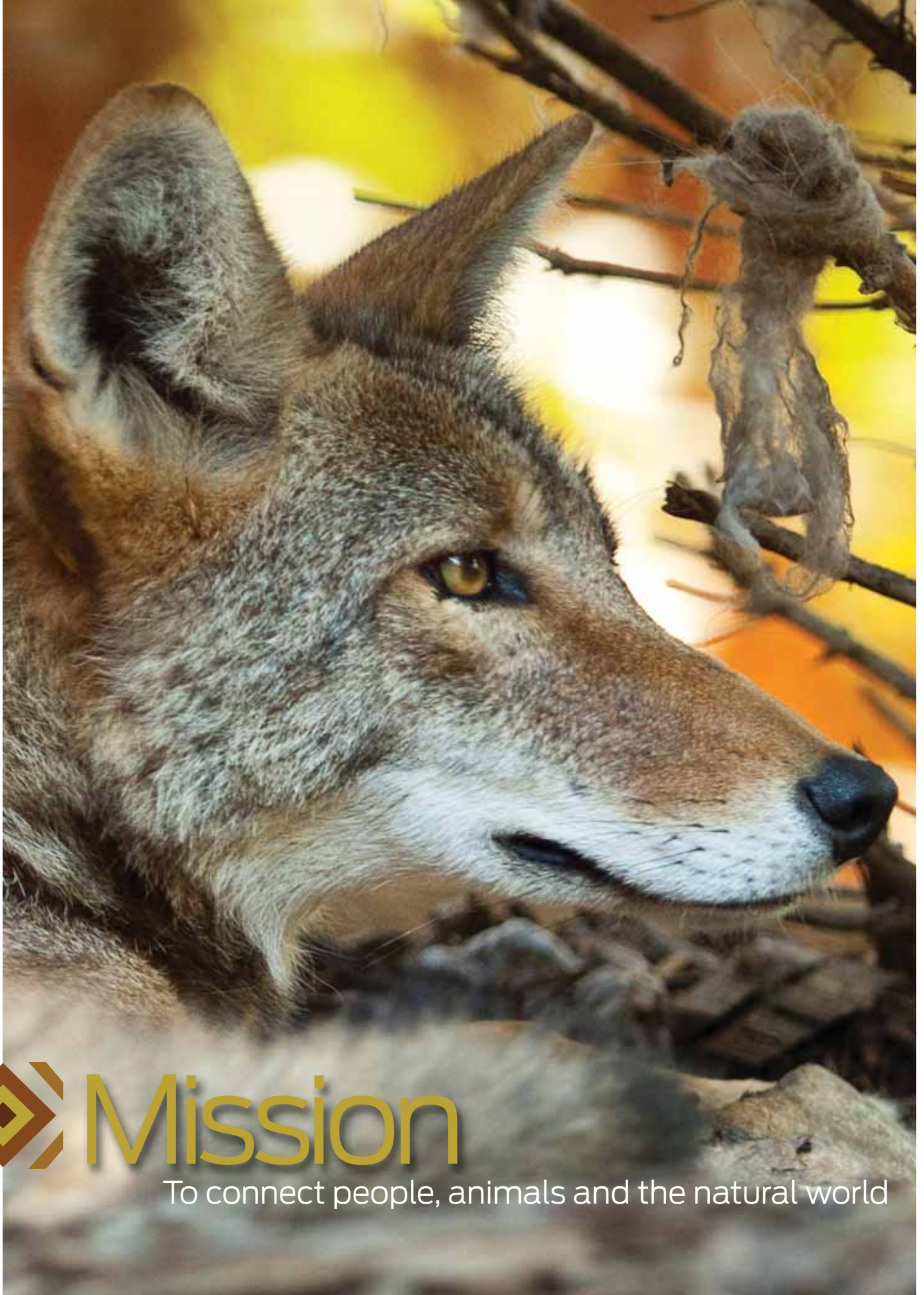


Minnesota Zoo
Impact
2010 ANNUAL REPORT



Mission

To connect people, animals and the natural world



Dear Friends:

The Minnesota Zoo's staff and volunteers, donors and members, educators and environmentalists, corporate supporters and conservation partners all worked together in fiscal year 2010 to have a positive impact on our world...and to build a top ten American Zoo. By delivering extraordinary guest experiences, generating public awareness for sustainable living, and conserving natural resources on site, the Zoo strengthened its core business operations while helping to ensure the long-term viability of wild animals and the wild places that support them.

For the second consecutive year, the Zoo hosted more than 1.3 million guests. Critical to this success has been our ability to consistently offer our guests new and improved exhibits each year. In May, we opened *Faces of the African Forest*, the Zoo's first permanent African exhibit and a significant addition to the Zoo's guest experience.

We celebrated the tenth anniversary of the *Wells Fargo Family Farm*. Attracting a record 150,000 guests for Farm Babies in spring 2010, the Farm continues to be one of the Zoo's most popular attractions, particularly among our 42,000+ member households.



Directors' MESSAGE

In fiscal year 2010, more than 156,000 people participated in our formal education programs. Thanks to a \$1 million gift from Target, the Zoo began constructing a new multi-use education facility: the Target® Learning Center (TLC).

TLC will be the new home of educational and fun experiences such as the KAYTEE World of Bird Shows and the newly-launched "Our Backyard" Lecture Series.

Donors to the Minnesota Zoo Foundation continued to be generous in fiscal year 2010, making a record number of contributions. We are grateful for our donors' support, which is vital to the ongoing success of all of the Zoo's conservation and education programs.

