Dear Friends and Supporters:

Connect. Care. Conserve. As the private, non-profit partner to Monroe County’s Seneca Park Zoo, the Seneca Park Zoo Society is charged with inspiring our guests, our members, and our community to turn their passion for animals into action to save animals from extinction. We believe that everyone can become a conservationist and an environmental steward, learning to live in harmony with the nature that is all around us.

To achieve our mission, our guests must first encounter world class zoo experiences at Seneca Park Zoo, with habitats that ensure top quality animal welfare and guest amenities that meet 21st century expectations. Once enamored with the animals in our care, and connected to the natural world, our guests – and our community at large – must be equipped with the knowledge and tools they need to make a difference for wildlife, both regionally and internationally.

In 2017, the Zoo Society focused its efforts in two major areas:

• Bringing the A Wilder Vision capital campaign to life, obtaining 100% trustee participation as we work to raise the $23 million needed to ensure the Seneca Park Zoo’s capital transformation over the next five years. Funds raised by the Zoo Society will provide needed guest amenities, including a tram, new food service and gift offerings, indoor and outdoor giraffe feeding platforms, and new guest service buildings and event space. The campaign will also provide needed funds to the new Animals of the Savanna building and the snow leopard and red panda habitats. This transformation – which includes the razing of the Zoo Main Building in 2018 - is essential to ensuring a welcoming, best-in-class zoo that prioritizes animal welfare and guest experiences.

• Helping to solve identified community problems, including the disconnection from nature shared by many of today’s youth, and the drastic decline in native pollinators, including bees and butterflies, that are essential to our region’s agriculture. We believe we have a responsibility to be a resource on environmental and conservation issues, and that we must be at the forefront of finding solutions for our region. New programs in 2017 focused on meeting the needs of K-12 teachers, creating KinderZoo for the youngest of our guests, and exposing people of all ages to the benefits of getting out in nature, whether for art experiences, scientific surveys, or park clean ups. We were also working behind the scenes to create garden kits for native pollinator habitats, and to create a workforce development program for urban core teens, programs that will launch in 2018.

We are grateful to you, our members and supporters, for the role you play in making our work possible. Your investment in the mission of the Seneca Park Zoo provides necessary support for us to reach half a million people annually while maintaining balanced budgets and creating visionary programming that will, we believe, improve the health of our ecosystems today and for generations to come.

Pamela Reed Sanchez
President and CEO
Seneca Park Zoo Society

Gavin Brownlie
Board President, 2017
Seneca Park Zoo Society
Our Programming and Conservation Action team delivered more than 316 hours of on-grounds programming in 2017, introducing guests to the animals in our care, conveying information about threats those animals face in natural range, and sharing tips for what each of us can do to make a difference for species survival. From recycling and composting to decreasing energy and water use, to responsible consumerism, our goal is for each guest to be moved to make simple changes to protect the animals they care about.

Our team members aren’t scripted; they are trained to read nonverbal cues to gauge guests’ interests, and respond appropriately. As a result, the interactions between guests and staff are authentic and meaningful, based on shared interests and values. Programs are also delivered in age appropriate ways, with our ZooBrew attendees learning far more about poaching and illegal ivory trade than school-age children.

While we are an animal-centric organization, our mission is all about people. We work diligently to connect people with wildlife, move them to care about the animals here and their counterparts in nature, and inspire them to become involved in saving animals from extinction. We can all be conservationists.

In 2017, we launched KinderZoo for our youngest guests, and updated all our school offerings to incorporate the latest changes to the New York State and NextGen Science Standards, ensuring that teachers view the Zoo as a resource and an outdoor classroom. Our first Teacher Appreciation Day was held in the fall, after a summer of record breaking camp attendance and our largest cadre of ZooTeens.

Our docent corps continues to grow and thrive, with a strong emphasis on continuing education programs to ensure they have the most current information to share with our guests.
Butterfly Beltway program wins award

The Butterfly Beltway program to reestablish pollinator habitat had a banner year. In Fall 2017, Seneca Park Zoo Society and the Department of Transportation together won an environmental excellence award from the New York Department of Conservation. The award was for our partnership on the Interstate 390 Pollinator Project which changed mowing practices along a six mile stretch of I 390 to ensure the presence of milkweed and native flowers - the only source of food for monarch caterpillars.

CONSERVING Wildlife

While inspiring our community to do their part for conservation, the Zoo and Zoo Society model that behavior in our sustainability practices, our support of international conservation efforts, and our own participation in regional conservation.

