



2018

ANNUAL REPORT

California Trail – A Monumental Milestone



CONSERVATION
SOCIETY OF
CALIFORNIA

OAKLAND ZOO

TAKING ACTION FOR WILDLIFE



“

I cannot overstate the degree to which Oakland Zoo enhances the quality of life for people.

—

LIBBY SCHAAF, MAYOR OF OAKLAND

From the Board of Trustees

On July 12, 2018, Dr. Joel Parrott and Oakland Mayor Libby Schaaf cut the ribbon opening California Trail to double the size of the Zoo and fulfill a visionary Master Plan adopted in 1996. We are grateful to the hundreds of funders and donors who made this watershed moment possible for Oakland Zoo and the Conservation Society of California (CSC).

The CSC Board of Trustees is humbled to be part of this historic transformation. At California Trail, visitors meet eight Golden State native species amid rolling hills, a treetop boardwalk, and magnificent Bay vistas. The visitor experience builds empathy and understanding for wild animals to convey the message: The future of wild species is in our hands.

That momentous day in July was followed by a no less historic moment later on September 26, when the Board of Trustees unanimously passed this resolution:

With gratitude to the many donors, leaders, staff, and volunteers who demonstrated passion, commitment and generosity, the Board recognizes the success of the ten-year California Project Capital Campaign that raised \$11 million for the Wayne and Gladys Valley Veterinary Hospital and \$71 million for the California Trail. The Board hereby declares the Campaign has reached its goal and has funded the project.

We have completed a ten-year, \$82 million capital campaign that allowed us to open California Trail on time and under budget. This is the largest capital campaign in the Zoo's history, and among the largest campaigns for a public attraction in the East Bay during this period.

We've again turned our eyes to the future as we plan to celebrate Oakland Zoo's centenary anniversary in 2022. Thank you for all you've done to get us here. Stay with us as we deepen our mission and global impact in the next hundred years!



Dr. Joel Parrott
President & CEO



Pamela Schock Mintzer
Co-Chair



Jeff Marshall
Co-Chair

CALIFORNIA TRAIL



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The Oakland Zoo is a tremendous asset to the San Francisco Bay Area community, touching people of all ages. The new, transformational California Trail strengthens the Zoo’s mission of inspiring respect and stewardship of the natural world by highlighting the impact of change to the delicate balance between plants, animals, and humans. The picturesque views encourage adults and children to get outdoors in an inspiring natural setting, meeting many needs of the local community.

KATHY LANCASTER, CFO, KAISER PERMANENTE

The Path Forward

Opening a transformational exhibit

On the morning of July 12, 2018, we proudly welcomed our first guests to the groundbreaking California Trail expansion. After more than two decades of planning and three years of construction, the massive \$71 million project was ready to immerse visitors in a rich and inspiring experience.

Designed to highlight California's natural legacy, the Trail features eight native species in expansive, naturalistic, park-like habitats. To reach the Trail, guests ride through the hills aboard our custom-built gondolas. When they reach the top at 650 ft. above sea level, the breathtaking views are surpassed only by the magnificent animals: bald eagles, California condors, gray wolves, jaguars, mountain lions, grizzly bears, black bears, and American bison.

People protect what they love and value. That's why our approach to conservation and education, brought to life by California Trail, fosters experiences that inspire awe and a reverence for nature: spotting a bald eagle perched in a tree, seeing grizzlies wrestling in their pool, or watching a jaguar nap just inches away. By hearing the stories of these animals and the efforts to protect them, Zoo guests gain a sense of their own role in ensuring a healthy future for California's animals. As the Trail illustrates, conservation starts in our own backyard.



CALIFORNIA TRAIL BY THE NUMBERS

\$71m

RAISED FOR
CONSTRUCTION

OPENED

7.12.18

56

ACRES

More than doubles the Zoo
size from 45 to 100 acres

8

NATIVE CALIFORNIA
SPECIES

11

SAFARI-INSPIRED TENTS
AT THE CLOROX
OUTDOOR OVERNIGHT
EXPERIENCE



24⁰⁰

CUSTOM BUILT,
STATE-OF-THE-ART ADA
ACCESSIBLE & STROLLER
FRIENDLY GONDOLAS

650ft

ABOVE SEA LEVEL

7

COUNTIES VISIBLE FROM
THE OVERLOOK &
CAFÉ OBSERVATION
DECK



933k

ANNUAL VISITORS

... exceeding all expectations!

