

DETROIT ZOOLOGICAL SOCIETY®



DETROIT ZOO ♦ BELLE ISLE NATURE CENTER

Community Impact Report

Winter 2018

Statement of Purpose:
Celebrating and Saving Wildlife

Mission Statement

Demonstrate leadership in wildlife conservation and animal welfare.

Provide a broad audience with outstanding and unique educational opportunities that lead to the appreciation and stewardship of nature.

Inspire our community with engaging, meaningful and memorable experiences.

Provide innovative zoological facilities that contribute to the region's economic vitality.

Demonstrate organizational excellence consistent with a commitment to outstanding service, progressive resource management and environmental leadership.

Our Statement of Purpose

Celebrating and Saving Wildlife

Most people think of the Detroit Zoological Society (DZS) simply as an organization that operates the Detroit Zoo and Belle Isle Nature Center, providing places to create cherished memories with one's friends and family and to connect with nature. But what we also want people to realize is that the DZS is, and does, so much more. We are an organization that not only conserves but generates power, that not only inspires our community but the world entire, that cares not just for the animals within our campuses but for all those around the globe.

This Community Impact Report brings to the forefront the myriad things we do beyond our two sites to advance wildlife conservation, animal welfare, environmental sustainability and humane education, as well as the significant impact we have on the community. These initiatives, when woven together, help define our purpose of *Celebrating and Saving Wildlife*.

In addition to building the first zoo-based anaerobic digester in the country that will convert 500 tons of animal manure annually into energy, the DZS is helping to keep more than 60,000 single-use plastic bottles out of landfills each year by no longer selling bottled water on our grounds. We are also home to the Berman Academy for Humane Education, offering a range of programs with the goal of helping people help animals by treating them with respect, responsibility and compassion.


The DZS contributes to wildlife conservation efforts on six continents, from working to reverse the global amphibian crisis to rescuing and rehabilitating imperiled gorilla populations in the Democratic Republic of Congo. We are known for providing sanctuary to thousands of animals in need of rescue, and we're an internationally recognized resource for captive animal welfare knowledge and best practices, providing training for animal care staff from around the world.

The DZS makes a tremendous impact in so many ways, both in our community – economically, to the tune of more than \$100 million annually and by touching the lives of more than 1.5 million people who explore our grounds each year and around the world. We hope this report will inspire you to think of us in a new way.

Sincerely,



Ron L. Kagan
Executive Director/CEO



Lloyd A. Semple
Chair

Achievements and Awards

The Detroit Zoological Society is frequently recognized for its programs, operations, facilities, management and wildlife conservation. Here are examples of recognition received in 2016 and 2017:



Six consecutive years of top ratings from Charity Navigator (four stars); GuideStar (gold level), 2016 and 2017



Association of Zoos & Aquariums – Exhibit Award – Top honors for Polk Penguin Conservation Center for excellence in exhibit design, 2017

Association of Zoos & Aquariums – International Conservation Award, 2016



Autism Alliance of Michigan – Certified autism friendly, 2016



Detroit Metropolitan Convention & Visitors Bureau – William F. McLaughlin Hospitality Award for Service Excellence, 2016



National Association for Business Resources – One of the Best and Brightest Sustainable Companies in Michigan and the Nation, 2016



State of Michigan, Veterans Affairs Agency – Veteran Friendly Employer, 2016 and 2017



Environmental Protection Agency – Green Power Partnership Award, 2017



Metro Detroit Youth Day – Distinguished Service Award, 2017



Boys & Girls Clubs of Southeastern Michigan – Outstanding Community Service Award, 2017



Institute of Museums and Library Sciences – Finalist for the National Museum Medal, 2017



Keep Michigan Beautiful, Inc. – Keep Michigan Beautiful Award, 2017



More than 285,000 Facebook fans — top 10 zoos in the country; 68,000+ Instagram followers

DZS Community Impact Facts

DETROIT ZOO®



Home to more than **2,000** animals
and **240** species

Situated on **125** acres
with naturalistic habitats



Major habitats include:

