

# Annual Report 2012-2013

*Friends of the Palo Alto Junior Museum & Zoo*



Friends of the  
Palo Alto Junior  
Museum & Zoo

# President's Message

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This has been an exciting year!

If I could use one word to describe the activities of the Friends of the Palo Alto Junior Museum & Zoo over the past year, it would be *growth*. The Friends' Board of Directors have not only implemented necessary changes for the sake of the Friends and the JMZ itself, but have challenged themselves to plan for changes to come. This year of preparation and reflection steers the actions of the Friends for the foreseeable future, and will result in a tangible reward for the City of Palo Alto and beyond: **a new Junior Museum & Zoo.**

To this end, the Friends have developed a Strategic Plan to guide the JMZ through the process of building a new facility (page 8). This campaign – the JMZ Initiative – is led by the Friends of the JMZ and the City of Palo Alto, and ensures renewed facilities that will keep this intimate, child-sized science experience viable for future generations. The Friends' Board of Directors is committed to leading the effort to recapitalizing the community's investment in this institution.

In the pages that follow you'll not only read about the Friends' endeavor to ensure the JMZ's relevancy in the years to come, but you'll learn about our effort to maintain the high standards of the current facility and programs. This year, the Friends were proud to expand funding for the JMZ's award-winning Science Outreach Program (page 5), contribute funds to maintain accreditation standards set forth by the Association of Zoos and Aquariums and the American Alliance of Museums to construct new exhibits (pages 6 & 7), and also rebrand our popular membership program into the new Club JMZ (page 9).

We look forward to sharing more with you in the years to come as the Friends pursue an expanded role for the JMZ in the Palo Alto community. Thank you to Club JMZ members, donors, visitors and staff for their continued support and belief in the many benefits the JMZ has to offer.



Aletha Leong Coleman,  
President, Board of Directors

# Mission

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Friends of the Palo Alto Junior Museum and Zoo is a nonprofit organization dedicated to supporting and enhancing the Palo Alto Junior Museum & Zoo (JMZ).

The Friends work closely with the JMZ and the City of Palo Alto to provide:

- Exciting and interactive museum exhibits
- Science education classes for students in East Palo Alto at no cost to the schools
- Improvements and renovations to the Zoo and Museum facilities



