

Stepping Up to Save Species

2018 Annual Report



NATIONAL AVIARY
PITTSBURGH, PA

Dear Friends

2018 was successful thanks to you! Your support made it possible for us to engage thousands of people to inspire respect for nature through an appreciation of birds.

The Guam Rail on this year's cover represents hope for its species, and the positive message that we have the power to save these amazing creatures through thoughtful, daily action. Species like the extinct-in-the-wild Guam Rail and endangered African Penguin are thriving at the National Aviary through our holistic approach to our work: successful breeding programs, outstanding pre- and neonatal veterinary care, and applied conservation efforts around the world.

We know that people come to appreciate birds from many different walks of life, and we meet them where they are. In 2018, we guided adventure-seekers through the forests of Costa Rica, welcomed visitors into a lush and revitalized Tropical Rainforest habitat, and taught students in rural areas with limited access to our conservation education. Our multi-faceted work provides visitors varied opportunities to enhance their appreciation of nature.

As you review the 2018 Annual Report, we hope you recognize that without you, we could not have achieved so much. You made our success possible. Thank you.

Sincerely,



Cheryl L. Tracy
Executive Director



Participants at the Tropical Rainforest grand re-opening (L to R: Councilwoman Darlene Harris, National Aviary Executive Director Cheryl Tracy, Representative Jake Wheatley, and Executive Assistant to Mayor Peduto James Hill)



On the Cover

The extinct-in-the-wild Guam Rail is one of 76 species at the National Aviary that are part of an Association of Zoos and Aquariums Species Survival Plan®. Thanks to our expert aviculture and veterinary teams — and our newly renovated Tropical Rainforest habitat that encourages natural breeding behavior — the Guam Rail has new hope. Since 1984, we have hatched 72 Guam Rails and sent 37 back to be reintroduced — more than any other zoo in the country. The National Aviary is one of only three institutions in the country to send Guam Rails back to their native habitat since 2015.



Inspiring

The Importance of Informed Choices

The National Aviary offers inventive ways to learn about and connect with nature. The extensive renovation of our Tropical Rainforest habitat exemplifies our creative visitor experiences that mirror the important conservation work we do around the globe. We encourage natural behaviors in our birds through an abundance of authentic tropical vegetation and use these plants to explain to visitors the role shade-grown crops play in providing favorable environments for birds. Well-trained docents, biofacts, and interactive touch-screen stations remind visitors of the importance of making sustainable choices in their daily lives.

Since opening in July 2018, over 89,474 visitors have experienced the new Tropical Rainforest habitat. The extensive \$1.2 million renovation included 19,600 square feet of bird-friendly glass, and the installation of a 15-foot waterfall. The space also supports our education programs. Over 30,000 people were served through our formal onsite and outreach education initiatives in 2018, including nearly 24,000 students and teachers participating in school programs.

FOUNDATION SPOTLIGHT: Hearst Foundations *National Recognition Extends Our Reach*



Over the years, the Hearst Foundations have awarded more than \$1.1 billion to nonprofit organizations nationwide. In October 2018, the National Aviary received a \$100,000 grant from Hearst Foundations, one of just 83 awarded across the country that quarter. This substantial grant confirms the effectiveness of our educational programs and their impact on students' academic success. Thanks to this support, and that of our other education funders, we will be able to reach

40 percent of kids in Pittsburgh Public Schools, 60 percent of Pennsylvania school districts, and 64 percent of counties in Ohio, West Virginia, Maryland, and New York within our service area.



SPOTLIGHT: *Washington County Programming*

Each year, tens of thousands of students and teachers experience customized field trips at the National Aviary, classroom and assembly programs at schools within a 90-mile radius of Pittsburgh, and summer camps that make lasting impressions on youth. Some rural schools are not able to offer students these experiences because of distance or limited finances. With the support of the EQT Foundation, we filled this void through an environmental education outreach program. In 2018, we reached 3,000 students in 16 Washington County schools through traveling programs, including a new *Birds and Conservation* high school program. To continue the learning momentum beyond the program, all students received native wildflower seed packets to remind them of the experience and encourage them to support local wildlife.



Sustaining

Comprehensive Conservation Research

For over a decade, National Aviary Director of Conservation and Field Research Dr. Steven Latta and his colleagues have monitored birds and habitats around the world. Data sets of more than 10 years are rare, because long-term funding is hard to sustain. But the National Aviary knows that long-term commitment produces important data. Strategic partnerships make our research possible and have led to noteworthy findings, including the impact climate change may have had on avian populations in the Andes Mountains.

2018 was a milestone year, as we celebrated 13 years of fieldwork in Costa Rica, including collaboration with postgraduate students to develop innovative data collection methods, like the DNA barcoding technique detailed in an article in the July 2018 issue of *PeerJ*. Big data is complemented by local educational initiatives. In 2018, we partnered with community organizations in Costa Rica to educate hundreds of their students about native birds and their habitats.

DONOR SPOTLIGHT: Rich Caruso

Creating a Conservation Legacy through the Phoenix Society



Former National Aviary board member Rich Caruso's dedication to the mission did not end with his board term. The enthusiastic bicyclist and dog lover has continued his support through membership in the Donor Society at the Snowy Owl level — and a recent pledge to the National Aviary's planned giving circle, the Phoenix Society. "Watching the National Aviary grow under sound leadership and the passion of its employees made it an easy decision for me to make the largest charitable commitment of my life," Rich says.

