

FRESNO CHAFFEE ZOO





FRESNO CHAFFEE ZOO MISSION

To inspire wonder of our natural world, provide an engaging learning environment, and create a passion for conservation.

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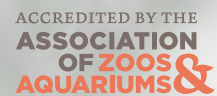
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On the Cover: Photo of Malayan tiger, Mek, and her four cubs. *Panthera tigris jacksoni*, by Heather Davis, Fresno Chaffee Zoo Graphics & Marketing Associate. Photo has been picked up by National Geographic's Children's Book *NGK Mission Animal Rescue Tigers*.

This page: Photo of young Sumatran orangutan, *Pongo abelii*, by Sharon Caredio, 2014 ZOOM Photo Contest entrant.



FROM THE DIRECTOR'S DESK



2014 BOARD OF DIRECTORS

- John Valentino, Chair
- Tom Richards, Vice Chair
- Craig Saladino, Treasurer
- Sharon Levy, Secretary
- Bruce Campbell
- Colin Dougherty
- Sieg Fischer
- Sheri Manning-Cartwright
- George Nokes
- Shari Rainwater

2014 SENIOR MANAGEMENT

- Scott Barton, CEO/Zoo Director
- Dan Subaitis, General Curator
- Alisha Anderson, Chief Marketing & Development Officer
- Brian Goldman, Chief Financial Officer
- Laura Martina, SPHR, Chief Human Resource Officer
- Sandy Pitts, C.I.T., Education Curator
- Dr. Lewis Wright, Veterinarian

2014 was the most successful year in Fresno Chaffee Zoo's history. The exciting successes at Fresno Chaffee Zoo are made possible only through the wonderful support we receive from our community.

In January, we had four Malayan tigers born – two males and two females, significantly contributing to the conservation of these endangered animals.

In September, we won the Association of Zoo's and Aquarium's (AZA's) Exhibit Top Honor for Sea Lion Cove, the first time in the zoo's history to win this coveted award! This is the most prestigious zoo exhibit award in the world, and we were up against impressive exhibits from San Diego Zoo, Sea World and The Smithsonian (The National Zoo).

In November, Fresno County voters approved with a 72 percent vote to continue their remarkable support

through Measure Z, allowing us to continue creating one of the best zoos in the country. Thanks to this remarkable community support, Fresno Chaffee Zoo will remain an affordable destination for all families.

To end 2014 with a bang, we even set a new attendance record of 703,325 and also saw our first month breaking 100,000 guest visits – evidence that that we're creating a Zoo that our community will continue to appreciate and be proud of.

In addition to all of these outstanding milestones, we also began construction of African Adventure, the largest and most ambitious project in the Zoo's history. Opening in the fall of 2015, this 13-acre, wildlife experience will bring Africa to the Central Valley. This exhibit brings lions, cheetah and white rhinoceros back to our Zoo, as well as adding a family of African elephant, meerkats, and myriad African animals, in one of the most beautiful zoo exhibits in the world.

Looking ahead, we'll also begin the design of our African River, bringing hippos back to the Zoo, as well as Nile crocodiles, spotted-necked otters, primates and birds. In addition to all of these changes, we'll also expand our tiger exhibit, allowing us to provide a home to more of these beautiful animals while also playing a larger role in their conservation.

Fresno Chaffee Zoo's future is very bright with many great things in store for 2015. The community has been so generous with its continued support, and we want to give back by creating a zoo that you're proud to show your family and friends (even if they do happen to live in San Diego or Monterey). Thanks to you, Fresno Chaffee Zoo will continue to be a zoo that's an inspiring resource for educating our children, and a tranquil retreat for family and friends to enjoy wildlife and plants. Thank you for believing in the Zoo's future!

- Scott Barton, CEO/Zoo Director

ANIMAL COLLECTION

2014 started with a bang, or should we say a *ROAR*, with the birth of four Malayan tigers in January! The two boys and two girls have entertained zoo guests with their wrestling, swimming and stalking of their neighbors, the giraffe. Their antics have helped spread the word about the threats tigers face in their home ranges and how people here can help. With an estimated 500 Malayan tigers in the world, Fresno is home to 1 percent of the population.

We also were successful in breeding other endangered species including the red wolf, with 3 pups born in April, Chacoan peccary, Iranian spotted newts and Western pond turtles.

Malayan tiger, Mek, grooming one of four cubs.



Red wolf, Nami, with two of her three pups. Red wolves are considered critically endangered. Photo by Tananarive Aubert.



At just a few months old, this Western pond turtle is about the size of a silver dollar.

ANIMAL COLLECTION 2014 TOTALS

FISH
Species: 8 Individuals: 44

ARACHNIDS
Species: 1 Individuals: 2

AMPHIBIANS
Species: 14 Individuals: 70

REPTILES
Species: 67 Individuals: 166

MAMMALS
Species: 49 Individuals: 153

BIRDS
Species: 71 Individuals: 236

BIRTHS AND HATCHINGS

AMPHIBIANS AND REPTILES ("HERPS")

0.0.1	yellow-banded poison dart frog	1.1	blue duiker
0.0.28	tentacled snake	0.1	Chacoan peccary
0.0.2	Kaiser spotted newt	0.1	common eland
0.0.1	Standing's day gecko		
0.0.2	Pacific pond turtle		
0.0.10	green and black poison dart frog		

BIRDS

0.0.3	white-faced whistling ducks
0.0.1	keel-billed toucan
1.2	Laysan teal
0.0.3	pied imperial pigeon
3.2	sun conures
0.1.1	troupial
1.0	sunbittern

MAMMALS

0.0.1	eastern black and white colobus
2.1	red wolf
2.2	Malayan tiger



Female eland calf, Molly, born April 28, 2014.

