# A Closer Look at Conservation 2016 Annual Report



NATIONAL AVIARY
PITTSBURGH, PA

### Dear Friends

2016 has been another milestone year for the National Aviary, and I can't thank you enough for helping to make that possible!

You may have noticed that our Annual Report cover features Valentino, our two-toed sloth. While our name conjures images of free-flying, beautiful birds, we are first and foremost a



conservation organization. One of our most important roles is connecting people to the natural world in meaningful ways. This year, Valentino became a high-profile ambassador for conservation. By telling his story, we were able to shine a spotlight on all of the birds of the Rainforest and the threats they are facing. Valentino even connected with a huge national audience when The Ellen DeGeneres Show featured him meeting Violet, a five-year-old cancer survivor.

As visitors delight in our exhibits, shows and personal encounters, they don't always realize the essential work that is going on behind the scenes and in the field. This report gives us a chance to highlight this important work in ecological research, veterinary and husbandry advances, and educational outreach. These initiatives are only possible with your support, and I thank you for being a partner in the critical work of advancing global conservation of birds and their habitats.

Sincerely,

Cheryl L. Tracy

**Executive Director** 



#### On the Cover

Our cover photo was taken by Dave DiCello, who was the featured artist for our Wings & Wildlife Art Show in November. Thanks to all of the artists, sponsors, donors and attendees, we raised nearly \$50,000 for National Aviary programming during this annual weekend event.



### Learning

#### **Educating Conservation Leaders**

In 2016, the National Aviary reached 22,895 students through 193 in-house classes and 155 outreach programs. Overall, we educated a record-breaking 178,189 visitors.

As America's bird zoo, we educate people of all ages and backgrounds about birds, their habitats, the environmental pressures they face, and the role humans play in creating and mitigating these challenges. It's a tall order, but our exceptionally talented team has a gift for creating programs that are as fun and inspiring as they are educational.

Through daily activities and special events, as well as on- and off-site formal education programs and summer camps, the National Aviary offers experiences that amaze and engage. Your support helped to expand the local and regional programming of the National Aviary, positioning us as an authoritative resource for information about birds and their conservation around the world.

### DONOR SPOTLIGHT: Brian and Sandra Moroney

### Making a Multi-year Commitment to Youth

Having served in various staff and volunteer positions over the years, Brian and Sandra Moroney know the National Aviary inside and out. "The Aviary's not just the out-front exhibits, trainers and shows; it's the behind-the-scenes work as well," said Sandra. That's why she and Brian have always been willing to support everyday needs, such as purchasing equipment for the



breeding center or upgrading accounting systems, as well as special projects. With a passion for education, they recently pledged a multi-year gift to help solidify One Northside For Every Student. "You have to educate young people, so that they understand what conservation and ecology is all about," said Brian. Sandra added, "It's really satisfying to help kids to appreciate nature."



## SPOTLIGHT: One Northside For Every Student

By linking classroom instruction with schoolyard research, this innovative program uses bird interactions to enhance students' understanding of the natural world. In partnership with The Buhl Foundation, the National Aviary offered this program free to all 431 second graders in eight Northside elementary schools, including Pittsburgh Allegheny K-5 featured above.

Students held birdwatching hikes, conducted counts at new school bird feeders, and showed off their learning at a capstone showcase at the Aviary, where they served as tour guides for their families. Next year, the Jack Buncher Foundation will support expanding to the Hill District and Downtown Pittsburgh.



### Sharing

#### Building Capacity on the World Stage

With your support, our staff experts are strengthening international partnerships to ensure the health of our planet and the longevity of species. Your grants and donations helped the Department of Conservation and Field Research to expand original research linked to the impact of human population and resource consumption on birds and their habitats. The National Aviary Veterinary Hospital developed innovative treatments and protocols to provide advanced health care to birds and other animals in our collection, treating 1,160 cases. Our experts shared the results of their work through high-level education programs, professional conferences, and publications to build the capacity of the global conservation community.

### DONOR SPOTLIGHT: Renee Serokis and Peter Stamoolis Leaving a Legacy for Nature

Renee Serokis and Peter Stamoolis shared a lot during their marriage, especially a love of birds. They enjoyed visiting the National Aviary to see species up close that they could not spot in their own backyard. So when Renee began making estate plans, she wanted to include the Aviary.

"Renee thought it was very important to protect birds, and the National Aviary is involved in various programs to protect endangered species," Peter said. Making a bequest to the Aviary was not only an obvious choice, but also an easy one. "It took about three minutes to do," according to Peter.

