Seneca Park Zoo
SOCIETY
Annual Report 2013
Dear Zoo Friends and Supporters,

2013 was a year of new highs for the Seneca Park Zoo Society, and the best way to talk about those highs is to quote the numbers. Our vision and mission, as well as our charter and New York State operating permit, focus our attention on three major concepts: the visitor experience, education and conservation leadership.

In the way of visitor experience (i.e., having fun at the Zoo), we entertained nearly 400,000. We wined (OK, beered) and dined close to 11,000 adults at our summer (and one winter) ZooBrews. Our annual fundraiser, Zoobilation, netted almost $146,000 to help us fulfill our mission. Our award-winning Web site was visited by 372,000 clickers with nearly 1.6 million pages being viewed and more than $30,000 in online ticket sales.

Our commitment to education included a new stage show which sent an educational message to 46,000 children who dragged their parents and grandparents, forcing them, too, to get the message. Our ZooCamps were nearly sold out in spite of adding extra sessions. Our 79 docents, 156 general volunteers and 84 ZooTeens continued to engage our visitors in a learning experience even if they only came to see the animals.

We hosted 225 teachers from the Rochester City School District and Expeditionary Learning Inc. New Teachers’ training programs, and helped them find connections to learning about animals, habitats and conservation for their students.
Conservation is an important part of what we are as a Zoo Society. Our docents raised $12,000 to support in-situ conservation projects in Madagascar through their annual Party Madagascar event. We installed new recycle containers throughout the Zoo and held four recycle rallies helping our community eliminate nearly 8 tons of waste from area landfills. We continued the move to eliminate non-sustainable palm oil from our food stand and gift shop offerings.

While all this was going on, we also managed to win the National Disability Employment Awareness regional award. We cried over the loss of some well-loved animals such as our male sea lion and ancient king vulture, but we rejoiced and delighted in viewing our newly-delivered babies: lions (3), orangutan (1), sea lion (1), goats (3), golden lion tamarin (1) and penguins (11, yes I said 11). What a productive spring for the Zoo!

Our planned giving program also reached new highs, with 41 members, and an endowment fund that was closing in on the quarter-million dollar mark by year’s end.

As the year closed, it was with great disappointment we learned of the retirement of Rachel Baker August, our long-serving and beloved Executive Director. The successes of 2013 were but the decorations on the cake that is the financially strong, volunteer rich and brilliantly staffed Seneca Park Zoo Society. Thank you, Rachel.

Throughout 2013, it was my pleasure to serve you, volunteers, employees and members as your President.

Leonard Bayer
President, Board of Trustees 2013
Seneca Park Zoo Society
Our Mission

Through the exhibition of animals in naturalistic settings, the Seneca Park Zoo will provide engaging and educational experiences to give our community the motivation and skills to act as stewards of the environment.

Our Vision

Education. Conservation leadership. Commitment to our community.
Sharon Peterson  
Associate Director  
Lisa Buda  
Membership Coordinator  
Sue Clements  
Accountant  
Emily Coon-Frisch  
Manager of Program Development  
LaDonna Court  
Membership Coordinator  
Pam Cowan  
Communications Director  
Sue DeCaro  
Gift Shop Manager  
Erin Donnelly  
Data Coordinator  
Tim Fowler  
Outreach Coordinator  
Jimmy Khederian  
Part-time Facilities Maintenance  
Chip Kneessy  
Food Service Manager  
Patty Langdon  
Development Assistant  
Chuck Levingood  
Director of Development  
Natalie Lipton  
Visitor Services Manager  
Chad Mattison  
Assistant Food Service Manager  
Ashley Meyer  
Visitor Services Assistant Manager  
Kenny Nelson  
Interpretation Coordinator  
Anneke Nordmark  
Youth & School Programs Coordinator  
Ruth Northrop  
Data Manager  
Kelli O'Brien  
Social Media & Public Relations Coordinator  
Karen Panosian  
Visitor Services Director  
Michelle Picardo  
Grant Writer/Zoobilation Coordinator  
Jan Preston  
Finance Coordinator  
Elizabeth Roach  
Volunteer Coordinator  
Bart Roselli  
Director of Education & Interpretation  
Michele Schepisi-Ritchie  
Office & Marketing Assistant  
Deb Schultz  
Part-time Visitor Services Captain  
Denise Wells  
Food Service Coordinator  
Amanda Workman  
Education Assistant  
Gail Yanus  
Part-time Visitor Services Captain  