ANIMAL ACQUISITIONS

AMPHIBIANS AND REPTILES ("HERPS")

0.0.9	bicolored poison dart frog	1.0	green aracari
0.0.8	Golfoldulcean poison dart frog	4.0	guira cuckoo
0.0.4	White's tree frog	1.0	laughing kookaburra
1.1.9	yellow and blue poison dart frog	0.1	Laysan teal
3.3	African pancake tortoise	2.0	mandarin duck
1.0	Asian brown tortoise	1.1	Northern helmeted curassow
0.1.2	black-banded trinket snake	0.1	rhinoceros hornbill
0.0.7	common agama	1.0	western red-tailed hawk
1.0	mangrove snake	2.2	yellow-rumped cacique
0.0.6	Mastigire uromastix		
1.1	matamata turtle		
2.0	Mexican moccasin		
0.2	ball python		
0.0.4	tentacled snake		
0.0.6	yellow-spotted Amazon River turtle		

BIRDS

3.0	bourbon red turkey
2.0	common peafowl

2.0	huacaya alpaca
0.1	Jersey cow
0.1	mule
1.0	Prehensile-tailed porcupine
0.1	red wolf
0.1	siamang
0.1	sloth bear
0.1	Virginia opossum

MAMMALS

2.0	alpine goat
7.0	American pygmy goat
2.0	Saanen goat
5.0	Nubian goat
4.6	black-tailed prairie dog
1.1	ferret
2.2	four-toed hedgehog
1.1	golden lion tamarin

FISH

1.0	nurse shark
0.2	white-spotted bamboo shark

1.0	Male
0.1	Female
0.0.1	Unknown sex

Our bird team repeated their success of past years by hatching out another keel-billed toucan and is providing support to other zoos so they may also be successful in their toucan management. The “old” veterinary hospital space was refurbished and is now our Bird Propagation Center with an incubation and brooder room. Tropical Treasures underwent more changes in order to accommodate more diverse bird species as well as some new mata mata turtles and a pair of golden lion tamarins.

Rajani, our male sloth bear was happy to welcome Daisy, his new mate from the St. Louis Zoo, and a new colony of black-tailed prairie dogs moved into “town.” Valley Farm continues to grow with the addition of 16 goats, five from a dairy in Hanford and two alpaca from a local ranch in Los Banos as well as some strutting bourbon red turkeys.

We received a large fiberglass tank to hold our stingrays in the event of an emergency and added some small sharks to our Stingray Bay exhibit and have expanded training and certification of our life support staff.

Animal care staff worked closely with our veterinary team to improve the husbandry of the animals in their care by training animals for ultrasounds to monitor pregnancies, scale training to monitor body condition as well as voluntary blood draws from our orangutans.

Work began this past year to acquire specimens for our African Adventure including permits and other specialized logistics. Some of the animals such as agama lizards and pancake tortoises arrived over this past year with several specimens arriving mid 2015. With everything in the works we are sure to have an event-filled and successful year to come!

- Dan Subaitis, General Curator



Keel-billed toucan chick



Black-tailed prairie dogs



Chacoan peccary newborn



Golden lion tamarin



Malayan tiger cub, Cinta, playing with his mother, Mek in the pool.

