

# Seneca Park Zoo SOCIETY

Annual  
Report  
2014



## Dear Zoo Friends and Supporters,

2014 was a year of transition for the Seneca Park Zoo Society. New leadership brings new ideas, and opportunities for an organization to be self-reflective. New leadership is often a time to challenge the status quo, and assess whether an organization is maximizing its value to the community it serves.

To that end, the Zoo Society looked closely at its brand position, and found that the Zoo's strong brand as the Natural Place for Families was well known and working to drive attendance by families with small children. However, the conservation work being done by the Seneca Park Zoo, and the role the Zoo plays in saving animals from extinction, was almost entirely unknown to the general public. Great stories were just waiting to be told, so we began repositioning our messaging. Those behind-the-scenes changes came to life in 2015 in the Zoo's marketing partnerships, its membership programs, and its publications, such as ZooNooz.

The Zoo Society, along with our Monroe County partners, embarked on a strategic plan/master plan process. Recommendations from that process will be ready to share with the public in mid-2015. The need to remove the Zoo's Main Building by 2018 in order to maintain accreditation with the Association of Zoos and Aquariums is one of the driving forces behind the master plan.






We also felt it was the right time to ask: What does a zoo in the 21<sup>st</sup> century look like? What *can* we be? How can a zoo inspire people to act on behalf of animals they care for so deeply and the environment in which we all live? This invigorating process involves both County and Society leadership staff, and we look forward to what lies ahead for Seneca Park Zoo and for our partnership.

2014 was also a year of continued success for the Zoo and the Zoo Society. The Zoo proved, once again, to be a significant community resource with strong visitation and increased membership rolls, despite a year of less-than-ideal weather for zoo visits. We remained financially accountable and transparent, with a balanced budget, operating surplus, and a clean audit. We continued our commitment to recruit the best possible Board of Trustee members, and retained a strong staff with enthusiasm and passion for the zoo, our guests, and the animals in our care.


As we move forward into 2015, we are well-positioned to expand our role in the community beyond the gates of the Zoo, developing new partnerships, and shining a light on the great stories of what our zoo is, and what it can be: a leader in conservation care, an economic asset to our region and a *great* place to visit, no matter your age.

Thank you for your continued support as we celebrate at that has come before us and all that lies ahead. This is truly an exciting time to be part of the Zoo family.



  
Pamela Reed Sanchez  
Executive Director (June 2014)  
Seneca Park Zoo Society



  
Leonard Bayer  
President, Board of Trustees 2014  
Seneca Park Zoo Society

## Our Current Full-Time Staff: Society

**Pamela Reed Sanchez**

*Executive Director*

**Sharon Peterson**

*Associate Director*

**Lisa Buda**

*Membership Manager*

**Sue Clements**

*Business Manager*

**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*

**Aimee Hofmann**

*Development Assistant*

**Caitlin Irwin**

*Visitor Services Assistant Manager*

**Chip Kneessy**

*Food Service Manager*

**Chuck Levenoood**

*Director of Development*

**Natalie Lipton**

*Visitor Services Manager*

**Chad Mattison**

*Food Service Assistant Manager*

**Ceci Menchetti**

*Communications Coordinator*

**Anne Nordmark**

*Youth & School Programs Coordinator*

**Ruth Northrop**

*Data Manager*

**Michelle Picardo**

*Grant Writer/  
Zoobilation Coordinator*

**Elizabeth Roach**

*Volunteer Coordinator*

**Bart Roselli**

*Director of Education & Interpretation*

**Michele Schepisi-Ritchie**

*Office & Marketing Assistant*

**Tom Snyder**

*Interpretation Coordinator*

**Denise Wells**

*Food Service Coordinator*

**Amanda Workman**

*Education Assistant*

## Our Current Board of Trustees

**Stephen Brown**

*President*

**Gavin Brownlie**

*Vice President*

**Randall Shepard**

*Treasurer*

**Peter Lutz**

*Secretary*

Dwight Battles

Leonard Bayer

Kevin Best

Karla Boyce\*

Linda Buttrill

Spencer Cook

Tim DeGrave

Maureen Dobies

P. Hamilton Clark, III

Ralph Code, III, Esq.

Jay Friedman, Esq.

## Trustees

Mary Ellen Guon

Barbara Kelley

Eileen Kreutter\*

Robert Mann

James McElheny, Esq.

