

Rising to the Challenge

2019 Annual Report



NATIONAL AVIARY
PITTSBURGH, PA

Dear Friends

2019 was a year brimming with important partnerships that allowed us to accomplish so much. The African Penguin on this year's cover illustrates the spirit of the National Aviary. Our unceasing efforts, made possible by you and all those who support our mission, can lift a species from the threat of extinction to the expectation of a new future.

Our Tropical Rainforest habitat received the prestigious 2019 Exhibit Award for Innovation from the Association of Zoos and Aquariums, affirming the massive renovation's intent to offer an unparalleled educational experience for guests and a healthy, vibrant world for the animals in our care. In the coming year, we will continue this momentum as we construct The Garden Room, a 9,000-square-foot space that will expand our capacity for educational programming and offer a unique venue for special events.



The Garden Room groundbreaking (L to R: Keyva Clark, Tony Pitassi, Tom Wiley, Cheryl Tracy, Mayor Bill Peduto, Robin Randall, Michael Kuhn.)

We are indebted to the many donors who answered urgent calls for help, allowing us to rise to challenges. Your generosity enabled us to increase our educational outreach program to local schools; create individualized habitats for residents in our geriatric and special needs Teaching Hospital; conduct complex life-saving surgeries; and participate in emergency rescue efforts.

As you review this 2019 Annual Report, please realize that all support, big and small, makes our work possible. We are truly grateful for your support, and we invite you to join us in looking with excitement and hope into the next decade.

Sincerely,

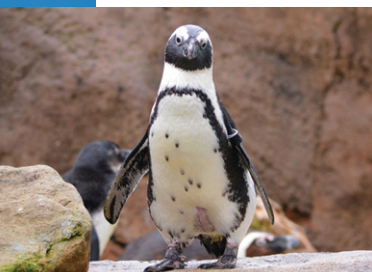


Cheryl L. Tracy
Executive Director

On the Cover

Bette the African Penguin has risen above challenges to her health, bringing hope to her entire species, which is endangered. She has made a full recovery from a complex surgery to remove a mass entangled in her reproductive system, and has even passed an egg, affirming the procedure's success. The Help Care for Bette: An Amazing Story campaign raised \$10,000 thanks to your generosity and an anonymous donor's \$5,000 match. Because of donors like you, our expert medical team was able to concentrate on Bette, not the cost of the life-saving medical care she needed.

Cover photo: Lindsey Shuey





Blue-bellied Roller

Inspiring

Transformative Educational Experiences

The National Aviary is a well-known cultural asset to families and schools in the region, introducing thousands of children to our immersive habitats and conservation messages each year. Unfortunately, there are many students who are not able to visit our facility because of cost or distance. That is why our educational outreach programming is essential to ensure these children have access to inspirational learning opportunities.

Since 2017, our educational outreach engagements have increased 50 percent, reaching 152 schools within a 90-mile radius of the National Aviary in 2019 alone. This notable increase was made possible in part by a grant from Massey Charitable Trust that facilitated the purchase of a new vehicle for use in outreach programming, customized to safely and easily transport our animal ambassadors. Because teachers have indicated that our outreach program is the first introduction to the National Aviary for many of their students, we consider it our responsibility to continue to expand our reach, so that every child can encounter the magic of nature through a transformative educational experience.

FOUNDATION SPOTLIGHT: Community Infrastructure and Tourism Fund

Government Allies Align to Support Educational Programming



Thanks to allies and advocates of the National Aviary, including State Senator Wayne Fontana who serves on the Redevelopment Authority of Allegheny County, the National Aviary received a \$225,000 grant from the Community Infrastructure and Tourism Fund (CITF) for our planned Garden Room. The new space will increase our capacity for educational programming in addition to providing a unique space for special events. We are grateful for Senator Fontana's essential role in securing this generous award, and to the state and county authorities who worked together to ensure that our community has access to outstanding education opportunities.



SPOTLIGHT: Living Dinosaurs, Presented by Peoples

Last summer, Peoples gave thousands of guests a Jurassic chance of a lifetime to examine one of the largest traveling collections of authentic, 100 million-year-old fossils. Guests were also able to experience dozens of interactive displays and see dinosaurs as they lived millions of years ago. Living Dinosaurs, Presented by Peoples, reached every corner of the National Aviary — from giant pterosaur sculptures in the Atrium to fossil dig pits in the Rose Garden encounter tent — and highlighted the evolutionary connections between birds and their dinosaur ancestors. The multi-faceted, interactive experience offered daily dinosaur-themed activities for children and informative, expert-led tours for adults. We appreciate Peoples' generous support in making this rare opportunity possible for our members and guests.