We owe special thanks to the Minnesota State Legislature and Governor Tim Pawlenty for their continued commitment to the growth and development of the Zoo. With their support, we secured \$20 million in bonding for Heart of the Zoo—Phase One and critical infrastructure renewal. These projects will transform the Zoo experience for all of our guests, and will add a major new animal exhibit to the Minnesota Zoo in summer 2011: *Penguins of the African Coast*.

As ambassadors for their species, Minnesota Zoo's animals inspire our guests to learn, to care, and to become involved. Because of your generous support and commitment to the Minnesota Zoo, we have celebrated a remarkable year of positive impact on the lives of animals around the world and on the people of and visitors to Minnesota. On behalf of the Trustees and staff of the Minnesota Zoo and Minnesota Zoo Foundation, we thank you for your support.

Lee Ehmke

Director/CEO
Minnesota Zoo

Melissa Parker Lindsay

Executive Director
Minnesota Zoo Foundation



If you are one of the 1.3 million guests who visited the Minnesota Zoo in fiscal year 2010 or if you are a Zoo donor, member, volunteer, Minnesota State Legislator, teacher or ZooTeen, you contributed to the Zoo's notable achievements in conservation and environmental education. The Minnesota Zoo is proud to share the impact our Zoo had on animals and communities both here at home and around the world.

The Zoo offered Bird Show Interpretive Naturalist Molly Gezella the chance to travel to South Africa to participate in conservation research on the South African Penguin as part of the Ulysses S. Seal Conservation Program. "This experience had a huge impact on me, and our guests' Zoo experience. Animals in zoological settings are ambassadors for their species,

and to work in the field and reach beyond our exhibits has changed the way I talk to our guests about our work here at the Zoo."

For student Emily Diekmann, the Zoo's Wildlife Conservation Club provided a chance to learn about wildlife conservation and gain experience through hands-on activities at the Zoo. "As the year went on, I realized that conservation had become an important part of my life, and I want to keep it that way. The Zoo has made such a difference in my life."

For the thousands of youngsters and their families who visited Farm Babies this past April, during which more than 80 animals were born, what could be more powerful than the miracle of birth? Or learning about where our food comes from or how it gets from the farm to the table?

Every day, the Minnesota Zoo is committed to having an impact on conservation and education by changing how you see the world. By creating public awareness and providing direct experiences with animals, the Zoo propels each of us to make a difference for wildlife and the natural world. The Zoo is the catalyst. You make it happen.



Educating to Change Lives

“The Zoo is my home away from home. At school, I’m the Zoo expert that kids come to for animal questions and I’m always encouraging them to come and learn about conservation.”

Jack Livingston, Minnesota Zoo Enthusiast

The Minnesota Zoo offers many educational programs for people of all ages; for Jack Livingston, these experiences have had an impact not only on his life but also the lives of those around him.

When Jack spoke at the Heart of the Zoo Groundbreaking Ceremony on June 21, 2010, he shared inspiring stories about how the Zoo has changed his life. Livingston, who is 13, often refers to the Zoo as his “home away from home,” a place that he genuinely loves. He has fully embraced the Zoo’s mission and green initiatives and shares them with his family, friends, and school whenever possible.

Jack has participated in many of the Zoo’s education programs, starting with Zoo Camp, and he plans to become a ZooTeen volunteer this year. He’s currently a member of our Wildlife Conservation Club (WCC), which educates teens about conservation and protecting wildlife. Jack and his WCC friends have been assisting in the restoration of a Minnesota prairie habitat, tracking animals, and developing enrichment activities for animals at the Zoo. At his own school, Jack also started an improved recycling program, and among his friends, he is officially the kid to ask about animals, the Zoo and conservation projects.

Jack dreams of becoming the director of a zoo or improving green practices for corporations. Whatever he chooses, Jack will bring what he has learned at the Minnesota Zoo and apply it to all aspects of his life.



Debuting a Permanent African Exhibit

In May 2010, the Minnesota Zoo opened its first permanent African exhibit, celebrating one of the greatest wilderness areas on Earth.

Representing tropical Central Africa, *Faces of the African Forest* features rare and unusual animals never before seen at the Minnesota Zoo. Showcasing a great diversity of color, behavior and form, colobus monkeys, De Brazza's monkeys, fruit bats, dwarf crocodiles, red river hogs, rock hyraxes and cichlid fish are now delighting Zoo guests in a new exhibit on the Tropics Trail.

Built largely by talented in-house staff, this immersive exhibit allows Zoo guests to go underneath a rootball to get an underwater view of crocodiles and fish; crawl through a hollow branch to see monkeys eye-to-eye; view animals from both cave and treetop views; touch crocodile skull models; and directly impact conservation efforts by recycling their old cell phones at the Zoo. A series of graphics help explain Africa's conservation challenges. Nearly a quarter of animal species native to Africa's tropical forests are in danger of extinction due to habitat loss, poaching, and demand for forest products.

Another feature of the exhibit is a giant fig tree. Fig trees are an important lifeline for many fruit-eating, forest-dwelling animals in Africa. Worldwide, over 1,200 species of mammals



and birds are known to eat figs. Some species of figs native to Africa can bear hundreds of thousands of fruits at maturity and grow so large that it would take up to ten people, holding hands, to circle the base of a single tree. Many fig trees, in turn, can be propagated only after being consumed and dispersed by animals. The animals need the forest, and the forest needs the animals.

The unusual but ecologically-appropriate combination of animals—together with the complex, beautiful and interactive environment created for the animals and guests—have made *Faces of the African Forest* a popular and effective addition to the Zoo.

“We are very pleased with the new exhibit. The animals continue to impress us. The colobus monkeys stole the show right from the beginning, giving our guests an up-close view of their playful behaviors.”