Our Current Dedicated Staff: Society

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

Our Current Board of Trustees

Leonard Bayer  
President  
Barbara Kelley  
Vice President  
Stephen Brown  
Treasurer  
Gavin Brownlie  
Secretary  
Kevin Best  
Karla Boyce*  
Linda Buttrill  
Spencer Cook  
Maureen Dobies  
Mary Ellen Guon  
John Henderson  
P. Hamilton Clark, III  
Ralph Code, III, Esq.  
Jay Friedman, Esq.  

Trustees

Eileen Kreutter  
Peter Lutz  
Robert Mann  
James McElheny, Esq.  
Jeff Mikols  
Monica Monte  
Randall Shepard  
Arnold Klinsky  
James Koller  
Donald McNelly  

Trustees Emeritus

Larry Sorel*  
Gary Squires  
Lawrence A. Staub, Jr.*  
Ellen Wayne  
Debby Wilson  
Keith Wilson  
*Ex Officio

Our Dedicated Partners: Monroe County Current Zoo Staff

Lawrence A. Staub, Jr.  
Director of Parks  
Lawrence Sorel  
County Zoo Director  
Gail Tabone  
Assistant Zoo Director  
John Adamski  
Assistant Curator  
Heidi Beifus  
Zoo Keeper  
Jenna Bovee  
Elephant Handler  
Lindsay Bronson  
Elephant Manager  
Abigail Carr  
Part-time Zoo Keeper  
Garrett Caulkins  
Health Center Supervisor  
Pete Christensen  
Aquatic Life Support Systems Operator  
Amanda Davis  
Part-time Zoo Keeper  
Dr. Louis DiVincenti  
Zoo Veterinarian  
Isiah Eades  
Recreation Guard  
Robin English  
Zoologist  
Tina Fess  
Zoologist  
David Gammaniello  
Ground Equipment Operator  
Alexander Haag  
Budget Technician  
David Hamilton  
General Curator  
Andrew Hurst  
Assistant Aquatic Life Support Systems Operator  
Kara Masachi  
Assistant Curator  
Kristen Miles-Pavia  
Supervisor of Aquatic Life Support and Facilities  
Denise Mitelli  
Zoological Park Foreman  
Will Molina  
Part-time Heavy Laborer  
Mary Ellen Ostrander  
Zoologist  
Jim Paxon  
Maintenance Mechanic II  
Heather Paye  
Part-time Zoo Keeper  
Sue Rea  
Zoologist  
Melvin Sanchez  
Heavy Laborer  
Brian Sheets  
Part-time Zoo Keeper  
Mary Ellen Sheets  
Elephant Handler  
Laura Shipp  
Zoo Keeper  
Sandy Smith  
Recreation Guard  
Thomas Snyder  
Part-time Zoo Keeper  
Ryan Statt  
Zoologist  
Lucius Warfield  
Part-time Recreation Guard  
Lori Warner  
Zoo Keeper  
Michael Wemett  
Zoo Keeper  
Kellee Holowitz  
Zoologist  
Catina Wright  
Zoo Keeper  
Dr. Jeffrey Wyatt  
Director of Animal Health and Conservation  
Melissa Zepkowski  
Part-time Building Service Worker
Zoobilation saw its best results to date, netting $145,527. Corporate support, led by presenting sponsors Bank of America and Merrill Lynch, surpassed $100,000. Our annual Merry-Not-Scary ZooBoo event was a smash success with 14,069 visitors enjoying the festivities. Many thanks to our event sponsor, Walmart, and treat sponsor, Green Halloween. Because of everyone’s great support, the event netted $32,480, making it the most profitable ever.

Zoobilation saw its best results to date, netting $145,527. Corporate support, led by presenting sponsors Bank of America and Merrill Lynch, surpassed $100,000. Our annual Merry-Not-Scary ZooBoo event was a smash success with 14,069 visitors enjoying the festivities. Many thanks to our event sponsor, Walmart, and treat sponsor, Green Halloween. Because of everyone’s great support, the event netted $32,480, making it the most profitable ever.