Jeff Mikols

Michael Morse

Charlie Pulire

David Riedman

Larry Sorel\*

Gary Squires

Lawrence A. Staub, Jr.\*

Ellen Wayne

Debbly Wilson

Keith Wilson

\*Ex-Officio

## Trustees Emeritus

Arnold Klinsky

James Koller

Donald McNelly

John Nuccitelli

Robert Stiles

William Strassburg

## 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*

**Dave Rinaldo**

*Deputy Director of Parks*

**Lawrence Sorel**

*County Zoo Director*

**Gail Tabone**

*Assistant Zoo Director*

**John Adamski**

*Assistant Curator*

**Christian Arasme**

*Recreational Guard*

**Heidi Beifus**

*Zoo Keeper*

**Kevin Blakely**

*Zoo Keeper*

**Jenna Bovee**

*Elephant Handler*

**Lindsay Bronson**

*Elephant Manager*

**Abby Carr**

*Zoo Keeper*

**Bill Caruso**

*Recreational Guard*

**Garrett Caulkins**

*Health Center Supervisor*

**Pete Christensen**

*Aquatic Life Support Systems Operator*

**Hannah Comstock**

*Zoo Keeper*

**Randi Conway**

*Zoo Keeper*

**Amanda Davis**

*Zoo Keeper*

**Isiah Eades**

*Recreational Guard*

**Robin English**

*Zoologist*

**Tina Fess**

*Zoologist*

**Dan Frick**

*Elephant Handler*

**Melvin Greathouse**

*Heavy Laborer*

**David Hamilton**

*General Curator*

**Andrew Hurst**

*Assistant Aquatic Life Support Systems Operator*

**Ricky Lane**

*Heavy Laborer*

**Kara Masaschi**

*Assistant Curator*

**Kristen Miles-Pavia**

*Supervisor of Aquatic Life Support and Facilities*

**Denise Mitelli**

*Zoological Park Foreman*

**Nick O'Connor**

*Grounds Equipment Operator*

**Mary Ellen Ostrander**

*Zoologist*

**Andrew Paulsen**

*Grounds Equipment Operator*

**Jim Paxon**

*Maintenance Mechanic II*

**Heather Paye**

*Zoo Keeper*

**Sue Rea**

*Elephant Handler*

**Melvin Sanchez**

*Heavy Laborer*

**Brian Sheets**

*Zoo Keeper*

**Mary Ellen Sheets**

*Elephant Handler*

**Ryan Statt**

*Zoologist*

**Steve Sutton**

*Grounds Equipment Operator*

**Lori Warner**

*Zoo Keeper*

**James Weinpress**

*Zoo Keeper*

**Michael Wemett**

*Zoo Keeper*

**Kellee Wolowitz**

*Zoologist*

**Catina Wright**

*Zoo Keeper*

**Dr. Jeffrey Wyatt**

*Director of Animal Health and Conservation*

**Melissa Zepkowski**

*Building Service Worker*

# A place for serious fun

Zoo volunteers logged a total of **21,659** hours.

By the numbers ...

**281** general volunteers gave **7,658.45** hours

**105** ZooTeens gave **6,793.5** hours of their time

**92** docents spent **6,578.75** hours volunteering

Board and committee members volunteered **589.75** hours

Interns spent **241** hours at the Zoo

The time these people graciously volunteered was equivalent to **10.5 full-time staff members**. We would be unable to do what we do with them. We thank each and every one of you.

## Our Motivated Educators: Docents

.....

