A Message from Aquarium Leadership
care, connect, conserve

Dear friends,

We are extremely pleased and proud of the accomplishments achieved at Shedd Aquarium in 2011. With more than 2.1 million guests coming through our doors last year, Shedd was once again the top-attended paid cultural attraction in Chicago. Our success was built on providing our audiences with exhibits and programming that met and exceeded their expectations for education and entertainment. The primary focus of our year was the much-anticipated Jellies special exhibit, featuring more than a dozen species that continue to mesmerize kids of all ages. Our Jazzin’ at the Shedd series attracted thousands for music-filled Wednesday evenings during the summer months, and for the second consecutive year, our “Holiday Fantasea” aquatic show enticed families to make Shedd a part of their holiday traditions.

Of course, the 32,500 animals in our care are always the main attractions. Many guests chose to “dive deeper” with one of our Extraordinary Experiences: the Trainer for a Day program and beluga encounters had great appeal, and the popularity of the penguin encounters far exceeded our expectations. Conservation is an important part of our mission at Shedd Aquarium. The Daniel P. Haerther Center for Conservation and Research was established last year to honor the legacy of Life Trustee Dan Haerther. The center advances conservation and sustainability programs both on site and in the field. The Great Lakes initiative was solidified, and we look to make an impact on the shores of Lake Michigan as well as throughout the entire Great lakes basin in the coming years.

In 2011, the Trustees embarked on their first Board retreat, sparking an even greater passion for Shedd in support of its strategic direction. The Sea Jelly Soirée Gala topped $1 million in contributed income for Shedd’s coffers. The Auxiliary Board provided a new sustainable awareness opportunity with its holiday “Wreath-Cycled” program for area schoolchildren. We are grateful for the generosity of our community of contributors, who gave nearly $11.4 million to the Annual Fund, and for the important continued payments to the Making Waves capital campaign. Critical support was received from individuals, corporations, sponsors and foundations as well as from government agencies including the Chicago Park District, the City of Chicago and the State of Illinois. These gifts provide a financial endorsement that enables us to accomplish our goals and plan for the future with confidence.

Through thoughtful planning and conservative spending, we once again finished a successful financial year. Looking at 2012 and beyond, we are optimistic about the impact Shedd Aquarium can have on each guest—in our building, at an outreach event, or on our website. Thank you for your interest and enthusiasm for Shedd Aquarium.

Sincerely,

Sarah Nava Garvey
Chairman
Ted A. Beattie
President/CEO

In 2011, the aquarium received funding from earned revenue (81 percent), donations (10 percent) and the Chicago Park District (9 percent). Shedd Aquarium is a not-for-profit organization that has been proudly serving the city of Chicago since 1930.

2011 FUNDING

2011 BUDGET

$52.3 million

2011 ATTENDANCE

2,120,900 guests

Most-attended cultural attraction with paid attendance in the city of Chicago for 15 of the last 21 years.

2011 Year at a Glance

MISSION

At Shedd, animals connect you to the living world, inspiring you to make a difference.

VALUES

Stewardship, quality, integrity, respect

LEADERSHIP

Sarah Nava Garvey Chairman of the Board
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Jellies

They’re 95 percent water and 100 percent amazing: the 14 species of sea jellies that have mesmerized more than 1 million guests since Shedd’s Jellies special exhibit opened on April 15, 2011. The popularity of this striking exhibit — as evidenced not only by attendance but also by the hundreds of jelly photos posted by guests on Shedd’s Facebook page — warranted extending the temporary installation through 2013.

The Jellies exhibit showcases these mysterious — and often misunderstood — marine invertebrates that have thrived without bones, blood, or a brain for 500 million years. Guests have gained an appreciation for how these tissue-thin creatures use their venomous stings to immobilize and dispatch far sturdier prey. And they’ve been awed by the sheer diversity of shapes, sizes and colors, from the moon jellies’ simple translucent disks to the nettles’ trailing fringes and frills, to jellies that need no further description than their names: egg yolk, lion’s mane, flower hat and blue blubber.

The sea jelly species roster varied throughout the year as different types of jellies became available. The special exhibits team of aquarists — already accomplished in breeding moon jellies, Pacific sea nettles and upside-down jellies — successfully bred several more species, including spotted lagoon, blue blubber, lion’s mane and umbrella jellies.

The Jellies special exhibit was sponsored by Walgreens with additional support provided by James T. Hamman Family, Maryellen and Richard Keyser, Bruce K. Lee Family, Christopher J. Oates Family and Robert E. Stoettner Family.
Our Animals

More new faces

In addition to the jellies species we bred, other animals born or hatched at Shedd in 2011 included a blue-spotted stingray and a black-tipped reef shark in Wild Reef, three species of endangered Madagascar mantella frogs in the Waters of the World galleries and Magellanic penguins in the Abbott Oceanarium. Shedd is already respected in the international aquarium and zoo community for its successful freshwater ray breeding program; the birth of the marine blue-spotted ray is of special note because Shedd is only the second aquarium in the world to have successful reproduction with this species.