$76,000
GRANTED
for in-situ conservation

93 ACRES
OF POLLINATOR habitat recreated

NEARLY $25,000
FUNDS RAISED
for in-situ conservation work from 21+ events like ZooBrew, Cinco de Rhino and Party Mad at the Zoo

Record Number of conservation grants made

Thanks to the generosity of our guests and members, Seneca Park Zoo Society awarded a record number of grants to in-situ conservation partners, including International Elephant Foundation, Snow Leopard Trust and Polar Bears International, to name a few. Grantees are required to provide the Zoo Society with evidence of the effectiveness of their programs in meeting conservation objectives, and funds are directed primarily to programs that work to mitigate human animal conflict and involve local populations in being part of the solution.

Malagasy researcher visits, sets foundation for reforestation project

Thanks to support from Zoo Society docents and other donors, Seneca Park Zoo Society was host to Mahandry Hugues Andrianarisoa in July 2017. Mahandry was a research assistant on the Zoo Society's replication One Cubic Foot program in Madagascar. His time in the U.S. included a one month internship with our partners at the Smithsonian Museum of Natural History, where he learned DNA Barcode sequencing. He then spent a month in Rochester, providing training for our staff and docents, participating in educational outreach programs, learning about the workings of a zoo, and working on his master’s thesis using the DNA Barcode sequencing results from his work at the Smithsonian. Because of the connections we were able to make for Mahandry, he is now employed full-time by our partners at Centre Val Bio in Madagascar, where he is pursuing his dream of bringing trees back to towns and villages through reforestation.
A STRONG BASE OF supporters and partners

Our success is made possible by a robust league of supporters and partners. From members, to sponsors, to partners who engage the public on our behalf, we are proud to have a solid support base.

OVER 27,000
PEOPLE attended special fundraiser events

OVER 35,000
VOLUNTEER hours donated

OVER 100
COMPANIES provided corporate funding

OVER 1,000
HOUSEHOLDS that have been members for 10 consecutive years or more.

$1.2 MILLION
IN ENDOWMENT in 2017, up from $25,000 in 2012

The power of partnership

We’ve always known the benefits of having great supporters and partners, and in 2017 we saw new successes emerge. In April, the Rochester Building and Construction Trades Council hosted an event called Cards, Construction and Conservation on behalf of the Seneca Park Zoo Society. The casino-themed evening was attended by nearly 300 people, and netted over $70,000 for capital improvements.

Volunteer Corps celebrated

Seneca Park Zoo could not operate as it does without our dedicated volunteers. Including docents, ZooTeens, trustees and general volunteers, we benefited from more than 35,000 volunteer hours in 2017 – the equivalent of nearly 17 staff members.

This year, all volunteers were celebrated at a recognition breakfast in November. Special awards were given out in a number of categories, including Rookie of the Year, Big Idea Award and Leader of the Pack.

Zoobilation beat fundraising records

After 28 years of Zoobilation, it’s tough to beat records, but we did. Our 2017 Zoobilation, themed “The Will to Thrive” netted the highest level of fundraising ever, a testament to the community’s support for your Zoo. Netting over $163,000, Zoobilation 2017 broke prior records for corporate support, wine pull, and in-kind donations.
A STRONG FOUNDATION, ready for our future

The strength of the Zoo Society team continues to be an asset for the organization. The team is ready for all the exciting changes that will happen at the Zoo over the coming years.

Recognition as a Top Workplace

Seneca Park Zoo Society was recently recognized as a Top Workplace by the D&C Digital and Energage. Winners were selected based entirely on employee responses to a workplace satisfaction survey. This award is proof of a great team committed to our mission to inspire the community to connect, care for and conserve wild life and wild places.

More than 20 years of clean audits & balanced budgets

We’ve achieved balanced budgets and clean audits for more than 20 consecutive years, and 2017 was no exception. Thanks to a culture focused on financial accountability and responsible donor stewardship, we anticipate this trend to continue.

