From the Director

As a friend of the National Aviary, you know what a special place it is. With the only free-flight outdoor show in the region, an elite collection of fascinating and charismatic birds, and renowned avian medicine and animal husbandry programs, the National Aviary is an institution of international significance, as well as a treasured community asset. We could not have achieved this status without your support, and I am immensely grateful for your contributions.

To show you the impact of your contributions, this year’s annual report assesses our progress in 2014 against the strategic goals laid out years ago, and the results are exciting! After several consecutive years of growth, you helped us continue to break records for memberships, admissions, and income. With your support, we initiated groundbreaking conservation partnerships to save some of our planet’s most fascinating species and completed facility improvements to prepare for the next stage of our growth. This achievement is not an accident, but is the result of a disciplined focus on achieving sustainable, strategic growth through the coordinated efforts of our generous donors, dedicated Board members, expert staff, and volunteers.

I hope you will read this report with pride, because this is a record of your achievement. Thank you for all that you do. By helping us to inspire a respect for nature through an appreciation of birds, you are making a real difference not only in Pittsburgh, but worldwide.

Sincerely,

Cheryl Tracy
Managing Director/Chief Operating Officer

With interactive programs that both entertain and educate, the National Aviary has significantly expanded its reach beyond the Pittsburgh metropolitan region and elevated our status as a center for conservation and avian medicine.

- **Attracted 20,000 guests** to the revamped outdoor free-flight show, *Taking Flight*. Integrating education with the natural surroundings of the historic Rose Garden, the National Aviary is the only institution in the region that showcases birds flying free in an outdoor setting.

- **Extended outreach radius** from 30 to 90 miles, allowing us to reach new schools and community organizations with popular educational programs like *Penguins are Cool*, *Mother Nature’s Diner*, and *Eggstravaganza*.

- **Reached more than 20,500 people** through formal education programs.

- **Welcomed a record-breaking 139,965 visitors** and grew paid admissions by 25% in two years.

The National Aviary continues to develop innovative programs to educate diverse audiences, to directly address today’s conservation challenges, and to contribute to the body of knowledge on avian issues worldwide.

- **Led international conservation programs** including establishing an Andean condor conservation initiative in partnership with Bioparque Amaru in Ecuador. The National Aviary helped develop the condor habitat, an on-site veterinary hospital, and an international internship program that sent two U.S. students to Ecuador.

**Goal 1**

Educate people of all ages and backgrounds.

**Goal 2**

Promote conservation through research and education.
Expanded and refine the collection.

With purposeful strategy, the National Aviary has assembled a collection of birds that are as significant to avian research and conservation as they are inspiring to guests.

- **Formalized a hand-rearing program**, resulting in successful hand-rearing of four species including Blue-faced Honeyeaters and Fairy Bluebirds, two important but notoriously challenging species.

- **Bred 28 species and hatched 122 offspring** directly contributing to creating sustainable captive populations of rare species.

- **Played a key role in the AZA-managed Species Survival Plan**, by studying, breeding, and managing 40 species under threat.

- **Continued to establish an elite collection** with the acquisition of 63 new birds, and including seven new species managed by the Association of Zoos and Aquariums (AZA).

- **Sent 14 Guam Rails in the past four years for reintroduction on the island of Rota**, helping to reintroduce a bird that is extinct in the wild into a carefully managed environment. As a leader in species protection, the National Aviary has sent three times more rails than any other accredited zoo.

- **Served as the species manager for three species:** African Jacana, Grosbeak Starling and Boat-billed Heron. Species managers, known as studbook keepers, record the genetic and demographic identity for each individual, which is essential to making breeding decisions and assessing the population’s status.

- **Engaged nearly 8,000 adults and children** in citizen science projects and community-based educational programs. Through Neighborhood Nestwatch, Project Owlnet, Eagle Watch, bus tours, and more, people encountered birds in their own backyards, local parks, and other natural habitats.

- **Broke ground** on a new Andean Condor exhibit to house two pair of Andean Condors, making the National Aviary the only AZA accredited institution in North America managing two pair of this threatened species. The new exhibit will enhance the visitor experience, increase the potential of breeding success, and become the first exhibit to reflect the work of our field conservation program.

- **Conducted field work** to help address the threat from invasive species as a member of the Marrianas Aviculture Conservation (MAC) project, a collaborative, multi-year project focused on conservation and species management on the Marianas Islands in the Pacific. The National Aviary manages four of the six MAC species for captive breeding.
The National Aviary’s team of veterinary experts is recognized for its expertise in developing groundbreaking treatments and protocols that enhance avian care.