1

**ECO-INSPIRED
CHILDREN'S ACTIVITY
ZONE**

3

MOUNTAIN LIONS



1

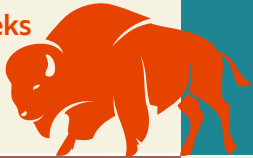
JAGUAR

with a second on the way!

14

AMERICAN BISON

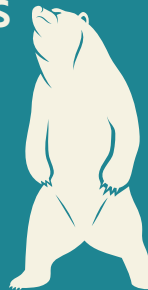
see page 14 to learn
how the herd grew
within three weeks
of arriving



3

BLACK BEARS

Sadly, one of our
four black bears
succumbed
to kidney failure
in late 2018



2

GRAY WOLVES



4

GRIZZLIES



2

**CALIFORNIA
CONDORS**



4

BALD EAGLES

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We are lucky to have the support of Oakland Zoo on condor recovery, helping us keep condors alive and well in the wild through veterinary support and education.

—
KELLY SORENSON, EXECUTIVE DIRECTOR, VENTANA WILDLIFE SOCIETY

Conservation in Action

Our rescued animals embody our values

The story of California Trail is a story of wildlife conservation. And nowhere is that more apparent than with the animals that we rescued from a very unhappy end—like our four grizzly bears.

When the bears were small cubs, their mothers wandered into populated areas of Alaska. Deemed a public threat by the Alaska Department of Fish and Wildlife, the mothers, sadly, were shot. The orphaned cubs, too young and too desensitized to humans to be released back into the wild, would be euthanized if they couldn't be placed in a permanent home. So, while the cubs spent their winter hibernation at the Anchorage Zoo, we were busy building one of the largest grizzly bear habitats in the world for them. On May 25, 2018, the cubs arrived at the Zoo, courtesy of a special FedEx jet, with the Zoo's President and CEO, Joel Parrott, DVM, as their attending veterinarian. The grizzlies now call California Trail their forever home.

Human encroachment on animal habitats puts wildlife—and humans—at risk. Telling the stories of rescued animals is one of the ways Oakland Zoo emphasizes our values of stewardship and conservation in the face of rapid change.





CALIFORNIA TRAIL

Hit the Trail

Everyone can go wild on California Trail

With the addition of 56 acres, the opening of California Trail means Oakland Zoo can accommodate more visitors each year, and we want to make sure everyone has a great experience. We designed the gondola system and Trail (a quarter-mile walk) to be ADA accessible and stroller-friendly.

If you have kids in tow, head over to the California Wilds! playground where they can run, jump, slide, climb and soar on features inspired by the habitats of California Trail animals. Designed for ages two to eight, youngsters can climb a blue whale's tail, scramble up a mountain peak or ride a mini zip line across the playground—all just a stone's throw from the real animals. And everyone will delight in the Dr. Joel Parrott San Francisco Bay Overlook, where, just beyond grazing American bison, the view expands to include seven Bay Area counties.

When human feeding time arrives, head over to The Landing Café to enjoy local and sustainable specialties plus all-time favorites like Gilroy garlic fries, fresh salads, and pizza straight from the pizza oven. What's most impressive at The Landing Cafe is something not on the menu, but always in season: the sweeping views.



The Hospital That Makes It Possible

Our state-of-the-art facility for compassionate care

When your daily patient roster includes a giraffe, tiger, elephant, flamingo, and a frog, it really helps to be prepared.

At the Wayne and Gladys Valley Veterinary Hospital, Karen Emanuelson, DVM, and her dedicated staff treat the Zoo's 750-plus animals from reptiles to elephants. Ready with the latest high-tech equipment and procedures, they perform a wide range of services including x-rays, blood tests, surgeries, administering pharmaceuticals, and extensive preventative care. A tiger with ringworm or a chimp needing a checkup are all in a day's work at the 17,000 square-foot LEED-certified hospital.

"We knew that in order to expand our animal population, we'd have to expand our veterinary care. California Trail wouldn't have been possible without our incredible hospital," says Dr. Emanuelson. "And we had a lot going on in the rest of the Zoo in 2018. It was a big year!"

As Director of Veterinary Services, Dr. Emanuelson recognizes that the excellent care the Zoo provides is the product of having a great facility and an excellent team. "I want to recognize the staff... none of this would happen without them," she says. After all, it takes a world-class hospital—and a village—to care for a zoo.