Poised for Growth

In 2017, considerable efforts went into preparation for our future. The Zoo Society’s A Wilder Vision: Inspiring Wonder, Conserving the Natural World Capital Campaign is in full swing, with outreach to many lead donors. (See senecaparkzoo.org/wilder to learn more.) Additionally, the operational planning of opening both Cold Asia and Animals of the Savanna in 2018 was a key focus, and we are ready for these grand openings in 2018.
Seneca Park Zoo Society

current year-round staff

As of May 1, 2018

Sue DeCaro  ZooShop Manager
Jake Decker  Educator
Erin Donnelly  Data Coordinator
Samantha Dube  Birthday Party Host
Katie Eper  Videographer
Lee Gray  Manager of Institutional Giving
Dennis Gonzalez-Aviles  Food Service Staff
Aimee Hofmann  Executive Assistant
Caitlin Irwin  Guest Services Assistant Manager
Mina Johnson  Communications Coordinator
Beverly Jones  Food Service Staff
Marla Kasper  Guest Representative
Sarah Kenney  Guest Representative
Jimmy Kherdian  Building Service Worker
Arthur Knossy  Food Service Manager
Emily Lake  Receptionist
Kristin Leathersich ZooShop Assistant Manager
Carolyn Marchetti ZooShop Staff
Rhonda McDonald Program Manager
Carol Miller  Receptionist
Meridith Mock  Guest Services Manager
Philip Mora  Food Service Staff
Miguel Murphy  Center for Biodiversity Exploration Developer
Ruth Northrop  Data Manager
Alyssa Payton  Food Service Staff
Sarah Pearman-Ventura Graphic Designer
Laura Pennington  Events & Experiences Coordinator
Charlene Reagan  Development Assistant
Erin Regan  Naturalist/Educator
Heather Rossi  Special Events Manager
Kayla Schum  Lead Birthday Party Host
Gretchen Spencer  School and Group Programs Coordinator
Darla Sucy  Sr. Guest Services Representative
Jennine Sweeney Accounting Associate

Carol Thomas  Receptionist
Tina Trimer  Manager of Volunteer Programs
Heidi Van Buskirk  Educator/Camp Counselor
Shelly VanZile  Birthday Party Host
Denise Wells  Food Service Coordinator
Ann Wheeler  Naturalist
Nastasia White Birthday Party Host
Dave Will  Lead Interpreter for Citizen Science
Amanda Workman Accounting Associate

Carrie Spinwak Trunklines Editor
Sue DeCaro  ZooShop Manager
Samantha Dube  Birthday Party Host
Katie Eper  Videographer
Lee Gray  Manager of Institutional Giving
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Jennine Sweeney Accounting Associate

Monroe County Zoo Staff

our dedicated partners

As of May 1, 2018

Larry Staub  Director of Parks & Seneca Park Zoo
David Rinaldo  Deputy Director of Parks & Seneca Park Zoo
Dr. Louis DiVincenti  Director of Animal Health & Conservation
Richard Mikulcik  Assistant Director - Facilities
David Hamilton  General Curator
Kristen Miles-Pavia  Supervisor of Aquatic Life Support
Robbin English  Veterinary Technician
John Adamski  Assistant Curator

Kellee Wolowitz  Assistant Curator
Lindsay Brinda  Elephant Manager
Andrew Paulsen  Labor Foreman
Jose Arteaga  Recreation Guard
Heidi Beifus  Zoo Keeper
Kevin Blakely  Zoo Keeper
Jenna Bovee  Zoologist
John Brankacz  Heavy Laborer
Garrett Caulkins  Veterinary Technician / Registrar
Tina Fess  Zoologist
Caitlin Gorndner  Zoo Keeper

Susan Chisolm  Office Clerk IV
Peter Christensen  Aquatic Life Support Systems Operator
Melissa Jemison  Recreational Guard
Hannah Comstock  Zoo Keeper
Randi Conway  Zoo Keeper
Brenna DeAngelis  Zoo Keeper
Michael DiMaria  Zoo Keeper
Ishah Eades  Recreational Guard
Tina Fess  Zoologist
Caitlin Gorndner  Zoo Keeper

Andrew Hurst  Assistant Aquatic Life Support Systems Operator
Nick O’Connor  Grounds Equipment Operator
Mary Ellen Ostrander  Zookeeper
James Paxon  Maintenance Mechanic II

We thank Monroe County Executive Cheryl Dinolfo for her dedication and continued leadership.