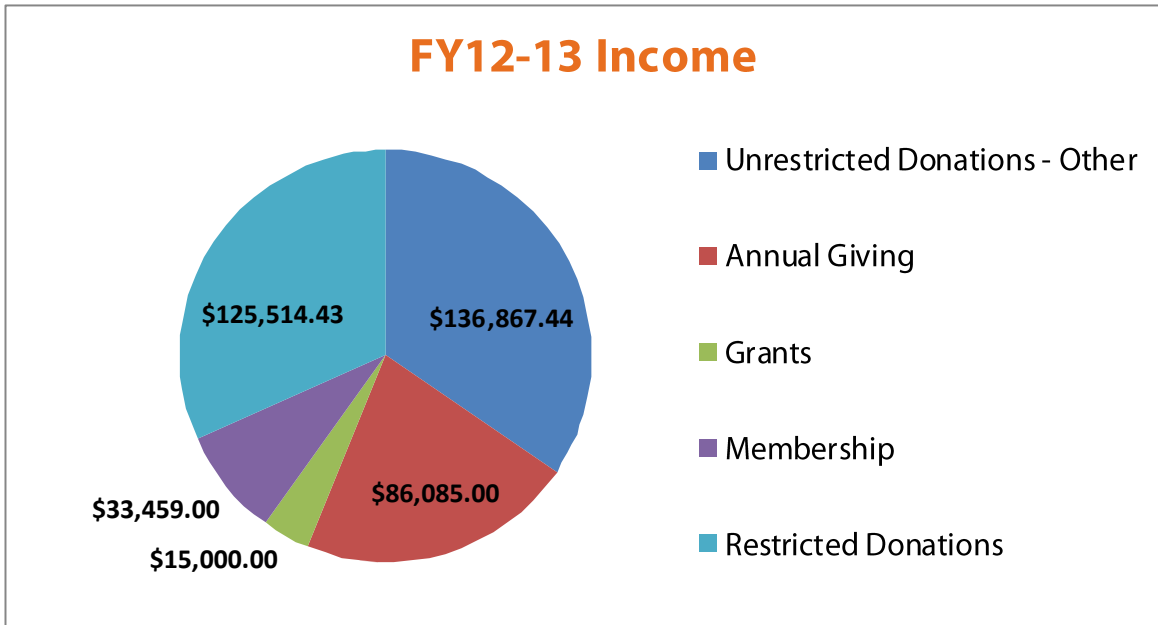
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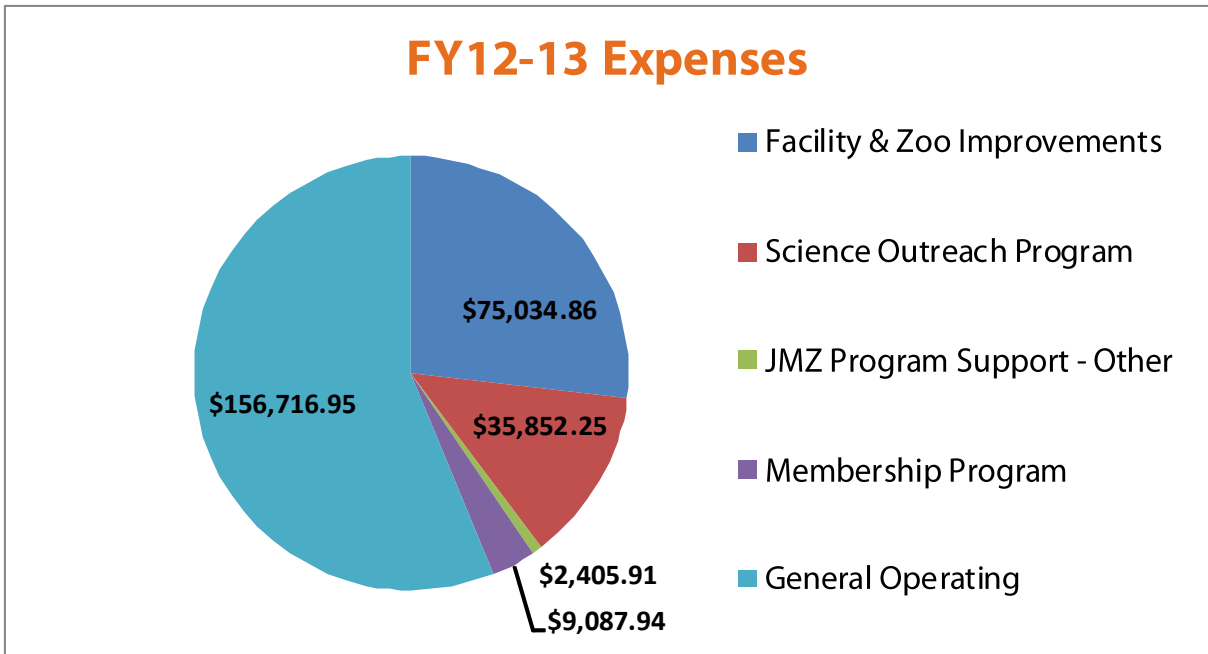
Friends of the  
Palo Alto Junior  
Museum & Zoo