**Eileen Kreutter**  
*President*

**Jim Quick**  
*Vice-President*

**David Nasta**  
*Treasurer*

**Stacy Pavone**  
*Secretary*

**Bob Shaff**  
*President Emeritus*

**Andrea Minchella**  
*Scheduling Chair*

**Colleen Spiwak**  
*Newsletter Editor*

**Marianne Dambra**  
**Kathy Guillard**  
*Social Co-Chair*

**Ann Marie Tobey**  
*Elephants Work Chair*

**Robyn Blanchard-Tacci**

*Biofacts Chair*

**Lynn Harris**  
*Conservation Committee Chair*

**Jan Barney**  
*Education Committee Chair*

Colleene Abair

Jessica Alawi

Linda Bagdon

Janice Barney

darlene Benzoni

Mary Bruno

Judith Bullene

Claudia Burcke

Lea Cappella

Deborah Casolari

Susan Chapman

Carol Conant

Barbara Densmore

Karen Downs

Marge Dunbar

Phil Edin

Heidi Forster

Kim Foster

Lora Hamlin

Amy Harned

Roseann Harris

Barbara Hendry

Susan Herzberg

Vandy Humphrey

Richard Iman

Anne Kirkpatrick

Jan Kohlmeier

Bonnie Kozlowski

Laura Kremer

Monica Kress

Theresa Kretovic

Donna Lampen-Smith

Gretchen LaRosa

Jerald LeBlanc

Carol McCoy

Carol Merkel

Lance Mortensen

Pamela Mortensen

Marian Nelson

Shelley O'Brien

John Page

Joanne Pernice

Pat Rose

Trudy Rowe

Jeanne Salisbury

Marge Sawnor

Lynn Schneeberger

Beverly Shaff

Ray Shaheen

Marion Sharpe

Lauren Sheive

Roger Siekierski

Richard Simpson

Tim Snyder

Tom Sobczak

Christine Spencer

Colleen Spiwak

Jeanne Tankersley

Trudy Turberg

Kathleen Wax

Jerry Welcher

Maureen Whalen

Lynn Willard

Cheryl Yehl

## committed to serious conservation efforts

..... **your support**  
makes so much possible .....

**WE ARE FINANCIALLY SUSTAINABLE**  
.....

Twenty years of balanced budgets, clean audits and no operating deficits. The Seneca Park Zoo Society has a remarkable history of being excellent stewards of our donors' investment in the Society.

**WE ARE VALUED BY THE COMMUNITY  
AND A REGIONAL ASSET**  
.....

In 2014, attendance at the Seneca Park Zoo was **more than 350,000**. Of those visitors, roughly one-third came to the Zoo from beyond Monroe County. Our membership base grew to almost 17,000 households, and nearly 100 corporations collectively provided more than a **quarter of a million dollars** in operating funds.

**WE ARE AN EDUCATIONAL  
ORGANIZATION**  
.....

More than 39,500 school-aged children were served by the Seneca Park Zoo Society in 2014, through organized field trips and high-touch expeditions, ZooCamps, ZooMobile visits and more. Our education team's involvement with Homework Hotline reached an additional **half a million people** throughout New York State.







WE ARE AN  
**INFORMATIONAL  
RESOURCE** .....  
ON ANIMALS,  
CONSERVATION AND  
THE ENVIRONMENT

Our Web site was viewed more than **1,150,000 million** times in 2014. To date, nearly **29,000 people** followed us socially on Facebook, Twitter and Instagram, and our blogs were read more than **31,700 times**.



**OUR ZOO FAMILY  
IS STRONG** .....

The team at the Zoo — volunteers and docents, trustees and staff, are **dedicated, experienced and passionate** about our mission. Collectively, our 28 full-time staff members have **197 years of experience** at the Seneca Park Zoo. Our volunteers contributed more than 21,000 hours of time in 2014, including nearly 7,000 hours from our ZooTeens, and close to 8,000 hours from our docents.



## WE ENGAGE NEW PEOPLE THROUGH MISSION-RELATED EVENTS

Events such as ZooBrew, Zoobilation, Jungle Jog, and ZooBoo bring in **more than 25,000 people** to the Seneca Park Zoo, giving guests opportunities to connect with and be inspired by the animals at the Zoo.



These events also **provide essential operating dollars** for our education and interpretive programs.

## WE INSPIRE CONSERVATION ACTION



In 2014, the Zoo Society's conservation fundraising saw a 350% increase over 2013, with nearly \$60,000 raised to support field conservation efforts in Madagascar, Borneo and Africa. The Seneca Park Zoo Society's grants to the International Elephant Foundation and to

Health in Harmony have been recognized by those organizations as extraordinary, and our docents' decades-long support of the work of lemur expert Dr. Patricia Wright is recognized in Madagascar.





## WE INVEST

### BACK INTO THE ZOO

The Seneca Park Zoo Society is Monroe County's partner in managing the Seneca Park Zoo. As a nonprofit chartered by the New York State Department of Education in 1957, the **Zoo Society plays an integral role in educating and serving our visitors** while providing significant financial support from admissions and memberships to Monroe County. Those funds are then used by Monroe County for animal care and facility maintenance at the Seneca Park Zoo. **In the past five**



Pam Coward

**years alone, the Zoo Society has remitted nearly \$7 million dollars in operating funds to Monroe**



Kelli O'Brien

**County.** These funds help ensure the continued excellence of the Zoo's conservation and animal care programs, including maintaining its status as a leading breeding colony of African penguins, its continued participation in Species Survival Plans through the Association of Zoos and Aquariums, and its involvement in regional conservation efforts such as the reintroduction of lake sturgeon into the Genesee River and work to save hellbenders and Eastern Massassagua rattlesnakes from extinction.