James Weinpress  Zoo Director
Catrina Wright  Zoo Keeper
Melissa Zejkowski Building Service Worker

Docents

our motivated educators

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Tracey Entler  Andrew Weinberg
Joanne Williams  Mary Wright
Amanda Wolfanger  Cheryl Yeh

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As of May 1, 2018

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Mr. David Berg and Dr. Dawn Redy
Dr. Robbie Baltzer
Bodhan and Maureen Baran
Leonard and Lorri Bayer
Nina Beach
Darlene Benz
Kevin and Tami Best
James Tacci and Robyn Blanchard-Tacci
Mike and Mary Lou Bopp
Stephen Brown
Gavin and Danielle Brownlie
Ashley Burek
Rita* and Lawrence* Callahan
Ralph and Barbara Code
Sweeney and Elizabeth Cook
Anonymous
Colleen J. Abair
Rachel Baker August
Robbie Baltzer
Bohdan and Maureen Baran
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Ralph and Barbara Code
Sweeney and Elizabeth Cook

Champions
Ms. Susan M. Ferris
Mr. and Mrs. Ronald H. Fielding
Mrs. Janet Reed

Guardian
Mr. and Mrs. Leonard R. Bayer

Post-Humous Members

State of Christie Bush
State of Patricia Farley
State of Clara Gilman
State of Jean E. Groff
State of Francis D. Jung

Donna Lampen-Smith
Patty and Larry Landgon
Lou and Sally Lange
Chuck Levengood
Peter and Margot Lutz
Carolyn and Edward Maruggi
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Meredith Mock
Patricia Obstaczek
Karen Panosian
Laura Pennington
Sheran Peterson
Michelle Picordo
Jim Quick*
Karin Quillinan
Pamela Reed Sanchez

*Denotes Deceased

Thank you to the following people for making a deferred gift in support of the Zoo Society:

Post-Humous Members

State of Betty Lohr
State of Evelyn F. Lutz
State of Hilda Neary

Dennis and Patricia Ringer
Heather Ross
Tom and Ellen Rursing
Dr. Neil Scheir
Carol Smerecki
Tom Snyder
Cynthia Tag
Ric Thomason
Denise Wells
Maureen Whalen
Dr. and Mrs. Joe Whang
Jason Will*
Keith and Betsy Wilson
Dr. Jeff Wyatt
Mark and Nancy Zawacki

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:

Forer veterinary and conservation, and the future of Seneca Park Zoo.

Partners in Conservation

Partners in Conservation are philanthropic individuals committed to animal conservation, education, and the future of Seneca Park Zoo.

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### Designated Giving

**Capital**

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
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<tbody>
<tr>
<td>Joe’s Meat Market</td>
<td>Sarah’s Mexican Restaurant</td>
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<td>Urtiz Tree Farms</td>
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**General Operating Support**

<table>
<thead>
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<th>Name</th>
<th>Organization</th>
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<tr>
<td>Alex And Ani</td>
<td>Anonymous</td>
</tr>
<tr>
<td>Mr. and Mrs. Leonard R. Bayer</td>
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**Education**

<table>
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**Seneca Park Zoo Society**
**for the year ended December 31, 2017**

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<th>Restricted Gifts &amp; Grants Fund</th>
<th>Capital Campaign Fund</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$342,612</td>
<td>$0</td>
<td>$0</td>
<td>$355,754</td>
</tr>
<tr>
<td>Investments</td>
<td>$308,362</td>
<td>$482,291</td>
<td>$68,950</td>
<td>$1,070,151</td>
</tr>
<tr>
<td>Endowment - General</td>
<td>$0</td>
<td>$1,000,439</td>
<td>$186,856</td>
<td>$1,187,295</td>
</tr>
<tr>
<td>Endowment - Intern Program</td>
<td>$0</td>
<td>$0</td>
<td>$189,309</td>
<td>$189,309</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>$14,479</td>
<td>$4,188</td>
<td>$0</td>
<td>$18,667</td>
</tr>
<tr>
<td>Grants Receivable</td>
<td>$0</td>
<td>$0</td>
<td>$2,500,000</td>
<td>$2,500,000</td>
</tr>
<tr>
<td>Promises to Give-Net</td>
<td>$13,484</td>
<td>$0</td>
<td>$214,686</td>
<td>$228,170</td>
</tr>
<tr>
<td>Due from other funds</td>
<td>$332</td>
<td>$15,000</td>
<td>$4,472</td>
<td>$19,804</td>
</tr>
<tr>
<td>Inventory</td>
<td>$86,253</td>
<td>$0</td>
<td>$0</td>
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</tr>
<tr>
<td>Prepaid Expenses</td>
<td>$11,020</td>
<td>$2,349</td>
<td>$0</td>
<td>$13,369</td>
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<tr>
<td>Property &amp; Equipment Net</td>
<td>$30,091</td>
<td>$0</td>
<td>$1,182</td>
<td>$31,273</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$806,633</strong></td>
<td><strong>$1,504,267</strong></td>
<td><strong>$450,769</strong></td>
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<tr>
<td>Accounts Payable</td>
<td>$162,721</td>
<td>$0</td>
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<tr>
<td>Accrued Payroll</td>
<td>$34,864</td>
<td>$0</td>
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<td>$47,699</td>
<td>$0</td>
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<td>$332</td>
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<td><strong>Total Liabilities</strong></td>
<td><strong>$311,927</strong></td>
<td><strong>$332</strong></td>
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| Beginning Net Assets     | $488,165              | $1,338,807                     | $464,275            | $2,420,479 |
| Net Surplus/(Deficit)    | $6,541                | $165,128                      | ($13,506)           | $2,809,144 |
| **Total Net Assets**     | **$494,706**          | **$1,503,935**                 | **$450,769**        | **$2,938,376** |