- Polk Penguin Conservation Center
- Arctic Ring of Life
- Australian Outback Adventure
- Great Apes of Harambee
- National Amphibian Conservation Center
- Holden Reptile Conservation Center
- Cotton Family Wolf Wilderness

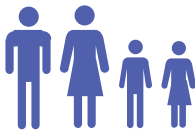
BELLE ISLE NATURE CENTER®



Situated on **5 acres**
surrounded by undisturbed forested
wetlands

Focuses on **Michigan**
flora and fauna

Offers nature education programs for
families, schools and community groups



Attendance

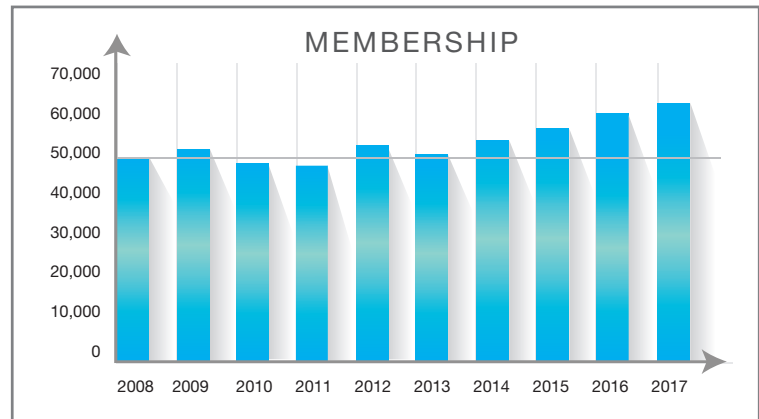
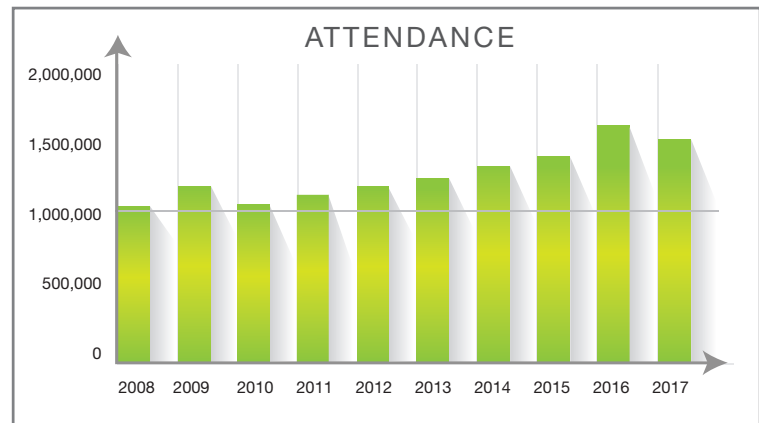
In 2017, the Detroit Zoo attracted more than 1,560,000 guests; the Belle Isle Nature Center welcomed more than 110,000

The Detroit Zoo is the single largest paid family attraction in Michigan

Visitors come from every county in the state, every state in the country and more than 40 countries each year

Membership

The DZS achieved a record in 2017 with more than 68,000 household memberships

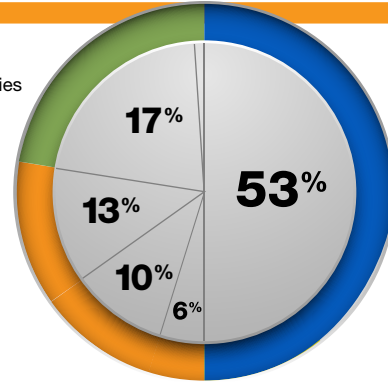


DZS 2017 Operating Revenue



17% from DZS fundraising activities

29% from the combined county tax levy
· Oakland 13%
· Wayne 10%
· Macomb 6%



1% other

53% from earned income

DZS Financial Data

\$41 million
annual operating budget
in 2017

Contributes more than
\$100 million
annually to the
regional economy

262
employees

More than **1,100** volunteers donated more than **103,000** hours of service
in 2017 with an annual value of **\$2.5 million**