The wildest happy hour in town, ZooBrew, continued to grow, bringing in 10,761 thirsty patrons during five Friday nights with net profits of $144,791.

1,380 participants enjoyed our 5K Jungle Jog, Seneca Park Mile and Kids’ Fun Run! Thanks to them and our sponsors M&T Bank and Woods Oviatt Gilman, LLP, the event netted more than $22,000, the highest to date.
It had been nearly three decades since a lion cub was born at the Zoo. That changed when first-time mom, Asha, gave birth on March 7.
The Zoo was thrilled to announce the birth of a female Bornean orangutan to Kumang, the Zoo’s 35-year-old matriarch. Denda, a 10-year-old male, is the baby’s father. Bella was born on April 29.
Seneca Park Zoo was presented with a corporate Partner-in-Preservation award by the Bergen Swamp Preservation Society for our work with Eastern Massasauga rattlesnake conservation at the swamp. The Zoo was the first corporate recipient of this award.

The Zoo was a regional winner of the 2013 National Disability Employment Awareness Month award. The honor was part of the 25th Annual Employer Awards celebration hosted by The Rochester Area Employment Network. The Zoo was selected for its work with Jimmy Khedarian, who works for the Zoo Society as a part-time Facilities Maintenance employee.

Five Lowe’s stores contributed time and materials valued at more than $8,000 to complete 14 projects throughout the Zoo.
A photo booth, featuring our animals, added to the overall Zoo experience.

Nearly 250,000 viewers tuned in to watch our animal presentations on WXXI’s Homework Hotline, a statewide educational show on PBS where students call in to get help with homework.

Total foundation support increased 19% over the prior year, with a total of $70,745.99. This, too, was the best year ever for foundation support.

School visits with our ever popular Wegmans’ ZooMobile were up 45%.
A male California sea lion was born on June 1 to first-time mom Marina. The new addition marked the 18th baby animal born at the Zoo since Jan. 1.
The Zoo’s goats, Princess and Pansey, became first-time mothers in April. Princess gave birth to two male kids, while Pansey gave birth the following day to a female.
We engaged an outside Market Research firm for the first time since 1996 to assist in executing a three-phased market research campaign, gaining insight into our visitor’s perceptions and expectations. Four main areas of focus, including an assessment of our interactives, were outlined for 2014.

In the spring we launched Expeditions, programs that offer students an interactive and engaging way to experience the Zoo while exploring our popular A Step Into Africa Exhibit. Four Expeditions were developed and we reached more than 1,500 students.

The Zoo became a charter member of the Great Lakes Network in 2013. Organized by Chicago’s John G. Shedd Aquarium, this network shares information and program ideas to bring attention to the environmental pressures on all the Great Lakes. We were recognized for our educational programming and important field conservation efforts, especially the sturgeon reintroduction project.
SOCIETY OF ZOO SUPPORTERS
Contributions for 2013

ELEPHANT LEVEL
$50,000 or more
Entercom Rochester, LLC*
Donna Fielding, Estate of
Francis Jung, Estate of
Riedman Foundation

LION LEVEL
$25,000 to $49,999
Canfield & Tack Commercial
Printing and Fulfillment*
Daisy Marquis Jones Foundation
Mr. and Mrs. Philip Gelsomino, II
Glover-Crask Charitable Trust
Green Halloween*
The Rabbit Room*
Waldron Rise Foundation
Wegmans Food Markets, Inc.