Guam Rail

Sustaining

From Extinction to a Promising Tomorrow

This year, after decades of concerted effort by the National Aviary and other organizations participating in the Guam Rail's Species Survival Plan®, the International Union for Conservation of Nature (IUCN) upgraded the species' conservation status from Extinct in the Wild to Critically Endangered, marking just the second avian species in history to recover from what seemed an inevitable fate. As a leader in this critical effort, we have sent 39 Guam Rails to the Pacific islands for reintroduction — more than any other zoo in North America. The National Aviary's endangered bird breeding programs are among the best in the world, and this spectacular news affirms the value of our work.

To many people, a small financial gift toward the National Aviary's extensive global conservation initiatives may seem ineffectual; however, the bounty of a thousand little gifts can lift a species like the Guam Rail from the edge of existence to the promise of a sustainable future. Thank you!

DONOR SPOTLIGHT: Mike and Eileen Flinn

Decades of Support and Still Going Strong

Long-time National Aviary Board Member Mike Flinn was instrumental as a charter member of the Save the Aviary group that prevented the facility's closure in 1991 and led to its "national" designation. Nearly 30 years later, Mike and Eileen's strong commitment continues. "There are many ways to support the Aviary, including one for those over age 70 who have an IRA," Mike explains. "A required minimum distribution must be taken each year, and the amount withdrawn is taxable income unless it's dispersed directly to a charitable organization like the National Aviary. A qualified charitable distribution allows people to make a big difference, since the taxes that would have gone to the government instead benefit the charitable organization." We thank the Flinns for their generosity and devotion to our mission!



SPOTLIGHT: Donors Enable Emergency Effort

When over 1,800 Lesser Flamingo chicks were orphaned at South Africa's Kamfers Dam, one of only four breeding sites in the world for the IUCN Near Threatened species, rescuers on the ground knew the National Aviary's extensive experience hand-rearing flamingo chicks was vital. SANCCOB, a rescue center in Cape Town known for their work with African Penguins, began collecting unhatched eggs and chicks that adults were forced to abandon because of drought conditions that cut off their food sources. National Aviary Supervisor of Animal Collections Teri Grendzinski arrived within days, leading teams of rescuers to care for the chicks until they could be released back into the wild. Donors to the Flamingos in Peril campaign rose to the challenge, contributing over \$4,000 toward the cost of this emergency operation.



Toco Toucan

Caring

Groundbreaking Surgeries

In 2019, Dr. Pilar Fish and the highly skilled National Aviary veterinary staff rose to the challenge of three groundbreaking surgeries. A Blue-fronted Amazon Parrot suffered a foot laceration that could have resulted in amputation were it not for Dr. Fish's prompt decision to perform the Aviary's first skin graft — on an area smaller than a pencil eraser — with healthy skin from a featherless area on the bird's chest. Over 20 tiny sutures saved the bird's foot, and two months of intensive care made her recovery and full use of the repaired foot possible.

The team also performed a three-hour surgery to repair a toucan's fractured leg and a complex microsurgical procedure to reconstruct the wing of a Malayan Flying Fox damaged by an auto-immune vascular condition. Both patients received dedicated post-operative care and made full recoveries. Our exceptional veterinary team provides innovative treatment like this every day, and their efforts often result in long, healthy lives for the animals in our care.

CORPORATE SPOTLIGHT: Vitro Architectural Glass **Collaborative Partnership Advances Our Mission**



The most critical element of the new Tropical Rainforest is Vitro Architectural Glass' Starphire Ultra-Clear® glass with AviProtek® Velour bird-friendly etching by Walker Glass, which forms the walls and ceiling of the room, maximizing UV light, creating an optimal environment for tropical birds and healthy plant growth. The bird-friendly glass also helps prevent bird strikes from inside and outside birds. Our collaborative partnership with Vitro will continue as we embark on our newest venture, The Garden

Room. Vitro is supporting the project with material donations and sponsorship, including glass with a bird-safe pattern designed to satisfy the American Bird Conservancy's 2x4 rule. Our partnership with Vitro supports our mission to save birds and protect their habitats. Thank you, Vitro Architectural Glass.