Tom Ness, Minnesota Zoo Tropics Trail Supervisor

Located at the entrance of the Tropics Trail, this assemblage of recycled material highlights the Zoo's green practices.



A Greener Zoo

"We've all heard about the threats to rainforests and the animals that call them home, but it's easy to feel powerless to help. The Recycle for Rainforests program is a great way for people to make a difference for endangered African animals and their forest habitats."

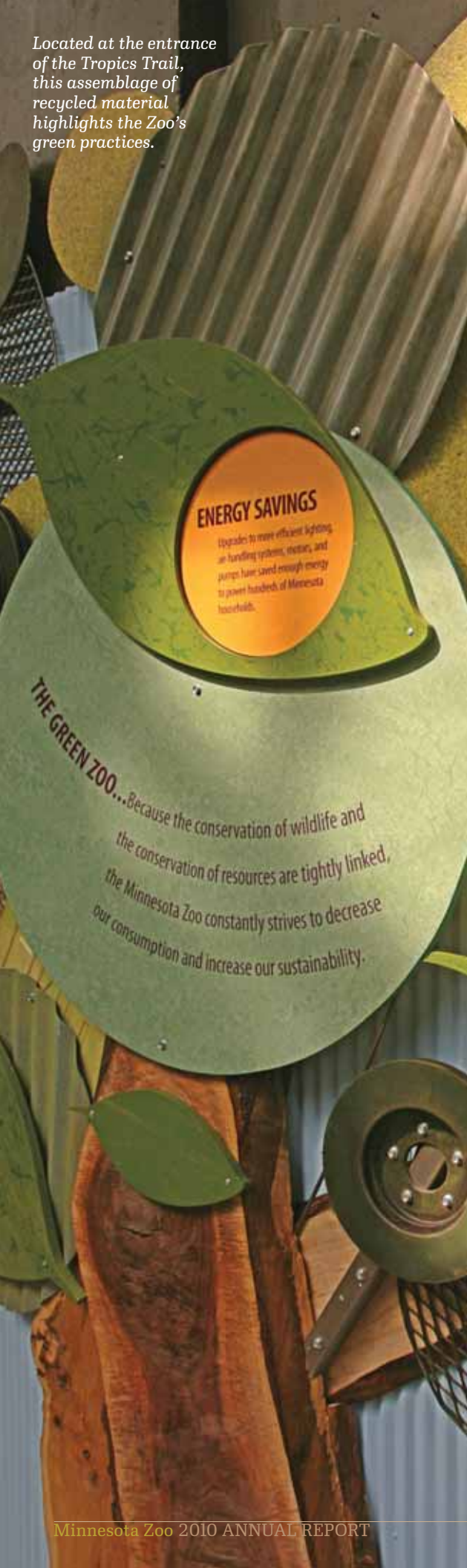
Tara Harris, Ph.D.

Minnesota Zoo Conservation Biologist

The Minnesota Zoo is committed to having a positive impact on our environment. In addition to raising awareness about environmental issues, the Zoo is constantly working to improve its operations, buildings, and everyday practices using smart design and by reducing, reusing, and recycling.

During the past year, the Zoo made significant strides in reducing paper use by going digital with our *ZooTracks* magazine, financial reports, and membership renewals. Our Electrical Department upgraded to energy-efficient lighting Zoo-wide, while the Zoo's Green Team implemented a switch to 100 percent recycled toilet paper and office paper throughout the Zoo, saving trees, water, and waste involved in the production process. The Zoo also joined the 'It's in the Bag' program, sending its plastic bags and plastic wrap to be repurposed as composite lumber.

In continuing our mission to be a leader in the conservation of wild animals and wild places like Africa, we created an onsite cell phone recycling program as part of the new exhibit, *Faces of the African Forest*. Donating old cell phones helps: keep hazardous substances out of the trash, protecting the environment; reducing demand for illegally-mined materials found inside cell phones; and raising money to support great apes like the lowland gorilla, two species of red colobus monkeys, and their habitat in the Republic of Congo.





Sharing His Knowledge

A visit to the Wells Fargo Family Farm isn't complete without meeting Zoo Volunteer Andy Anderson. A retired farmer, Andy spends each Monday and Thursday volunteering at the Wells Fargo Family Farm, helping Zoo guests of all ages and walks of life understand the importance of family farms.

At 90-years-young, Andy enjoys sharing his knowledge of what operating a family farm really means, and bringing smiles to guests who are charmed by their delightful host. He even has a loyal following of guests who come just to see him.

After he retired from farming and moved from Iowa to Apple Valley in 2003 to be closer to his family, Andy began to visit the Zoo for the exercise. He still walks two miles

each morning, usually on the Northern Trail.

Shortly after experiencing the beauty of the Zoo, Andy chose to volunteer at the Wells Fargo Family Farm. He's well aware that most Minnesotans have no idea where their food comes from or how food gets from the farm to their tables, so he gives back to the community by sharing his knowledge of farming and of what a working family farm entails.

Andy has helped thousands of Zoo guests understand the past, present and future of farming, and he has found deep reward in volunteering side by side with teens, young adults and seniors. In 2010, Andy not only helped celebrate the tenth anniversary of the Wells Fargo Family Farm, he also celebrated his 90th birthday at the Zoo.

The Zoo is grateful to Andy and all of our volunteers. Since 2003, Andy has contributed more than 1,300 volunteer hours to the Zoo, and we hope that number will continue to climb for many years to come.

"When you have actually raised livestock and have seen it born, and its full life cycle, it gives you a different sense of what raising animals is all about. The Wells Fargo Family Farm is the best way for families today to see a working farm."