# SOCIETY OF ZOO SUPPORTERS

## Contributions for 2014

.....

The Seneca Park Zoo Society Board of Trustees and staff greatly appreciate the generous donors who supported the Zoo this year through grants, sponsorships, bequests, corporate contributions and individual gifts. Thank you for believing in us and the important work we do.

### LION LEVEL

**\$25,000 to \$49,999**

Atomic Design  
Canfield & Tack Commercial  
Printing and Fulfillment  
Daisy Marquis Jones Foundation  
Entercom Rochester, LLC  
Clara Gilman, Estate of  
Glover Crask Charitable Trust  
Estate of Jean Groff  
Estate of Evelyn F. Lutz  
The Rabbit Room  
Wegmans Food Markets, Inc.



### POLAR BEAR LEVEL

**\$10,000 to \$24,999**

Anonymous  
Anonymous  
Bank of America  
Mr. and Mrs. Leonard R. Bayer  
Brochures Unlimited Advertising, LLC.  
The Brown Family Foundation  
The Donald F. & Maxine B. Davison  
Foundation  
Mr. and Mrs. Robert Dobies

Mr. Ronald H. Fielding and  
Ms. Susan Lobell  
M&T Bank  
McDonald's of Greater Rochester  
Mr. and Mrs. James P. McElheny  
Rapp/Spence Design  
Helen and Ritter Shumway Foundation  
Spatola's Party Rental  
Walmart  
Mr. and Mrs. Keith Wilson