- Administered a record-breaking number of preventative nebulization treatments (2,800) to birds at high risk of fungal pneumonia, a life-threatening disease, with a 100% success rate, and provided successful malaria preventative treatment to African penguins, a program that was developed by National Aviary staff.

- Conducted specialized reproductive health treatments and neonatal care supporting more than 35 potential breeding species and their chicks.

- Hosted a compendium of national experts that resulted in the development of new protocols for avian care in captive settings based on National Aviary practices. These protocols will be used by all major regulatory agencies including the CDC, USDA, state health departments, and zookeeper and veterinary associations to improve care and treatment for birds in public and private settings.

- Launched a Penguin Nest Cam chronicling the hatching and growth of two African Penguin chicks for 27 days December 2014 through January 2015. With more than 216,000 views from around the world, and covered by hundreds of print, broadcast, and online news outlets nationwide, the cam brought attention to the threats faced by endangered African Penguins and the National Aviary’s role in their conservation.

- Established a basis for growth of the National Aviary’s volunteer program; hired a volunteer manager and implemented volunteer management systems. In 2014, 83 volunteers provided 11,513 hours of service valued at $230,253, the equivalent of 5.5 full-time staff.

Safeguard the financial sustainability of the organization.

The National Aviary reached a second consecutive year of record growth, continuing to break records in attendance and earned revenue, while building a strong financial foundation.

- Attracted greater numbers of visitors and increased traffic during the off-peak season to meet the goal of smoothing the cyclical nature of operations.

- Achieved 8th consecutive year of zero audit adjustments.
Invest in capital improvements that maintain a safe and secure environment.

To ensure the future of the National Aviary as a regional and national asset and to provide the best possible environment for the birds in our care, the National Aviary undertook significant capital improvements with support from the community.

- **Made behind-the-scenes investments** in an upgraded HVAC system and industrial strength appliances, and finished the remodel of the veterinary hospital to increase capacity for future growth.
- **Invested in a new quarantine building** featuring a water source. This renovated building provides the space to expand our collection and a healthier environment for birds in holding.
- **Provided the highest standards of health and safety** through improvements that included a new ozone filtration system to reduce allergens and microorganisms in the Wetlands exhibit, a water feature and enhanced perching to enrich the birds’ environment in the Grasslands, and lowering the Avian Care Center window to make it accessible to all guests.

The National Aviary offers a unique and meaningful work environment that adds value to our city and our world.

- **Honored as one of the region’s “Top Workplaces”** as a result of an independent employee survey conducted by the Pittsburgh Post-Gazette.
- **Added 20 employees** since 2010 in permanent positions to support the mission and growth of the organization.
- **Improved employee engagement by 10%** based on confidential employee engagement surveys.

**GOAL 6**

Create a mission-focused and engaging work environment.
2014 Donors

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

- V. Wayne and Cordelia Whitten Barker Fund of The Pittsburgh Foundation
- Jane Fox Bradley Fund of The Pittsburgh Foundation
- Broadridge Foundation
- The Buhl Foundation
- Jack Buncher Foundation
- The Michele and Agnese Cestone Foundation
- The Anne L. & George H. Clapp Charitable & Educational Trust
- Cooper-Siegel Family Foundation
- Dollar Bank Foundation
- Dominion Foundation
- Emmerich Family Trust
- Fair Oaks Foundation, Inc.
- Federated Investors Foundation, Inc.
- The Herbert G. Feldman Charitable Foundation
- The Grable Foundation
- Graf Family Charitable Giving Fund
- Irving and Aaronel deRoy Gruber Charitable Foundation
- The Heinz Endowments Foundation
- Hillman Foundation
- Honkus-Zollinger Foundation
- John E. & Sue M. Jackson Charitable Trust
- Jack and Jean Ann Jones Fund of The Pittsburgh Foundation
- The Robert S. and Louise S. Kahn Foundation
- Kerchner Family Fund, No.2 of The Pittsburgh Foundation
- Laurel Foundation
- Richard King Mellon Foundation
- Howard & Neil E. Miller Foundation
- Pajeau Wildlife Foundation
- Pennsylvania Urban and Community Forestry Council
- Peterson Family Foundation
- Pittsburgh History & Landmarks Foundation
- The Pittsburgh Foundation
- Pittsburgh Penguins Foundation
- PPG Industries Foundation Inc.
- Ovid Robinson Charitable Trust of the PNC Charitable Trusts
- Smith Richardson Foundation, Inc.
- Marianne Sufrin CLAT
- Vorsheck Family Foundation, Inc.
- Weiner Family Foundation
- Robert and Mary Weisbrod Foundation
- White Pine Fund

Businesses and Organizations
We are proud to partner with the following businesses and organizations that share a commitment to protecting the valuable species in our care.