POLAR BEAR LEVEL
$10,000 to $24,999
Bank of America
Mr. and Mrs. Leonard R. Bayer
Brochures Unlimited*
Chesonis Family Foundation
Donald F. and Maxine B. Davison Foundation
Mr. and Mrs. Robert Dobies
M&T Bank
McDonald’s of Greater Rochester
Sands Family Foundation
Ms. Susan B. Schaubert
Leland T. Shafer Charitable Trust
Helen and Ritter Shumway Foundation
Smock/Everitt Design*
Spatola’s Party Rental*
Mrs. Lilly Speitel
Jo-Ann Taylor, Estate of
Walmart
EAGLE LEVEL
$5,000 to $9,999

Advanced Technical Solutions*
Bagels, Etc*
The Brown Group/Merrill Lynch
Mr. and Mrs. Gavin Brownlie, Sr.
Coca-Cola Refreshments
Constellation Brands, Inc.
Crosby-Brownlie, Inc.
Mrs. Louise Epstein
Excellus BlueCross BlueShield
Exodus Exterminating, Inc.*

TIGER LEVEL
$2,500 to $4,999

Admar Supply Company*
Adrian Jules Ltd*
Ames-Amzalak Memorial Trust
Rachel Susan Beimler
Campership Fund
Mr. and Mrs. Jack K. Best
Best Times Financial Planning
BLM Construction Company
Bond, Schoeneck & King, PLLC
Boylan Code LLP
Mr. Stephen Brown
Mr. and Mrs. Gavin Brownlie, Jr.
Construction Industry Association of Rochester
Mr. and Mrs. Spencer J. Cook
Dell Direct Giving Campaign
Matching Gifts
Mr. and Mrs. Michael Ferrauilo
Ms. Susanna M. Ferris
and Ms. Nancy Postilli
First Niagara Bank
Forever Wild Society Fund of the RACF
Mr. and Mrs. Robert Franklin
Gina Marie’s Themed Sweets*
Mrs. Mary Ellen Guon
Mr. and Mrs. Chris Hanna
Mr. and Mrs. Michael Hurley
I.B.E.W. Local Union #86
Ms. Elizabeth Johnson
Ms. Barbara Kelley
and Mr. Thomas P. Riley
Ms. Christine Klos
and Mr. Don White
Mr. and Mrs. James M. Lamb
Mr. and Mrs. James K. Littwitz
Mr. Arthur E. Lowenthal
Mann’s Jewelers*
Mr. and Mrs. David Mattucci
Morgan Stanley

ExxonMobil Corporation
Ferrauilo Plumbing & Heating
Fibertech Networks
Mr. Ronald Fielding
Dr. and Mrs. David Hanson
Hibu USA*
Lake Beverage Corporation
Mr. and Mrs. Louis A. Langie, Jr.
Mr. and Mrs. Peter Lutz
Manning Squires Hennig Co. Inc.
Mr. and Mrs. James P. McElheny
Monroe Veterinary Associates
Mary S. Mulligan Charitable Trust
Riedman Companies
Ry-Gan Printing, Inc.*
Salena’s Mexican Restaurant
Thomson Reuters
Elaine P. & Richard U. Wilson Foundation
Mr. and Mrs. Keith Wilson
Woods Oviatt Gilman LLP
Xerox Foundation

The Jane F. and William J. Napier Charitable Lead Trust
Ms. Patricia Obstarczyk
OppenheimerFunds, Inc.
The Pike Company
Plum Organics*
Mr. and Mrs. David Riedman
Rochester Community Baseball
Mr. and Mrs. Gary Squires
Mr. Matt Squires
Sweetwater Energy
Turkey Bird Studio*
Urtz’s Farms, Inc.*
USA Payroll, Inc.
RHINO LEVEL
$1,000 to $2,499

