From the Director

Since I took the helm of the National Aviary three years ago, it has been my goal to integrate our work across departments. Integration is challenging: it not only requires staff to have expertise in their own areas of responsibility, but also requires understanding the needs of other departments and being accountable to achieving agreed upon organizational goals. However, integration is critical because when everyone is on the same page working toward a shared vision, our animals benefit, our visitors benefit and our organization can reach incredible new heights.

Our recent success was strongly affirmed during our accreditation review process and subsequent accreditation renewal by the Association of Zoos and Aquariums (AZA) in 2015. The AZA is the standard-bearer for zoos, and it was especially gratifying to be recognized by a team of our peers from across the country. In their final report, the accreditation team cited a number of notable achievements, including the staff’s cohesiveness toward a mission-driven focus and desire for excellence; record-breaking admissions and earned revenue; commitment to citizen science and local outreach; a dynamic and evolving behavioral management program; and an intense focus on animal welfare.

When visitors walk through the doors of the National Aviary, they are captivated and inspired by their experience. As they marvel at the majestic Andean Condor or delight at a downy Burrowing Owl chick in our Avian Care Center window, they’re not thinking about all the coordination that occurs behind the scenes. But we know it takes a team, and I could not be more proud of the team we have at the National Aviary.

With your support, we will continue to offer a dynamic and seamless experience for our guests while providing the best environment for the animals in our care.

Sincerely,

Cheryl L. Tracy
Executive Director

GOAL 1

Educate people of all ages and backgrounds about birds, their habitats, the environmental pressures they face, and the role humans play in creating or mitigating these challenges.

- Connected all second grade students from seven Northside elementary schools to the National Aviary through the pilot program “One Northside for Every Student.” This project is part of an initiative supported by the Buhl Foundation and the education committee of the Northside Leadership Conference to link underserved residents with Pittsburgh’s cultural institutions.
- Reached more than 21,000 people through formal education programs at the National Aviary as well as a variety of outreach locations within a 90-mile radius.
- Attracted media recognition, including high-profile appearances on the Tonight Show starring Jimmy Fallon, NBC and CBS Sports, and ESPN, which reinforces our status as a national educational resource and raises awareness of our work.
- Engaged the public through conservation education and action, specifically focused on critically endangered African Penguins, through our participation in a national collaboration called SAFE: Saving Animals from Extinction.
GOAL 2

Promote conservation by expanding research, education, and capacity-building activities linked to the impact of human population and resource consumption on birds and their habitats.

- **Opened Condor Court**, our signature exhibit showcasing two pairs of Andean Condors, a Bald Eagle, and an additional bird each season. Condor Court offers up-close viewing, a conservation station, and exhibits that introduce guests to the natural and cultural history of Andean Condors in Ecuador, where the National Aviary has a key conservation partnership. Its opening resulted in a 30% spike in admission for the month of June.

- **Supplied motion sensitive cameras to our partners in an Andean Condor research collaborative in Ecuador.** Mounted at bait stations high in the mountains, these cameras allow us to photograph and monitor population size and composition (number of males, females, and juvenile birds).

- **Published the results of a multi-year study** on Louisiana Waterthrush in *Ecosphere*, the journal of the Ecological Society of America, examining the health of surface waters and food webs in shale regions.

- **Taught collaborative courses** with the University of Pittsburgh’s Honors Program and Pymatuning Laboratory of Ecology, the Carnegie Museum of Natural History and the University of Wyoming.

GOAL 3

Expand and refine the captive collection to enhance both its public education value and its relevance to fellow animal husbandry professionals and the conservation community.

- **Acquired 50 new additions to the collection**, including four new AZA-managed species. Additions including Lesser Bird-of-Paradise, Plush-crested Jays, Bearded Barbets, and a second pair of Victoria Crowned Pigeons elevated our collection towards an elite level.

- **Heightened the visitor experience** with additions of Snowy Owls, as well as species not often seen in North American zoos: Bateleur Eagles, Raggiana Birds-of-Paradise and Palm-nut Vultures.