**EAGLE LEVEL**  
**\$5,000 to \$9,999**

*Anonymous*

*Bagels Etc.*

*Mr. and Mrs. Gavin Brownlie, Jr.*

*Coca-Cola Refreshments*

*Constellation Brands, Inc.*

*Mr. and Mrs. Spencer J. Cook*

*crosby-brownlie, INC.*

*Mrs. Louise W. Epstein*

*Excellus BlueCross BlueShield*

*Ms. Susanna M. Ferris*

*and Ms. Nancy Postilli*

*Fibertech Networks*

*Grant Taylor Photography*

*Ms. Shelley Hayes*

*hibu, Inc.*

*Mrs. Barbara Kelley and Mr. Tom Riley*

*Ms. Christine Klos and Mr. Don White*

*Lake Beverage Corporation*

*Mary S. Mulligan Charitable Trust*

*MVP Health Care*

*OppenheimerFunds, Inc.*

*Ortho Clinical Diagnostics, Inc.*

*Riedman Companies*

*Ry-Gan Printing, Inc.*

*Salena's Mexican Restaurant*

*Leland T. Shafer Charitable Trust*

*Mr. Matt Squires*

*Thomson Reuters*

*Woods Oviatt Gilman LLP*

*Xerox Corporation*

*Dr. Seth Ziedman and Dr. Eva Pressman*

**TIGER LEVEL**  
**\$2,500 to \$4,999**

*Admar Supply Company Inc.*

*Ames-Amzalak Memorial*

*Trust*

*Ms. Rachel B. August*

*and Mr. Len Parker*

*Ms. Karie Bellavia*

*Best Times Financial Planning*

*Blackwood Management*

*Bonadio Group*

*Bond, Schoeneck & King, PLLC.*

*Boylan Code, LLP*

*Brandtatorship*

*The Brown Group*

*Mr. and Mrs. John C. Buttrill*

*Mr. and Mrs. Anthony J.*

*Cammarata*

*Mr. and Mrs. William E. Cherry*

*City Newspaper*

*Construction Industry*

*Association of Rochester*

*Diamond Packaging*

*Mrs. Allison DiMarco and*

*Mr. Richard J. DiMarco*

*Exodus Exterminating Inc.*

*Mr. and Mrs. Robert Franklin*

*Drs. Suresh and Cheryl Goel*



*Mr. and Mrs. Jim Herbst*

*I.B.E.W. Local Union #86*

*Lake Immunogenics Inc.*

*Mr. and Mrs. James M. Lamb*

*Liberty Mutual Insurance*

*Mr. Arthur E. Lowenthal*

*Mr. and Mrs. Peter Lutz*

*Manning Squires Hennig Co. Inc.*

*Mrs. Suzanne Marr*

*William G. McGowan*

*Charitable Fund*

*Monroe Veterinary Associates*

*Morgan Stanley/Smith Barney*

*The Jane F. and William J.*

*Napier Charitable Lead Trust*

*Mr. and Mrs. Senthil Natarajan*

*New York Life Insurance*

*Company*

*Mr. and Mrs. Jake Pierson*

*The Pike Company*

*Mrs. Jo Ann H. Richards*

*Mr. and Mrs. David Riedman*

*Dr. Dawn Riedy and*

*Mr. David Berg*

*Mrs. Gael Roberts*

*Rochester Community*

*Baseball, Inc.*

*Mr. and Mrs. Caleb Seaman*

*Mrs. Catherine Squires and*

*Mr. Gary Squires*

*Ms. Lorraine Staunch*

*Sweetwater Energy*

*Mr. and Mrs. Leon F. Tucker, Jr.*

*Turkey Bird Studio*

*Urtz's Farm, Inc.*

*USA Payroll, Inc.*

*Mr. and Mrs. Philip J. Warner*

*Mr. and Mrs. Peter Wilbert*

*Ms. Jean Williams*



**RHINO LEVEL**

**\$1,000 to \$2,499**

Abilene Bar & Lounge  
 Mr. and Mrs. Burton S. August  
 Mr. and Mrs. Bohdan Baran  
 Mr. and Mrs. Dwight Battles  
 Ms. Karen S. Baumgartner  
 Mr. and Mrs. Dean Beh  
 Mr. and Mrs. David Braverman  
 Mr. and Mrs. Joseph C. Briggs  
 Dr. and Mrs. Walter S. Brooks  
 Mrs. Mary Ellen Brothers Guon  
 Brown & Brown Insurance  
 Ms. Kerri Brown  
 Mr. Stephen Brown  
 BSG Building Services Group  
 Mr. and Mrs. M. John Buzawa  
 Canandaigua National Bank  
 Mr. and Mrs. Andrew Carpentier  
 Mr. and Mrs. William Crow  
 Ms. Jeanne A. Davison and Mr. John E. Davison  
 Ms. Jennifer Dell and Mr. Matt Sides  
 The Dolomite Group  
 Edible Arrangements  
 Mr. and Mrs. Donald G. Eynor  
 The Finishing Touch Custom Framing  
 Flaum Management Company, Inc.  
 Mr. Jody Fleischer  
 Mr. James R. Grapenstetter  
 Mr. and Mrs. Philip Gelsomino, II  
 Harris R.F. Communications  
 Hedonist Artisan Chocolates  
 Mr. Richard Hogestyn  
 Mrs. Marjorie S. Humphrey and Mr. Herbert Humphrey  
 Hunt Real Estate ERA  
 IEC Electronics  
 Joe's Meat Market  
 Mr. and Mrs. Bruce Krobusek  
 Landsman Development Corp.  
 Dr. and Mrs. Michael Loeb



Lovin' Cup Bistro and Brews  
 Lowe's, Store of Brockport  
 Lowe's, Store of Canandaigua  
 Lowe's, Store of Greece  
 Lowe's, Store of Henrietta  
 Lowe's, Store of Macedon  
 Lowe's, Store of Webster  
 Mr. and Mrs. Dan Mahar  
 Mann's Jewelers  
 Medved Running & Walking Outfitters  
 Mr. and Mrs. Gordon N. Meyer, Jr.  
 Mr. and Mrs. Wesley J. Micket  
 Mid-Lakes Navigation  
 Mr. and Mrs. Andrew Mitchell  
 Mr. and Mrs. William Monte  
 Moonlight Creamery  
 Mr. and Mrs. Michael R. Morse  
 Mr. and Mrs. Thomas Neilson  
 Mr. James Nickles and Ms. Susan Wendel  
 Norry Management  
 Ms. Patricia Obstarczyk  
 Ms. Karen Panosian and Mr. Alan K. Salmons  
 Paychex Inc.  
 PayPal Giving Fund  
 Mr. and Mrs. Ronald T. Pritchard  
 Mr. and Mrs. Charles Pulire  
 Mr. and Mrs. Jay J. Rachfal  
 Mrs. Suzanne Remley  
 Dr. and Mrs. Josh Rittenberg  
 Rochester General Hospital  
 Dr. and Mrs. Harry N. Rosen  
 Mr. and Mrs. Thomas Rusling