Our 1-ton male beluga whale, Naluark, is a proven breeder who has sired three calves at Shedd. In mid-2011, he took up temporary residence at Mystic Aquarium in Connecticut. His move is one of the carefully managed matches orchestrated by marine mammal experts at Shedd and six other North American aquariums and zoos that have partnered in a very successful cooperative beluga breeding program. Naluark will spend several breeding seasons on the East Coast before returning to Shedd.
AT SHEDD, ANIMALS CONNECT YOU TO THE LIVING WORLD, INSPIRING YOU TO MAKE A DIFFERENCE.

Attendance

Shedd welcomed 2,120,900 guests from around the world in 2011, the best-attended year for the aquarium in the last decade. Shedd remains one of the most-visited aquariums in the United States, and it has been Chicago’s No. 1-attended cultural attraction (with a paid admission) for five consecutive years.

More than 4.35 million virtual visitors explored Shedd through its website. While the majority clicked in from locations throughout the United States, Shedd also has a strong following in Canada, Mexico, the United Kingdom and Spain. Facebook fans number 85,000 and counting.

Special programs

Jazzin’ at the Shedd, which marked its 17th season in 2011, continued to draw families, couples, friends and jazz aficionados with its winning combination of evening hours, reduced admission and a lineup of Chicago’s jazz notables. The weekly Wednesday-night jams were punctuated by the fireworks show at Navy Pier. The popular event, sponsored by Bank of America, drew more than 27,000 guests to Shedd.

Our Guests
Accessible learning for all

Sixty-five percent of Shedd’s more than 2.1 million guests last year visited free or at a discounted rate, demonstrating the aquarium’s commitment to be one of Chicago’s most accessible cultural and educational organizations.

Schoolchildren are one of our priority audiences. Last year, Shedd served 59,165 Chicago Public Schools (CPS) students and 219,821 more schoolchildren from Illinois through its free-admission program for all Illinois school groups. This amounts to nearly $2 million in subsidized admissions.

Shedd Aquarium has also teamed with Target to provide economically disadvantaged schools in the CPS system with financial assistance for field trips. The Target Bus Fund program at Shedd provides up to two buses a year per school for round-trip transportation to the aquarium. The need is great, and the program filled to capacity quickly.

Shedd offers 52 Community Discount days for all Illinois residents, including school holidays and a week in June following the end of the school year, to encourage family visits. Last year, 252,145 people entered Shedd’s aquarium galleries free of charge. The program was generously sponsored by Ford Motor Company Fund, the philanthropic arm of Ford Motor Company.

The aquarium also worked with the Chicago Public Library to place admission passes in every branch. All Chicago Public Library cardholders can use these passes for free general aquarium admission for up to two adults and four children.
Aquatic Centers

IN 2011, SHEDD STRENGTHENED ITS CAPABILITIES IN CONSERVATION AND ANIMAL CARE BY ORGANIZING ITS SCIENTIFIC STAFF AND PROGRAMS WITHIN TWO NEW AQUATIC CENTERS.

A. Watson Armour III Center for Animal Health and Welfare

The A. Watson Armour III Center for Animal Health and Welfare enables Shedd to advance its animal health and welfare practices at the aquarium as well as expand its knowledge about its animal collection through experiences with wild populations. The center has three focus areas: collection health, veterinary field services and integrated animal care and planning.

The collection health division emphasizes preventive medicine in maintaining a thriving animal collection—and in the emerging field of aquatic animal medicine, that’s no small feat. Shedd’s veterinarians are at the forefront of that field, gathering baseline health data for hundreds of species, from crustaceans to cetaceans. What they learn is shared through presentations and publications that reach a global aquarium and zoo audience.

The veterinary field services division is committed to advancing preventive healthcare for both wild and aquarium animals by sending our veterinary team into the field with our researchers. With the knowledge we are gaining, we can identify animals and ecosystems in need of conservation help immediately and anticipate and plan for health challenges in the decades ahead.

The division of integrated animal care and planning promotes interdepartmental efforts to maintain our collection while minimizing our environmental footprint. Shedd’s renowned breeding programs are central to this goal, ensuring the collection’s long-term health and reducing our reliance on wild populations. We also further animal welfare through innovative training programs, state-of-the-art habitat design and conservation initiatives such as sustainably raised food for the animals.

Shedd gratefully acknowledges the Armour family and the estate of A. Watson Armour III for making this center possible.
With a generous gift from the Daniel P. Haerther Charitable Trust, Shedd has been able to expand the breadth and depth of its conservation and research programs.

The establishment of the Daniel P. Haerther Center for Conservation and Research consolidated Shedd’s core conservation strengths: global field research, on-site research, and conservation awareness and action. The center enables Shedd to expand the scope of existing projects and ensures the aquarium’s capacity to respond to new conservation challenges, guaranteeing Shedd’s continued leadership in saving wild animals, both in our care and around the world.