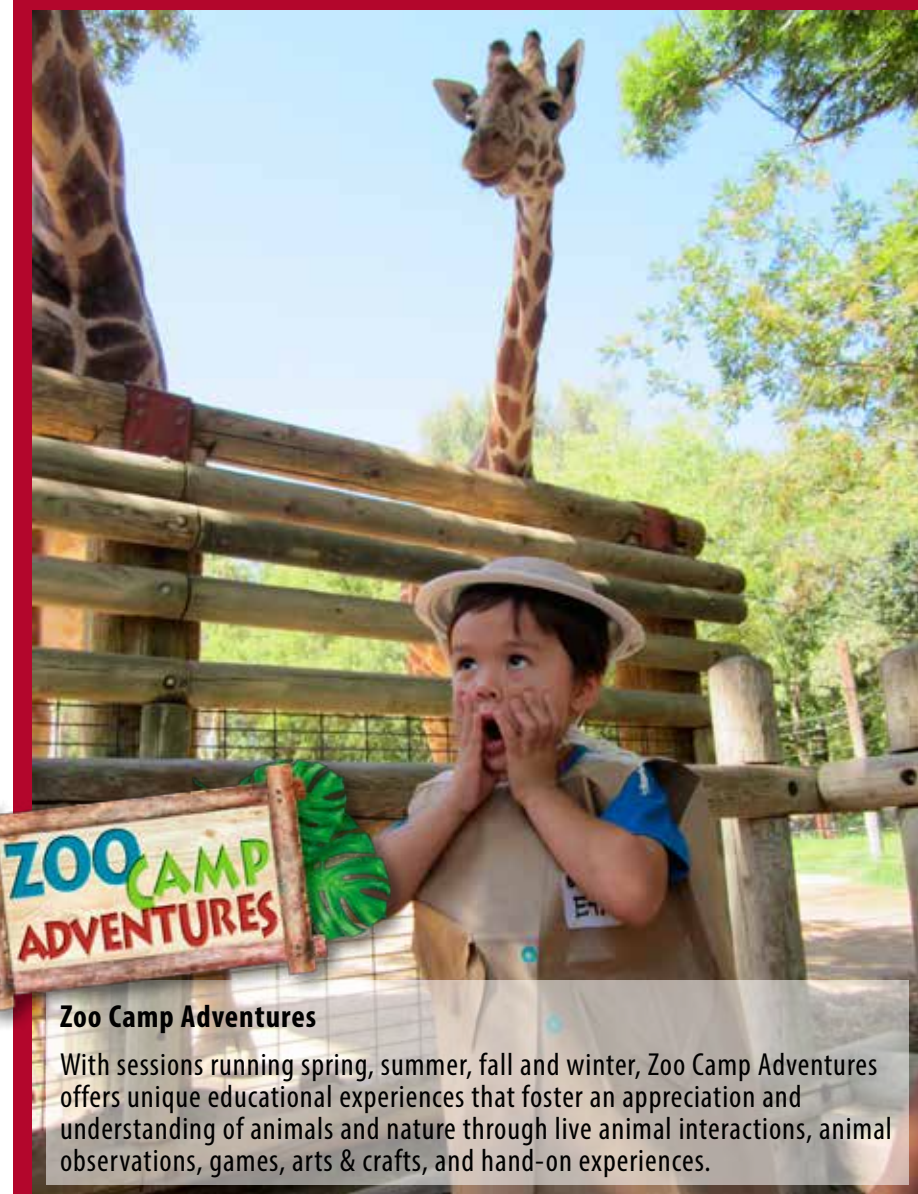


Female sloth bear, Daisy



Iranian spotted newt baby

EDUCATION



Zoo Camp Adventures

With sessions running spring, summer, fall and winter, Zoo Camp Adventures offers unique educational experiences that foster an appreciation and understanding of animals and nature through live animal interactions, animal observations, games, arts & crafts, and hand-on experiences.



Volunteer Programs

The education department not only provides programs for school groups, children and families, it also works with a large group of volunteers who help us present activities, animal encounters and deliver programs to all ages. In 2014, volunteers assisted

with school programs, fundraising events, animal care, exhibit interpretation and community events for a **total of over 30,850 hours.**

2014 TOTALS

ON-SITE PROGRAMS

After Hours
Ask Me Cart
Chats
Alpaca Encounters
Llama Encounters
Raptor Encounters
Story Tellers
Teen LEADERS

Non-fee-based
117,373

Rainforest Tours
Zoo Previews
Zoo Tours
Teacher Workshops
Lab Programs

Fee-based
school programs
11,840

School Field Trips

74,159

NEW Behind the Scenes
Backstage Tours
Birthday Encounters
Twilight Safaris
Overnights

Zoo Adventures
3,231

Tot Time
Zoo Academy
Cubby Camp
Zoo Adventure Camp
Shadow a Keeper
Young Naturalist Classes

Zoo Camp
Adventures
2,985

OFF-SITE PROGRAMS

Zoomobile
Zoo Talks
Beach Clean-up
Outreach
Community Events

Fee-based
16,435

Non-fee-based
18,021

GRAND TOTAL
169,885
PARTICIPANTS



Behind The Scenes Encounters: It Doesn't Get Any Closer

Another educational program area that saw much growth in 2014 was the new Behind the Scenes program. This program offers unique opportunities for small groups to get up-close and personal with our animals. Each animal encounter educates guests about training, conservation, biology and care of the animals that call our Zoo home. Programs may also involve touching or feeding during a training session alongside our zoo keepers. At Sea Lion Cove, for example, you have the opportunity to toss our animals a fish as you learn how to train these intelligent creatures. Similar experiences can be found in the kangaroo yard, where the animals will offer soft touches in exchange for some corn on the cob. If you love reptiles, you can interact with snakes, lizards and even get to scratch the neck of a Galapagos tortoise. Currently, most opportunities require pre-booking. With African Adventure opening this fall, experiences such as African elephant interactions, rhino scratching and animal barn tours await you along with some really special experiences. At Fresno Chaffee Zoo, we hope that these animal encounters form more than a memory for our guests but also forge a deeper connection with wildlife.

Docent Volunteer Program

The education department at Fresno Chaffee Zoo aims to enhance the visitor experience through onsite and offsite educational presentations and programs. Many of these programs are delivered by trained educational volunteers called docents. The Docent Volunteer Program began in 1984 with 15 docents who volunteered for a total of 1,635 hours. Today, the program has grown to 107 docents who, in 2014, collectively volunteered a total of 23,859 hours. This is equivalent to working for 994 days consecutively! Docents are utilized in a multitude of capacities at the Zoo. You may see them on grounds facilitating a lab program, Preview (a hands-on educational program for students visiting the Zoo), or Ask Me Cart. Off grounds, they represent the Zoo through Zoomobile presentations, community event outreach, and career talks. So many of our education programs would not be possible without the support of docent volunteers. Their dedication and hard work is truly without measure.



