Dear Zoo Friends,

Celebrating the completion and grand opening of *A Step Into Africa* was by far the most significant news of 2012! With hundreds of visitors attending the press conference to “raise the gate” on the state-of-the-art exhibit in May and a record attendance figure of 428,544, we appreciate the major thumbs up from our entire community.

The transformational change *A Step Into Africa* created would not have been possible without the dedicated stakeholders and generous individuals, foundations and corporations in our community. Can you believe more than 1,100 donors contributed to the Seneca Park Zoo Society for this Zoo improvement? The philanthropic leadership and solid governance from our Board, along with a dedicated staff, 80 docents, over 150 volunteers and 15,703 members enabled us to surpass the $8,000,000 mark in charitable contributions. It was a full team effort! Additionally, County Executive Maggie Brooks was an exceptional advocate for the Zoo along with her supportive and engaged County Parks Department staff.

Because the role of education is core to the Zoo Society’s mission, we debuted new educational programming in 2012 for students and teachers which we call “Expeditions.” As a comprehensive program, “Expeditions” incorporate a pre-visit video to prepare students for their Zoo visit and continue with an on-site guided tour focusing on three key messages: the social structure of animals, the way they communicate and their plight in the wild. To complete the lesson, we provide a follow-up classroom package to reinforce information and discoveries from the visit. Today, bookings for these “Expeditions” have increased exponentially due to the teachers’ appreciation of this new curriculum-centered learning tool.

Thank you for your interest and support of this incredible community asset. Through the years, you have helped us become a destination for exploration, learning and enriched care for the precious animals we house here at the Seneca Park Zoo.
Our Dedicated Staff: Society

Rachel Baker August  Executive Director
Sharon Peterson  Associate Director
Lisa Buda  Membership Coordinator
Susan Clements  Accountant
Emily Coon-Frisch  Manager of Program Development
LaDonna Court  Membership Coordinator
Pam Cowan  Communications Director
Tina Crandall-Gommel  Youth and School Programs Coordinator
Sue DeCaro  Gift Shop Manager
Cassey Dickey  Data Coordinator
Tim Fowler  Outreach Coordinator
Lynd Hicks  Part-time Food Service Cook
James Khederian  Part-time Facilities Maintenance
Chip Kneessy  Food Service Manager
Patty Langdon  Development Assistant
Amanda LeClair  Part-time Birthday Party Coordinator
Chuck Levengood  Director of Development
Natalie Lipton  Visitor Services Manager
Cassey Dickey  Assistant Food Service Manager
Kenny Nelson  Interpretation Coordinator
Ruth Northrop  Data Manager
Kelli O’Brien  Public Relations & Marketing Coordinator
Karen Pansiosis  Visitor Services Director
Michelle Picardo  Grant Writer/Zoobilation Coordinator
Janice Preston  Finance Coordinator
Elizabeth Roach  Volunteer & Group Sales Coordinator
Bart Roselli  Director of Education & Interpretation
Michele Schepisi-Ritchie  Office Assistant
Deborah Schultz  Part-time Visitor Services Assistant Manager
Denise Wells  Part-time Food Service Coordinator
Amanda Workman  Education Department Assistant
Gail Yanes  Part-time Visitor Services Assistant Manager

Our Dedicated Partners: Monroe County Zoo Staff

We thank Monroe County Executive Maggie Brooks for her dedication and continued leadership.

