeping with her love of nature, it was kept in a very natural state. She was predeceased by her husband and had no children.

**Microsoft Canada donates over \$2 million in software to help engage youth in conservation**

In October 2014, Microsoft Canada announced a significant donation of software to support the Toronto Zoo’s conservation and education efforts, and to create greater learning opportunities for young people and educators.

The software donation, part of Microsoft Canada’s Tech4Good Program, will help the Toronto Zoo to develop standardized and professional communication with teachers and their students, both on-site and in the classroom.



The entire organization, from Zoo administration to our wildlife curators and research specialists, will be able to communicate on a multitude of levels with institutions and research centres throughout the world regarding environmental, animal, conservation and education activities. The donation allows for learning to take place virtually through distance learning, interactive kiosks and videos. One example of how the software is being used is the series of presentations for varying grade levels as part of their new Panda Program and a presentation for teachers that highlights the Toronto Zoo’s curriculum-based field trip offerings.



flashback  
2010

Conservation  
Carousel  
opens



**grand founders**

(\$1,000,000+)

Microsoft Canada Inc.  
The Estate of Mary Millard

**founders**

(\$500,000 - \$999,999)

**benefactors**

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

Environment Canada

**guardians**

(\$100,000 - \$249,999)

Barrick Gold Corporation  
Ministry of Natural Resources  
Shell Canada Ltd.

**conservators**

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

Ministry of Tourism, Culture and Sport  
Pizza Pizza Ltd.

**protectors**

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

Canada Running Series Inc.  
Earth Rangers  
The Geoffrey H. Wood Foundation  
Ministry of the Environment  
Dora Powell

**stewards**

(\$5,000 - \$24,999)

Iris Demandt  
Sally Filosa  
Toronto Zoo Rhino Zookeepers  
The Estate of Stanley Kolber  
Premier Candle  
Scotts Canada Ltd.  
Mara Strock  
TD Friends of the Environment  
Foundation

Marvin Teperman  
The Marjorie & Joseph Wright  
Memorial Foundation  
Tippet Foundation  
Toronto & Region Conservation  
Authority  
Toronto Field Naturalists  
The Estate of Gerlinde Wessinger

**donors**

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

Agility Inc.  
Aqueduct Foundation  
William & Karen Barnett  
Jeremy Bus  
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Goods Ltd.  
Andrew Casson  
Cavelti Family Foundation  
Conam Charitable Foundation  
CUPE Local 1600  
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Memorial Fund  
Willow Springs Winery  
C. M. Wilson  
Woburn Robotics

**sponsors**

**Moon Festival Gala**

Canadian Fujian Enterprise Association  
Compass Group Canada Ltd.  
Manulife Financial  
Pfaff Porsche  
RBC Foundation  
RBC Royal Bank