*Andy Anderson
Minnesota Zoo Volunteer*





Securing Wilderness for the Rhino

“Poaching is not a problem in Namibia now. But poaching is taking off everywhere in Africa, and we are very nervous. In the past two years, South Africa and Zimbabwe, both in close proximity to Namibia, have lost hundreds of rhinos.”

Jeff Muntifering, Minnesota Zoo Conservation Biologist

Poachers looking to profit from the valuable horns of rhinos have nearly eliminated these rare and spectacular creatures from Africa. This past year, the Minnesota Zoo accelerated its activities on behalf of rhinos and achieved several milestones in our effort to help secure wilderness in Namibia and expand the range of the desert-adapted black rhino.

To help preserve this critically-endangered subspecies of the black rhino, the Zoo partnered with the Namibian conservation network, including Save the Rhino Trust, The Nature Conservancy’s Africa Program, the Namibian Ministry of Environment and Tourism, and other conservation groups. The network’s effort is one of Africa’s only conservation success stories involving rhinos.

Through the work of the Minnesota Zoo’s conservation biologist Jeff Muntifering, the Zoo is helping provide education and training to the local people and conducting applied research to identify and secure the most promising wilderness areas to restore black rhinos.

By restoring rhino populations in suitable habitat in the Kunene region of northern Namibia, we also ensure key wilderness areas receive priority conservation status. These conservation areas are sustained through responsible wildlife-based tourism that benefits local communities.

This past year, we equipped and trained game scouts from local communities, government officials, and staff from Save the Rhino Trust in basic field orientation and mapping. We also coordinated and conducted community resource mapping, recording the location of available water supplies and villages across 2.4 million acres of desert wilderness.

The conservation network has thus far relocated 25 rhinos into seven new conservation areas. This groundbreaking work has helped secure the future of Namibia’s 200+ or so desert-adapted black rhinos—the largest free-ranging population of rhinos in unprotected lands anywhere in the world.

Recently, one of these rhinos gave birth to a male calf. Local participants in the Kunene named him “Sota” after seeing Muntifering’s Minnesota Zoo shirt. They could not have paid greater tribute to our work. Today our namesake baby rhino roams free across Namibia’s vast deserts.



Inspiring Stewardship

“When Zoomobile comes, our kids just express so much delight and excitement about being with the animals, especially because the Zoo staff brings unusual animals. To touch an armadillo or be near a porcupine is very exciting to them.”

*Dr. Susan Sencer, Medical Director
Hematology/Oncology, Children's Hospitals
and Clinics of Minnesota*

When Zoomobile naturalists and animals arrive at the Children's Hospital in St. Paul, it's a celebration for the children. They're excited to get out of their beds and see animals they've never seen before. It's that kind of impact that Zoomobile has as it travels throughout the state, visiting people who may not be able to come to the Minnesota Zoo.



Zoomobile Naturalist Donnie Crook shares information about the armadillo with young patients at Children's Hospital in St. Paul



Over the past year, Zoomobile brought education programming to 51,557 participants in 44 counties throughout Minnesota, an 18 percent increase over the previous year. We visited schools, libraries, community centers, shelters, senior citizen centers and hospitals in communities such as Aitken and Austin, Grand Rapids and Glencoe, and Warroad and Wabasha.

Zoomobile embodies the heart and soul of the Zoo's mission to connect people, animals and the natural world. By bringing the zoo experience to individuals, introducing them to live animals and creating excitement, Zoomobile is a catalyst for both inspiring stewardship for our planet as well as engaging students in science, conservation and environmental

exploration. And, as the folks at Children's Hospitals and Clinics of Minnesota will tell you, Zoomobile is just plain fun.

One doctor noted that many of these children are in the hospital for prolonged periods of time due to the very critical nature of their diseases. Even when they go home, they often aren't able to go outside and experience the natural world. So when Zoomobile naturalists visit the hospital, the children are excited to be with the animals, to touch them, and to experience something wonderful and new. For these kids, Zoomobile truly becomes an extraordinary celebration.



*Heart of the Zoo - Phase One Groundbreaking
From Left to Right: Zoo Director/CEO Lee Ehmke, Governor Tim Pawlenty, State Representative Phil Sterner, Corporate VP and Chair of Cargill Foundation Scott Portnoy, VP Organizational Effectiveness, Target and Foundation Trustee Tricia Dirks, Minnesota Zoo's Wildlife Conservation Club Member Jack Livingston, Zoo Teen Meghan Anderson*



Impacting the Economy

Operating the Minnesota Zoo has an estimated annual economic impact of over \$114 million, based on a 2009 study conducted by the University of Minnesota Tourism Center. The study shows a 20 percent increase in impact in just two years. The Zoo supports, directly and indirectly, over 1,100 jobs. Capital projects, such as Heart of the Zoo—Phase One, provide an additional impact of \$39 million and 208 jobs.

The Zoo's significant contribution to the local, regional and state economies, our attendance gains over the past five years, and commitments from the corporate community and the state legislature all reaffirm the Zoo as a top Minnesota attraction and cultural institution.

The media has taken note of our success. Director/CEO Lee Ehmke was featured on the cover of the February 2010 issue of *Minnesota Business* magazine. *Minnesota Monthly* featured the Zoo in its May 2010 issue, and the April 2010 issue of *Twin Cities Business* recognized Lee as one of "200 Minnesotans You Should Know."

The Bloomington Convention and Visitors Bureau awarded the Zoo with its highest honor—the "Spirit of Hospitality" award, presented to an individual or organization that has made a significant contribution to the hospitality and business industry in Minnesota and Bloomington.

