



LINCOLN PARK ZOO®

FOR WILDLIFE. FOR ALL.

A detailed close-up of a green parrot, likely a Red-capped Parrot, facing right. The parrot has vibrant green feathers with a fine, scaly texture. A prominent red patch of feathers is on its forehead, and a white ring encircles its dark eye. Its large, pale beak is slightly open. The background is dark with diagonal grey bands.

FOR WILDLIFE. FOR ALL.

An Enduring Vision for the Future
of Wildlife and Animal Welfare



Welcome

It is with equal excitement and appreciation that we say farewell to Kevin J. Bell and welcome his successor, Megan Ross, Ph.D., as the new President and CEO of Lincoln Park Zoo on January 1, 2022.

For nearly 10 years, Lincoln Park Zoo has been working on a succession plan that will allow the zoo to continue its trajectory as a leading global urban zoo and science center while also setting new standards for animal care.

Kevin will retire at the end of 2021, leaving behind a longstanding legacy that has left a monumental impact on this institution and the zoo and aquarium world. Kevin joined the zoo in 1976 as Curator of Birds and took over as zoo director in 1993. Under his leadership, the zoo privatized in 1995, repositioning the institution as a center of science and learning as well as a spectacular public attraction.

Kevin has put science and service at the very center of the zoo's work, building a team of forty scientists over the years and establishing the Urban Wildlife Institute to help the public understand how to help people coexist with wildlife.

The zoo's Nature Boardwalk has also been a hallmark achievement that grew from his belief in nature as a vital role in an urban landscape.

Kevin has sought to preserve this momentum and commitment to conservation and science in looking to the future. In his successor, Dr. Ross, we find that ideal visionary leader — a distinguished scientist who will lead the zoo into this next chapter.

Dr. Ross is committed to the very highest standards of animal care. She has a deep working knowledge and understanding of the zoo's achievements, and an ambitious vision for the role the work of this institution can have on the future of zoos, conservation, community partnership, and animal welfare.

I know she will build on the culture of continuous improvement we have established over the years, and I am eager to share with you her aims for the future in these pages.

For Wildlife. For All.

– C. John Mostofi
Chairman of the Board of Trustees

Meet Dr. Ross

Megan Ross, Ph.D., has had an extensive career of learning about — and caring for — animals that has taken her across the world, from China to Atlanta to right here in Chicago. She joined Lincoln Park Zoo in 2000 as the Hope B. McCormick Curator of Birds, and over the next 18 years she served as the zoo's General Curator, Vice President of Animal Care and Education, Executive Vice President, and Zoo Director.

Dr. Ross was named Lincoln Park Zoo's eighth director in September of 2018 — notably, she is the first woman to hold that position in the zoo's 150-plus year history. Dr. Ross has a master's degree and a Ph.D. in psychology, and she incorporates this broader perspective into improving animal welfare and helping zoo visitors connect with nature. For instance, she launched ZooMonitor in 2016, an animal-behavior monitoring



app that gives insight into the needs and best possible care of animals. The app is now used in 54 countries, having been downloaded by some 680 institutions. Dr. Ross is also widely regarded as an expert on zoo ethics as the former chair of the ethics board for the Association of Zoos and Aquariums (AZA), and a newly appointed AZA board member.

A self-proclaimed science nerd, Dr. Ross lives in the Chicago area with her husband and two children.

Looking Forward

For more than 150 years, Lincoln Park Zoo has been an oasis of beauty in a picturesque urban setting and a window into the natural world for generations of Chicagoans. For more than 20 years, I've been working here in a dream job in one of the nation's most dynamic cities, inspiring visitors, enhancing animal welfare, cultivating a sense of community, and—on occasion—riding the carousel. My personal vision, like the zoo's vision, is to connect people to nature and help us better understand our place in the world, while creating a sense of awe, wonder, and responsibility.

As a scientist working for a public-facing institution, I am deeply committed to what we call the four Cs: Care, Conservation, Community, and Culture. These values are our platform for engaging the people of Chicago around broader issues of animal welfare, coexistence with nature in an urbanizing world, and environmental issues like climate change, habitat loss, and conservation of diverse and healthy ecosystems, both at the zoo and around the world.

Through our exhibits, the zoo offers a palpable link to the planet's savannas, jungles, forests, ice caps, and deserts, deepening our collective appreciation for nature's power and purpose. The zoo serves to both educate future generations about our environment and inspire them to support efforts to protect and preserve the natural world.

Just as we raised the bar under Kevin's leadership for animal care, conservation, horticulture, and community engagement, we will continue to challenge ourselves in the years ahead to meet the highest standards of science and service. Our efforts, and those of many others, will help make the world greener, brighter, and more enduring for all who share it.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Megan Ross'.

Megan Ross, Ph.D.



The Four Cs

CARE

Expert animal care leads to positive animal welfare outcomes. It is our responsibility to understand the animals that call Lincoln Park Zoo home, to care for them as individuals, and to continually evaluate and enhance their care as we discover more about them.