Caring for the Whole Animal

We work to ensure our animals are healthy in body and mind

The gray wolves arrived just before Christmas in 2017. The holiday lull meant the construction crews working on California Trail were gone and, for a while, it was only Darren Minier who spent his days with them.

Darren Minier is the Assistant Director of Animal Care, Conservation, and Research, and he saw to it that the wolves' early days at Oakland Zoo were as stress-free as possible. Wolves are a naturally shy and reclusive species, so their addition to the California Trail began a year in advance, in order to give them ample time to acclimate to their new home—and all the visitors that would come with it. The wolves' habitat is overlooked by the Trail boardwalk, so Darren and a cross-functional team arranged for a months-long, gradual increase in the number of people walking above. They knew they'd succeeded when the wolves became so comfortable that they completely ignored the people on the boardwalk.

Caring for animals—truly caring for them—means encountering them as full, complex beings. Beyond the routine physical care of keeping them safe, clean, and fed is the overarching task of caring for their psychological health. For our wolves, that included ensuring a comfortable environment, dens and brush cover for privacy, and ample transition time. For our bears, it includes a seasonal feeding schedule and diet that resembles the wild: grazing in spring, foraging in summer, digging and fishing in fall. Every animal has its own unique needs and we strive to meet those to the fullest extent possible.

Oakland Zoo is known for our approach to the psychological well-being of our animals. From habitats to diets, medical care to playtime, we're always focused on maximizing engagement and enrichment while preventing and managing stress. Animal psychology informs all of the care we deliver at the Zoo. Because nothing delights us more than a happy, healthy wolf who couldn't care less that we're there.





Wild Design

We quite literally built animal welfare into California Trail

Creating a home for an animal is no small task. When designing California Trail, we set out to optimize for the welfare of our animals, guests, and natural surroundings.

All of the animal habitats were designed under the collaboration of animal behavior experts, wildlife experts, and notable habitat design experts.

We worked with the existing landscape, and chose the placement for each habitat to best suit the animals' needs. For example, the mountain lions, condors and eagles have trees, the bison have grassland, and the gray wolves have brush cover.

The other species we designed California Trail for? *Homo sapiens*. We wanted visitors to have the thrill of seeing an animal in its natural, expansive setting, as one might in a wildlife park. Rather than passively observing, visitors get to engage in the act of spotting animals, or the “easter egg hunt,” as Darren Minier, Assistant Director of Animal Care, Conservation, and Research, puts it.

Our work to coexist with the natural world doesn't stop at the perimeter of the Zoo. Our focus on minimizing our environmental impact included using native plants in our landscaping, installing planters that redirect rainwater into the soil, and protecting the chaparral habitat of the Alameda whipsnake. In fact, we've found that spaces inside the Zoo have more endemic diversity than those outside.

Caring for Cubs: An Orphan Story

The rescue and care of three mountain lion cubs

You wouldn't know it by looking at them now, but when our three mountain lion cubs first arrived at Oakland Zoo, they had been through quite a lot. Found separately, each orphaned cub was brought to the Zoo by the California Department of Fish and Wildlife. In the wild, they had lost their mothers at very young ages so they had not learned crucial hunting and survival skills. They could not be re-released into the wild.

When each of them came in, the Veterinary Hospital team began treatment for a variety of problems. Both of the two male cubs had cuts and wounds, and were covered in ticks which the staff had to remove by hand. The female cub was the youngest of the three, and when she arrived she was so dehydrated and undernourished that she couldn't lift her head. She was literally near death.

With emergency care, regular feedings, bathing, and plenty of rest, each cub began its road to recovery. They spent their first months at the Zoo's hospital before settling into their new, expansive habitat at California Trail. All of them—Toro, Silverado, and Coloma—have bonded and are doing beautifully; playing, exploring, and thriving with the attention and care they receive.

Mountain lions are often affected by human-wildlife conflict: displaced by development or wild fires, hit by cars, or killed by humans with depredation permits if the mountain lions attack livestock. We strive to mitigate these impacts by partnering with the Bay Area Puma Project, the Mountain Lion Foundation, and various other organizations.



Surprise and Delight, Bison Style

Our bison story took an unexpected—but joyous—turn

Fourteen female American bison arrived at Oakland Zoo's California Trail in 2018 as part of a conservation partnership called the linnii Initiative with the Blackfeet Nation of northwest Montana. In 2009, the linnii Initiative was launched by leaders of the four tribes that make up the Blackfoot Confederacy (Blackfeet Nation, Kainai Nation, Piikani Nation, and Siksika Nation) to conserve traditional lands, protect Blackfeet culture, and create a home for the American bison to return to.