Clearly, whether creating new jobs or attracting new audiences, the Minnesota Zoo has a significant economic impact to our state. And that's good for all of us.

"While visitors may enjoy the Zoo's animals and exhibits, they should also appreciate the Zoo's active contribution to our economy through both daily operations and ongoing improvements."

*Ingrid Schneider, Ph.D.
Director, Tourism Center
University of Minnesota*



Escaping the Virtual World

It's hard to say what kids like most about Woodland Adventure, the Zoo's new nature-based play area that opened in summer 2009. For many, it's running across the rope bridge between the lighthouse and the tree house. Or exploring the bear cave or crawling through a series of turtle shells. Whatever the appeal, there's no question that Woodland Adventure gives kids a fun, safe way to explore the natural world.

According to the *New York Times*, "If your kids are awake, they're probably online." Because of alarming trends like this, the Zoo teamed up with General Mills to build *Woodland Adventure* (General Mills generously provided a \$500,000 grant to the Zoo) and launch *Zoo Champions*, an activity guide that helps kids stay active, eat right, and connect with the natural world.

Research has shown that direct experiences with animals and the natural world make a critical difference in developing a personal environmental ethic. We also know that creating places like *Woodland Adventure* and programs like

Zoo Champions promote healthy lifestyles. Both of these are key to connecting people, animals and the natural world.

During fiscal year 2010, 12,000 children received the activity guide and a pedometer. With the activities book in hand, they explored trails and exhibits throughout the Zoo, including *Woodland Adventure* where they moved through an obstacle course that encouraged them to climb, hop and crawl.

Thanks to support from the General Mills Foundation and a wonderful group of General Mills volunteers and retirees who distributed the guides to Zoo guests, *Zoo Champions* will continue in fiscal year 2011.

"Our mission at General Mills is to nourish lives, nourish communities, and nourish the future. Woodland Adventure represents a powerful way for the General Mills Foundation to carry out that mission."

*Ellen Luger, Executive Director
General Mills Foundation*

Saving Minnesota's Moose Population



"I really like being able to make my own contribution to the moose research through my veterinary background, but it is just as rewarding to learn so much from other scientists and partners in the field of conservation."

Dr. Tiffany Wolf, Minnesota Zoo Veterinarian

Moose in northern Minnesota are in trouble: in less than 20 years, one population declined over 90 percent and a second group is now at risk according to a recent DNR study. This past year, the Minnesota Zoo supported the research of Dr. Ron Moen of the University of Minnesota through the direct involvement of two staff members and a conservation grant.

The Zoo partnered with Moen, a leading moose researcher, to support his work studying the population of these animals in northeast Minnesota. Moen received state funding to study the moose through the use of satellite collars and habitat analysis to determine the possibility of slowing or preventing continued population decline. Although moose are not currently a threatened or endangered species in most of their range, biologists like Moen

predict a number of important populations will decline significantly in the next ten years—likely due to warmer weather, habitat change, and diseases.

Minnesota Zoo Tropics Supervisor Tom Ness and Associate Veterinarian Tiffany Wolf were directly involved with this project thanks to the Ulysses S. Seal Conservation Grant Program. Wolf assisted biologists by providing veterinary expertise in the anesthesia and sample collection on these projects. Ness tested radio collars and compiled biological data from zoos across the United States to assess possible heat stress to moose.

Going forward, the Zoo's education staff will work with Moen and his team to develop a Minnesota moose curriculum guide that will be distributed to teachers statewide through workshops held at both the Minnesota Zoo and the Boulder Lake Environmental Learning Center near Duluth. The Zoo also will design and install an exhibit near the moose enclosure on the Northern Trail to provide our guests with information about the current moose population and conservation efforts.





Zoo vet Dr. Tiffany Wolf works with research biologist Mark Keech to take samples from this 800 pound cow moose in Minnesota's north woods.



Giving Kids the Chance to Pursue Their Dreams

“The Mentor Adventures Program removes the barriers that prevent low-income students from pursuing wildlife and natural science careers.”

*Grant Spickelmier
Assistant Director of Education*

What do you want to be when you grow up? It’s one of those questions that children are asked many times during their school days. But how do we support them when they say: “inventor, astronaut, park ranger, or scientist?”

At least one student got to pursue his career dream this past year, thanks to the Minnesota Zoo. Jonathan is bright, smart and driven, and according to his mother, wants nothing more than to be a veterinarian. The Zoo’s Mentor Adventures Program (MAP) was the perfect opportunity for him.

This past year, Jonathan was one of 59 fourth through eighth grade students who participated in MAP, a year-round science



enrichment program for low-income and minority youth at Andersen United Academy in Minneapolis and Farnsworth Aerospace Program grades 5-8 in St. Paul. Since the program launched in 2008, more than 120 students have engaged in a wide variety of activities that explore real world environmental issues and help them understand and explore the possibilities of careers in science.

The Zoo created MAP in partnership with Get Ready, a federally-funded early intervention and college readiness program. The goal is to help counter a nationwide science achievement gap for minority youth and to address the dearth of minority workers in science, most notably in natural resource and wildlife careers.

In 2009 and 2010, the MAP program consisted of three separate components: once-a-week after-school enrichment

classes; monthly environmental field trips to nature centers, parks and the Minnesota Zoo for MAP participants and their families (more than 80 family members participated in 2009/10); and a week-long summer careers camp focused on science-based careers at the Zoo such as zookeeper, aquarist, or veterinarian.

One of the highlights this past year was performing dissections of various organisms and organs, including earthworms, crayfish, cow eyes, and sheep hearts. For many students this was their first dissection experience (schools are doing fewer and fewer dissections because of the high cost of buying preserved specimens). While the “gross factor” made it a really cool activity for the kids, the experience also boosted their confidence, imparted knowledge in life science content, and helped them explore possibilities in scientific careers.