DZS Staff Gives Back to the Community in 2016/17

American Red Cross Blood Drives — DZS staff and volunteers have donated more than 400 units of blood over the past few years

Michigan Department of Natural Resources — volunteered in cleanup of Belle Isle waterways

Forgotten Harvest — repackaged food for those in need; DZS broke the record in 2017 for most food packaged in a day

Friends of the Rouge — volunteered in cleanup activities along riverbanks (recovering everything from water bottles to soccer balls to shopping carts to tires)

Gleaners Community Food Bank — DZS holiday canned food drive donated 209 lbs. of food to Gleaners, providing more than 173 meals to families in need

Life Remodeled — assisted in remodeling an old school building in Detroit

Toys for Tots — annual toy drive

Cadillac Urban Gardens — turned over flower beds and prepared gardens for winter



Among Our Many Community Partners ...

Over the years, the DZS has worked in partnership with numerous organizations while serving the community. Recent examples of some of these partnerships include the following:



partner in expanded, ongoing education programming



Allen Park Public Schools
art work display of threatened animals from recycled materials at the Detroit Zoo



sustainable art display to bring awareness about the effects of plastic pollution on freshwater ecosystems



autism training for staff and community partners

Beaumont

educational outreach programs and plush animal giveaways



teachers attended professional development sessions led by DZS staff



exploration of employment opportunities



Big Brothers Big Sisters of America

science programming for students and mentors



BOYS & GIRLS CLUBS OF SOUTHEASTERN MICHIGAN

after-school science programs



girl scouts

scouts earn badges at the Detroit Zoo and Belle Isle Nature Center

Children's Hospital of Michigan

DMC DETROIT MEDICAL CENTER

educational outreach programs and plush animal giveaways



complimentary ticket program



regional cultural/arts sector support



STEM and career programming for Detroit-area teens



environmental stewardship interns at Belle Isle Nature Center



lecture series at Belle Isle Nature Center



composting partner



summer reading programs support



partner in Urban Bird Treaty to protect migratory birds



8,059 lbs. of canned goods collected during Bunnyville



complimentary ticket program



workshops at the Detroit Zoo



vet tech programming
and interns at the
Detroit Zoo



countywide Head Start
children on annual
Detroit Zoo visit



educational
programming at
annual event on
Belle Isle



*Meet Your Best Friend
at the Zoo* event partner
— 25,000 pets adopted
in 25 years



invasive species
removal and
educational outreach



partner in Urban Bird
Treaty to protect
migratory birds



curriculum-based
student programming
for sixth graders



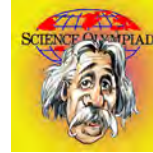
working with juvenile
detainees on
connecting with wildlife
and wild places



creative writing
interns for educational
programming



Belle Isle Nature Center
nature camps; pop-up
day parties



staff serves as event
supervisors for student
competitions in
Macomb and Oakland
counties



partner in recycling and
waste management
programs



Turning Point
complimentary ticket
program



local conservation
program partner



invasive species
removal and
educational outreach



United Way
for Southeastern Michigan

distribution of free
tickets to local nonprofit
organizations



curriculum-based
student programming
for first graders



Warren
Consolidated
Schools
curriculum-based
programming for
students in kindergarten
and high school



DZS partner in public
safety curriculum
expansion



THEY ARRIVE ON BUSES
AND DEPART ON WINGS

Humane Education

The Detroit Zoological Society (DZS) provides outstanding and unique educational experiences for guests and the community. Our broad audience includes teachers, students, scout groups, families and community organizations. We focus on providing opportunities for learners of all ages and abilities to build foundations of inquiry, environmental stewardship, humane education, resource management and sustainability.

Berman Academy for Humane Education

The DZS's Berman Academy for Humane Education was created to "help people help animals". It is the only one of its kind in any zoological institution, and is the foundation on which all of our education initiatives and activities are developed. This includes an incredible partnership with Oakland County Children's Village, where for the last eight years, our staff have worked with the teenaged boys who reside there through a gardening program to instill reverence and respect for wildlife and wild places. This partnership has recently expanded to include female residents who participate in wildlife conservation service projects with DZS staff and discover the importance and impact of protecting wildlife.