Oakland Zoo is honored by this partnership with the purpose of restoring purebred bison (that is, buffalo with no cattle genetics) to traditional Blackfeet lands and our national parks. This significant initiative is deeply connected to tribal history and culture. Our partnership includes holding a small group of the tribe's larger Montana herd at the Zoo to highlight the bison's intimate connection to the culture and tradition of America's first peoples. Now introduced to bulls from Yellowstone National Park, the Zoo group is a breeding herd closely monitored to promote genetic diversity. The offspring will be returned to the Blackfeet Nation when they are old enough to make the trip.

When the first group—all females—arrived in April 2018, we soon learned that most were pregnant. Within 60 days, 13 calves were born, nearly doubling our herd! Once ranging in massive herds, the North American bison population plummeted from 30-60 million to just over 500 in 1889. In addition to the key role it played with Native Americans, the bison was a keystone species on the plains, helping to sustain diversity among the flora and fauna of vast sections of the continent. To restore this animal is to help strengthen an integral part of American history and Blackfeet Nation culture.



Back from the Brink: California Condors

Care and treatment of an iconic bird

Having once ranged the western United States from Canada to Mexico, California condors declined in the 20th century. Poaching, habitat destruction, and lead poisoning all threatened the existence of the birds—so much so that there were just 27 wild condors in 1987. A carefully monitored federal breeding program was launched, and beginning in 1991 condors were being released into the wild.

Conservation and breeding efforts have helped their population increase, but the California condor still remains one of the world's rarest bird species. As of 2017, there were 463 California condors living wild or in captivity.

The biggest contemporary threats to California condors are lead poisoning and “micro-trash,” such as bottle caps or broken glass. Condors often ingest lead bullets as they feed on carrion that was shot by hunters, and this causes severe, usually fatal, illness. Adult birds can also mistake micro-trash for food and feed it to their young, who get dangerously sick.

At Oakland Zoo, we are working hard with a number of groups and other zoos to conserve this iconic bird. We are part of the California Condor Recovery Program, partnering with organizations like the Ventana Wildlife Society and Pinnacles National Park. Our veterinary staff works with conservation groups that capture and test the blood of wild birds every year. If the birds test positive for lead poisoning, they are treated at the Zoo and then released back into the wild. We have two beautiful condors in an 18,000 square-foot aviary as part of California Trail. Our goal is to see their population numbers—along with the birds themselves—soar.



Putting the “I” in Conservation

At the California Conservation Habitarium, visitors learn they make a difference

Did you know that scorpions glow under a black light? Or that animal skeletons can last for thousands of years in alpine habitats?

Those are just a few of the “wow” moments that happen at the California Conservation Habitarium, our California Trail hands-on learning and discovery center designed for adults and children. Just as you would find marine life in an aquarium or learn about the cosmos in a planetarium, the Habitarium is where visitors can explore the richness of habitats.

Designed as a key feature of California Trail, the Habitarium invites guests to dive into five different California habitats, from tidal marshes to snow-capped mountains, parched desert to lush redwoods, plus an urban home, to illustrate the interplay of humans and animals. Kids and adults can explore the work of science-based research and get a hands-on experience that elicits delight and sparks ideas about how every individual can help.

After ducking into a researcher’s tent, “kayaking” around the Bay, and walking on a simulated tree-top rope bridge, visitors are prompted to take action in various ways like writing a postcard to a legislator or posting an idea on our conservation tree. With an average of 6,500 visitors a week to the Habitarium, the conservation message that “the future of these species in our hands” reaches thousands of hearts and minds. It’s where inspiration meets action.

The School of Wildlife

Building a pathway for children to fall in love with nature

Who says learning can't be fun? Oakland Zoo's education programs captivate young people and bolster their natural curiosity, building the next generation of conservationists. From the Zoo's engaging ZooCamp to the roving ZooMobile, from our popular Teen Wild Guide program to Teen Eco-Travel, the possibilities for curious young minds to connect with nature are endless.

With the addition of California Trail, the whole family can get involved. Spend the night at the Zoo in a safari-style tent at the Clorox Outdoor Overnight Experience, where you can say goodnight to the grizzlies and wake up to the sounds of birds.