Mr. and Mrs. Sanford Abbey
Abilene Bar & Lounge*
Alstom Signaling Foundation, Inc.
Anonymous
Mr. and Mrs. L. Kelly
Armstrong
Mr. and Mrs. Burton S. August
Ms. Rachel Baker August
and Mr. Len Parker
A-Verdi Storage Containers*
Mr. and Mrs. Bohdan Baran
Ms. Karen S. Baumgartner
Mr. David Berg
and Dr. Dawn Riedy
Bonadio Group
Mr. and Mrs. David Braverman
Mr. and Mrs. Joseph C. Briggs
Brighton Securities Corp.
Brown & Brown Insurance
Mr. and Mrs. James Butler
Mr. and Mrs. John Buttrill
Mr. and Mrs. M. John Buzawa
Canandaigua National Bank
Cast Industries*
Mr. and Mrs. William Crow
Mr. and Mrs. Michael D’Angelo
Dr. Jack B. Davidoff
and Dr. Tracey Davidoff
Mr. and Mrs. John Davison
Diamond Packaging
The Dolomite Group
East Coast Electric LLC
Edible Arrangements*
EFP Rotenberg, LLP
Mr. and Mrs. Mark Eidlin
Mr. and Mrs. Jerzy Eliaszewskyj
ExxonMobil Foundation
Matching Gifts
The Finishing Touch Custom Framing*
Flaum Management Company, Inc.
Mr. and Mrs. Andrew R. Gallina
The Joseph and Anna Gartner Foundation
Mr. and Mrs. Kevin Glazer
Mrs. Ursula Gonsenhauser
Mr. James R. Grapenstetter
Harris R.F. Communications
Hedonist Artisan Chocolates*
Mr. and Mrs. Herbert Humphrey
Joe’s Meat Market*
Johnson & Johnson Matching Gifts
Mr. Harold Johnson
Mr. and Mrs. Lawrence Langdon
Lincoln Financial Foundation, Inc.
Lonza
Loving’ Cup Bistro & Brews*
Lowe’s Store #2434 of Brockport*
Lowe’s Store #1655 of Greece*
Lowe’s Store #0645 of Henrietta*
Lowe’s Store #2668 of Macedon*
Lowe’s Store #1581 of Webster*
Mr. and Mrs. Dan Mahar
Ms. Melissa McGrain
and Dr. Andrew Stern
Medved Running & Walking Outfitters*
Mr. and Mrs. Gordon N. Meyer, Jr.
Mr. and Mrs. Andrew Mitchell
Moonlight Creamery*
Mr. and Mrs. Senthil Natarajan
Mr. James Nickles
and Ms. Susan Wendel
Paychex Inc.
Phillips Lytle LLP
Mr. and Mrs. Ronald T. Pritchard
In Memory of Shawnee Redman
Mrs. Barbara K. Reifler-Unison
and Mr. H. Charles Unison
Mrs. Jo Ann H. Richards
Rochester Garden Club
Mr. and Mrs. Neil Ruda
Ms. Susan C. Schneider
and Mr. Christopher E. Piggott
Seneca Park Zoo AAZK Chapter
Mr. and Mrs. Randy Shepard
Mr. and Mrs. Leonard Shute
Mr. Richard L. Simpson
Ms. Carol Srokose
Mr. and Mrs. Robert Stiles
Mr. and Mrs. William Stopinski
Mr. and Mrs. Charlie Symington
Dr. and Mrs. James A. Tacci
Mr. and Mrs. Donald Titus, Jr.
UA Local 13 Plumbers,
Pipefitters & Service Techs
Webster Interiors*
Webster Properties Luxury Living*
WellCare Health Plans
Mr. and Mrs. Richard Wilbert
Ms. Pam Will
Mr. and Mrs. Mark Wilson
With such a list, an oversight might occur. If your name has been omitted or there is an error, we apologize and ask you notify us at (585) 336-7217.
The Upstate Zoo Conference was held at the Zoo in November. We welcomed nearly 130 colleagues to share best practices and learn from challenging times. We covered all areas of the Zoo through behind-the-scenes tours, round table discussions and presentations. Craig Piper, Director of City Zoos at Wildlife Conservation Society, discussed opportunities to partner on field conservation work.

ZooClass attendance increased 56% as the Zoo hosted 685 children ages 2 to 5.

Genesee Trail received a facelift when 79 new labels were designed and displayed.

The Zoo was in bloom as we provided the backdrop for zoo- and animal-inspired flower and horticulture displays as some of the best competitive gardeners in the Northeast gathered for a Garden Club of America-juried Flower Show presented by the Rochester Garden Club.
Nine donors were added to our Forever Wild Society. The year began with $72,570 in our endowment fund and ended at $202,398, a 179% increase.

A representative from the National Inclusion Project visited in March to share ways our staff can help all children feel they can participate and no one, with or without disabilities, sits on the sidelines.

Per caps for our food service department exceeded its goal of $1.25 by 8%, ending the year at $1.36.