Early Learners, Groups and Family Programs

Programming at both the Detroit Zoo and Belle Isle Nature Center supports learning for our youngest visitors about animal habitats and the natural world through "Zoo Tots" and "Nature Tots". Families as well as community and scout groups also broaden their understanding of the natural world through storytelling, tours and hands-on activities.

School Programs and After-School Activities

The DZS education staff collaborates with the Cornell Lab of Ornithology to bring science-based curriculum to the ACCESS after-school program. Students develop



observation, problem-solving and data-collection skills while gathering information that contributes to national bird monitoring. We also work closely with school district partners – including Northville Public Schools, Waterford Public Schools and Warren Consolidated Schools – to develop supplemental classroom learning opportunities and inspire excitement for hands-on science learning.

Professional Learning

In 2017, the DZS held a six-day institute for educators from around the metro Detroit area and hosted a Summit for Learning and Engagement, convening professionals from the fields of humane education, conservation, evaluation and education.



THINKING GLOBALLY, ACTING ENDLESSLY

Environmental Sustainability

The DZS developed a unique, green roadmap called the Greenprint, an award-winning strategic plan that guides our operations and all that we do toward a more sustainable future. It is the plan by which we refine and improve our facilities and daily practices, develop new policies and programs, and improve green literacy and action in the community.



Anaerobic Digester

Incorporating waste reduction within our infrastructure is a significant step on our Green Journey. The DZS constructed an anaerobic digester at the Detroit Zoo, which converts 500 tons of animal manure and organic waste annually into a methane-rich gas that powers the Ruth Roby Glancy Animal Health Complex. By diverting manure and food waste from the landfills, we are also reducing the greenhouse gases in the atmosphere which contribute to climate change. The remaining nutrient-rich material is being used to fertilize the gardens on our grounds.



Plastic Reduction

The DZS is keeping 60,000 plastic bottles out of the waste stream annually by no longer selling bottled water on Detroit Zoo grounds. We are further reducing plastic waste by no longer providing plastic bags at our gift shops or disposable plastic straws at our cafés. As part of our effort to educate children on the value of reducing plastic waste, we provided 4,000 reusable water bottles to participants of the 2017 Metro Detroit Youth Day on Belle Isle, thanks to a generous grant from the Fred A. and Barbara M. Erb Family Foundation. We've also incorporated this initiative in many of our events – our annual *Run Wild for the Detroit Zoo* was one of the first races in the country to eliminate bottled water. Instead, we provide runners with reusable water bottles filled with fresh, chilled water after the race.



Permeable Pavement

We are also paving the way for a more sustainable future with permeable pavement, which reduces storm water runoff and improves water quality by filtering out pollutants. We used this progressive, green design when building a 215-space parking lot on our main campus as well as in the visitor walkways of the Cotton Family Wolf Wilderness and the Edward Mardigian Sr. River Otter Habitat.



EXTINCTION, WE THINK, SHOULD BE EXTINCT

Wildlife Conservation

The DZS conducts or supports wildlife field conservation in a number of local, national and international programs. Our local agenda includes conducting field conservation work as well as partnering with more than 20 non-governmental organizations, state and municipal agencies and universities to utilize our unique resources and skills in captive management, veterinary care and education to save Michigan wildlife.

Common Terns

The DZS continues our work to restore and monitor common tern colonies on Grosse Ile and Belle Isle, resulting in the return of nesting pairs and fledged chicks. The program has also enhanced the terns' breeding habitat at a lighthouse in Lake St. Clair, critical to the species' Great Lakes population.

Mudpuppies

Mudpuppies are important environmentally sensitive indicators of the health of the Detroit River. Since 2006, the DZS has monitored these aquatic salamanders to understand the size and health of local populations.