Ensuring access to nature and wildlife is integral to our mission. Thanks to generous donors, our Zoo-to-Community initiative, which has run for over a decade, subsidizes learning opportunities for Title 1 schools. The Zoo covers the cost of transportation and programs like Zoo School, Wildlife Assembly, and Field Biology Workshops for children from under-resourced communities. In the 2017-2018 school year, the Zoo served over 3,700 students through Zoo-to-Community programs.

Creating engaging opportunities and removing barriers to participation for young learners encourages science literacy and a love of the outdoors in the next generation. It's a passion we're proud to share, and one that is made possible by individual and corporate support.



SUPPORT & MEMBERSHIP

A Banner Year for Membership

Strengthening our community connection

If we ever need a reminder of the community's commitment to Oakland Zoo, we just watch who walks through our doors each day. Over a third of our daily visitors are members. We're fortunate to have high levels of engagement from a dedicated member base.

To prepare for the 2018 opening of California Trail, we launched an intensive membership drive, and it worked. We saw a 20% increase in member households in 2018, accompanied by record attendance numbers.

With over 31,000 member households, Oakland Zoo is able to welcome more visitors, create fun members-only events, and extend its conservation message far and wide. Most importantly, our membership is the "Zoo family," united by their enthusiasm for all we do. We create a connection similar to that between conservationists and nature: reciprocal, long-lasting, and based on reverence and esteem.

OAKLAND ZOO REBRAND

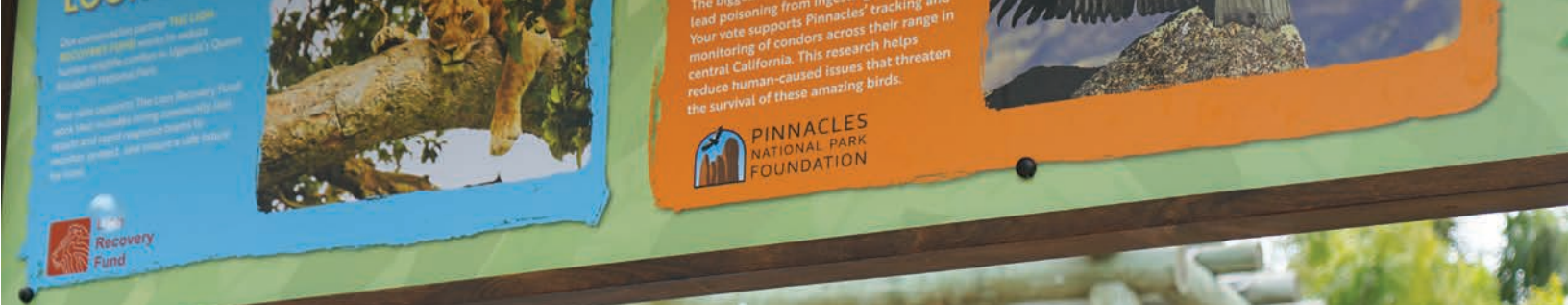
New Name, Same Vision

Centering the conversation on conservation

What's in a name? For us at Oakland Zoo: a lot. That's why, in January 2018, we updated our governing organization's name to emphasize our focus on conservation. The East Bay Zoological Society is now the Conservation Society of California (CSC). The CSC manages the Zoo and its programs under an agreement with the city of Oakland, which owns the Zoo property.

Far more than just a name change, the update went hand in hand with a campaign to reinforce Oakland Zoo's commitment to conservation. It's a reminder to visitors, donors, and the public that their patronage directly supports the protection and preservation of animals both locally and globally.

From onsite initiatives like California Trail's focus on animals native to the state, to global partnerships such as our work with Lion Recovery Fund in Uganda, we are dedicated to conserving animals and their habitats. In 2018, we raised a record-breaking \$332,000 for our conservation partners worldwide. **To learn more about this work, see our Conservation Highlights Report for 2018.**



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Conservation is at the heart of everything we do at Oakland Zoo. You can see it in our training. You can see it in our work. And now, you can see it in our name.

—
DR. JOEL PARROTT, PRESIDENT AND CEO, OAKLAND ZOO

DONORS

With Gratitude

The vision of California Trail was brought to life with the generous support of many hundreds of donors. The Conservation Society of California Board of Trustees, operator of the Zoo, is deeply grateful to everyone who contributed. A partial list of donors follows.