Our Special Friend level membership base grew 12% over the prior year, bringing in $67,845, making it the best year ever for Special Friends.

Sales from the 2014 Zoo Calendar totaled $11,223.
Zoo volunteers logged a total of 20,436 hours.

By the numbers ... 

156 general volunteers gave 6,158 hours 
84 ZooTeens gave 7,138.5 hours of their time 
79 docents spent 6,578.75 hours volunteering 
Board and committee members volunteered 371 hours 
Interns spent 190 hours at the Zoo 

The time these people graciously volunteered was equivalent to 10 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 very valuable and appreciated every day.
Seneca Park Zoo Society

Balance Sheet
December 31, 2013

<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><strong>ASSETS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$621,140</td>
<td>$169,415</td>
<td>$163,865</td>
<td>$6,418</td>
<td>$960,838</td>
</tr>
<tr>
<td>Investments</td>
<td>$123,266</td>
<td>$0</td>
<td>$0</td>
<td>$159,910</td>
<td>$283,175</td>
</tr>
<tr>
<td>Endowment - General</td>
<td>$0</td>
<td>$0</td>
<td>$214,224</td>
<td>$0</td>
<td>$214,224</td>
</tr>
<tr>
<td>Endowment - Intern Program</td>
<td>$0</td>
<td>$0</td>
<td>$186,354</td>
<td>$0</td>
<td>$186,354</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>$20,325</td>
<td>$5,143</td>
<td>$399,370</td>
<td>$520,000</td>
<td>$944,838</td>
</tr>
<tr>
<td>Promises to Give-Net</td>
<td>$13,982</td>
<td>$0</td>
<td>$72,110</td>
<td>$28,964</td>
<td>$115,056</td>
</tr>
<tr>
<td>Due from other funds</td>
<td>$0</td>
<td>$408,500</td>
<td>$23</td>
<td>$520</td>
<td>$409,043</td>
</tr>
<tr>
<td>Inventory</td>
<td>$150,028</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$150,028</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>$20,262</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$20,262</td>
</tr>
<tr>
<td>Property &amp; Equipment Net</td>
<td>$146,461</td>
<td>$0</td>
<td>$3,547</td>
<td>$0</td>
<td>$150,008</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$1,095,465</td>
<td>$583,057</td>
<td>$1,039,494</td>
<td>$715,811</td>
<td>$3,433,827</td>
</tr>
</tbody>
</table>

<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><strong>LIABILITIES &amp; NET ASSETS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts Payable</td>
<td>$215,425</td>
<td>$0</td>
<td>$0</td>
<td>$520,000</td>
<td>$735,425</td>
</tr>
<tr>
<td>Accrued Payroll</td>
<td>$90,074</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$90,074</td>
</tr>
<tr>
<td>Accrued Vacation</td>
<td>$75,974</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$75,974</td>
</tr>
<tr>
<td>Due to other funds</td>
<td>$234,043</td>
<td>$0</td>
<td>$0</td>
<td>$175,000</td>
<td>$409,043</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>$615,514</td>
<td>$0</td>
<td>$0</td>
<td>$695,000</td>
<td>$1,310,514</td>
</tr>
</tbody>
</table>

Beginning Net Assets    | $441,559               | $439,276              | $771,082                       | $66,452               | $1,718,369 |
Net Surplus/(Deficit)   | $38,391                | $143,781              | $268,412                       | ($45,641)             | $404,943 |
**Total Net Assets**    | $479,950               | $583,057              | $1,039,494                     | $20,811               | $2,123,312 |

**TOTAL LIABILITIES & NET ASSETS** | $1,095,465 | $583,057 | $1,039,494 | $715,811 | $3,433,827

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 19th 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.
### Support and Revenue