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<td><strong>$450,769</strong></td>
<td><strong>$2,938,376</strong></td>
<td><strong>$5,700,045</strong></td>
</tr>
</tbody>
</table>

## State of Operating Finances
**Seneca Park Zoo Society**
**for the year ended December 31, 2017**

### SUPPORT AND REVENUE

<table>
<thead>
<tr>
<th></th>
<th>2017 Amount</th>
<th>% of Total</th>
<th>2016 Amount</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership &amp; Admissions</td>
<td>$2,570,992</td>
<td>45.39%</td>
<td>$2,471,922</td>
<td>44.60%</td>
</tr>
<tr>
<td>Retail Operations</td>
<td>$1,341,791</td>
<td>23.69%</td>
<td>$1,294,643</td>
<td>23.36%</td>
</tr>
<tr>
<td>Fundraising &amp; Events</td>
<td>$824,215</td>
<td>14.55%</td>
<td>$831,567</td>
<td>15.01%</td>
</tr>
<tr>
<td>In Kind Contributions</td>
<td>$431,795</td>
<td>7.62%</td>
<td>$382,595</td>
<td>6.90%</td>
</tr>
<tr>
<td>Education &amp; Conservation Action Programs</td>
<td>$315,916</td>
<td>5.58%</td>
<td>$298,967</td>
<td>5.39%</td>
</tr>
<tr>
<td>Net Assets Released from Restriction</td>
<td>$177,894</td>
<td>3.14%</td>
<td>$259,641</td>
<td>4.69%</td>
</tr>
<tr>
<td>Interest Income</td>
<td>$1,878</td>
<td>0.03%</td>
<td>$2,473</td>
<td>0.04%</td>
</tr>
<tr>
<td>Other</td>
<td>-$</td>
<td>0.00%</td>
<td>$10</td>
<td>0.00%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$5,664,481</strong></td>
<td>100.00%</td>
<td><strong>$5,541,819</strong></td>
<td>100.00%</td>
</tr>
</tbody>
</table>

### EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>2017 Amount</th>
<th>% of $’s Raised</th>
<th>2016 Amount</th>
<th>% of $’s Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Services</td>
<td>$1,068,016</td>
<td>18.85%</td>
<td>$1,031,280</td>
<td>18.61%</td>
</tr>
<tr>
<td>Education &amp; Conservation Action Programs</td>
<td>$639,349</td>
<td>11.29%</td>
<td>$501,577</td>
<td>9.05%</td>
</tr>
<tr>
<td>Communications</td>
<td>$617,724</td>
<td>10.91%</td>
<td>$501,577</td>
<td>9.05%</td>
</tr>
<tr>
<td>Fundraising &amp; Events</td>
<td>$614,925</td>
<td>10.86%</td>
<td>$718,064</td>
<td>12.96%</td>
</tr>
<tr>
<td>Administration</td>
<td>$535,976</td>
<td>9.46%</td>
<td>$512,746</td>
<td>9.25%</td>
</tr>
<tr>
<td>Membership &amp; Admission Services</td>
<td>$519,723</td>
<td>9.18%</td>
<td>$503,404</td>
<td>9.08%</td>
</tr>
<tr>
<td>Conservation Initiatives</td>
<td>$315,916</td>
<td>5.58%</td>
<td>$298,967</td>
<td>5.39%</td>
</tr>
<tr>
<td>Depreciation</td>
<td>$33,078</td>
<td>0.58%</td>
<td>$43,014</td>
<td>0.78%</td>
</tr>
<tr>
<td><strong>Increase in Net Assets</strong></td>
<td><strong>$1,570,491</strong></td>
<td>72.27%</td>
<td><strong>$1,532,923</strong></td>
<td>72.34%</td>
</tr>
</tbody>
</table>

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