**media sponsor**

CTV Toronto  
Toronto Star

BOARD OF MANAGEMENT OF THE TORONTO ZOO

# Statement of Operations and Net Assets

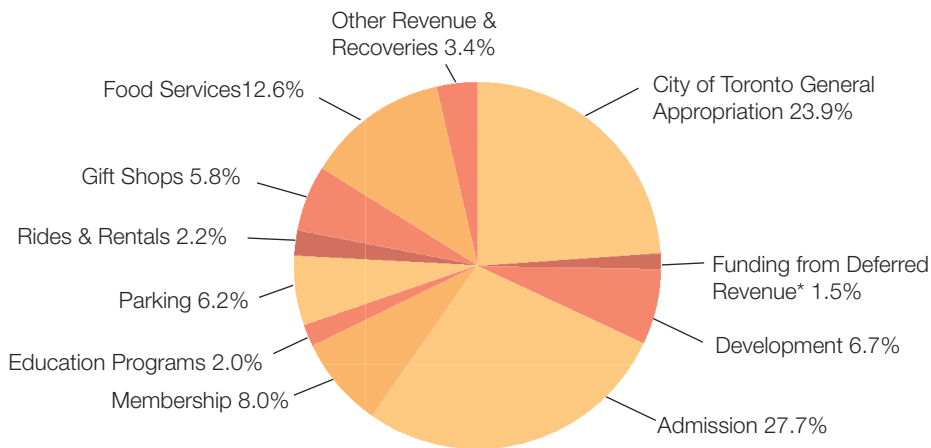
Year ended December 31

|  | 2014              | 2013              |
|--|-------------------|-------------------|
|  | \$                | \$                |
| <b>REVENUE</b>                           |                   |                   |
| Funding from City of Toronto             |                   |                   |
| General appropriation                    | 11,443,387        | 11,648,288        |
| Capital works contributions              | 167,670           | -                 |
| Admission                                | 13,279,812        | 17,535,062        |
| Membership                               | 3,838,611         | 3,877,727         |
| Food services                            | 6,067,464         | 7,712,376         |
| Gift shop operations                     | 2,804,836         | 4,046,962         |
| Parking                                  | 2,954,719         | 3,720,585         |
| Rides and rentals                        | 1,065,901         | 1,182,049         |
| Education programs                       | 936,970           | 870,086           |
| Other revenue and recoveries             | 1,472,003         | 1,694,972         |
| Development                              | 3,227,062         | 1,574,901         |
| Funding from deferred revenue*           | 705,640           | 481,235           |
| Interest                                 | 6,604             | 6,530             |
|  | <b>47,970,609</b> | <b>54,350,773</b> |
| <b>EXPENSES</b>                          |                   |                   |
| Operations & Administration              | 18,056,219        | 20,968,971        |
| Conservation, Education & Research       | 14,699,140        | 14,999,839        |
| Marketing & Communications               | 2,876,246         | 3,364,430         |
| Food services                            | 4,789,269         | 5,853,331         |
| Gift shop operations                     | 2,199,889         | 2,703,295         |
| General management                       | 3,034,537         | 3,217,702         |
| Development                              | 834,267           | 1,093,392         |
| Amortization of capital assets           | 610,976           | 626,359           |
| Post-employment benefits                 | 218,128           | 132,535           |
|  | <b>47,318,671</b> | <b>52,959,854</b> |
| <b>Excess of revenue over expenses</b>   |                   |                   |
| <b>before the following</b>              | <b>651,938</b>    | <b>1,390,919</b>  |
| Transfer to Toronto Community Foundation | (1,945,000)       | (543,247)         |
| Additional transfer (to) from Zoo        |                   |                   |
| Stabilization Reserve                    | 904,486           | -                 |
| Transfer (to) from City of Toronto       | 218,128           | 132,535           |
| <b>Excess of revenue over expenses</b>   |                   |                   |
| <b>for the year</b>                      | <b>(170,448)</b>  | <b>980,207</b>    |
| Net assets, beginning of year            | 3,053,197         | 2,070,188         |
| <b>Net assets, end of year</b>           | <b>2,374,080</b>  | <b>3,053,197</b>  |

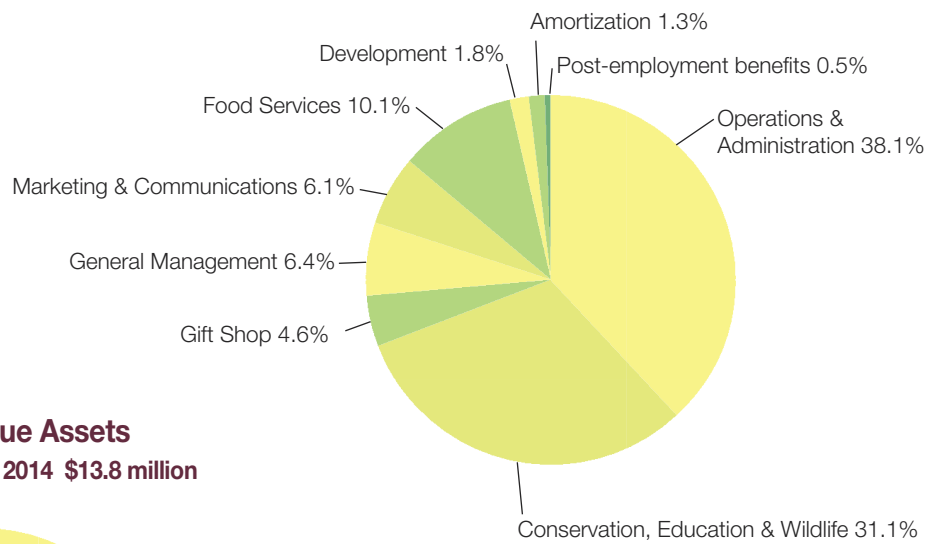
Note: The required information has been submitted in accordance with the Public Sector Salary Disclosure Act, 1996.