- **Experienced a 75% increase in the number of eggs laid and a 43% increase in the number of species that laid eggs**, a testament to the healthy and happy environment we provide to our birds.

- **Five Species Survival Plan (SSP) Species produced offspring for the first time**, including the Burrowing Owl, Palawan Peacock Pheasant, Silver-beaked Tanager, Marble Teal, and Bridled White-eye.

- **Played a key role in the survival and repopulation of the Guam Rail**, a species that is extinct in the wild. The National Aviary sent Guam Rail offspring to the island of Rota for reintroduction for the fourth consecutive year, and has sent more rails for reintroduction than any other AZA program.
• Established a veterinary program with partner Bioparque Amaru, a zoo in Cuenca, Ecuador that also serves as the national wildlife rescue center. The National Aviary, led by Dr. Pilar Fish and with help from our student interns, delivered supplies for the clinic whose construction we funded last year; helped develop protocols and training for Amaru staff and a newly hired veterinarian there; and assisted in physical exams, preventative medicine, and surgery for a number of birds and other animals in need, including their Andean Condor.

• Exhibited new hatchlings in the Avian Care Center window, including African Penguins, Ruddy Ducks, Marbled Teal, Blue-faced Honeyeaters, and Burrowing Owls — a first-time hatching and hand-rearing by National Aviary staff.

GOAL 4

Leverage the unique, high-quality healthcare provided to our collection in order to build broader professional and public awareness of the National Aviary.

GOAL 6

Create a work environment in which employees can be fully engaged in the mission and vision of the organization.

• Invested in staff development, team building, and employee satisfaction by providing funding to allow staff national and international professional growth opportunities, to participate on industry and association boards, and to complete personal/professional development coursework.

• Encouraged employee retention through a recognition program for employees with five, ten, and fifteen years of service.

• Established a dedicated, professional workspace for volunteers and implemented volunteer management software to enhance communication between staff and volunteers.
- **Re-launched the Wings & Wildlife Art Show**, the National Aviary’s art-focused fundraiser, which also dramatically boosted attendance by drawing thousands of guests to shop the stands of 46 artists from five states.

- **Awarded accreditation renewal by the Association of Zoos and Aquariums (AZA)**, confirming that the National Aviary meets the highest standards in animal welfare, animal and visitor safety, human resources, finance, and governance.

- **Earned the AZA’s prestigious Quarter Century Award**, in recognition of 25 years of continuous accreditation.

- **Benefited from another year of robust Board involvement**, as the Board of Directors continued to achieve their goal of 100% giving to the annual fund and achieved 100% participation in our signature fundraiser, Night in the Tropics.

- **Increased operational efficiency** by strategically engaging volunteers in the mission of the organization. Volunteers provided a record 14,674 hours of service, valued at $293,480.

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**Goal 7**  
Continue to invest in the necessary capital improvements in order to maintain the structural integrity of the facility while providing a safe and secure environment for staff, visitors and the collection.

- **Invested in three new octagonal exhibits in the Wetlands** to enhance the immersive experience and increase visitor observation of species such as the Golden White-eyes and Marianas Fruit Doves, which are part of an international breeding and reintroduction effort.

- **To enhance safety**, installed an internal alarm system, new fencing to secure outdoor perimeters, and security cameras.
2015 Donors

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

Allegheny Foundation
Audrey Hillman Fisher Foundation
The Benevity Community Impact Fund
Jane Fox Bradley Fund
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The Buhl Foundation
Jack Buncher Foundation
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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
Jacklyn Banyas
Jean-Pierre Bonasso and Stephanie Krick
Jen Brokob
Justin Castagnacci
Lynn Coogle and Matt Moeller
Christina Falcon
Kathryn Floyd and Charles Collins
Andrea Gearhart
Crystal and Michael Hammond
Deborah and Gloria Kalbfleisch
Suzanne Krali
Ruth LaBernz-Miller
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Diane McQuade
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Total Restricted and Unrestricted Revenue & Support

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Expenses

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National Aviary
PITTSBURGH, PA

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

National Aviary in Pittsburgh, Inc.
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