

Where education  
comes alive.

2014



**ANNUAL REPORT**

# TABLE OF CONTENTS

3

## DENVER ZOO MISSION

Secure a Better World for Animals Through Human Understanding

4

## DENVER ZOO VISION

Continuously innovate to inspire life-changing human and animal connections.

6

PROTECT • HONOR • INNOVATE • ENGAGE • EMPOWER • SERVE

7

YEAR IN REVIEW

8

CHAIRMAN AND PRESIDENT/CEO MESSAGE

16

BOARD OF TRUSTEES AND EXECUTIVE TEAM

17

WHERE EDUCATION COMES ALIVE

OUR IMPACT

18

AWARDS AND RECOGNITION

SHARED IMPACT

22

DONORS

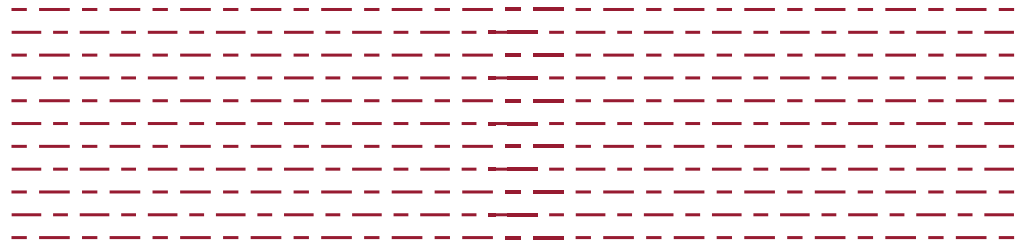
FINANCES





## ON THE MASTER PLAN:

*The depth and vision embodied in this plan is a testament to the incredible level of work and investment by many individuals and groups committed to the future of the Zoo.*



# CHAIRMAN'S MESSAGE

2014 was a year of transition and change and one of the most eventful years in recent history. With over 1.9 million visitors and over 215,000 educational experiences provided, the Zoo continued its commitment to state of the art animal care, fulfilling guest experiences and conservation efforts to improve animal welfare all over the world.

In February 2014, Denver Zoo's new President/CEO, Shannon Block, joined the team. Since her arrival, the Zoo team has been busily preparing for the future and has accomplished a tremendous amount in a few months. One of her most important initiatives in 2014 was the development of Denver Zoo's Strategic Imperatives, which are outlined in Shannon's message in this report.

During the fall, the Board of Trustees unanimously voted to approve the new Master Plan, which will guide Denver Zoo for the next 15-20 years. The Master Plan will influence the future

development for exhibits, facilities, guest services, infrastructure, parking and safety. The depth and vision embodied in this plan is a testament to the incredible level of work and investment by many individuals and groups committed to the future of the Zoo. We are thrilled to begin the next chapter and are excited to have you along for the journey!

Denver Zoo's mission is to secure a better world for animals through human understanding. We aim to live those words every day, every season of the year, through the great work of every staff member and volunteer. We are proud of the opportunity the Zoo provides to people from all corners of our community to gather with friends and families to see how we are strengthening the connection between animals and humans. We invite you to experience Denver Zoo and enjoy the life-changing experiences we have to offer!

**DENNY O'MALLEY**  
Chairman, 2014































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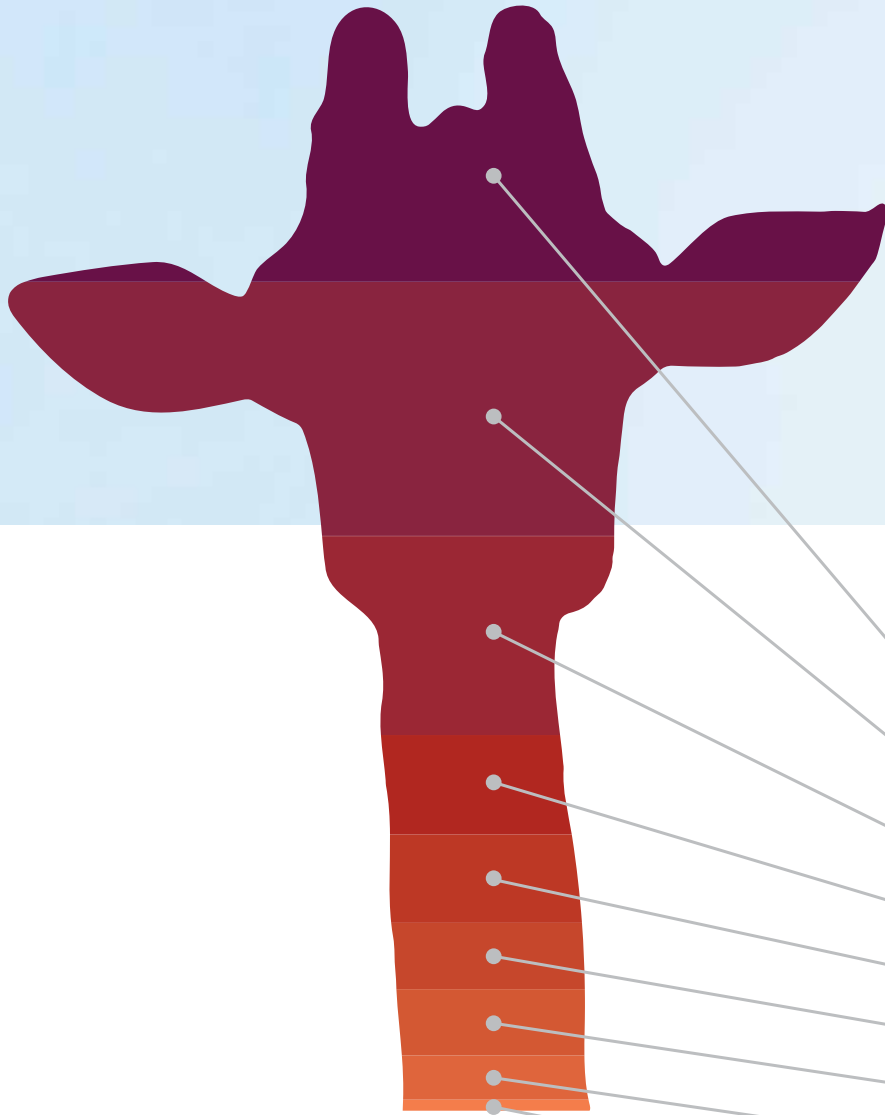
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