

Jackson Zoological Society

Annual Report

2013



The mission of the Jackson Zoological Society is to provide visitors with a quality recreational and educational environment dedicated to wildlife care and conservation.

ACCOMPLISHMENTS 2013

The Jackson Zoo underwent a “Zoo It Better” branding campaign in 2013.



Beginning in November of 2012, the Zoo It Better campaign outlines and communicates the focus of the first phase of improvements visitors will see. Among the first improvements will be updated signing inside and outside of the zoo. The new signing will be bright, engaging, and helpful to give visitors a livelier atmosphere, an easier time finding their way, and more interesting information about the animals they see.

Future phases of the *Zoo It Better* campaign will focus on adding value to Zoo Memberships, building partnerships with corporate sponsors, and growing the quality of the interactions visitors will have with animals.

As the campaign progresses, the Jackson Zoo will continue to focus on acquiring, caring for, and conserving endangered species from around the world.

CONSERVATION

Change for Change

Did you know that with every visit to the zoo, you're not only having a great time with the family, but you are also supporting organizations that work directly with wildlife? 25 cents of every admission goes directly to our Change for Change Conservation Partners.

Tiger Conservation Campaign

In the tropical forests of Sumatra, the smallest subspecies of tiger is losing ground to habitat loss and poaching. Considered "critically endangered", Sumatran tigers may number fewer than 500 in the wild.

The Tiger Conservation Campaign supports the Wildlife Conservation Society's efforts to reduce tiger-human conflict by constructing tiger-proof livestock pens in villages, increasing outreach and awareness, and responding with veterinary assistance to tigers caught in snares. They support efforts to combat tiger-related wildlife crime and illegal habitat loss.

Red Wolf Coalition

Red wolves have gained a foothold in the wild, but the support of the public is desperately needed to ensure their continued survival. The Red Wolf Coalition is a non-profit organization dedicated to promoting red wolf recovery through education, outreach, and research.

The [Red Wolf Coalition](#) also works closely with the U.S. Fish and Wildlife Service Red Wolf Recovery Program and various captive breeding centers and other organizations to expand its outreach potential. The Coalition maintains a year-round presence in red wolf country, with a full-time employee and an office in Columbia, North Carolina. To continue to do so, the Coalition requires financial support to pay rent, utilities, a full-time salary, travel—all of the costs associated with a growing non-profit. In short, the future of the red wolf is in our hands.

Raptor Rehab

Mississippi is a haven for migratory birds and home for a variety of raptors. The Jackson Zoo, in partnership with other licensed rehab individuals, houses, feeds, rehabilitates and releases indigenous birds of prey back into their wild habitat.

Contributions to Conservation

Tiger Conservation Campaign:	\$362.39
Red Wolf Coalition:	\$462.73
Raptor Rehabilitation:	\$300.00
Bowling for Rhinos:	\$336.00

ANIMALS

	Species	Individual Animals
Mammals	46	147
Birds	43	154
Reptilians	28	85
Amphibians	7	10
Fish	3	13
Total	127	409



Significant Births

Beaver, addra-gazelle, springbok, red wolf, chimpanzee, white-handed gibbon

Acquisitions

Green woodhoopoes, fishing cat, red panda, river hog, tawny frogmouth brought into collection, orangutan females swapped to allow for breeding.

Deaths

Waterfowl due to predation

Dispositions

Amur leopard, Bornean orangutan, red ruffed lemurs

2012 – 2013 Board of Directors

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A.C. Jimerson - Parks and Recreation Manager

Executive Director - Beth Poff

FINANCIAL REPORT

Fiscal Year Ending Sept. 30, 2013

Total Expenses:	\$2,891,435
Total Program Expenses:	\$2,264,835
Total Fundraising Expenses:	\$33,694
Total Administrative Expenses:	\$592,906
Total Revenue:	\$2,676,850