In the global field research division, Shedd studies the animals and ecosystems of regions reflected in our collection. Shedd’s conservation initiatives include monitoring invasive species in the Great Lakes, protecting coral reefs in the Caribbean and the Philippines, saving rare iguanas in the Bahamas and collecting baseline data on a pristine river ecosystem in Guyana.

Shedd’s on-site research program pairs our staff expertise, diverse animal collection and state-of-the-art facilities with the expertise of collaborators from universities, zoos and aquariums, and other scientific organizations. The studies conducted at Shedd offer important information about our aquarium animals, they also can provide critical information that helps conserve wild populations.

Closer to home, our conservation awareness and action division shows the public how sustainable actions can benefit animals and ecosystems in the wild. The Great Lakes initiative champions personal stewardship and encourages millions of individuals to protect the lakes. Shedd’s Right Bite team partners with chefs, restaurants and consumers to promote sustainable seafood choices that make a difference for the world’s oceans. In-house initiatives keep Shedd on the cutting edge of sustainable operating practices.

Aquatic Centers

**Daniel P. Haerther Center for Conservation and Research**

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Our People and Resources

Fundraising
It takes a lot to care for 32,500 animals, to engage and educate 7 million guests each year and to protect aquatic life in the Great Lakes and in sensitive ecosystems around the world. Thanks to our generous donors, loyal members and dedicated staff and volunteers, 2011 was a very successful year for Shedd Aquarium. Through the generosity of our friends, we secured money to support the daily operations of the aquarium, to build our endowment to support conservation and research activities, and to complete major capital projects that preserve the historic aquarium building for future generations.

Making Waves
In February 2011, co-chairs Mary and Steve Smith announced the successful completion of Making Waves, a five-year comprehensive campaign to reimagine the iconic Abbott Oceanarium. In order to keep the Shedd experience fresh, exciting, informative and engaging, the aquarium launched Making Waves—the largest campaign in the institution’s history—in 2007. The Smiths and their campaign cabinet reached out to Shedd’s most avid fans, raising more than $80 million to create new exhibits, enhance animal habitats, build a larger endowment and provide new guest amenities for this world-class facility. Through this historic undertaking, Shedd ensures the continued excellence of marine mammal care for generations to come.

Annual Fund
Supporters contributed more than $14.4 million to the 2011 Annual Fund—providing us with the resources necessary to operate at our best each day.

Legacy Gifts
The aquarium unveiled two named centers in 2011. The Daniel P. Haerther Center for Conservation and Research and the A. Watson Armour III Center for Animal Health and Welfare honor the legacy of two important champions of the aquarium.

Staff and Volunteers
Shedd Aquarium is renowned for its collection of 32,500 animals, representing 1,500 species from around the world. But it takes people—265 full-time and 146 part-time employees, 870 volunteers and up to 55 board members—to operate the aquarium, to attend to the daily needs of our animals, our guests and our landmark building to planning and guiding a dynamic direction for the institution long into the future. The events of 2011 proved that the people who work at Shedd get it right, from field research to animal births and from a hit special exhibit to recognition as one of the Chicago Tribune’s 100 Top Workplaces.

Our volunteers donated a record 112,222 hours of service to Shedd in 2011. Six volunteers have surpassed 5,000 hours of lifetime service, including one who has dedicated more than 15,000 hours—the equivalent of working full-time at Shedd for almost eight years. Shedd inspires longevity, too: 12 volunteers have been here 10 years, two have served for 15 years, and three each marked 20 and 25 years as Shedd volunteers in 2011.

Aquarium Leadership
With much gratitude for their leadership, vision and stewardship of the institution and the animals in our care, we acknowledge the following individuals for their participation on the Shedd Board of Trustees in 2011.

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Sea Jelly Soirée
On June 11, 2011, Sea Jelly Soirée Gala Chair Julie Hughes O’Connor and the Gala Committee hosted 850 special friends for an evening of dinner, dancing and... Jellies, of course! Thanks to the generosity of gala donors and sponsors, the event raised more than $1 million for our favorite schooling species—the 300,000 schoolchildren who visit Shedd each year.

Shedd’s new special exhibit also inspired the Auxiliary Board’s annual BLU event on Saturday, July 30. Cool Jellies… Hot Night welcomed a record-breaking 1,000 guests, raising $160,000 to support Shedd’s education and conservation programs.

The Auxiliary Board, a dynamic group of young civic leaders and professionals, supports Shedd by actively developing new sources of support and increasing public awareness of the aquarium’s exhibits, research, conservation and education programs.

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We gratefully acknowledge the generous support of the individuals, corporations, foundations and government agencies that made contributions to the Annual Fund between January 1 and December 31, 2011.

For a full listing of our generous donors and partners, please visit www.sheddaquarium.org/2013donoronor.

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