Lawrence A. Staub, Jr.  Director of Parks
Lawrence Staub, Jr.  Zoo Director
Gail Tabone  Assistant Zoo Director
John Adamski  Assistant Curator
Lindsay Bronson  Elephant Manager
Heidi Beifus  Zoo Keeper
Jenna Bovee  Elephant Handler
Abigail Carr  Part-time Zoo Keeper
Pete Christensen  Aquatic Life Support Systems Operator
Garrett Caulkins  Animal Health Center Supervisor
Amanda Davis  Part-time Zoo Keeper
Jill Drake  Part-time Office Assistant
Robin English  Zoologist
Tina Foss  Zoologist
David Gammaroello  Ground Equipment Operator
David Hamilton  General Curator
Andrew Hurst  Assistant Aquatic Life Support Systems Operator
Craig Johnson  Part-time Heavy Laborer
Charles Lane  Ground Equipment Operator
Kara Masaschi  Assistant Curator
Kristen Miles-Pavia  Supervisor of Aquatic Life Support and Facilities
Denise Mitelli  Heavy Laborer
Will Molina  Part-time Heavy Laborer
Mary Ellen Ostrander  Zoologist
Jim Paxon  Maintenance Mechanic II
Heather Paye  Part-time Zoo Keeper
George Peart  Recreation Guard
Trevor Peck  Part-time Zoo Keeper
Sue Rea  Zoologist
Amanda Santos  Part-time Recreation Guard
Melvin Sanchez  Part-time Heavy Laborer
Brian Sheets  Part-time Zoo Keeper
Mary Ellen Sheets  Elephant Handler
Laura Shippe  Zoo Keeper
Sandy Smith  Recreation Guard
Thomas Snyder  Part-time Zoo Keeper
Ryan Stant  Zoologist
Linda Velasquez  Zoologist
Lori Warner  Zoo Keeper
Michael Wemett  Zoo Keeper
Kellee Wolowitz  Zoo Keeper
Catinia Wright  Zoo Keeper
Dr. Jeffrey Wyatt  Director of Animal Health and Conservation
Melissa Zepkowski  Part-time Building Service Worker

Trustees

Kevin Best  John Henderson
Karla Boyce*  Eileen Kreutter*
Linda Buttrill  Robert Mann
Spencer Cook  James McElhenny, Esq.
Maureen Dobies  Jeff Mikols
Mary Ellen Guon  Delmonize Smith, Ph.D.
P. Hamilton Clark, III  Arnold Klinisky
Barbara Kelley  James Koller
Stephen Brown  Donald McNelly
Gavin Brownlee  
Leonard Bayer  President
Barbara Kelley  Vice President
P. Hamilton Clark, III  Esq.
Jay Friedman, Esq

Trustees Emeritus

Larry Sorel*  John Nuccitelli
Gary Squires  Robert Stiles
Lawrence Staub, Jr.*  William Strassburg
Ellen Wayne  
Keith Wilson  *Ex-Officio

*Ex-Officio

Our Current Board of Trustees
A Step Into Africa opened on May 17, 2012. The state-of-the-art exhibit helped attract 428,544 visitors - the highest attendance since 1998!

Completed full installation of new interactives and interpretives in Africa.

Developed and launched four Expeditions supporting K-3 learning, setting a new standard for on-site field trips and support material for teachers.

Through Labor Day, guides dressed in safari hats and wearing backpacks filled with everything from maps and brochures to Band-Aids and temporary tattoos, helped visitors navigate the new exhibit.
Crater Canteen opened and helped to increase Zoo food sales. Per cap increased from $1.02 to $1.32.

ZooBrew became the Zoo Society’s largest fundraiser netting more than $130,000. Attendance to this wildly popular event continues to grow and rose 35% over the prior year.

Gift kiosk opened in Africa and sold $19,617 in merchandise.
The Forever Wild Society was established and by year-end had 24 charter members who made an outright or deferred gift of $1,000 or more to the Seneca Park Zoo Society in their estate plans.

A total of 14,496 visitors attended ZooBoo during the three weekends and the event raised $10,000 more than the prior year.

Zoobilation corporate sponsorship hit an all-time high of $80,000. For the first time ever the event sold-out with 795 attendees.
A map kiosk was conceptualized, designed and installed, giving visitors a better understanding of the Zoo’s landscape. Local artist Paul Knobloch created the 3-D weathervane atop the structure.

Increased number of event and on-the-phone surveys. In addition, we administered exit surveys about the new exhibit.

Managed seven blogs. Blog hits were up 32% over last year. The Keeper Blog was up an astonishing 54%.

Our goal was to attract 6,000 Facebook fans by year’s end. We finished the year with 10,906 loyal fans.
SOCIETY OF ZOO SUPPORTERS
Contributions for 2012

ELEPHANT LEVEL
$50,000 or more
Entercom Rochester, Inc.*
Estate of Patricia Fairley
Estate of Donna Fielding
Estate of William Quirk
Riedman Foundation
Waldron Rise Foundation

LION LEVEL
$25,000 to $49,999
Canfield & Tack Printing*
Daisy Marquis Jones Foundation
Davenport-Hatch Foundation Inc.
Mr. and Mrs. Philip Gelsomino, II
Mrs. Mary Louise Huff
Estate of Evelyn F. Lutz
The Rabbit Room*
Wegmans Food Markets, Inc.
Yellowbook USA*