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

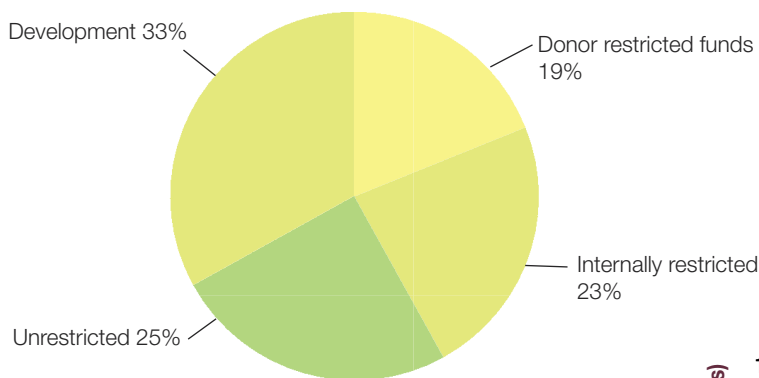
**Zoo Revenue 2014**



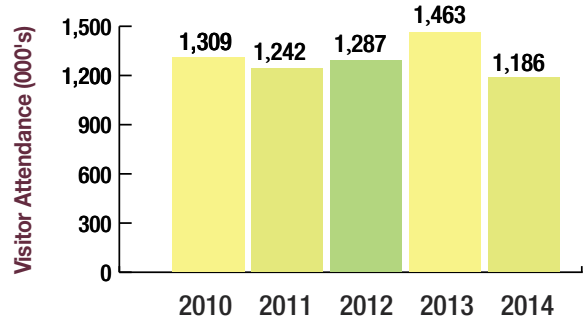
**Zoo Expenses 2014**



**Market Value Assets**  
as at December 31, 2014 \$13.8 million



**Zoo Visitor Attendance 2010-2014**



# Who's who at the Zoo

## Toronto Zoo Board of Management 2014

### Chair

Mr. Joe Torzsok

### Vice Chair

Councillor Gloria Lindsay Luby

### Board Members

Dr. Cal Bricker  
Dr. Ming-Tat Cheung  
Councillor Raymond Cho  
Councillor Glenn De Baeremaeker  
Mr. Paul Doyle  
Ms. Sabrina Fiorellino  
Mr. Michael Ho  
Councillor Giorgio Mammoliti  
Mr. Joshua Vinegar  
Ms. Cindy Yelle

### Toronto Zoo Senior Staff 2013

#### Chief Executive Officer

Mr. John Tracogna

#### Chief Operating Officer

Mr. Robin Hale

#### Executive Director, Conservation, Education & Wildlife

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

#### Senior Director, Marketing, Communications & Partnerships

Ms. Jennifer Tracey

#### Director, Corporate Planning

Ms. Susan Gunton

#### Director, Facilities & Services

Mr. Tom Quan

#### Acting Director, Wildlife Care

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

#### Senior Veterinarian

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

#### Business Development Officer

Mr. Peter Simpson

#### Campaign Director

Mr. Darryl Swain

#### Senior Development Officer

Ms. Marion Zimmer

#### Curator, Amphibians & Reptiles

Mr. Bob Johnson, M.Sc.

#### Curator, Birds & Invertebrates

Dr. Kevin Kerr, Ph.D.

#### 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.

#### Manager, Education

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

#### Manager, Wildlife Care

Mr. Eric Cole

#### Manager, Computer & Telecom Services

Mr. Charles Duncan

#### Manager, Financial Services

Mr. Paul Whittam

#### Manager, Horticulture & Grounds

Ms. Anna-Marie Burrows

#### Manager, Human Resources

Ms. Shawna Findlay-Thompson, CHRP

#### Manager, Marketing

Ms. Kimberly Haider

#### Manager, Member & Guest Services

Mr. Rey deGuzman

#### Manager, Special Events & Community Relations

Ms. Cynthia Shipley

#### Manager, Retail & Rides

Mr. Andre Wattie

#### Manager, Safety & Security

Mr. Shane Alexander



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Information  
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Toronto Zoo  
Development Division  
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email development@torontozoo.ca

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