Peter is happy to know that Renee's love of birds lives on through her generous gift. Her unrestricted donation will allow the National Aviary to meet emerging conservation challenges and direct funds to the area of greatest need.



### SPOTLIGHT: Andean Condor

Director of Veterinary Services
Dr. Pilar Fish helped train more than
75 Latin American veterinary students
at the International Conference of
Wildlife Conservation Medicine.
Training included lectures and handson work with animals at our partner
institution, Bioparque Amaru zoo and
wildlife center in Cuenca, Ecuador.
Dr. Fish shared techniques pioneered
right here at the National Aviary, such
as a method of conducting physical
exams without anesthesia, which
reduces the danger to birds.

In southern Ecuador, Director of Conservation and Research Dr. Steve Latta and his colleagues completed a multi-year habitat study, which will help researchers and conservationists to conduct more efficient and accurate monitoring of the condor population.



### Leading

### **Establishing Successful Breeding Protocols**

When you visit the National Aviary, you see a collection of birds that are as significant to avian research and conservation as they are beautiful and awe inspiring. This is the result of a purposeful strategy, and your support helped us to expand our collection through meaningful acquisitions of 41 birds and successful hatchings of 49 more in 2016, including critically endangered species.

Careful management is key to maintaining a robust and genetically diverse population, especially when it comes to birds that are part of a Species Survival Plan® (SSP) to promote their long-term survival. The National Aviary's collection currently comprises 69 SSP species, including the Victoria Crowned Pigeon, Greater Roadrunner and Hooded Pitta, which all produced offspring for the first time. We also established the North American breeding program for the Black-faced Ibis and made a critical breakthrough in breeding Guam Kingfishers, which are extinct in the wild.

### DONOR SPOTLIGHT: Avian Conservation Fund Donors Playing a Direct Role in Saving Species

Through the newly established Avian Conservation Fund, donors play a direct role in saving species from extinction. Since fall, 275 generous donors contributed \$35,000 to this vital work, including a matching grant of \$10,000 from Peoples Natural Gas and a gift from a donor in Fairbanks, Alaska! Your gifts to the Avian Conservation Fund support breeding advances, conservation initiatives and research to protect and sustain the Guam Kingfisher and other species.



### SPOTLIGHT: Guam Kingfisher

This year, two breeding pairs of Guam Kingfishers produced four offspring, a remarkable success that was a direct result of new protocols developed at the National Aviary. Only about 150 Guam Kingfishers remain on the planet, and their survival depends on successful breeding in zoos. Director of Animal Collections Kurt Hundgen serves as vice chair of the Guam Kingfisher SSP, and he established this new program at the National Aviary.

It takes more than simply putting birds together to ensure mating. Hundgen and his team carefully prepared the birds' habitat and monitored their behavior to create a fruitful mating environment. The resulting hatchings were a critical milestone for this species, and the protocols developed here will inform future breeding at zoos worldwide.

### 2016 Donors

The National Aviary values each of our donors and has made every attempt to accurately recognize every one. If you see an error or omission, please accept our apologies and contact the Development Department at ted.bartlett@aviary.org or 412-258-9433.

#### **Foundations**

The following foundations played a key role in our growth by supporting new programs, capital improvements and essential operations.

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of \$100 or more.

# by the Numbers



**Butterfly Garden** visitors

**Monarchs** tagged and released

> during Butterflies & Jazz autumn celebration

#### **Total Restricted** and Unrestricted Support (unaudited)

Admissions \$ 1,672,000 **Government Grants** 1,340,000 815,000 **Education Programs** 547.000 **Fundraising Events** 423,000 415,000 363,000 Membership Goods & Services Facility Rentals Other Income 242,000 234,000

\$6,101,000 total revenue and support

4,152 member households



**SARAH JONES** Volunteer of the Year volunteers

15,868 hours donated value of time

1.88 tons of fish consumed

were capelin (smelts)

#### **Expenses** (unaudited)

\$ 4,349,280 Administration 669,120 557,600

TOTAL EXPENSES

178,189 visitors

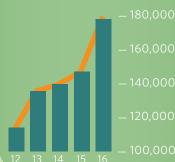
82%







Attendance



Your contributions support the National Aviary's conservation, research, education and avian medicine programs. To learn more, please visit our website or contact Jeremy Davit in our Development Department at jeremy.davit@aviary.org or 412-258-9429.









The National Aviary inspires respect for nature through an appreciation of birds.

#### National Aviary in Pittsburgh, Inc.

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