POLAR BEAR LEVEL
$10,000 to $24,999
Bank of America
Mr. and Mrs. Leonard R. Bayer
Brochures Unlimited*
Glover-Crask Charitable Trust
M&T Bank
McDonald’s of Greater Rochester
Mr. and Mrs. David Riedman
Helen and Ritter Shumway Foundation
Smock/Everitt Design*
Spatola’s Party Rental*
Walmart
Wegman Companies
Wells Fargo Advisors, LLC
Elaine P. & Richard U. Wilson Foundation

TIGER LEVEL
$2,500 to $4,999
Admar Supply Company
The Ames Anzalak Memorial Trust

EAGLE LEVEL
$5,000 to $9,999
Mr. and Mrs. George W. Bauer
The Brown Group/Merrill Lynch
Mr. and Mrs. Gavin Brownlie, Sr.
Coca-Cola Refreshments
Constellation Brands, Inc.
Mr. and Mrs. Spencer J. Cook
crosby-brownlie, INC.
Excellus BlueCross BlueShield
Exodus Exterminating, Inc.*
ExxonMobil Corporation
Max and Marian Farash Charitable Foundation
Ferrauilo Plumbing & Heating
Fibertech Networks
Mr. Ronald Fielding
The Hallowell Fund
Johnson & Johnson Ortho Clinical Diagnostics
Ms. Barbara Kelley
and Mr. Thomas P. Riley
Ms. Christine Klos and Mr. Don White
Lake Beverage Corporation
Mr. and Mrs. Arthur E. Lowenthal
Manning Squires Hennig Co. Inc.
Mr. and Mrs. James P. McElheny
Estate of Charles Meinhold
Mary S. Mulligan Charitable Trust
Perry’s Ice Cream Company, Inc.
Mrs. Barbara K. Reifler-Unison
and Mr. H. Charles Unison
Riedman Companies
Mr. and Mrs. Harris H. Rusitzky
Ry-Gan Printing, Inc.*
Mr. and Mrs. Phil Warner
Mr. and Mrs. Keith Wilson
Xceed Financial Credit Union
Xerox Corporation

Ms. Rachel Baker August
and Mr. Len Parker
Best Times Financial Planning
Brighton Securities Corp.
Mr. and Mrs. John C. Buttrill
Construction Industry Association of Rochester
Mr. and Mrs. Michael D’Angelo
Dell Direct Giving Matching Gifts
Mr. and Mrs. Mark Eidlin
Ms. Susanna M. Ferris
and Ms. Nancy Postilli
Mr. James R. Grapenstetter
Mr. and Mrs. Peter Griswold
Home Depot Store 1273
Johnson & Johnson
Matching Gifts
Mr. and Mrs. James M. Lamb
Mr. and Mrs. James K. Littwitz
Mann’s Jewelers*
The Jane F. and William J. Napier Charitable Lead Trust
New York Life Insurance Company
Ms. Patricia Obstarczyk
OppenheimerFunds, Inc.
The Pike Company
Rochester Community Baseball
Salena’s Mexican Restaurant
Leland T. Shafer Charitable Trust
Urtz’s Farms, Inc.*
USA Payroll, Inc.
Mr. and Mrs. Thomas Wickerham
Woods Oviatt Gilman LLP
RHINO LEVEL
$1,000 to $2,499
Alstom Signaling Inc.
Mr. and Mrs. Burton S. August
Mr. and Mrs. Bohdan Baran
Mr. and Mrs. Alan Bartholomew
Ms. Karen S. Baumgartner
Mr. David Berg and Dr. Dawn Riedy
Mr. and Mrs. J. Kevin Best
Mr. and Mrs. John Davison
Paradigm Environmental Services
Paychex Inc.
Phillips Lytle LLP
Pilates Plus Inc.
Mr. and Mrs. Ronald T. Pritchard
Mr. and Mrs. Jay Rachfal
Mr. and Mrs. Carl Rath
Mrs. Jo Ann H. Richards
Mr. and Mrs. Eric Schillinger
Seneca Zoological Society Fund of the RACF
Signs Now of Rochester, Inc.
#405*
Mr. Richard C. Briggs
Mr. and Mrs. Herbert Humphrey
In Memory of Steven Jefferson
IBEW Local No. 86
Mr. and Mrs. Fred Karshick
Mr. and Mrs. Steven E. King Lonza
Lovin’ Cup Bistro & Brews*
Mr. and Mrs. Dan Mahar
The Manning & Napier Foundation
In Honor of Nancy Marrer and Lisa Ford
Dr. and Mrs. Edward A. Maruggi