School Based Programs

In 2014, many of our school-based programs saw a significant increase in participant attendance. We contribute this increase, in part, to our ability to provide a program that meets participant needs. Participant post-program evaluations are used to closely monitor key components, allowing us to improve our programs and the overall guest experience. Through our evaluations, we have learned that many schools from our community are looking to Fresno Chaffee Zoo to incorporate an educational component to their Zoo visit. As school districts begin to implement the Next Generation Science Standards and Common Core Standards, Fresno Chaffee Zoo is also striving to implement these standards into our education programs. Our hope is to become an even better resource for our community and to create programs that provide participants with an experience that will last them a lifetime.

- Sandy Pitts, C.I.T., Education Curator



VETERINARY REPORT

HOSPITAL FIGURES FOR 2014

- 116 animal quarantines
- 69 microbiology studies
- 431 fecal exams
- 49 (approx.) hospital tours
- 97 blood chemistries



Denise Oberg R.V.T., using a portable ultrasound machine during a training session with female warthog, Zara, who stands patiently for trainer and zookeeper, Leslie Rao accompanied by zookeeper, Alexandra Alamar.

Warthog Medical Training

Adult male warthogs can be susceptible to bladder stones that can be detrimental to their health. In 2014, with the help of the zookeeping team, our warthogs were trained to give urine specimens when asked. The urine can be examined and early stages of bladder stones can be detected and managed so as not to cause any health issues. Until this training was completed there was no way to monitor for this health concern without having to anesthetize the animal. Now, a monthly urine sample is requested and examined, allowing the veterinary team to offer the best healthcare options available. In addition, the female warthog was also trained to allow for voluntary ultrasound so that we can safely and noninvasively check her for pregnancy. Early pregnancy detection allows the team to meet nutritional needs much sooner in pregnancy.



Denise Oberg R.V.T. and zookeeper, Ashley Kleam, administering laser therapy on a Malayan tiger cub's sore paw.

Laser Therapy

Laser therapy has been available in various forms for many years. The newest advances in laser techniques and strengths has made it a valuable drug-free, surgery-free alternative to pain relief, reduction of inflammation and increased speed of healing. In 2014, Fresno Chaffee Zoo Veterinary Hospital was able to purchase such a multifaceted medical instrument, through the use of Measure Z funds. The Class 4 Deep Tissue Laser uses a beam of light to deeply penetrate tissues. The light speeds up the biological response of cells within the tissues which reduces pain and speeds up healing. Another very positive aspect of the treatment is that it is very noninvasive. The Veterinary Team has seen great results in many medical cases. Some of the older animals in the collection receive weekly laser therapy treatments to help relieve inflammation and reduce pain associated with age related arthritis, which enhances their quality of life.



Red wolf pup receiving an ECG reading from the AliveCor attachment for iPhone.



Cell phone with an ECG reading of one of the sugar gliders from our Education Programs.

ECG Unit

Fresno Chaffee Zoo's veterinary hospital has recently purchased an ECG (electrocardiogram) unit that can be used noninvasively on many animals in the collection. An ECG is a reading used to monitor the electrical impulses of the heart and the amount of times per minute the heart beats (BPM). The small ECG device, made by AliveCor, is snapped onto the back of an iPhone, much like a phone case. The veterinary team then places the phone next to the animal's chest or front feet to be able to obtain an ECG. With the use of downloaded app, the ECG reading can be recorded and printed for the animal's medical record or instantly sent to a specialist for more critical cases. The specialist can receive the reading instantly on their cell phone and make medical recommendations without wasting critical time. All this can be done with minimal training for the animal and no anesthesia. So far, the new ECG device has been used successfully on the giraffes, sea lions, goats, orangutans, wolves, various species of birds, sugar gliders and the Zoo's mule, Twila. The results of the ECG's help to advance zoo medicine by establishing normal cardiac values for many species. In addition, abnormalities in the heart are recognized much sooner and medical staff is able to address underlying conditions that were not otherwise detected.

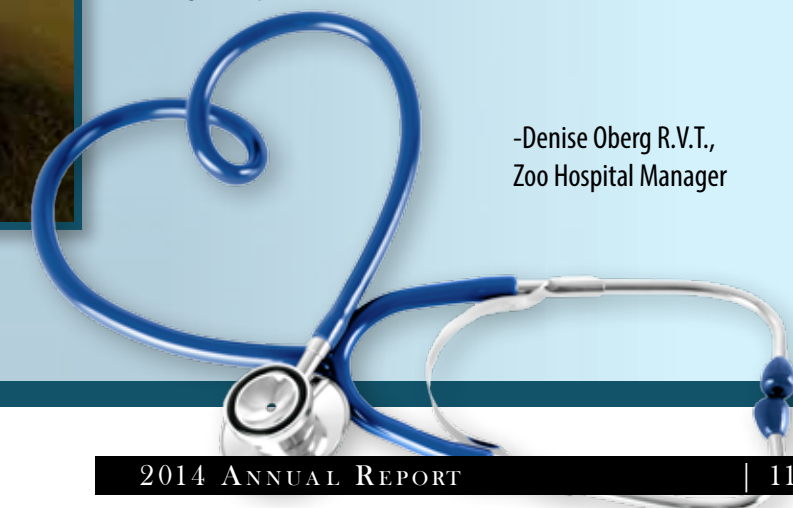


Lewis Wright D.V.M., performing a wellness check on the four-week old tiger cubs with Denise Oberg R.V.T. and Assistant Curator, Lyn Myers.

Zoo Births

2014 proved an exciting year as the veterinary team had the privilege of overseeing the births of both Malayan tiger cubs and red wolf pups. The importance of both of these births and their subsequent healthcare is extreme as both are a highly endangered species.