He summed up his comments by saying, "We are fortunate to have a world-class facility like the National Aviary in our backyard, and its conservation efforts provide benefits far beyond the region in which we live."



SPOTLIGHT: Energizing Engagement through Ecotourism

National Aviary Director of Veterinary Medicine Dr. Pilar Fish and Ornithologist Bob Mulvihill led 53 adults on two excursions to Costa Rica in 2018. The groups traveled over canopy bridges in the Monteverde Cloud Forest, explored the jungles of Tortuguero National Park, and learned about the local economy at a coffee plantation. Hundreds of species of birds and animals were seen, and travelers brought home a refreshed intent to protect and preserve ecosystems near and far. A reunion in December revitalized their excitement with many becoming donors, members, or volunteers, and making plans to go on future National Aviary tours. Our ecotourism program ignites passion to participate in our efforts and share nature with others.



Caring

Providing for Every Need

The National Aviary’s aviculture and veterinary teams work hard to create habitats and conditions for the birds in our care that result in successful breeding and parent-rearing of hatchlings. By providing nutrient-rich foods to aid in nest-building and allowing birds privacy, we encourage breeding pairs to follow nature’s lead. In addition to pre-natal care and monitoring, our expert veterinary staff know when to lend Mother Nature a hand. Sometimes, human intervention may be needed to preserve life, including surgically assisted hatchings, neonatal care, and hand-rearing. In all cases, our team strives to provide the most natural circumstances and intervenes only when necessary.

In 2018, our flock produced 31 chicks representing 11 different species, including the rare hatching of a Black-faced Ibis chick, the first in any North American zoo in 21 years. We also added four new species and 16 birds of existing species to our successful breeding programs.

CORPORATE SPOTLIGHT: Dollar Bank

Multi-faceted Mission Support



Founded on a commitment to the community, Dollar Bank has been serving the banking needs of western Pennsylvanians for more than 160 years. Dollar Bank is a pivotal partner to the National Aviary: as presenting sponsor of Canary’s Call, a consistent donor,

and supporter of countless special events. Their unwavering focus on the community and consistent, generous support of the National Aviary enable us to engage thousands of visitors each year and provide expert attention to the species in our care.



SPOTLIGHT: Prompt Action Helps Preserve a Species

There is a fine line between supporting natural behavior and knowing when one of our birds needs help, especially for endangered species like the African Penguin. Our astute avian care team observed unusual behavior in Penguin Point resident Bette, and immediately performed an examination that revealed a large mass in her abdomen, compromising her reproductive organs. Bette has hatched 10 chicks with her mate, Sidney, and plays an important role in saving her species from extinction.

Director of Veterinary Medicine Dr. Pilar Fish and her team performed an intricate, four-hour surgery to remove the mass and save Bette’s life — with no damage to her reproductive organs. Attentive post-operative care ensured her comfort, and she has made a full recovery. Our skilled aviculturists, adept medical team, and state-of-the-art Veterinary Hospital promote health and optimism for the future of our avian residents and their species.

2018 Donors

The National Aviary values all donors and has made every attempt to accurately recognize each one. If you see an error or omission, please accept our apologies and contact the Philanthropy Department at gregory.kottler@aviary.org or 412-258-9465. Visit www.aviary.org/Annual-Report to see a complete list of 2018 donors.

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SNOWY OWL - \$1,000 - \$2,499

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by the Numbers



3,695

RAD Day visitors

Thank you to the Allegheny Regional Asset District for your ongoing support!

9,670

preventative veterinary treatments



23,762

students served
through onsite and outreach education programs



3,146

panes of bird-friendly glass

installed during the Tropical Rainforest renovation



76

Species

participating in a Species Survival Plan®

4,602

member households



185,378

visitors

RECORD BREAKING!



303

volunteers



FRAN REICHL

Volunteer of the Year

22,037

hours of visitor engagement services donated



71%

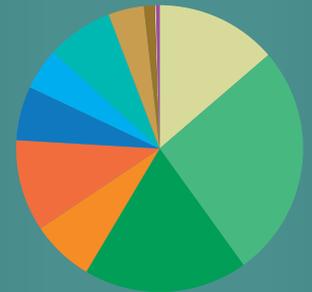
Increase in Earned Revenue



\$7,157,080

Total Unrestricted Support

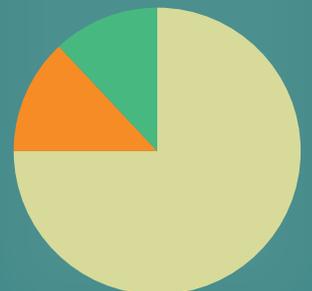
Donations	14%
Admissions	26%
Government Grants	18%
Merchandise Sales	7%
Education Programs	10%
Membership	6%
Donated Facilities, Goods & Services	5%
Fundraising Events	7%
Facility Rentals	4%
Parking Revenue	1%
Investment Income	0%
Other Income	0%



\$6,797,012

Total Expenses

Programs	75%
Administration	13%
Fundraising	12%



Your contributions support the National Aviary's conservation, research, education, and avian medicine programs. To learn more, please visit our website or contact Laurie Nicholl in our Philanthropy Department at laurie.nicholl@aviary.org or 412-258-9470.



NATIONAL AVIARY PITTSBURGH, PA

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

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