Ms. Pamela Reed Sanchez and Mr. Robert Sanchez  
 Mr. and Mrs. Anton Schutz  
 Mr. David J. Sharkey  
 Sheet Metal Workers' Local 46  
 Mr. and Mrs. Randy Shepard  
 Mr. Richard L. Simpson  
 Ms. Paula V. Smith  
 Mr. and Mrs. Lawrence Sorel  
 Sports PT & Fore Performance LLC  
 Ms. Carol T. Srokose  
 Mr. and Mrs. Donald St. John  
 Ms. Sherry S. Stephens and Ms. Tasha M. Bell  
 Mr. and Mrs. Robert B. Stiles  
 Mr. and Mrs. Donald Titus, Jr.  
 Mr. and Mrs. Robert E. Touhsaent  
 UA Local 13 Plumbers, Pipefitters & Service Techs  
 Van Bortel Motor Car, Inc.  
 Ms. Gretchen Voss  
 Mr. and Mrs. Thomas Wallenhorst  
 Mr. and Mrs. David K. Weber  
 Webster Interiors  
 Webster Properties Luxury Living  
 Dr. and Mrs. Tae B. Whang  
 The Wilds  
 Ms. Pam Will  
 Mr. and Mrs. Mark Wilson  
 Ms. Carole A. Winslow  
 Mr. and Mrs. Gary E. Wood  
 Mr. and Mrs. Greg Young  
 Zweigle's Inc.



## OTTER LEVEL

**\$500 to \$999**

Adrian Jules, Ltd.  
Mr. and Mrs. Salvatore Arbore  
Audio Images Sound  
& Lighting  
Dr. and Mrs. Mark Balsamo  
Mr. and Mrs. Alan J.  
Bartholomew  
Ms. Nina H. Beach  
Mr. and Mrs. Wayne  
Beckwith  
Ms. darlene Benzon  
and Mr. Daryl Holdridge  
Mr. and Mrs. J. Kevin Best  
Big Bear BBQ  
Mr. and Mrs. Mark Bollin  
Brad's Cookie Nook  
Ms. Katie Brown  
Mr. Ray Brown  
Mr. and Mrs. James Butler  
Ms. Shari Cap  
Mr. Theodore J. Carlson  
Carrabba's Italian Grill  
Mr. and Mrs. John P. Carver  
Casa Larga Vineyards, Inc.  
Mr. John Casciani  
Mr. and Mrs. Gary L.  
Chadwick  
Mr. and Mrs. P. Hamilton  
Clark, III  
Mostly Clay  
Mrs. Joanne V. Clements  
Mr. and Mrs. Tom Coller  
Mr. Timothy DeGrave and  
Ms. Laura Fornarola  
Mr. William Connor and  
Ms. Janis DeMay-Connor  
Mrs. Pam Cowan and  
Mr. Phil Morgan  
Dewey Avenue Smoke Shop  
Dr. Jennifer Dotterweich and  
Mr. Paul Dotterweich  
Mr. and Mrs. Richard Dray  
Mr. and Mrs. David Ebberts  
Mr. and Mrs. Jurij  
Eliaszewskyj  
Mrs. Joan L. Feinbloom  
Mr. and Mrs. Gary Fishbaugh  
Dr. Janine L. Fogarty and  
Mr. Jim Hoestermann  
Mr. and Mrs. Neal S. Garber  
Get Caked

Ms. Barbara Gohringer  
Mr. and Mrs. Michael Graney  
Mr. and Mrs. John Henderson  
Ms. Mary G. Hildebrandt  
and Mr. James Mahoney  
Mr. and Mrs. Aaron Hilger  
Mr. Alan Hondorf and  
Mrs. Renee Savino-Hondorf  
Mrs. Mary Louise Huff  
Mr. and Mrs. Michael C.  
Hurley  
IC Wood LLC  
Mr. and Mrs. Raymond Jacobi  
Jack Greco Custom Furniture  
Jerry's Jewelers  
Ms. Elizabeth Johnson  
Mr. and Mrs. Thomas F.  
Judson, Jr.  
Mr. and Mrs. David Todd M.  
Keehley  
Mr. and Mrs. Al Keltz  
KeyBank  
Mr. and Mrs. Michael Knolla  
Mr. and Mrs. Louis A.  
Langie, Jr.  
Leo's Bakery & Deli  
Mr. Charles R. Levengood  
and Ms. Gina Halasinski  
Mr. and Mrs. Harry L. Lloyd  
Ms. Nancy Lowthian  
Mr. and Mrs. Robert Mann  
Mr. and Mrs. Donald P.  
McNelly  
Ms. Hilda Jo Anne Milham  
Mr. and Mrs. Michael Minor