-Denise Oberg R.V.T.,
Zoo Hospital Manager



RESOURCES OF FUNDING

Measure Z Capital ¹	31,938,372
Measure Z Operating	3,547,371
Admissions	2,176,323
Investment Income	357,812
Membership	830,803
Gift Shop and Concessions	645,617
Event Income	575,942
Donations & Grants	642,901
Stingray Bay	284,447
Education	308,287
Rental Income	233,267
Giraffe Feeding	185,653
In-Kind Donations	110,387
Other Income	59,656

Total Sources **41,896,838**

USES OF FUNDS

Construction in Progress	32,193,156
Salaries and Benefits	4,972,273
Capital Equipment and Facilities	673,731
Contracted Services ²	503,490
Utilities	452,793
Animal Services	332,912
Supplies	369,647
Advertising	321,971
Repairs and Maintenance	244,185
Expansion/Nonoperating	106,180
Food/Catering	224,429
Professional Services ³	302,470
Printing/Postage	177,216
Insurance	150,755
Equipment	178,619
Service/Bank Fees	124,799
Staff Development	73,412
Conservation	80,053
Business Expenses	56,086
Computer/Software	46,800
Telephone	40,042
Specialized Services	23,606
Dues	35,840
Uniforms	31,185
Office Supplies	22,767
Fleet	20,012
Miscellaneous	34,588

Total Uses **41,793,017**

Net Surplus **103,821**

FINANCIAL REPORT

¹ Sales tax revenue from Measure Z is available based upon expense reimbursement claim forms that are submitted by the Zoo. During 2014 the Zoo received \$35,485,743 in reimbursements.

² Contracted Services include Winged Wonders Bird Show, event entertainment, and contracted IT and custodial services.

³ Professional Services include legal, audit, payroll, and exterminating services.

ATTENDANCE

New Record! 703,325 guests!



Highest attendance on record with 703,325 visitors in 2014, almost doubling our numbers since the passing of Measure Z in 2004. Visitors included guests from all 50 states, plus Washington DC, Puerto Rico & Northern Mariana Islands, as well as 20 countries including Australia, Brazil, Norway, Russia and Germany.

MEMBERSHIP

New Record! 14,415 households!



Highest number of memberships on record with 14,415 membership households in 2014, more than doubling our numbers since the passing of Measure Z in 2004. *Family Memberships average approx. 4-6 people per household.*

EVENTS



Jungle Bungalow has a brand new look! The beautiful pavilion, including ceiling fans and lighting, was completed in May, just in time for our summertime birthday parties. With parties scheduled year-round, our number of parties increased from 105 in 2013 to 138 in 2014.

Frogs and Fairytales continued its popularity and sold out at 1,200 guests two days before the event. Entertainment included performances by some familiar princesses and visits from our favorite amphibians. Makeovers, games, crafts and our photo booth were located in our beautifully decorated tent in the Event Garden.



ZooLights attendance grew to 28,382 guests as families continued to enjoy the dazzling holiday lights, hot chocolate, cookies and music during this fun holiday event. Magical snow flurries and the children's visits with Santa are always a highlight!

New additions to ZooBoo included a "Harry Potter" themed area complete with a quidditch game for our little trick-or-treaters. Attendance was 11,956 during the four night event.



-Pam Wheelen, Events Manager

Safari Night was hugely successful again this year with our live and silent auctions bringing in over \$35,000. Our guests enjoyed delicious food and drinks located throughout the Zoo, and were entertained by Tamed Fire Dancers and the Valley Cats band in the Event Garden. We would like to thank Harris Construction, Wells Fargo, Regency Investments and Golden One Credit Union for underwriting the event and all of the restaurants, bakeries and wineries participating in the festivities.

"Going green" was our theme for this year's Producers Dairy Ice Cream Zoofari. Each guest was given a special color changing spoon to use for their delicious ice cream treats. This event continues to be a favorite with 3,577 in attendance and our partnership with Producers Dairy continues to be gratefully appreciated.

Breakfast with the Animals was attended by 2,277 early morning guests. We had over 100 happy volunteers serving hot pancakes and sausage, juice, milk and coffee to our hungry guests! Party for the Planet activities in the Zoo also provided guests with information from local organizations on conservation.

The ground breaking ceremony for African Adventure was a highlight for our staff as well as the community. With local dignitaries including Mayor Ashley Swearingin, Congressman Jim Costa, members of Fresno County Board of Supervisors, Fresno City Council, our Fresno County Zoo Authority and Zoo Corporation Board members, the dirt was turned to begin the construction of this 13 acre phase of the expansion.

The award-winning Sea Lion Cove has proven to be one of the most beautiful and unique venues in the valley. Six company events, two birthday celebrations, two private group events, a baby shower and beautiful wedding were held here in 2014.



Toucan Dinner, our annual donor event, was held at the entrance of the new African Adventure exhibit, which allowed our guests to peek at the construction of the Kopji Lodge and the cheetah exhibit opening in the fall of 2015. Guests enjoyed a delicious dinner catered by The Painted Table and our signature cocktail, The Serengeti Sipper. Glass coasters framing photos of the tiger cubs were given to each guest as a small token of our sincere appreciation.