Highlights

FISCAL YEAR 2010

- Awarded top honors in exhibit design and marketing for *Russia's Grizzly Coast* from the Association of Zoos and Aquariums (AZA)
- Secured \$20 million in bonding and asset preservation funds from the State of Minnesota
- Received a \$1 million gift from Target for the Target® Learning Center, part of Heart of the Zoo—Phase One
- Broke ground on Heart of the Zoo—Phase One
- Reached attendance of over 1.3 million, exceeding goal by 12 percent
- Successfully debuted Brew at the Zoo fundraising event for conservation
- Attracted record attendance for the ever-popular Farm Babies event at the *Wells Fargo Family Farm*
- Co-hosted with Beth El Synagogue a special presentation by Dr. Jane Goodall
- Recorded more than 90,000 hours from more than 1,000 volunteers in support of Zoo programs
- Opened *Faces of the African Forest*, the Zoo's first permanent African exhibit
- Teamed up with General Mills and opened the *Woodland Adventure* nature-based play area
- Initiated "Recycle for Rainforests," a cell phone recycling program in support of conservation
- Welcomed six new Japanese macaques from Japan
- Set an all-time record for Zoo Camp attendance with more than 3,400 participants registered
- Launched "Our Backyard" Lecture Series, which focuses on home-based projects such as landscaping, composting, attracting butterflies, and removing buckthorn
- Awarded Ned Dayton the 2009 Minnesota Zoo Stewardship Award, recognizing outstanding education and conservation stewardship







From left to right: Beastly Ball Chair Susan Johnson, Emcee Lee Valsvik, Honorary Chair Don Shelby, Foundation Executive Director Melissa Lindsay, and Zoo Director/CEO Lee Ehmke



Celebrating “One Red Hot Night”

It’s hard to imagine a group of people who have a more immediate impact on the fortunes of the Zoo than those who attended the 2010 Beastly Ball.

In just five short hours, more than 550 guests contributed \$420,000 for Zoo conservation and education programs at “One Red Hot Night,” an extraordinary *party with a purpose* honoring the elegant red river hog.

This year’s Ball had it all: delicious food, extraordinary auction items, and an African Bazaar that once again enticed guests

to pull out their wallets. Helping make the event so successful were Cities 97’s Lee Valsvik, emcee for the 2010 Beastly Ball, Honorary Chair Don Shelby, and Chair Susan Johnson.

One of the highlights of this year’s Ball was the drawing for the winner of an all-new, third-generation 2011 Toyota Sienna, which was won by a Zoo member with three children. The Zoo extends a special thanks to the Twin Cities Toyota Dealers for their in-kind support of the Ball.

We extend our deepest gratitude to Susan, the Beastly Ball Committee, and most importantly, to our guests and donors who made this year’s Ball a great success.



Top Left to Right: Foundation Trustee Susan Palombo and 2010 Zoo Board Chair Bill Busch; Kari Dahl and Foundation Trustee Andy Dahl, and Herschel Herndon, Lisa Herndon, Cynthia Kelly, and Murry Kelly





Donations

FISCAL YEAR 2010 DONORS

Every effort is made to ensure the accuracy of our records. If our report contains errors or omissions, please contact us at 952.431.9237 so that we may extend our apologies and correct our records.

Individuals, Private and Family Foundations

Thank you to the following individuals for their outstanding support of the Zoo's mission to connect people, animals, and the natural world.

\$100,000+

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\$50,000–\$99,999

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\$25,000–\$49,999

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Doug Jones Family Foundation

Doug Jones makes support to the Minnesota Zoo a family affair. Among Jones' family and friends (from Warroad to Eagan) are many teachers, so it is not surprising that education is near and dear to his heart. As a result, since 2002, the Jones Family has provided outstanding support for Zoomobile, which enables naturalists to take the Zoo to those who might not otherwise be able to visit the Zoo. "After seeing the Zoomobile in action, I think it's a worthwhile educational tool. I believe in it," says Doug. Doug Jones Family Foundation's gifts to the endowment help ensure that Zoomobile will continue to provide high-quality environmental education well into the future.

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Donor Profile

Marian and Ray Gritche

Marian and Ray Gritche became Zoo members when they moved to the south metro area in 1991, and their involvement has grown ever since. They supported the capital campaign to build the Wells Fargo Family Farm in 2000, and they donate loyally to the Annual Fund. In 2009, they began contributing through automatic monthly credit card payments: "It was a good way to spread out our Friends contribution over the year ...[and] it made it easier for the Zoo to have some steady income." They particularly enjoy the variety of Friends of the Minnesota Zoo events and the opportunities they provide to learn more about a particular animal or Zoo-related topic. "We've always had the desire to help and improve the Zoo. We believe it is money well spent for a good family activity."



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Since 1962, Target has dedicated 5 percent of its income to partnering with organizations to strengthen families and make positive changes in the community. And since 1979, the Minnesota Zoo has been extremely fortunate to partner with Target. This year, Target not only renewed its commitment to support Zoo Safari for all 5th graders in the Minneapolis Public School District, they also strengthened their commitment to the Zoo with an extraordinary gift to support the Target® Learning Center, a new multi-use facility that occupies the footprint of the Zoo's long-vacant whale pool. Since education is important for both Target and the Zoo, the primary function of the Target® Learning Center is as an education facility for a variety of programs, including the Zoo's popular KAYTEE World of Birds free-flight show.

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We thank the following corporations, businesses, and agencies for helping support and enhance the Zoo's programs.

