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 21st 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.
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 Levengood
Director of Development

Natalie Lipton
Visitor Services Manager

Chad Mattison
Food Service Assistant Manager

Ceci Menchetti
Communications Coordinator

Anneke 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 Scheipsi-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.

Mary Ellen Guon
Barbara Kelley
Eileen Kreutter*
Robert Mann
James McElheny, Esq.
Jeff Mikols
Michael Morse
Charlie Pulire

Arnold Klinsky
James Koller
Donald McNelly

Trustees Emeritus

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
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

- Colleen Abair
- Jessica Alawi
- Linda Bagdon
- Janice Barney
- Darlene Benzon
- 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

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 Tobe  
Elephants Work Chair
Robyn Blanchard-Tacci  
Biofacts Chair
Lynn Harris  
Conservation Committee Chair
Jan Barney  
Education Committee Chair

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
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 FINANCIALLY SUSTAINABLE

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 VALUED BY THE COMMUNITY AND A REGIONAL ASSET

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 EDUCATIONAL ORGANIZATION

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

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

**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

**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.
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

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

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
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 Carpenter
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 Sorell
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.

SOCIETY OF ZOO SUPPORTERS continued
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

<table>
<thead>
<tr>
<th>ASSETS</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>Cash and Cash Equivalents</td>
<td>$527,357</td>
<td>$0</td>
<td>$0</td>
<td>$5,739</td>
<td>$533,096</td>
</tr>
<tr>
<td>Investments</td>
<td>$112,455</td>
<td>$295,844</td>
<td>$149,251</td>
<td>$167,657</td>
<td>$725,207</td>
</tr>
<tr>
<td>Endowment - General</td>
<td>$0</td>
<td>$243,068</td>
<td>$63,977</td>
<td>$0</td>
<td>$307,046</td>
</tr>
<tr>
<td>Endowment - Intern Program</td>
<td>$0</td>
<td>$0</td>
<td>$189,566</td>
<td>$0</td>
<td>$189,566</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>$30,682</td>
<td>$1,383</td>
<td>$401,920</td>
<td>$500,000</td>
<td>$933,985</td>
</tr>
<tr>
<td>Promises to Give-Net</td>
<td>$13,621</td>
<td>$0</td>
<td>$52,110</td>
<td>$0</td>
<td>$65,731</td>
</tr>
<tr>
<td>Due from other funds</td>
<td>$0</td>
<td>$286,726</td>
<td>$16,000</td>
<td>$19,181</td>
<td>$321,907</td>
</tr>
<tr>
<td>Inventory</td>
<td>$140,404</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$140,404</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>$65,548</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$65,548</td>
</tr>
<tr>
<td>Property &amp; Equipment Net</td>
<td>$112,110</td>
<td>$0</td>
<td>$2,956</td>
<td>$0</td>
<td>$115,066</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$1,002,177</strong></td>
<td><strong>$827,021</strong></td>
<td><strong>$875,781</strong></td>
<td><strong>$692,577</strong></td>
<td><strong>$3,397,557</strong></td>
</tr>
</tbody>
</table>

| LIABILITIES & NET ASSETS | | | | | |
| 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 |
| **Total Liabilities**     | **$519,207**           | **$0**                | **$0**                        | **$675,000**          | **$1,194,207** |

| 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   |
| **Total Net Assets**      | **$482,970**           | **$827,021**          | **$875,781**                  | **$17,577**           | **$2,203,350** |

| TOTAL LIABILITIES & NET ASSETS | | | | | |
| **$1,002,177**           | **$827,021**          | **$875,781**          | **$692,577**                  | **$3,397,557** |

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 20th 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)

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

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

**Increase in Net Assets** $1,484,418

Net Assets at Beginning of Year $479,950
Support to Seneca Park Zoo Fund (67,784)
Revenue Share with Monroe County Parks Department (1,316,113)
Board Designated Restrictions (97,500)

Net Assets at End of Year $482,970

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
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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