# Financials

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Total Income: \$404,333.57



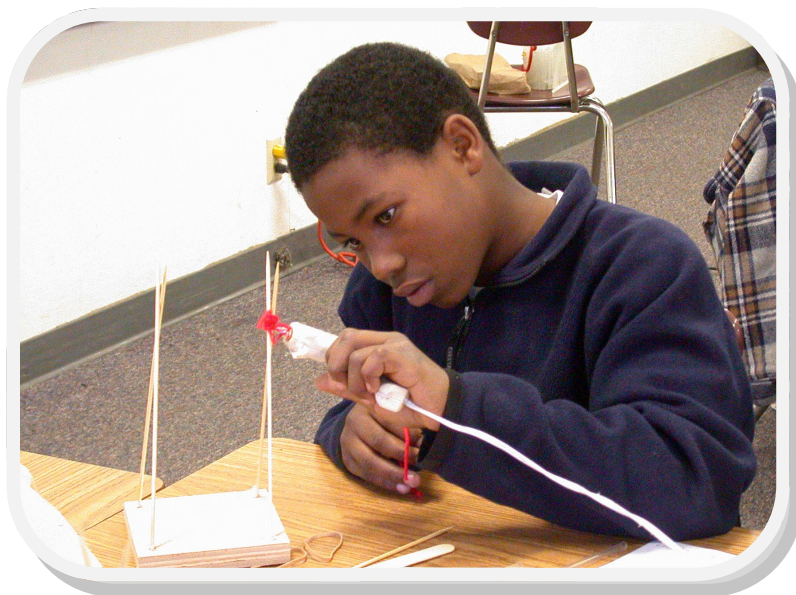
Total Expenses: \$279,097.91

# Science Outreach Program

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The Friends are proud to continue supporting the JMZ's Science Outreach Program. In 2012-2013, the Friends provided over \$35,000 to allow JMZ science educators to instruct children at schools in East Palo Alto. This program has been expanding every year and receives numerous accolades from students, teachers and parents for its quality instructors and content.

Thanks to grants from Palo Alto Rotary and Palo Alto Community Fund, the Friends were able to add field trips this year to the Science Outreach Program. The \$15,000 in grant funding enabled underserved schools in East Palo Alto to visit the JMZ and the Baylands – something not otherwise possible for these children due to the high cost of transportation.



# Infrastructure & Exhibits

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## **Accreditation**

In order to maintain accreditation standards at the JMZ, the Friends supported several key projects this year:

### **New Care Room for Program Animals**

This year, the Friends contributed \$28,000 to help transform JMZ 's Science Lab into a care room for program animals who are zoo ambassadors in the classrooms. New enclosures were added for hedgehogs, bats and reptiles, including snakes and skinks. The updated space is a critical step towards meeting the quarantine standards established by the Association of Zoos and Aquariums, which require that program animals be separated from zoo animals. This ensures isolation of any illnesses that may come into contact with program animals who are offsite ambassadors.

### **Classroom Renovation**

The Science Classroom also underwent a series of improvements. The City of Palo Alto updated the room with fresh paint and improved flooring. The funding that the Friends provided allowed the JMZ to hire a contractor to install countertops and cabinetry, as well as additional cabinets to store scientific equipment and collections. The Friends were able to contribute nearly \$17,000 for this project.



### **Collections Management**

The JMZ has a vast amount of un-displayed collections items, and to ensure they are properly catalogued and stored, the Friends provided over \$13,000 for collections management. With these funds the Friends purchased storage supplies and hired a collections consultant to create a digital catalogue of the JMZ's 4,000 objects and specimens.

# Infrastructure & Exhibits continued..

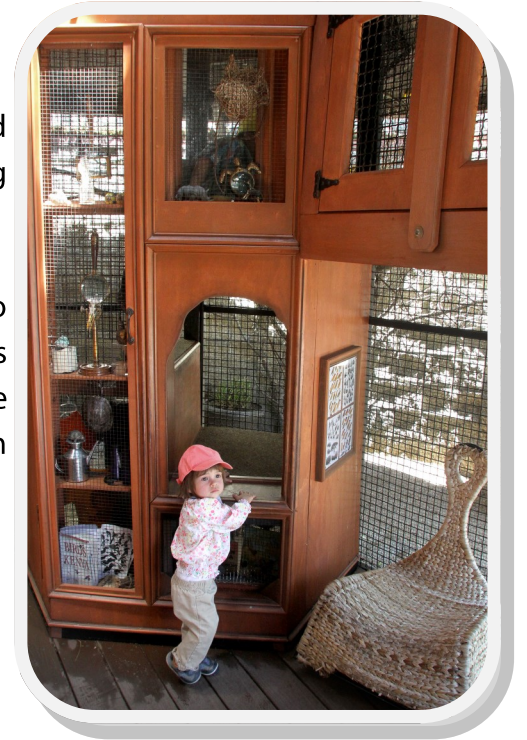
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## Exhibits

### Opening of Weaverbird House Exhibit

The Weaverbird House Exhibit opened in the fall of 2012 and was designed to resemble the African home of a child living among taveta golden weaverbirds.

This interactive habitat features an elevated space for children to sit eye to eye amongst the birds. The Weaverbird House allows children to have an up-close and intimate experience with the weaverbirds as they weave complex, ball-shaped nests out of palm fronds and other debris.



### Arrival of Sequoia

Sequoia the bald eagle (*Haliaeetus leucocephalus*) arrived this year from the San Francisco Zoo, where she was an ambassador for the zoo's bald eagle breeding program. She is one of the best trained bald eagles in the country, having been on the cover of numerous newspapers and magazines during her 25 years.

