

2017 — 2018



# IMPACT REPORT



**"In all  
things of  
nature there  
is something  
marvelous."**

**– Aristotle**







**I am proud to be a part of the Zoo Board because of the high quality of care, and the animal expertise that makes this such a special place. The care taken for the animals and marine life at our Zoo is exceptional; the passion to save species and share with future generations is evident, I am glad to be a part of it!**

**– Lisa Peterman**  
*TOTE Maritime Alaska*



## The Zoo Society

### Vision

The Zoo Society engages our community in support of Point Defiance Zoo & Aquarium's education, conservation, research and preservation efforts through the Pacific Northwest, the Pacific Rim and beyond.

### Mission

To provide and promote financial, volunteer and community support to Point Defiance Zoo & Aquarium (PDZA). The Zoo Society supports PDZA in their efforts to promote responsible stewardship of earth's limited resources through education, conservation, research, preservation and recreational opportunities.

## Point Defiance Zoo & Aquarium

### Vision

We envision a world where people and wildlife share the earth in harmony.

### Mission

Point Defiance Zoo & Aquarium practices and promotes effective conservation on behalf of the world's wildlife.

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## Past President's Message

We are grateful and humbled beyond measure by the incredible generosity you have bestowed on The Zoo Society and Point Defiance Zoo & Aquarium the past two years. It has been an honor and privilege serving as the Board President during this time. So many great things have occurred the past two years that you helped make happen.

We saw a record number of visitors with the opening of the Pacific Seas Aquarium this past September featuring the wonders of sea turtles, hammerhead sharks and spotted eagle rays. Tacoma voters and the South Sound community helped bring this dream to life and thousands still come to learn about the wonders of the sea and with your help, the Zoo Society raised over \$3.5 million to further support this amazing exhibit. Visitors are in awe every time they enter this new space.

Your gifts through our annual fund, Vision Keeper Donor Club and special events helped bring over 5,000 students from low-income elementary schools to the zoo over the two-year period and 52 students received scholarships to attend one of the summer camp programs. As we continue to broaden our reach and connect our mission with our community we are thrilled to participate in new projects such as Wildlife Champions which is an empathy-based science curriculum partnership at Arlington Elementary with the zoo, Metro Parks Tacoma and Tacoma Public Schools. They are connecting over 450 students with their natural environment both in and out of the classroom at neighboring Oak Tree Park. Exciting opportunities for youth and future leaders that will just

CONSERVATION IN ACTION IS POSSIBLE  
BECAUSE OF YOU. THANK YOU!

continue to grow with  
your support.

Another program the  
Zoo Society is proud of

involves our youth volunteers. These passionate individuals are trained and interact with guests on grounds because of the tools provided by you and your commitment to helping provide programs to grow their leadership skills and encourage them to join us in taking conservation action for wildlife and wild places.

All of this, and more, was made possible through the generosity of you, our donors. Whether it was a gift made at the front gate, attending one of the Society's fundraising events, joining our Vision Keeper Club, supporting our annual giving campaign, becoming "parents" through Adopt-a-Species or providing a grant to support one of the programs featured in this report – you are part of the greater zoo family and we can't thank you enough. We hope you enjoy reading about some of the amazing things that have happened the past two years. The future looks bright and we can't wait to see what comes next.

Thank you!

*Susan Mauermann*  
Susan Mauermann

**CONNECT.**  
**INSPIRE.**  
**ACT.**





## Our Impact

In 2017, The Zoo Society embarked on a quest to provide additional funds for the voter approved bond to bring the state-of-the-art Pacific Seas Aquarium to life. Together with the community, over \$3.5 million was raised to support the largest overall capital project in the Zoo's 113 year history.

Decades in the dreaming and more than four years in planning and construction, the 35,000-square-foot Pacific Seas Aquarium took Zoo guests on an unparalleled journey when it opened this past September and continues to enlighten thousands who visit. Imagine feeling immersed in ocean waters while hammerhead sharks and spotted eagle rays glide overhead. Majestic sea turtles placidly swim with schools of tropical fish amid colorful coral and a seamount replicating a part of the sea off the coast

of Mexico. This is Baja Bay, the 280,000-gallon showpiece. The new aquarium has become a place of fun and learning, as the theme of protecting habitat is carried throughout all galleries – the core of our mission.

The Zoo Society is confident that generations of guests will be connected and inspired to take action to improve the health of the ocean – and the lives of the creatures that live there.