Monroe Piping & Sheetmetal  
Mr. and Mrs. Jason Mulcahy  
Mr. and Mrs. Daniel Murty  
Mr. and Mrs. Michael Murty  
Mr. and Mrs. John F. Nuccitelli  
Mr. Paul Pazniokas and  
Ms. Phyllis Mondelli  
Mrs. Doreen Pellittieri  
Ms. Sharon Peterson  
Mrs. Lori Pfeil  
Ms. Michelle Picardo  
Mr. Charles E. Plant  
Ms. Nancy Quattrociochi  
and Ms. Gina Quattrociochi  
Mr. Mark Raeside  
RCR Yachts  
Mr. Joseph L. Redman  
Mr. Matthew Riedinger  
Seneca Park Zoo AAZK  
Chapter  
Mr. and Mrs. Gene Short  
Mrs. Shirley Shumway  
Signs Now of Rochester, Inc.  
Mr. and Mrs. Thomas Slaughter  
Mr. and Mrs. David J. Smereski  
Mr. James A. Smith and  
Mrs. Sharon Smith  
Mr. and Mrs. Brent Sutton  
Mr. and Mrs. Charlie  
Symington  
Dr. and Mrs. James A. Tacci  
Mr. and Mrs. Robert C. Tait  
Tantalo Photography  
Mr. Jonathan Terry  
Mr. and Mrs. Hugh Thomas  
Thrive  
Dr. and Mrs. Gene Tolomeo  
Mr. and Mrs. Robert  
Wiederhold  
Mr. and Mrs. Richard Wilbert  
Ms. Linda Williams  
Mr. and Mrs. Gregg C.  
Vandivert  
Vasiliy Images  
Mr. and Mrs. Ramond R. Vogt  
Zaepfel Development  
Company

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.



# Seneca Park Zoo Society

## Balance Sheet December 31, 2014

	General Operating Fund	Board Designated Fund	Restricted Gifts & Grants Fund	Capital Campaign Fund	TOTAL
<b>ASSETS</b>					
Cash and Cash Equivalents	\$527,357	\$0	\$0	\$5,739	\$533,096
Investments	\$112,455	\$295,844	\$149,251	\$167,657	\$725,207
Endowment - General	\$0	\$243,068	\$63,977	\$0	\$307,046
Endowment - Intern Program	\$0	\$0	\$189,566	\$0	\$189,566
Accounts Receivable	\$30,682	\$1,383	\$401,920	\$500,000	\$933,985
Promises to Give-Net	\$13,621	\$0	\$52,110	\$0	\$65,731
Due from other funds	\$0	\$286,726	\$16,000	\$19,181	\$321,907
Inventory	\$140,404	\$0	\$0	\$0	\$140,404
Prepaid Expenses	\$65,548	\$0	\$0	\$0	\$65,548
Property & Equipment Net	\$112,110	\$0	\$2,956	\$0	\$115,066
<b>Total Assets</b>	<b>\$1,002,177</b>	<b>\$827,021</b>	<b>\$875,781</b>	<b>\$692,577</b>	<b>\$3,397,557</b>
<b>LIABILITIES &amp; NET ASSETS</b>					
Accounts Payable	\$241,086	\$0	\$0	\$500,000	\$741,086
Accrued Payroll	\$78,351	\$0	\$0	\$0	\$78,351
Accrued Vacation	\$52,863	\$0	\$0	\$0	\$52,863
Due to other funds	\$146,907	\$0	\$0	\$175,000	\$321,907
<b>Total Liabilities</b>	<b>\$519,207</b>	<b>\$0</b>	<b>\$0</b>	<b>\$675,000</b>	<b>\$1,194,207</b>
Beginning Net Assets	\$479,950	\$738,196	\$884,355	\$20,811	\$2,123,312
Net Surplus/(Deficit)	\$3,020	\$88,825	(\$8,574)	(\$3,234)	\$80,038
<b>Total Net Assets</b>	<b>\$482,970</b>	<b>\$827,021</b>	<b>\$875,781</b>	<b>\$17,577</b>	<b>\$2,203,350</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$1,002,177</b>	<b>\$827,021</b>	<b>\$875,781</b>	<b>\$692,577</b>	<b>\$3,397,557</b>



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 20<sup>th</sup> year in a row, approved and delivered 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.