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Donor Profile



Wells Fargo, and the Year of the Farm Donors

Ten years ago the Minnesota Zoo opened its Wells Fargo Family Farm, a working farm representing the past, present and future of agriculture. Leading the list of more than 300 individual, foundation and corporate capital campaign donors was Wells Fargo. Says Jim Campbell, retired Chairman and CEO of Wells Fargo Bank Minnesota, "As one of the country's leading agricultural lenders, Wells Fargo wanted to help ensure that future generations would understand what an integrated family farm was all about." Wells Fargo's leadership support of the Minnesota Zoo continues today as they are joined by other businesses which supported the summer's 10-year anniversary celebration, The Year of the Farm. Our sincere thanks to Gold'n Plump, Green Giant, Hormel, John Deere, Land O'Lakes, Midwest Dairy Association, and of course, Wells Fargo, for helping the Zoo connect with hundreds of thousands of Farm visitors this past year.

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 Michael Collins and Cindy
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 Bass Lake Custom Framing
 Best Buy Co., Inc.
 Randy Boutwell
 Cara Irish Pubs: Kieran's, The
 Local, The Liffey, Cooper
 Cargill Salt Division
 The Carlyle / Rosewood Hotels
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 Express
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 CREATE Catering & The Dining
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 Minnesota Vikings
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Our Strategic Plan articulates a vision for transforming the Zoo through revitalized facilities, welcoming and innovative landscape and architecture, powerful exhibits, new education programs, and strategic conservation initiatives.

We gratefully acknowledge the following individuals, foundations and corporations for their generous commitments in support of the 2005 Strategic Plan.

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* - Deceased

Donor Profile

Sandra and Rob Heineman

Sandra and Rob Heineman are perfect donors – they send gifts on an almost monthly basis, without even being asked! They love both wild and house cats and once had a cat named Lynx Rufus, so sponsoring the Canadian Lynx was an easy choice for them – they even dubbed the lynx “RobCat.” “We visit him as often as possible and are feeling like grandparents to the new additions.” But Sandra and Rob are interested in helping more than just one species: “We are dedicated to keeping as many wild animals in their natural habitat as possible. We have visited zoos all over the country and know that the Minnesota Zoo is one of the premier zoos in the nation. We are thrilled that our zoo is so instrumental in keeping the animal gene pools as varied as possible to avoid the problems of inbreeding. The Minnesota Zoo is a class act in every way: the animals and patrons are treated with respect and love. The educational opportunities are varied and appropriate for all ages.”





Donor Profile

Rodney Forristall

Rodney Forristall loves being outdoors at the Minnesota Zoo, and he visits often to walk the Northern Trail, see the bird show, and enjoy lunch at Russia's Grizzly Coast. He purchased his first Zoo membership when he retired from Honeywell in 1992, and his involvement has grown over the years – inspired in part by his love of the Wells Fargo Family Farm, which brings

back childhood memories of his grandparents' farm. Rodney contributes loyally to the annual fund, regularly attends donor events, and even joined the Circle of Life society by naming the Minnesota Zoo as a beneficiary in his will. The Zoo is grateful for Rodney's long-term commitment, which helps ensure we'll have the resources to further our mission for many years to come.

Circle of Life Society

The Circle of Life Society recognizes and honors those who have made gifts of future support to the Minnesota Zoo. By naming the Zoo in their wills, trusts, life-income arrangements, insurance policies, and retirement plans, Circle of Life Society members strengthen our endowment, improve Zoo exhibits and facilities, and support conservation and education activities. We thank these donors today for the support they are providing for the Zoo tomorrow.

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2010 MINNESOTA ZOOLOGICAL GARDEN

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Financials

2010 MINNESOTA ZOOLOGICAL GARDEN

Statement of Revenue and Expenses
for the Fiscal Year Ending June 30, 2010, unaudited

Revenue

Earned Revenue	12,346,730
State Appropriation.....	\$6,755,641
Contributed Revenue.....	1,819,906
TOTAL	\$20,922,277

Expenses

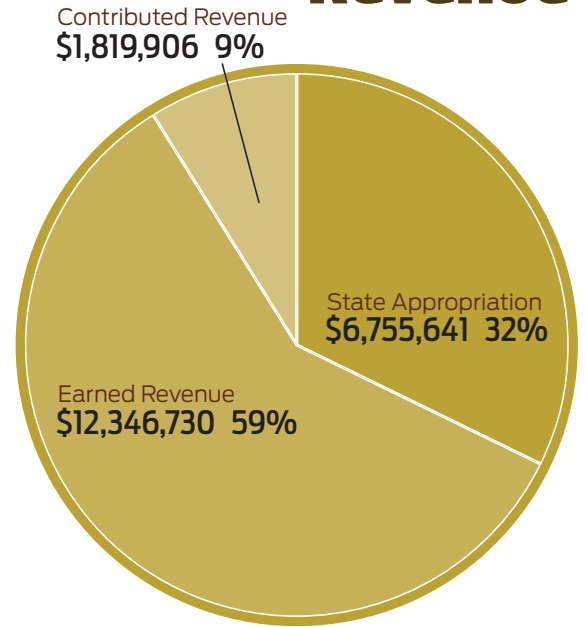
Facilities	\$6,791,012
Guest Services.....	3,395,814
Programs.....	7,962,233
Administration.....	2,553,009
TOTAL	\$20,702,068