SOCIETY OF ZOO SUPPORTERS continued

OTTER LEVEL
$500 to $999
13 WHAM TV *
Audio Images *
Mrs. Jean August
In Memory of Peter Baltzer
Ms. Nina H. Beach

Joan McMaster, Estate of Medved Running & Walking Outfitters*
Mr. and Mrs. Gordon N. Meyer, Jr.
Moonlight Creamery*
New York State Fence*
Mr. James Nickles and Ms. Susan Wendel
Paradigm Environmental Services
Paychex Inc.
Phillips Lytle LLP
Pilates Plus Inc.
Mr. and Mrs. Ronald T. Pritchard
Mr. and Mrs. Jay Rachfal
Mr. and Mrs. Carl Rath
Mrs. Jo Ann H. Richards
Mr. and Mrs. Eric Schillinger
Seneca Zoological Society Fund of the RACF
Signs Now of Rochester, Inc.
#405*
Mr. Richard L. Simpson
Mr. and Mrs. Lawrence Staub, Jr.
Mr. and Mrs. Robert Stiles
Mr. and Mrs. Donald Titus, Jr.
UA Local 13 Plumbers & Pipefitters
Ms. Helen A. Vogel
Mr. and Mrs. Philip R. Wegman
Mr. and Dr. Robert Wheelhouse
Ms. Pam Will
Mr. and Mrs. Mark Wilson
Louis S. and Molly B. Wolk Foundation
Mr. and Mrs. Greg Young Zweigle’s

With such a list, an occasional oversight might occur. If your name has been omitted or there is an error, we apologize and ask that you notify us at (585) 336-7217.

Brazilwood Grill*
Mr. and Mrs. Joseph C. Briggs
Brown & Brown Insurance
Mr. and Mrs. Gavin Brownlie, Jr.
Mr. and Mrs. Charles Bush
Canandaigua National Bank Cast Industries*
Mr. and Mrs. Gary Chadwick City Newspaper*
Ms. Fran Cosentino
Dr. Jack B. Davidoff and Dr. Tracey Davidoff
Mr. and Mrs. John Davison
Mr. and Mrs. Robert Dobies
The Dolomite Group
East Coast Electric LLC
EFP Rotenberg, LLP
Mrs. Louise Epstein
Ms. Kim Ferraiulo
First Niagara Bank
Mr. and Mrs. Robert Franklin
The Joseph and Anna Gartner Foundation
GEICO
Mr. and Mrs. Bill Grabenstetter
Green Halloween*

Mrs. Mary Ellen Guon
Hedonist Artisan Chocolates*
Mr. and Mrs. John Henderson
Mr. Richard Hogestyn
Mr. and Mrs. Herbert Humphrey
In Memory of Steven Jefferson
Lovin’ Cup Bistro & Brews*
Mr. and Mrs. Dan Mahar
The Manning & Napier Foundation
In Honor of Nancy Marrer and Lisa Ford
Dr. and Mrs. Edward A. Maruggi

Mr. and Mrs. Matthew Kilmer
Mr. and Mrs. Arnold Kinsky
Mr. and Mrs. Urban Kress
Mr. and Mrs. Bruce Krobusek
Mr. and Mrs. Louis A. Langie, Jr.
Mr. and Mrs. Charles R. Levengood
Mr. and Mrs. Peter Lutz
Mr. and Mrs. Michael Magiera
Mr. and Mrs. Robert Mann
Mr. and Mrs. Rick Martyna
Ms. Barbara-Ann Mattle and Mr. H. Edwin Maier
Mr. and Mrs. Michael McKeon
Mr. and Mrs. Donald P. McNelly
Ms. Christine Meinhold
Mr. Peter Meinhold and Ms. Lisa Cronin
Dr. and Mrs. Steven H. Meinhold
Mr. and Mrs. David Merritt
Ms. Hilda Jo Anne Milham
Mrs. Krista Millspaugh and Ms. Jessica Wirth
Mr. and Mrs. Michael Minor
Mr. and Mrs. Andrew Mitchell
Mr. and Mrs. Michael Monile
Mr. and Mrs. Robert E. Touhsaent
Mr. and Mrs. Robert F. Ryan
Ms. Laura Tammineni
Turkey Bird Studios*
Mr. and Mrs. Ramond R. Vogt
The Westport Fund
Ms. Carole Winslow
Mr. and Mrs. Gary E. Wood
Mr. and Mrs. Jim Yonge

* Denotes In Kind gift
ZooCamp attracted a record number of campers with the expansion to three sessions. Additionally, revenue was up 40%.