# Income Statement

## For the Year Ended December 31, 2014

(With Comparative Totals for the Year Ended December 31, 2013)

	2014		2013	
	Amount	% of Total Revenue	Amount	% of Total Revenue
<b>SUPPORT AND REVENUE</b>				
Membership & Admissions	\$2,275,094	42.9%	\$2,536,487	46.2%
Retail Operations	1,296,478	24.5%	1,339,656	24.4%
Fundraising & Events	920,792	17.4%	877,348	16.0%
In-Kind Contributions	414,872	7.8%	345,161	6.3%
Education Program Fees	284,011	5.4%	271,136	4.9%
Net Assets Released from Restriction	104,871	2.0%	107,955	2.0%
Interest Income	934	0.0%	866	0.0%
Other	153	0.0%	7,059	0.1%
	<b>\$5,297,204</b>	100.0%	<b>\$5,485,669</b>	100.0%

	2014		2013	
	Amount	% of Total Raised	Amount	% of Total Raised
<b>EXPENSES</b>				
Retail Services	\$1,019,680	19.2%	\$1,005,483	18.3%
Membership & Admission Services	548,585	10.4%	612,036	11.2%
Education Programs	511,622	9.7%	496,297	9.0%
Public Relations & Marketing	661,302	12.5%	604,871	11.0%
Administration	481,112	9.1%	488,555	8.9%
Fundraising & Events	539,825	10.2%	425,219	7.8%
Depreciation	50,662	1.0%	41,724	0.8%
	\$3,812,787	72.0%	\$3,674,185	67.0%

<b>Increase in Net Assets</b>	<b>\$1,484,418</b>	<b>\$1,811,484</b>
Net Assets at Beginning of Year	\$479,950	\$441,559
Support to Seneca Park Zoo Fund	(67,784)	(74,442)
Revenue Share with Monroe County Parks Department	(1,316,113)	(1,465,150)
Board Designated Restrictions	(97,500)	(233,500)
<b>Net Assets at End of Year</b>	<b>\$482,970</b>	<b>\$479,950</b>

A complete financial statement including Board Designated, Restricted Programs and the Capital Campaign is available upon request.

## Forever Wild Society Members

.....

The mission of the Seneca Park Zoo Society's Planned Giving Program is to ensure the continuation of education and conservation programs for future generations. Thank you to the following people for making a deferred gift in support of the Zoo Society.

*Anonymous*

*Rachel Baker August*

*Robbie Baltzer*

*Bohdan and Maureen Baran*

*Leonard and Lorri Bayer*

*Nina Beach*

*Kevin & Tami Best*

*James Tacci and Robyn Blanchard-Tacci*

*Mike and Mary Lou Bopp*

*Stephen Brown*

*Rita and Lawrence Callahan*

*Ralph Code*

*Spencer and Elizabeth Cook*

*Karen and Bill Crow*

*John and Mary Lou\* Davison*

*Cassey Dickey*

*Bob and Maureen Dobies*

*David and Sandra Ebberts*

*Ron Fielding*

*Bob and Linda Franklin*

*Philip and Beverly Gelsomino*

*James Grapenstetter*

*Aimee Hofmann*

*Richard Hogestyn*

*Mary Louise Huff*

*Harold Johnson*

*Barbara Kelley and Thomas Riley*

*Donna Lampen-Smith*

*Patty and Larry Langdon*

*Lou and Sally Langie*

*Chuck Levensgood*

*Peter and Margot Lutz*

*Carolyn and Edward Maruggi*

*James and Linda McElheny*

*Donald and Phyllis McNelly*

*Carol Merkel*

*Patricia Obstarczyk*

*Karen Panosian*

*Sharon Peterson*

*Michelle Picardo*

*Pamela Reed Sanchez*

*Dennis and Patricia Ringer*

*Tom & Ellen Rusling*

*Ric Thomann*

*Denise Wells*

*Pam Will*

*Keith and Betsy Wilson*

*Dr. Jeff Wyatt*

*Mark and Nancy Zawacki*

*Dr. and Mrs. Tae Whang*

*\* Denotes deceased*