GLOBAL CONSERVATION



- Nannette Driver-Ruiz, Animal Program Specialist

In 2014, Fresno Chaffee Zoo Conservation Committee awarded grants to 35 projects located in over 25 different countries. Fifteen of those projects have long-term support and 20 were awarded a one year grant.

The Zoo designated more than \$60,000 for the Fresno Chaffee Zoo Conservation Fund.



The Raven Fund, from Ross Laird's Winged Wonders Bird Show, raised a total of **\$16,258**. Combined with other donations to the conservation fund, **a grand total of \$76,779 was donated to conservation projects in 2014.**

The following 15 projects are supported long-term:



KIBALE FUEL WOOD PROJECT AND ECO-CHAR INITIATIVE

This project, based at the Kibale Forest in western Uganda, focuses on planting rapidly growing trees (15 feet of growth in one year) to be harvested for wood fuel to protect the surrounding forest and its many endangered species from the effects of deforestation. They also teach locals how to build energy efficient wood burning stoves as well as conduct outreach programs in the local village schools to engage children in protecting the forest and all of the species that live there. In 2014, 18,000 locals attended the projects and four science centers and six workshops were conducted. A total of 230,000 eco-briquettes were manufactured and 40,000 pounds of waste were traded for briquettes. Sixty-two percent of people in the target areas use fuel efficient stoves and 72 percent grow their own fire wood at home.



FRIENDS OF THE ISLAND FOX

This organization supports island fox conservation across all of California's Channel Islands. On four of those islands, island fox subspecies remain a U.S. federally-listed endangered species. In 2014, our funding helped replace aging live traps used in capture and release research as well as the testing of blood samples for evidence of canine diseases.



GREVY'S ZEBRA TRUST

This project is based in Kenya which is home to 37 percent of the Grevy's zebra population. They employ locals to collect data on the population, inspire positive behavior towards the species and engage local school children. The Grevy's zebra scout program has had a positive effect on the communities that employ scouts. Livestock and zebra can be found grazing next to each other and sharing resources. The attitudes of locals is has also become more accepting of zebra sharing the land.



THE APE TAXON ADVISORY GROUP

The APE TAG was awarded a grant to be used for all of the projects they have recommended for support in 2014. Our funds were distributed between eight projects involving orangutans, gorillas, chimpanzees and gibbons.



LOWLAND TAPIR CONSERVATION INITIATIVE

This project is led by Patricia Medici, the Jane Goodall of the tapir world. The Lowland Tapir Conservation Initiative was established in 1996 in the Atlantic Forest on the coast of Brazil to build a scientific basis for tapir conservation through research and strategies designed to protect their remaining habitat. Outreach programs and awareness initiatives are used to spread the word on conservation using tapirs as a flagship species. They provide hands-on field experience to the general public through scientific tourism. In 2014, they GPS collared 37 individuals and collected hundreds of genetic samples for further studies.



TARANGIRE ELEPHANT PROJECT

The Tarangire Elephant Project began, which began in 1993, is led by Dr. Charles Foley and is located in the Tarangire National Park in Tanzania where they have identified over 1,000 individual elephants, creating the largest elephant database. Their work is focused on identifying and protecting wildlife migration corridors and dispersal areas outside the wildlife parks where the animals live.



AFRAMAMUM PROJECT AS LIVELIHOOD FOR EX-HUNTERS

Located in Mount Cameroon National Park, this program focuses on redirecting hunters toward alternative agricultural sources of livelihood such as livestock production and sustainable plant harvesting. They also work with women to harvest and sell edible plant material instead of preparing and selling bush meat.



TIGER SSP MALAYAN TIGER INITIATIVE

This project works on anti-poaching efforts and tiger themed education and outreach for the local communities. Our funds went toward the anti-poaching efforts. The various patrols work to catch poachers and dismantle snares, seize weapons and put up road blocks for check points to stop illegal trade.



SAHARA CONSERVATION FUND

This organization has several projects that they are working on and our funds were distributed to be used on any of these. Their conservation efforts focus on antelope reintroductions, oryx, ostrich, carnivores, and Pan-Sahara wildlife surveys in Niger, Tunisia, Senegal, Algeria and Chad.



HORNBILL NEST ADOPTION PROGRAM

Located in Thailand, this project uses the help of local villagers to collect data on the species and educate locals about the importance of their conservation. There are seven species that they study, four of which are endangered. This program invites anyone to adopt a hornbill family for \$150 and receive details of the adopted hornbills, location of the nest, plus photographs of the tree in which the nest is located. Travel to Thailand, and they will take you to see the nest!

GLOBAL CONSERVATION



ACTION FOR CHEETAHS IN KENYA

Our funds are being used to develop and test effectiveness of a scat detection dog program to locate and confirm cheetah presence and individual cheetahs. Funds also go toward the development of methodology for cleaning scat and identifying prey species, and develop methodology for DNA analysis.

TURTLE SURVIVAL ALLIANCE

Their mission statement is: Transforming passion for turtles into effective conservation action through a global network of living collections and recovery programs. They have projects in 17 regions across the globe.



PANTANAL GIANT ARMADILLO PROJECT

They are recording density and demography, habitat use and behavior as well as genetic and health status of the population. They are also doing education and outreach to schools, land owners, rural workers, and eco-tour guides in Brazil.

RETICULATED GIRAFFE PROJECT

In the last 10 years, reticulated giraffe have declined 80 percent, from 30,000 to approximately 5,000. This project is working on the conservation and management of the remaining giraffe in northeast Kenya in the Samburu National Reserve. They are also working on environmental education and population studies.