### Tortoise Hill

This year, the JMZ's newest resident, Edward the African spurred tortoise (*Geochelone sulcata*), received a customized home. Tortoise Hill is an old enclosure modified to meet Edward's needs, and includes a shaded hill-top with heated overhang, and a grassy knoll for sunning. On cold days he enjoys the warmth of his new barn located behind the exhibit. Edward and his many pint-sized fans love his new home.

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# Master Planning

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During 2012-2013, the Friends' Board of Directors focused on strategic planning, budgeting, and a timeline for construction of an enhanced JMZ facility as part of a Master Plan for improvements to Rinconada Park.

The Friends contracted with Museum Management Consultants (MMC) for their expertise during this crucial phase in developing a five-year **Strategic Plan** in addition to a **Business Plan** for the new facility. MMC guided visioning exercises for staff, board members and community stakeholders, and also conducted confidential interviews to determine the core issues the JMZ needed to address. Also brought on board for their expertise were Cody Anderson Wasney Architects (CAW) and Marchpartners, the consulting firm leading the JMZ Initiative (capital campaign).

As part of its development in the fall of 2013, the Strategic Plan reassessed program needs, space and staff requirements, and a redesign of the building. This plan is seen as a 'living document' and provides guidelines for the continued partnership between the City of Palo Alto and the Friends of the Palo Alto Junior Museum & Zoo.

Mission, vision, core values, and planning strategies will continued to be monitored so that they reflect the JMZ's role of fostering curiosity through innovative science experiences. In addition, institutional goals and objectives will be established for the next five years, accompanied by assigned accountabilities and timelines.

The Friends also recognized the need to begin the planning for fundraising to pay for the new JMZ, and in June 2013 we were able to announce that the Peery Family Foundation has pledged a \$15 million, 1.5:1 match to launch the JMZ Initiative.





# Club JMZ

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In January of this year the Friends introduced a membership group—Club JMZ—to give community members and visitors an opportunity to support the museum and zoo while enjoying special member-only benefits.

Through their memberships, Club JMZ members help fund nationally-recognized science education programs for children in East Palo Alto through our Science Outreach Program; animal holding areas and habitats designed to meet top standards for animal care; and the Animal Health Hub with tools for zookeepers to maintain the health

of our critters. The Friends are proud to have had 168 families join us as members this year.

Members enjoy special club-only hours on the first and third Sunday of the month, t-shirts with their family zoo animals and invitations to Club JMZ events.

## Events

The Friends hosted three Club JMZ events this year: Reptile Rumpus, Halloween Zoo Night and SOAR. At Reptile Rumpus, Club JMZ members met Edward the tortoise and attended the official unveiling of the new Tortoise Hill exhibit. Halloween Zoo Night is always a member favorite, and a chance for guests to dress-up and see the spookier side of the JMZ. At our spring event, SOAR, members had the opportunity to meet Sequoia the bald eagle, who joined the JMZ in the fall.



Members are invited to these unique events, where they enjoy special animal encounters, private access to museum exhibits, and food and drinks provided by local sponsors.

We are very grateful to this year's event sponsors: Hobe's Restaurant, Izzy's Brooklyn Bagels, Safeway, Lucky's, Fraiche Yogurt, Kingston Family Vineyards, Mollie Stone's, Pizza My Heart, Whole Foods Palo Alto, and Peet's Coffee and Tea on Homer Avenue.

The Friends of the Palo Alto Junior Museum & Zoo are grateful to the support of our donors. Donations during FY12-13 included support for the annual fund, animal care, JMZ Initiative, Science Outreach Program, accreditation, event sponsorship, and in-kind donations.

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### \$10,000+

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\*An advised fund of the Silicon Valley  
Community Foundation

\*\*An advised fund of Vanguard Charitable

# Club JMZ

**Club JMZ members help ensure nationally-recognized science education programs for children in Palo Alto and East Palo Alto through our Science Outreach Program; animal holding areas and habitats designed to meet top standards for animal care; and support of the Animal Health Hub with tools for zookeepers to maintain the health of our critters. Benefits include:**

- **Access to special Club JMZ hours on the first and third Sunday of each month, 11am-1pm;**
- **T-shirts for your family featuring your favorite zoo animals;**
- **Admission to special events for Club members only**

### **Leader \$1,000**

Avidbank  
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