Capital Disbursements Funded from Operations

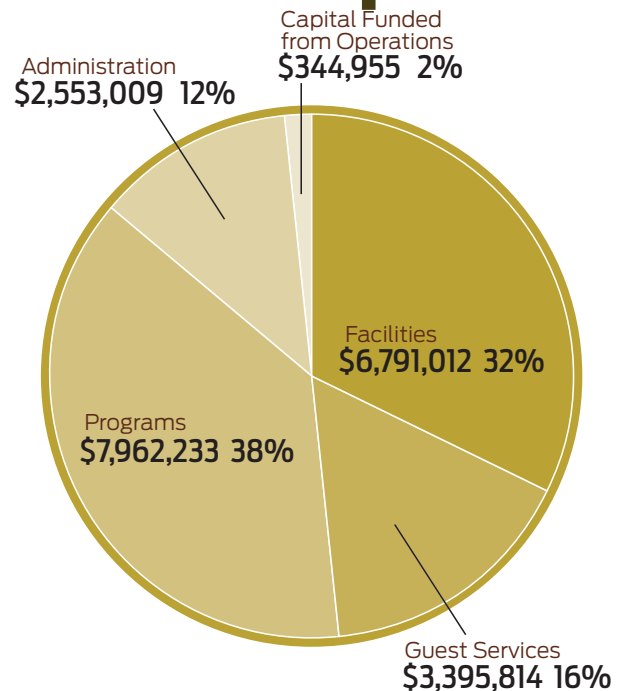
Equipment Purchases	\$138,509
Equipment Lease Purchase	69,236
Energy Improvement Debt	47,616
Roof Repair Debt.....	39,149
Building Improvements	50,445
TOTAL	\$344,955

TOTAL Operating Expenses and Capital Funded from Operations	\$21,047,023
--	---------------------

Revenue



Expenses



Financials

2010 MINNESOTA ZOO FOUNDATION

Statement of Revenue and Expenses
for the Fiscal Year Ending June 30, 2010, unaudited

Revenue

Individuals.....	\$706,672
Corporations	1,833,313
Foundations.....	68,827
Events	462,710
Other.....	434,771
TOTAL	\$3,506,293

Expenses

Grants to the Zoo*	\$3,239,421
Other Grants.....	151,239
Program Expenses.....	403,145
General Operations	906,081
TOTAL	\$4,699,886

Net expense over revenue ** (\$1,193,593)

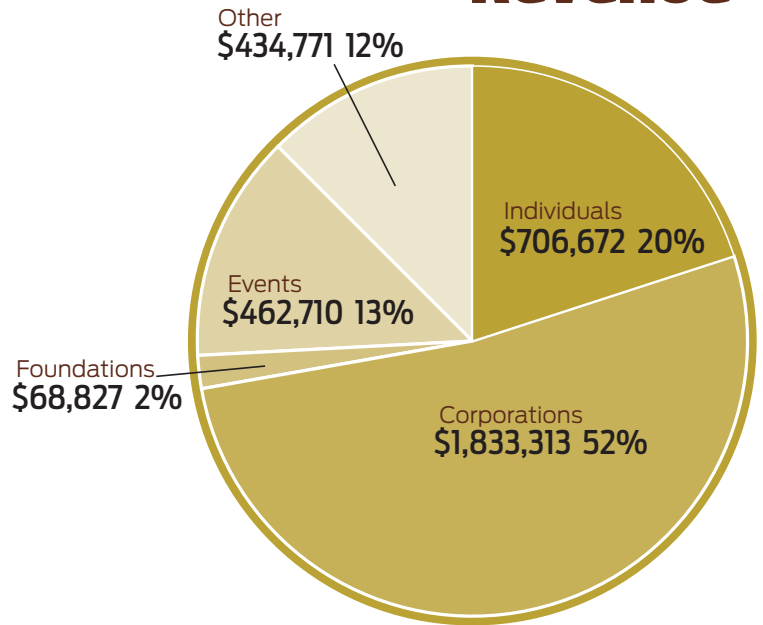
Net assets, beginning of year \$5,596,154

Net assets, end of year \$4,402,561

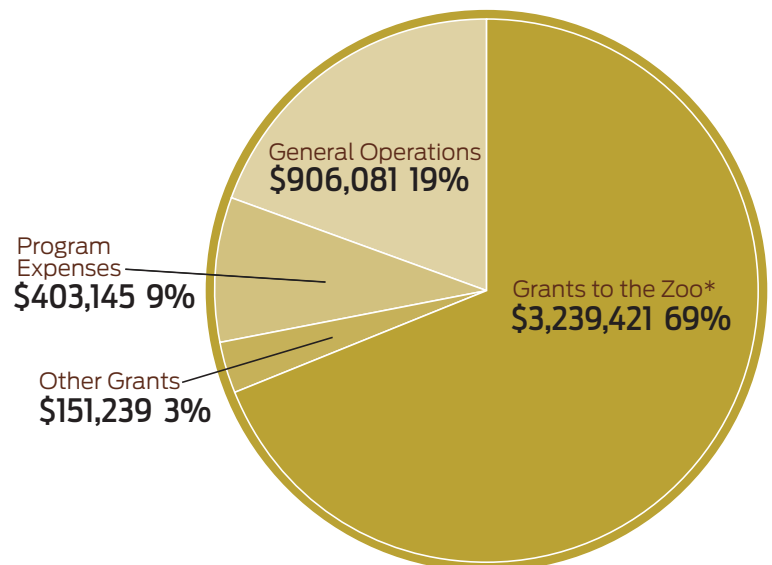
* Includes in-kind contributions, program support and capital grants

**The Foundation has accumulated net assets in prior years due to the recognition of multi-year pledges. These net assets are used in the years that pledge payments are received and expended for grants, program expenses and operations.

Revenue



Expenses



2010 Annual Report Production

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