INTERNATIONAL RHINO FOUNDATION

In response to the global crisis in rhino conservation, the International Rhino Foundation protects particularly threatened rhino populations in the wild, while also supporting applied research that can help to improve the chances for long-term survival of all rhino species. We have already made great strides in preventing further declines of these magnificent animals and turning rhino population trends around in the areas in which we work. IRF funds and operates field programs in Asia and Africa targeted to the rhino species most in need of and most appropriate for intensive protection and management.

The following projects were supported for a one year term:

-North America-

California Condor Conservation-*Southern California*, nest monitoring program.

American kestrel's in Decline-*Delaware*, kestrel nest box monitoring.

The North Bay Western Pond Turtle-*Northern California*, head-start program that releases 75 turtles back into the wild yearly.

Oregon Spotted Frog Head-Starting-*Washington*, habitat restoration and head starting/releasing.

-Asia-

Project Seahorse-*Asia*, approaching conservation concerns through means that benefit the marine life as well as the communities that are affected.

Biology and Ecology of the Black and White Laughing Thrush-*Sumatra*, population studies and data collection.

Tomistoma Conservation-*Indonesia*, work alongside agricultural companies to ensure sustainability, provide educational activities for locals to encourage conservation.

Clouded Leopard Conservation-*Borneo*, population monitoring, host country capacity building and environmental education throughout Indonesia.

Conservation through Community Participation: Bengal Slow Loris-*India*, population status, threat analysis, training and capacity building of forest staff, conservation education for locals.

Sloth Bear Conservation-*India*, using drones to track prime sloth bear habitat.

-Central and South America-

Wild Heartbeats: Fighting Wildlife trafficking-*Bolivia*, educate locals on wildlife trafficking and change behaviors.

Ecology and Conservation: Mouse Opossum-*Colombia*, rediscovered in 2004, virtually nothing is known about this species ecology; they are threatened with habitat loss.

Conservation at the Crossroads: Jaguars-*Central Panama*, observation and camera trapping to provide baseline info for land protection vs. agricultural growth.

Save the Wild Chinchilla-*Andes Mountains*, habitat restoration.

Chacoan Peccary SSP-*Paraguay*, Center for conservation and breeding, releases into wild.

-Africa-

Grey Crowned Crane: Conservation Involving Local Communities-*Kenya*, conservation education, community capacity building, habitat restoration.

Population Status: Gelada Monkey-*Ethiopia*, conservation status assessment, development of conservation and restoration strategies in the Ethiopian Highlands.

Nutritional Ecology: Bale Monkey-*Ethiopia*, compare nutritional ecology in both the intact and fragmented forests to develop conservation and restoration plans.

Black Footed Cat Conservation-*South Africa*, radio collars and semen collection for zoo breeding.

African Wild dog: Education and Outreach-*Zimbabwe*, education and outreach with local children to minimize human-wildlife conflict and improve education standards.

THANK YOU

ON BEHALF OF THE ANIMALS HERE AT FRESNO CHAFFEE ZOO
WE GRATEFULLY THANK THOSE WHO DONATED \$1,000 OR MORE IN 2014.

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**WELLS
FARGO**

The first Wednesday of each month continues to be **Wells Fargo Wednesday**. In partnership with Wells Fargo, all children who come to the Zoo with their families on the first Wednesday of each month receive free admission. Wells Fargo also sponsors our members by offering 10 percent off of all memberships purchased on Wells Fargo Wednesdays. Additionally, each month, Wells Fargo sponsors a school classroom to come to the Zoo, by covering the cost for both the bus and entrance.

SEA LION COVE AWARD

"The Association of Zoos and Aquariums, through its Exhibit Award, recognizes excellence in the area of live animal display and exhibit design by an AZA Institution."

- www.aza.org



And the Winner is...

SEA LION COVE!

The Association of Zoos and Aquariums recognized Fresno Chaffee Zoo with Top Honors in the Exhibit Award category by awarding Sea Lion Cove with the **2014 AZA EXHIBIT AWARD!**

Sea lions have been among the most popular of exhibit animals at Fresno Chaffee Zoo since 1956. Our 2007 master plan called for a new, modern sea lion exhibit, one that would lead guests to appreciate the wonder of marine mammals and the California Coast, to learn and explore the natural history of this amazing area, and to appreciate the importance of conserving this priceless resource. On August 27, 2012, after 11 months of construction, Fresno Chaffee Zoo opened Sea Lion Cove. Now, two years after that exciting day, we reflect on our original goals for this exhibit and celebrate its success.

Fresno Chaffee Zoo asked three vital questions in the planning of Sea Lion Cove: Does it provide excellent animal care? Does it provide an exceptional guest experience? Will it be a great place to work? In the two years since we opened, Sea Lion Cove has exceeded our goals in ways we couldn't have imagined.

The impact of the exhibit design, conservation messaging, guest satisfaction and learning was assessed primarily through a visitor survey. Of the 400 people who participated only 13.9 percent rated the Sea Lion Cove exhibit as a "good" guest experience, while 85.6 percent rated it as excellent! 90 percent

of those surveyed felt that the Sea Lion Cove exhibit relates to conservation issues that are meaningful to them personally. 99 percent reported they had fun while visiting the Sea Lion Cove Exhibit and 98 percent reported that they feel this exhibit provides a great home for sea lions, harbor seals and brown pelicans.