Piping Plovers

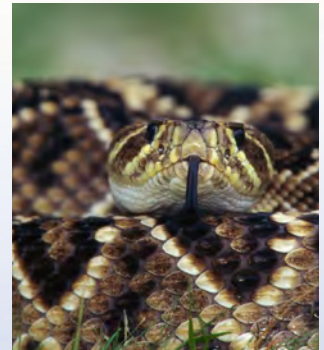
The DZS developed and manages a captive breeding program to hatch the abandoned eggs of endangered

Great Lakes piping plovers and rear the chicks until they fledge as part of a federal recovery program.



Eastern Massasauga Rattlesnakes

In Michigan, massasaugas are considered a "species of special concern". The DZS continues to perform fieldwork to determine their abundance and establish a long-term monitoring program in the southwest part of the state.



Ospreys

Since 2012, the DZS has helped re-establish a breeding population of ospreys in southeast Michigan and attached GPS transmitters to learn more about their migration patterns. Now, we coordinate a program to monitor the birds' nesting success in central and southeast Michigan.

Bats

The DZS has begun a project to acoustically monitor bat calls to learn more about which wild bat species can be found in and around the Detroit Zoo and Belle Isle Nature Center. This information will help us assess the importance of these natural habitats for wild bats compared to other urban spaces.



Animal Welfare

The DZS's Internationally recognized Center for Zoo Animal Welfare and Ethics (CZAWE) is a resource center for captive animal welfare knowledge; a convener and forum for exotic animal welfare science, practice and policy discussions; and a center conducting research and training, and recognizing advances in exotic animal welfare and ethics.

International Animal Welfare Symposium

The world's foremost leaders in animal welfare convened at the Detroit Zoo in May 2017 for the CZAWE's fourth International Animal Welfare Symposium. Presented in partnership with the World Association of Zoos and Aquariums, the three-day symposium included keynote speakers and facilitated discussion with 125 experts in animal care, welfare, ethics, law, zoo and aquarium operations, conservation and protection.

Animal Welfare Workshop

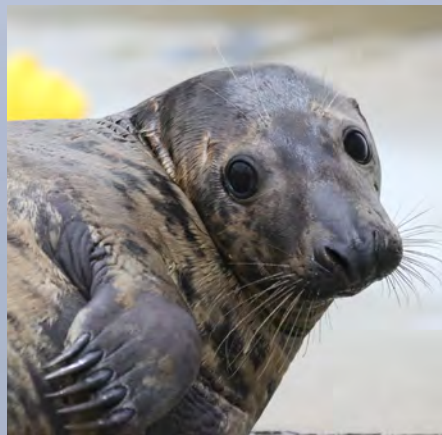
Animal care staff from around the world come to the Detroit Zoo for the CZAWE's annual workshop, "From Good Care to Great Welfare". The workshop is designed to help participants better understand animals' perspectives and experiences, address the challenges captivity imposes on

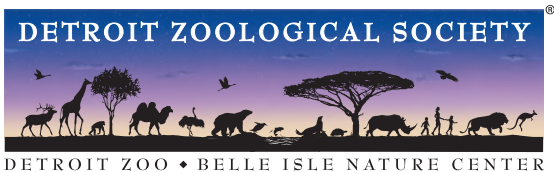
animal welfare, and develop the skills necessary to assess and improve animals' overall well-being.



Fund for Wildlife Rescue

The Detroit Zoological Society is frequently asked to help with the rescue of exotic animals from private owners, pseudo-sanctuaries, roadside zoos and circuses. Through the Kalter/Lezotte Fund for Wildlife Rescue, we are able to provide sanctuary for these animals, including the appropriate health care, nutrition, enrichment, kindness and respect they deserve.





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Royal Oak, MI 48067

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ASSOCIATION OF ZOOS & AQUARIUMS

2017 Exhibit Award
top honors for
excellence in exhibit design

Polk Penguin Conservation Center



Photo courtesy of Curt Clayton



DZS received the highest possible rating – four out of four stars – for the sixth consecutive year for sound fiscal management and commitment to accountability and transparency. Only 5% of U.S. charities receive such a high rating.

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dzoo.org/communityreport