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
<th>% of Total Revenue</th>
<th></th>
<th>Amount</th>
<th>% of Total Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership &amp; Admissions</td>
<td>$2,536,487</td>
<td>46.2%</td>
<td>Retail Operations</td>
<td>$2,439,467</td>
<td>46.8%</td>
</tr>
<tr>
<td>Retail Operations</td>
<td>1,339,656</td>
<td>24.4%</td>
<td>Fundraising &amp; Events</td>
<td>877,348</td>
<td>16.0%</td>
</tr>
<tr>
<td>Fundraising &amp; Events</td>
<td>345,161</td>
<td>6.3%</td>
<td>In-Kind Contributions</td>
<td>311,042</td>
<td>6.0%</td>
</tr>
<tr>
<td>In-Kind Contributions</td>
<td>271,136</td>
<td>4.9%</td>
<td>Education Program Fees</td>
<td>268,017</td>
<td>5.1%</td>
</tr>
<tr>
<td>Education Program Fees</td>
<td>107,955</td>
<td>2.0%</td>
<td>Net Assets Released from Restriction</td>
<td>136,656</td>
<td>2.6%</td>
</tr>
<tr>
<td>Other</td>
<td>7,059</td>
<td>0.1%</td>
<td>Interest Income</td>
<td>828</td>
<td>0.0%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Other</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$5,485,669</td>
<td>100.0%</td>
<td></td>
<td>$5,211,683</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

### Expenses

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
<th>% of Total Raised</th>
<th></th>
<th>Amount</th>
<th>% of Total Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Services</td>
<td>$1,005,483</td>
<td>18.3%</td>
<td>Membership &amp; Admission Services</td>
<td>$990,745</td>
<td>19.0%</td>
</tr>
<tr>
<td>Membership &amp; Admission Services</td>
<td>612,036</td>
<td>11.2%</td>
<td>Education Programs</td>
<td>494,516</td>
<td>9.5%</td>
</tr>
<tr>
<td>Education Programs</td>
<td>496,297</td>
<td>9.0%</td>
<td>Public Relations &amp; Marketing</td>
<td>587,579</td>
<td>11.3%</td>
</tr>
<tr>
<td>Public Relations &amp; Marketing</td>
<td>604,871</td>
<td>11.0%</td>
<td>Administration</td>
<td>463,031</td>
<td>8.9%</td>
</tr>
<tr>
<td>Administration</td>
<td>488,555</td>
<td>8.9%</td>
<td>Fundraising &amp; Events</td>
<td>354,524</td>
<td>6.8%</td>
</tr>
<tr>
<td>Fundraising &amp; Events</td>
<td>425,219</td>
<td>7.8%</td>
<td>Depreciation</td>
<td>31,800</td>
<td>0.6%</td>
</tr>
<tr>
<td></td>
<td>$3,674,185</td>
<td>67.0%</td>
<td></td>
<td>$3,532,762</td>
<td>67.8%</td>
</tr>
</tbody>
</table>

### Increase in Net Assets

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
<th></th>
<th></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1,811,484</td>
<td></td>
<td>$1,678,922</td>
<td></td>
</tr>
</tbody>
</table>

### Net Assets at Beginning of Year

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
<th></th>
<th></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$441,559</td>
<td></td>
<td>$393,485</td>
<td></td>
</tr>
</tbody>
</table>

### Support to Seneca Park Zoo Fund

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
<th></th>
<th></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(74,442)</td>
<td></td>
<td>(79,348)</td>
<td></td>
</tr>
</tbody>
</table>

### Revenue Share with Monroe County Parks Department

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
<th></th>
<th></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(1,465,150)</td>
<td></td>
<td>(1,411,750)</td>
<td></td>
</tr>
</tbody>
</table>

### Equipment Transfer to Monroe County

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
<th></th>
<th></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>(15,900)</td>
<td></td>
</tr>
</tbody>
</table>

### Board Designated Restrictions

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
<th></th>
<th></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(233,500)</td>
<td></td>
<td>(123,850)</td>
<td></td>
</tr>
</tbody>
</table>

### Net Assets at End of Year

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
<th></th>
<th></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$479,950</td>
<td></td>
<td>$441,559</td>
<td></td>
</tr>
</tbody>
</table>

A complete financial statement including Board Designated, Restricted Programs and the Capital Campaign is available upon request.
2013 Forever Wild Society Inductees are:

Bob & Maureen Dobies
Bob & Linda Franklin
Harold Johnson
Carol Merkel
Patricia Obstarczyk

Dr. & Mrs. James Tacci
Ric Thomann
Pam Will
Mark & Nancy Zawacki