Is it a great place to work? Just ask Lead Zookeeper, Sarah Romberger " We are so proud of this exhibit and happy for our animals and community, as Sea Lion Cove has already brought so much joy to both the animals and guests," said Romberger.

On September 16, 2014, Fresno Chaffee Zoo was presented with the prestigious Association of Zoos and Aquariums Top Honors Exhibit Award for Sea Lion Cove. This is the highest honor the AZA gives zoo and aquarium exhibits. This award is chosen by a committee of zoo professionals from applications by AZA zoos and aquariums across the nation. Other zoos and aquariums up for the same award included the San Diego Zoo, the Smithsonian and Sea World.

- Sandy Pitts, C.I.T., Education Curator and Sandra M. Halvorsen, M.A., Special Projects Graphic Design

"We are excited and honored to have Sea Lion Cove receive the AZA 2014 Exhibit Award. After watching our guests' reaction to Sea Lion Cove, we knew it was a success for Fresno County, but to get national recognition from our colleagues reaffirms that, with the great support from our community, Fresno is creating one of the best zoos in the country. And we have our community to thank; without Measure Z, Sea Lion Cove would not have been possible."

- Scott Barton, CEO/Zoo Director



Close-up of the official AZA award.



Scott Barton, CEO/Zoo Director accepting the award with Sarah Romberger, Lead Zookeeper - Sea Lion Cove and Lyn Myers, Assistant Curator - Mammals.

MEASURE Z 2014



Clockwise from top-left: 2004, Angelica "Angel" Arellano. 2014, Angel Arellano and Dennis Woods, 2014 Measure Z Campaign Chair. Two Fresno boys setting up a snow cone stand to raise funds for the 2014 campaign. Five of our youngest campaign supporters at the July 10, 2014 Kick-off Rally. Marching Measure Z lawn signs in front of Fresno home.

In November 2014, the voters of Fresno County voted, for the second time, to Keep Our Zoo.

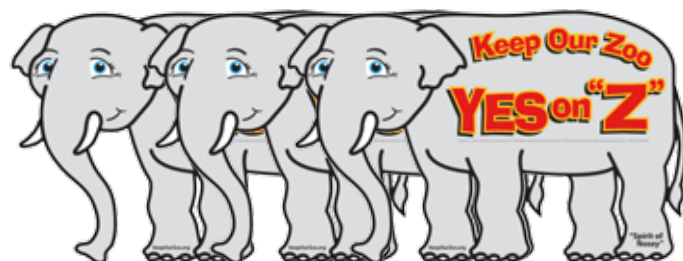
Ten years ago, Fresno Chaffee Zoo was in a very different place. On the verge of closing and losing its accreditation, it was a dark times for the Zoo. But, thanks to a letter to the Fresno Bee from a little girl named Angel and the county banding together, that didn't happen. The community chose to invest in itself and the result is a world-class zoo that is now being noticed on the national stage.

Since the first Measure Z passed, work has been done on the infrastructure of the Zoo. In addition, exhibits, pathways and landscaping have been upgraded, and new exhibits such as a king cobra and a Komodo dragon exhibit have been built. Most notably, Measure Z funds built Sea Lion Cove – an exhibit that won the Top Honor Exhibit award at the AZA (Association of Zoos and Aquariums) national conference – even amongst world-renowned institutions such as the Smithsonian, San Diego Zoo and Sea World!

As monumental as this award is, January 6, 2014 marked the moment that may change Fresno Chaffee Zoo forever - the day that ground was broken on the African Adventure exhibit. Opening in the fall of 2015, this new exhibit will be sure to astound all who visit.

Measure Z funds also contribute to the operations of the Zoo, which allows the gate prices to remain low and affordable for all the residents in the Valley to enjoy.

The next ten years will bring hippos back to our Zoo, continue to transform our Zoo into a world-class destination attraction and be a source of pride for everyone in Fresno County!



AFRICAN ADVENTURE

In addition to marking great milestones for Fresno Chaffee Zoo, 2014 also became known as the year of the tiger – due to the January birth of four Malayan tiger cubs. January also marked a different kind of miracle: the ground breaking for African Adventure.

Over the past 10 years, Fresno Chaffee Zoo has been evolving into a beautiful regional attraction. With the addition of African Adventure, our Zoo becomes a world-class zoo that is sure to draw even more national attention.

African Adventure will double the Zoo in size. The first phase of this exhibit will

be 13 acres, completed with funds from the first 10 years of Measure Z. The remaining six acres will be developed in future phases. Once you pass through the entrance of the exhibit (located just south of the current Safari Café), you will be transported to the Ajabu Reserve and take in the African savannah.

You will feel as though you are on an African Safari as you observe the newest Zoo additions: cheetahs, rhinoceros, wildebeest, African elephants, lions, meerkats and all of the current African animals you have grown to love at the Fresno Chaffee Zoo. You will be able to rest in the Kopje Lodge and enjoy a fabulous lunch while still observing the animals in the reserve.

African Adventure is coming to Fresno in the fall of 2015, and it will be unlike anything you have ever experienced outside of Africa itself.



THE DAWN OF A NEW ADVENTURE OPENING FALL 2015



Fresno Chaffee Zoo Corporation
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Fresno CA 93728

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Photo by 2014 ZOOm Photo Contest participant, Samantha Sousa