I will work toward a future in which we not only provide animals with a choice over, say, how to use their habitat, but also in which we consistently monitor and “ask” them what they prefer to provide the best possible care. We will do this via a “triad” of decision makers: the zoo’s experienced caretakers, the scientific observations we collect, and the animals themselves via their own behaviors.

Observing and understanding animal care is a key part of the guest experience. After all, in order to understand how we prioritize welfare, guests must see it in action. In the future at Lincoln Park Zoo, for example, we envision guests trying their hand at the same cognition exercise we offer a chimpanzee.

Building on decades of experience, we will continue to use leading-edge scientific insights to provide expert, compassionate care. Our trademarked ZooMonitor app makes technology a key component of care and welfare. Furthermore, in addition to benefiting animals it provides a tool for other zoos and aquariums across the world.


CONSERVATION

Conservation work is the purpose of zoos and aquariums of the future and the most important way we preserve the majesty of our earth for future generations. Lincoln Park Zoo established our Conservation & Science department in 1989 and has since become a global leader in this work. Ours is one of the largest zoo-based conservation and science programs in the country.

We will continue expanding these efforts and broaden our marquee conservation work, including the Goulougo Triangle Ape Project in the Republic of Congo and Tanzania Conservation Research Program in Eastern Africa. These programs fund staff on the ground to conduct research in non-invasive ways, partner with communities seeking to protect their own spaces and biodiversity, and even work with logging and other companies to create sustainable ways to operate and serve as a model for others’ global conservation efforts.

Conservation is about collaboration and partnership, and one of the biggest threats facing species today is wildlife trafficking. Illegal trafficking decimates wild populations, brings invasive species to new lands, and can cause ecosystem shifts that affect humans and wildlife alike. We are doubling down on our commitment to protect species from trafficking by expanding our work with the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES)





and increasing our efforts to advocate for legislation to protect biodiversity and endangered species.

We will “walk the talk” in our commitments, too. We are actively making Lincoln Park Zoo more sustainable in our operations and have set out to create a carbon-neutral facility.

COMMUNITY

The cities of the future will support human-wildlife coexistence. Wildlife thrives within Chicago’s borders and we aim to help people realize, respect, and learn from the urban wildlife in their own communities.

That’s why we will continue to co-create programs that engage communities and encourage understanding of local wildlife across the city, such as the Wild Marshall Square project in Little Village and the Douglass 18 mini-golf course in North Lawndale. We will expand these efforts into other Chicago neighborhoods to support people connecting with wildlife in their own backyards.

We will continue to grow two of our marquee programs: the Urban Wildlife Institute, a science center that studies how animals use urban spaces and makes recommendations for wildlife-friendly cities; and the Urban Wildlife Information Network, a group of more than 30 cities that analyzes

data and develops best practices for urban wildlife management. These efforts are designed to ultimately help humans and wildlife coexist and thrive in urban settings.

Through our Partners in Fieldwork program we will help to build a network of teens who are also active participants in understanding and planning for the cities of the future.

CULTURE

Lincoln Park Zoo has been free for daily visits since the day it opened in 1868 with a gift of two pairs of swans from New York’s Central Park. This is who we are: open, accessible, and welcoming for guests from all over the world.

Our culture is one that celebrates our differences as strengths. We are hard at work to improve our internal diversity initiatives and operations to offer better representation for all. We will continue to push to meet our aspirational DEI goals.

We are also committed to continually improving accessibility across our 49-acre facility to provide an excellent guest experience for people with disabilities.



Join Us! Make an Impact.

We invite you to be a part of our vision for the future. Together, we can inspire communities to create environments where wildlife will thrive in an urbanizing world.

80%

of the zoo's operating costs are supported by generous donors, members, foundations, corporations, and visitors.

HOW TO GIVE



BECOME A MEMBER

Save species, support the zoo, and keep admission free by becoming a member! Visit lpzoo.org/membership.



FOUNDATIONS, GIFTS, & GRANTS

Help fund a zoo project or program — from saving endangered species in Africa to connecting with communities in Chicago.



DEDICATIONS

A dedication or tribute gift allows you to celebrate or honor a loved one, a special occasion, or your personal passion for the zoo, wildlife, and conservation.



CORPORATE ALLIANCES

Our corporate partners help fund the zoo and connect more people with wildlife through programs, event sponsorships, philanthropic grants, and corporate membership. Visit lpzoo.org/corporate.

LEARN MORE

- Visit lpzoo.org/join
- Or email our development team at support@lpzoo.org





LINCOLN PARK ZOO®

FOR WILDLIFE. FOR ALL.

“I’m thrilled and honored to lead one of Chicago’s greatest cultural, scientific, and educational institutions. We’re opening a door to nature and bringing children and families in to enjoy it, learn from it, and see their place in the natural world. I’m eager to build on Kevin Bell’s vision of being the best urban zoo and science center.”

- Megan Ross, Ph.D.



LEARN MORE