A newly appointed Birthday Party Coordinator helped with the management and efficiency of parties. Revenue increased 41% over the prior year.

Presented more than 820 summer programs which reached more than 35,000 Zoo visitors. Programming in Africa was added to the already busy, and wildly popular, schedule.
Seneca Park Zoo partnered with the Cincinnati Zoo’s Conservation and Research of Endangered Wildlife (CREW) to become the first in the world to attempt polar bear artificial insemination.

Daisy Marquis Jones Foundation increased Butterfly Beltway funding to $30,000. The program added a high-profile garden located on the green roof at RIT’s Golisano Building for Sustainability.

Party Madagascar raised more than $9,000 to support education and conservation programs on the island of Madagascar.
General volunteers, board and committee members, ZooTeens and docents, logged a total of **18,690** hours.

**By the numbers ...**

- **162** general volunteers gave **3,950** hours
- **81** ZooTeens gave **6,145.5** hours of their time
- **85** docents spent **8,188.75** hours volunteering

Board and committee members volunteered **278.75** hours

Interns spent **127** hours at the Zoo

The time these people graciously volunteered was equivalent to **nine full-time staff members**. We would like to take this opportunity to send a heartfelt thank you to each and every one. What they do is so valuable and appreciated every day.

**Our Motivated Educators: Docents**

<table>
<thead>
<tr>
<th>Bob Shaff</th>
<th>Mary Rose Bianchi</th>
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<tbody>
<tr>
<td>President</td>
<td>Education Committee Chair</td>
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<td>Eileen Kreutter</td>
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<td>Vice-President</td>
<td>Joanne Pernice</td>
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<td>Joseph Arena</td>
<td>Long-Range Planning Committee Chair</td>
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<td>Treasurer</td>
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<td>Scheduling Chair</td>
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<td>Beverly Shaff</td>
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<td>Jan Kohlmeier</td>
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<td>Elephants Work Chair</td>
<td>Lea Cappella</td>
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<td>John &amp; Mary Lou Davison</td>
<td>Deborah Casolari</td>
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<td>Touch Table Co-Chairs</td>
<td>Susan Chapman</td>
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<td>Megan Cleary</td>
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<td>Lynn Willard</td>
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<td>Cheryl Yehl</td>
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Seneca Park Zoo Society

Balance Sheet
December 31, 2012

ASSETS

<table>
<thead>
<tr>
<th></th>
<th>General Operating Fund</th>
<th>Board Designated Fund</th>
<th>Restricted Gifts &amp; Grants Fund</th>
<th>Capital Campaign Fund</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$447,910</td>
<td>$136,436</td>
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<td>Investments</td>
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<td>Endowment - General</td>
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<td>Endowment - Intern Program</td>
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<td>Accounts Receivable</td>
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<td>Promises to Give - Net</td>
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<td>$0</td>
<td>$72,110</td>
<td>$334,854</td>
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<td>Due from other funds</td>
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<td>$300,763</td>
<td>$21</td>
<td>$1,561</td>
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<td>Inventory</td>
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<td>Prepaid Expenses</td>
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<tr>
<td>Property &amp; Equipment Net</td>
<td>$118,606</td>
<td>$0</td>
<td>$4,138</td>
<td>$0</td>
<td>$122,744</td>
</tr>
</tbody>
</table>

Total Assets            | $914,500               | $439,276              | $773,178                       | $865,527              | $2,992,481 |

LIABILITIES & NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>General Operating Fund</th>
<th>Board Designated Fund</th>
<th>Restricted Gifts &amp; Grants Fund</th>
<th>Capital Campaign Fund</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
<td>$203,836</td>
<td>$0</td>
<td>$0</td>
<td>$597,291</td>
<td>$801,128</td>
</tr>
<tr>
<td>Accrued Payroll</td>
<td>$57,541</td>
<td>$0</td>
<td>$0</td>
<td>$57,541</td>
<td>$57,541</td>
</tr>
<tr>
<td>Accrued Vacation</td>
<td>$86,674</td>
<td>$0</td>
<td>$0</td>
<td>$6,784</td>
<td>$93,457</td>
</tr>
<tr>
<td>Due to other funds</td>
<td>$124,890</td>
<td>$0</td>
<td>$2,096</td>
<td>$195,000</td>
<td>$321,986</td>
</tr>
</tbody>
</table>