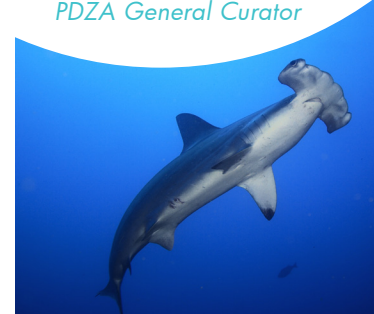
## Our Conservation Reach

The Dr. Holly Reed Wildlife Conservation Fund, created in 2002, has provided more than \$2 million in grants to benefit a diverse range of endangered species—from Sumatran tigers and sharks, to red wolves and walruses. The Zoo Society is proud to support the work of Point Defiance Zoo & Aquarium both locally and globally through individual donations, employee giving campaigns, coin collections throughout the zoo, and special events. In 2017, the Holly Reed Fund provided grants for 32 projects for a total of \$312,330 and in 2018, it funded grants for 25 projects for a total of \$261,363.

Below are some of the projects that received funding the past two years:

- » Marine Mammal Research and Conservation with polar bears, walruses and sea otters
- » Carnivores of Southeast Asia research and conservation with Clouded leopards and Sumatran tigers
- » Shark Conservation efforts in Hawaii, Central Pacific, Mexico and the Gulf of California
- » Sea Turtle Conservation efforts in Mexico and Hawaii
- » Puget Sound Rockfish Surveys
- » Zoo-based Research and Conservation

To learn more about these programs and PDZA's conservation efforts visit: [pdza.org/care/holly-reed/](https://pdza.org/care/holly-reed/)



**“Dr. Holly Reed was extremely passionate about wildlife conservation. We honor Dr. Holly’s legacy through our commitment to projects that protect Asian elephants, Sumatran tigers, clouded leopards, red wolves, sharks, sea turtles and many other species.**

**– Dr. Karen Goodrowe**  
PDZA General Curator







**"A trip to the Zoo allows students to make a connection to animals and better understand that they can do something themselves to help protect the environment."**



## Connect

Providing meaningful connection is the first step toward lifelong stewardship. The Zoo Society, in partnership with Point Defiance Zoo & Aquarium, strives to connect our community with first-hand experiences to foster and grow awareness around conservation and the importance of saving endangered species.

The Zoo Society in 2017 and 2018 provided many opportunities for guests to interact and learn about the environments they reside in. Funds raised over the two years supported 5611 students from 244 classes to come to the Zoo through field trip scholarships – many who had never been to the Zoo before. In addition, a total of 32 children received the opportunity through a camp scholarship to attend one of the weeklong summer experiences.

Special events in 2017 and 2018 provided engagement opportunities for members of the community to learn, support, and enjoy the Zoo in a different setting. In 2017 Brew Night in May brought a new experience to over 380 guests who came out on a warm spring evening and raised over \$25,000 for conservation and education programs. The much-loved Zoobilee

Castaway event in 2017 brought the community together; raising over \$225,000 with \$74,000 specifically supporting the Conservation Engagement program at Point Defiance Zoo & Aquarium.

In 2018 The Zoo Society took a different approach to reach more of the community and hosted their first mid-day off-site Luncheon which brought the Zoo's programs to the business community; a Summer VIP Tasting Event for an early peek into the Pacific Seas Aquarium; and a Halloween-inspired Zoo BOOze & Bites costume and tasting event. These three events engaged over 575 community members and broadened awareness with 230 of them becoming first-time donors. Over \$129,000 was raised at these events to further support the animal care, conservation and education programs at the Zoo.

Visit [thezoosociety.org](http://thezoosociety.org) for more information on our 2019 event lineup.



Liz Josias Photography 2017





**"Being a Senior Guide has given me some amazing opportunities to help with conservation projects, as well as starting environmental advocacy which was an inspiring experience."**

**– Enjoli Shaw**  
Senior Guide



## Inspire

Inspiring youth to love, celebrate and interact with nature is our future. The Zoo Society is proud to support a robust Youth Volunteer program here at Point Defiance Zoo & Aquarium. Teens in the Zoo's Youth Volunteer Program fall into 4 categories: Junior Guides are 11-14 years old and volunteer in the fall and winter, Zoo Guides are 14-18 years old and engage guests on Zoo grounds in the spring and summer, Zoo Camp Assistants are 14-18 years old and assist with Summer Camp Programs in the summer and Senior Guides are 15-18 years old and volunteer year-round.

Over the past four years with your help, we have increased the number of youth volunteers from 76 in 2014 to 169 in 2018. Those 169 volunteers logged over 16,000 hours of service and connected with over 355,000 visitors on grounds in 2018 alone. Our volunteers learn how to be ambassadors by participating in activities and programs around the Zoo, being role models for campers, interacting with the general public and standing up for their beliefs and the Zoo's mission at the State Capitol.

Through hands-on experiences and opportunities to interact with the public, the Youth Volunteer Program builds character and confidence in the youth today which will impact the generations that follow.

In 2018, The Zoo Society worked alongside the Zoo to secure funding for the Wildlife Champions program at Arlington Elementary School in Tacoma. This new 3-year partnership between the Zoo, Metro Parks Tacoma and Tacoma Public Schools is designed to teach empathy for wildlife through nature-based science. This program provides students from kindergarten through 5th grade with an integrated science curriculum in partnership with the Zoo's Conservation Engagement staff and the teachers. For more information on this project visit, [pdza.org/creating-wildlife-champions/](http://pdza.org/creating-wildlife-champions/)



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Thank you to the many supporters of the Zoo Society and Point Defiance Zoo & Aquarium.  
We are honored and grateful for your generosity.