\$10,000,000+

City of Oakland, 2002 Measure G
Wayne and Gladys Valley Foundation

\$3,000,000 - \$9,999,999

S. D. Bechtel, Jr. Foundation
East Bay Regional Park District,
Measure WW
Kaiser Permanente Fund at The
East Bay Community Foundation
State Parks Nature Education
Facilities Program, Proposition 84

\$1,000,000 - \$2,999,999

Anonymous
Lakeside Foundation
Roger and Ann McNamee
The Joseph and Vera Long
Foundation

\$250,000 - \$999,999

A. Horton Shapiro, in memory of
Betty Shapiro
The Barlow Family
California Cultural and Historical
Endowment
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\$100,000 - \$249,999

Anonymous, in honor of
Hort Shapiro
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Ken and Carla Betts
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James, Elizabeth, Bridget, Stasia
and Michael O'Neill
Seeley Family Foundation
The Estate of Gaile B. Russ
The Hearst Foundations
The Overaa Family

\$25,000 - \$99,999

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Sebastian and Tanja DiGrande
Benno, Felix and Julian Dorer

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Foundation
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The Estate of Alba Lavino
The Estate of Jeanne M. Porter
Walter and Elise Haas Fund
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Secil and Geoffrey Watson
Barbara and Chris Westover

\$10,000 - \$24,999

The Jane and Jon Balousek Family
Bay Alarm Co.
Tom and Sharon Bjornson
Tom and Shelley Britanik
Barbara and Lawrence Cahn
The Carrasco Family

Chain Link Fence & Supply Inc.
 Nancy Clark and Del Chandler
 The Estate of George Everett Chambers
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 Melissa Murray
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 Sam Deaner and John Woolard
 V. Lowell Bergeron Trust
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 Eugene Zahas

\$5,000 - \$9,999

Anonymous In honor of Robin Reynolds
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 Bigge Crane and Rigging Co.
 Boston Consulting Group
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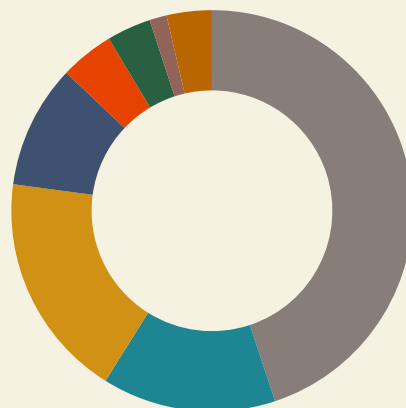
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 Jean Mckenzie
 Margo Murray
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 Walter Turner
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FINANCIALS

Fiscal Year 2018 Financial Overview

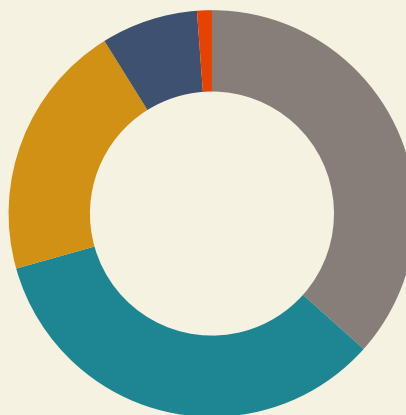
Operating Support and Revenue

Admission	9,672,995.00
Concessions	3,015,655.00
Membership and Annual fund	3,923,918.00
Government Funding	2,143,953.00
Education Support	935,400.00
Events and Sponsorships	766,860.00
Other Revenue	298,218.00
Satisfaction of Restrictions	784,891.00
Total	21,541,890.00



Operating and Program Expenses

Animal Care, Education and Conservation	6,923,150.00
Park Operations	6,437,808.00
Administration and Marketing	3,875,639.00
Facilities, Maintenance and Supplies	1,453,971.00
Fundraising	223,067.00
Expense Prior to Depreciation	18,913,635.00
Depreciation	2,916,861.00
Total After Depreciation	21,830,496.00 (288,606.00)



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California Trail is going to be a game changer for wildlife conservation in our region! The thrilling experience will motivate tens of thousands of people to want to take the next steps to help wildlife to thrive. As an Oakland Zoo/CSC partner, Golden Gate Audubon welcomes the prospect of so many more people eager to take action to benefit the native and migratory species that make California such a biodiversity hotspot.

CINDY MARGULIS, GOLDEN GATE AUDUBON



TAKING ACTION FOR WILDLIFE

9777 Golf Links Road Oakland, CA 94605
OAKLANDZOO.ORG