SPOTLIGHT: **Geriatric and Special Needs Teaching Hospital**

This year, residents of the National Aviary's geriatric and special needs Teaching Hospital, the home of birds with physical and age-related limitations, received new habitats by Corners Limited of Kalamazoo, Michigan. To meet the medical and species-specific needs of each bird, elements like plants, grasses, and flowers were added to mimic nature; and features such as ramps for amputees and memory foam mats for birds with arthritis were installed.

The grant funding for this renovation covered only half of what was needed to accommodate all of the hospital's residents, so Corners Limited graciously provided the rest of the needed habitats as an in-kind contribution. Without their compassion for the most vulnerable members of our flock, this would not have been possible, and we are deeply grateful.

2019 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 2019 donors.

Donor Society

MARTIAL EAGLE - \$2,500+

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Cynthia Baily
Jennifer and Keith Bertetto
Donald and Gloria Casey
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Michael and Eileen Flinn
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Brian and Sandra Moroney
Estate of Daniel P. O'Connell
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Elizabeth Spence
Kathleen and Louis Testoni

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

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Anonymous (5)
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Josh and Jacklyn Banyas
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Yarone and Tiffany Zober

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Allegheny Foundation
Allegheny Regional Asset District
American Eagle Outfitters Foundation
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Atkins Family Foundation
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Bison Foundation
Jane Fox Bradley Fund of The Pittsburgh Foundation
Bright Funds Foundation
Jack Buncher Foundation
The Burkholder Foundation
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The Dollar Bank Foundation
Dominion Energy Charitable Foundation
Duke Family Foundation
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EQT Foundation
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Morgan Stanley Global Impact Funding Trust, Inc.
Charles M. Morris Charitable Trust
NextEra Energy Foundation, Inc.
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Eckert Seamans Cherin & Mellott, LLC
Embassy Suites by Hilton
Pittsburgh Downtown
enkompas Technology Solutions
Employers Medical Access Partnership
Encompass Health Rehabilitation Hospital of Sewickley
Excel Sportswear, Inc.
Excela Health Westmoreland/Frick Hospital Foundation
FBM Wholesale Builders Supply
Federated Investors Foundation, Inc.
Ferry Electric Company
FHLBank Pittsburgh
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HDR, Inc.
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Maher Duessel
Mascaro Construction Company, LP
McCutcheon Enterprises, Inc.
McGuireWoods, LLP
McKamish
McKnight Realty Partners
Memphis American Association of Zookeepers
Meyer, Unkovic & Scott LLP
MW Hospitality Group
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UPMC Health Plan
Vitro Architectural Glass
Weber Group
Wells Fargo Advisors
West Penn Laco, Inc.
W.G. Tomko, Inc.
The Wilson Group LLC KW23

by the Numbers



3,306

RAD Day visitors

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

FIND US ON



#1

Zoo in Pennsylvania

(according to Yelp)



33,224

miles traveled for field work



53

chicks hatched

26,084

students served
through onsite and outreach education programs

Volunteer of the Year
ELAINE STEFFENAUER



340

volunteers



22,654

hours of service

5,191

households

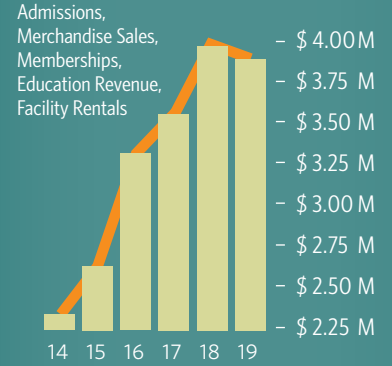
177,797

visitors



\$3,866,896

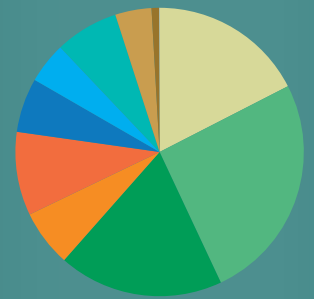
Earned Revenue



\$7,328,126

Total Unrestricted Support

Donations	17%
Admissions	26%
Government Grants	19%
Merchandise Sales	6%
Education Programs	9%
Membership	6%
Donated Facilities, Goods & Services	5%
Fundraising Events	7%
Facility Rentals	4%
Parking Revenue	1%



\$7,246,824

Total Expenses

Programs	75%
General & Administrative	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.*

National Aviary in Pittsburgh, Inc.

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Pittsburgh, PA 15212-5201

412-323-7235
www.aviary.org

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