Meet Eko!

Born to Sumatran tiger parents, Sari and Emerson, on May 22, 2014.
Accomplishments 2014

- Gertrude C. Ford Foundation pledged $150,000 to underwrite the cost of constructing Amphitheater Seating inside the Jackson Zoo. This will allow the Jackson Zoo to use the Amphitheater as a venue for concert series, education and conservation presentations, additional seating for events, etc.

- Created on online contribution platform, to create a quicker, easier option for zoo supporters to give donations. Special giving campaigns, such as the “Name the Tiger Cub” contest, now allows the public to interact in a way that has never been done before.

- Specialty License Plate Program was initiated in 2014. The Zoo is working through the process of ascertaining 300 participants to purchase a zoo specialty license plate, which will then be brought into official production. A design was created and implemented featuring the branded Tiger mascot.

- Thanks to the involvement of corporate sponsors, Zoo Party Unleashed reached its largest support in 7 years. Capitol City Beverages continued to support the event and committed to a five year agreement—giving the event a sustainable future.

- The 7th Annual Zoo Brew was held on April 11, 2014 and continued its growth to becoming a craft beer stable in Jackson. The event had over 1,000 attendees and is looking to double in size in the upcoming years.

- Ice Cream Safari celebrated its 20th year at the Jackson Zoo in 2014. Thanks to supporters from Trustmark and Blue Bell Creameries, LLP holding the reigns of the event and almost 3,000 people attended the event.
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

<table>
<thead>
<tr>
<th>Contribution</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Tiger Conservation Campaign:</td>
<td>$2,991.99</td>
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<td>Red Wolf Coalition:</td>
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<td>Raptor Rehabilitation:</td>
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<td>Bowling for Rhinos:</td>
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Animals

<table>
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<th>Species</th>
<th>Individual Animals</th>
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<td>Mammals</td>
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<tr>
<td></td>
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<tr>
<td>Birds</td>
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<td>Reptilians</td>
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<td>Amphibians</td>
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<td>Spiders</td>
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<td>Total</td>
<td>147</td>
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</table>

Births

Beaver, black-necked swan, white-handed gibbon, Bornean orangutan, red river hog, red wolf, Nicobar pigeon, springbok, Sumatran tiger

Acquisitions

Alligator gar, chimpanzee, zebra, pygmy hippopotamus, red panda, white rhino

Deaths

Beaver, waterfowl, green wood hoopoe, white-handed gibbon, Schmidt’s monkey, Bornean orangutan

Dispositions

Golden-bellied mangaby, Malayan tapir and several lorikeets
Education

Schools

Field Trips
  Children– 11,848
  Adults– 3,021

Wild Classrooms
  Programs– 29

Zoo Mobile
  School Programs– 21
  Non-school Programs– 87

Camp
  Participants– 152 (Spring, Summer, and Winter)

Scouts
  Day Program– 248 Participants
  Slumber Safari– 88 Participants
  Event– 206 Participants

Volunteer Hours
  Education – 1,435 hours
  Jr. League – 664 hours
  Zoo Teens – 1,292 hours
  Hospital – 448 hours
  Keepers – 1,679 hours
  Events – 648 hours
  Total – 6,166
  Value of $67,826

Total Education Revenue - $92,632.88
Total Education Reach - ~19,400 people
Jackson Zoological Society
Board of Directors 2013-2014

President - W. Eric Stracener
Vice-President - Erin Shirley Orey
Secretary/Treasurer - Tod Etheredge

Brian E. Drennan
J. Wilson Hood
Rhonda Keenum
Virgi Lindsay
JoAnne Prichard Morris
Duane A. O’Neill
Mr. Kenneth Parker
Dexter Robinson
E. Sirena Wilson
Allen Jones

Executive Director – Beth Poff
Financial Report
Fiscal Year Ending Sept. 30, 2014

Total Income: $3,103,771
Total Program Expenses: $2,642,492
Total Fundraising Expenses: $76,779
Total Administrative Expenses: $349,387
Total Expenses: $3,068,658
Income in Excess of Income $35,113

Beginning Net Assets: $3,704,709
Ending Net Assets: $4,638,686
Total Liabilities: $943,914