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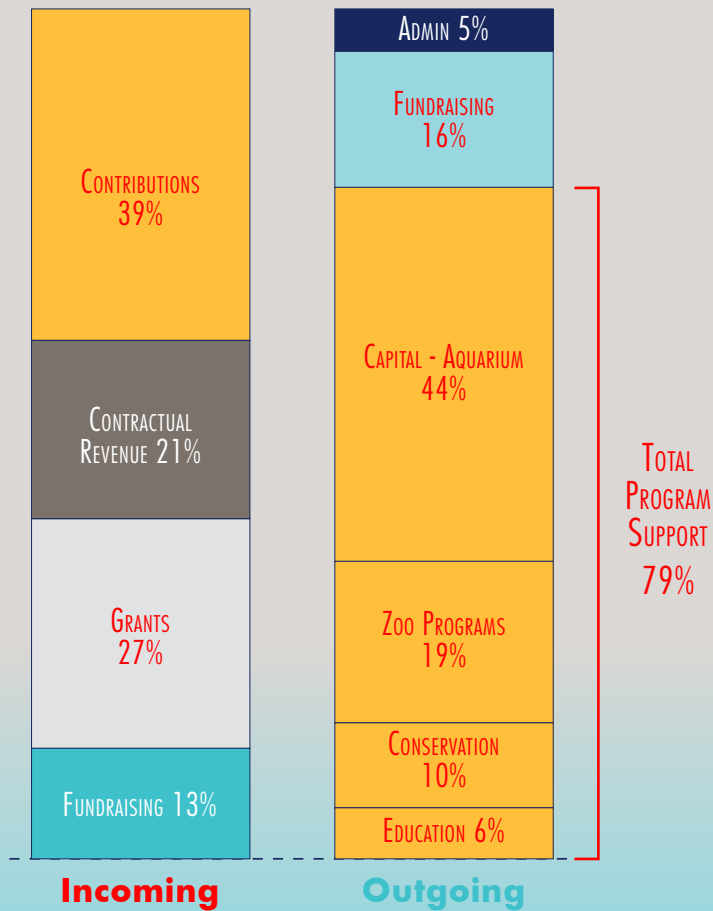
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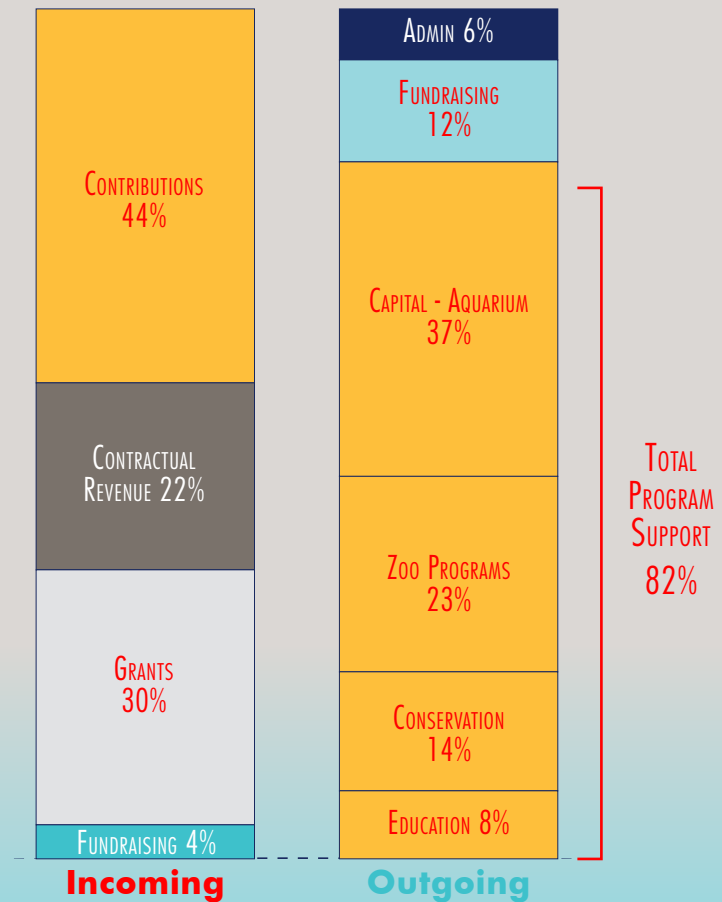
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# 2017



# 2018



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OCTOBER 18, 2019

**Point Defiance Zoo & Aquarium**  
6:00PM — 9:00PM

Wine, Whiskey & Brews • Signature Bites  
Animal Encounters • Silent Auction & Raffles • Music

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Event is ages 21 and up.

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