- Anthrocon Inc.
- Blumling & Gusky LLP
- BNY Mellon
- Bognar and Company, Inc.
- Buchanan Ingersoll & Rooney PC
- Allegheny Regional Asset District
- AAA Travel Agency East Central
- Cohen & Grigsby, P.C.
- Comcast
- Dollar Bank
- Duquesne Light Company
- Eat'n Park Hospitality Group
- Eckert Seamans Cherin & Mellott, LLC
- F&D Productions
- FHLBank Pittsburgh
- First Commonwealth Bank
- Garden Club Of Munhall
- H&K Equipment Company, Inc.
- Hefren-Tillotson, Inc.
- Henderson Brothers, Inc.
- Highmark
- Howard Hanna Real Estate
- Ingomar Garden Club
- International Brotherhood of Electrical Workers, Local Union No. 5
- Kolano Design
- Koppers
- Lisanti Painting Company
- Mascaro Construction Company, L.P.
- McKamish, Inc.
- McIntyre Realty Partners LLC
- MSA Safety Incorporated
- North American Rock Garden Society
- Allegheny Chapter
- Olde Stonewall, LLC
- Orbital Engineering, Inc.
- Peoples Natural Gas
- Pinnacle Accounting & Finance, LLC
- Pittsburgh Penguins
- Pittsburgh Penguin Booster Club, Inc.
- Pittsburgh Steelers LLC
- PricewaterhouseCoopers LLP
- Priory Hospitality Group
- Quantum Construction Company
- RTI International Metals, Inc.
- SMS Siemag
- Springboard Design
- Steel Nation, Inc.
- synergiT
- The Garden Club of Allegheny County
- Three Rivers Birding Club
- Todd Bird Club
- Trib Total Media
- TriState
- Tucker Arensberg, P.C.
- United States Steel Corporation
- UPMC and UPMC Health Plan
- Veolia Water Solutions & Technologies
- Wigle Whiskey
- Wild Birds Unlimited

Top Adopters
As the top adopters in our Adopt-a-Bird program, these individuals went above and beyond to help pay for the care and feeding of our fabulous flock.

- Sheila Bair and Michael Kosh
- Bryce Bigwood
- Kira Cherrix
- Harry and Tiffany Chrisman
- Lynne Coogle
- Douglas and Judith Cunzolo
- Rick and Lisa Dunaj
- Christina Falcon
- Kaitlyn Gemian
- Elizabeth Harr
- Jill Kellogg
- Carol McCoy
- Tony Nowikowski
- Hilary Peterson and Dale Barstow
- Camille Siochi
- Greg Slater
- David Stalder
- Sandra Strasser
- Adam Sutch

Donor Society
We thank all of our generous donors for making the National Aviary their charity of choice in 2014, especially our Donor Society members who made a special investment in our mission.

MARTIAL EAGLE ~ $2,500+
- Walter and Arlene Turner
- Michael and Barb Becich
- Jennifer Bertetto
- Judith and James Stalder
- Louis and Kathy Testoni

SNOWY OWL ~ $1,000 - $2,499
- Nadine Bognar
- Henry Shaw Beukema III
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SCARLET MACAW ~ $500 - $999
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- Bard Ermentrout and Ellen Philips
- Joan S. Fabrega
- Pete and Theresa Faix
- Berrylin June Ferguson
- Robert Fierst and Travis Kennedy
Total Restricted and Unrestricted Revenue & Support

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<th>Source of Revenue</th>
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<td>Allegheny Regional Asset District</td>
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<td>Admissions</td>
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Total Revenue and Support | $5,610,000 | 100% |

Expenses

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Total Expenses | $5,053,000 | 100% |

Thank you to all donors, volunteers, and staff for their support of the...
Your contribution supports the National Aviary’s conservation, research, education and avian medicine programs. To learn more, please visit our website or contact our development department.

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

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