Total Liabilities        | $472,941               | $0                    | $2,096                         | $799,075              | $1,274,112 |

Beginning Net Assets     | $393,485               | $375,900              | $308,834                       | $3,955,261            | $5,033,481  |
Net Surplus/(Deficit)    | $48,073                | $63,376               | $462,248                       | $(3,888,809)          | $(3,315,112) |

Total Net Assets         | $441,559               | $439,276              | $771,082                       | $66,432               | $1,718,369  |

TOTAL LIABILITIES & NET ASSETS | $914,500 | $439,276 | $773,178 | $865,527 | $2,992,481 |

SUPPORT AND REVENUE

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
<th>% of Total Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership &amp; Admissions</td>
<td>$2,439,467</td>
<td>46.8%</td>
</tr>
<tr>
<td>Retail Operations</td>
<td>1,394,666</td>
<td>26.8%</td>
</tr>
<tr>
<td>Fundraising &amp; Events</td>
<td>648,520</td>
<td>12.4%</td>
</tr>
<tr>
<td>In-Kind Contributions</td>
<td>311,042</td>
<td>6.0%</td>
</tr>
<tr>
<td>Education Program Fees</td>
<td>268,017</td>
<td>5.2%</td>
</tr>
<tr>
<td>Net Assets Released from Restriction</td>
<td>136,656</td>
<td>2.6%</td>
</tr>
<tr>
<td>Interest Income</td>
<td>828</td>
<td>0.0%</td>
</tr>
<tr>
<td>Other</td>
<td>12,487</td>
<td>0.2%</td>
</tr>
</tbody>
</table>

Total Supports & Revenues | $5,211,683 | 100.0% |

Expenditures

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
<th>% of Total Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Services</td>
<td>$990,744</td>
<td>19.0%</td>
</tr>
<tr>
<td>Membership &amp; Admission Services</td>
<td>610,568</td>
<td>11.7%</td>
</tr>
<tr>
<td>Education Programs</td>
<td>494,516</td>
<td>9.5%</td>
</tr>
<tr>
<td>Public Relations &amp; Marketing</td>
<td>587,579</td>
<td>11.3%</td>
</tr>
<tr>
<td>Administration</td>
<td>463,031</td>
<td>8.9%</td>
</tr>
<tr>
<td>Fundraising &amp; Events</td>
<td>354,524</td>
<td>6.8%</td>
</tr>
<tr>
<td>Depreciation</td>
<td>31,800</td>
<td>0.6%</td>
</tr>
</tbody>
</table>

Total Expenses            | $5,211,683 | 100.0% |

Increase in Net Assets | $1,678,922 | 70.0% |

Net Assets at Beginning of Year | $93,485 |

Support to Seneca Park Zoo Fund | (79,348) |
Revenue Share with Monroe County Parks Department | (1,411,750) |
Equipment Transfer to Monroe County | (15,900) |
Board Designated Restrictions | (123,850) |

Net Assets at End of Year | $441,559 |

Stewardship of the Seneca Park Zoo Society's financial assets are just as important as the safety and security of our animals. Without both, we cannot provide our visitors with the experience they deserve. The Board of Trustees, for the 18th year in a row, approved a balanced budget. The budget is prepared in detail by the staff and recommended for approval by the Finance Committee. Each month the Executive Committee and the Board receive and discuss the financial results of the Zoo Society. Annually the Zoo Society’s financial results are audited by EFP Rotenberg, LLP, an independent accounting firm.
The Seneca Park Zoo Society proudly bestows lifetime membership upon the 2012 charter members of the Forever Wild Society charter members are:

Rachel Baker August
Robbie Baltzer
Bohdan & Maureen Baran
Len & Lorri Bayer
Nina Beach
Rita & Lawrence Callahan
Spencer & Elizabeth Cook
John & Mary Lou Davison
Cassey Dickey
David & Sandra Ebberts
Philip & Beverly Gelsomino
James Grapenstetter

Richard Hogestyn
Mary Louise Huff
Barbara Kelley & Thomas Riley
Patty & Larry Langdon
Lou & Sally Langie
Chuck Levengood
James & Linda McElheny
Donald & Phyllis McNelly
Karen Panosian
Sharon Peterson
Dennis & Patricia Ringer
Tom & Ellen Rusling