Dear Friends and Supporters:

For more than sixty years, Seneca Park Zoo Society donors like you have helped Seneca Park Zoo thrive, grow and evolve. As the nonprofit partner to Monroe County’s Seneca Park Zoo, we share a common mission to inspire our community to connect with, care for, and conserve wildlife and wild places. Our joint vision is to be a national leader in education and conservation action for species survival. And together, we are achieving amazing results.

Since the opening of the Genesee Trail in 1992, the Zoo Society has raised and provided nearly $20 million in funding for the Zoo’s capital improvement projects, from past projects including Rocky Coasts and the Animal Hospital, to the extraordinary habitats in A Step Into Africa. In 2018, the openings of Cold Asia, the Savanna Outpost, Animals of the Savanna, and the new tram service were made possible in part by the generosity of donors to the Zoo Society’s A Wilder Vision campaign.

In 2018, years of planning and preparation for the first phase of the Zoo’s Master Plan came to fruition. The year included many significant improvements to the Zoo campus and experience:

- **June 1, 2018:** Cold Asia opens

  Members and guests encountered an entirely new type of animal experience with the openings of red panda and snow leopard habitats. With naturalistic spaces and viewing that enables close proximity to the animals, the habitats started to shift perspectives on what a zoo experience can be.

On site, the Center for Biodiversity Exploration (CBE) was launched in beta testing in 2018, and is an immersive gaming space designed to connect our guests with the impact of their actions on our regional watershed. CBE was designed in-house and fully funded by the Seneca Park Zoo Society.

Annually, the Zoo Society raises and grants nearly one hundred thousand dollars to support international conservation efforts aimed at saving the species and ecosystems represented at Seneca Park Zoo.

The Zoo Society is proud to partner with Monroe County in serving this community to save species internationally and inspire the next generation of environmental stewards.

Thank you for making it possible.

Pamela Reed Sanchez  
President and CEO  
Seneca Park Zoo Society

Gavin Brownlie  
Board Chair, 2018  
Seneca Park Zoo Society

The transformation begins!

In 2018, years of planning and preparation for the first phase of the Zoo’s Master Plan came to fruition. The year included many significant improvements to the Zoo campus and experience:

- **June 1, 2018:** Cold Asia opens

The Zoo Society is proud to have raised funds to ensure the opening of Cold Asia. Lead gifts from Empire State Development and Leonard and Lorraine Bayer were instrumental to the effort.
September 13, 2018:

Animals of the Savanna opens

The five-acre Animals of the Savanna expansion wowed guests, with its sweeping habitats for Masai giraffes, plains zebras and our southern white rhino. The extraordinary indoor space features multiple species representing the ecosystem of the African Savanna, and one of the biggest indoor giraffe barns in the United States.

Seneca Park Zoo Society was thrilled to announce the largest individual gift in Zoo Society history, a $2.5 million donation from Mark and Maureen Davitt. Complemented with dozens of gifts from other donors, the Zoo Society met their funding obligation for this portion of the transformation.
Savanna Outpost opens

In addition to world class animal experiences, Animals of the Savanna features a new gift and food retail location, the Savanna Outpost. With a wide array of new merchandise and a convenient “grab and go” menu, the Outpost provides much needed services to the expanded Zoo.

Tram service begins

Opening with the Animals of the Savanna expansion, the seasonal Tram service was an immediate hit. Guests enjoyed the scenic ride through Seneca Park while being transported from one end of the Zoo to the other.

The Zoo Society is proud to have raised the funds from the community to help make these guest service additions possible.

November 5, 2018:

Main Zoo Building Razed

The transformational year ended with the demolition of the antiquated 1931 Main Zoo Building. While it was a bittersweet moment to say goodbye to a building that held so many memories, the mood quickly shifted to anticipation for the future Tropics complex.
The changes in 2018 are just the beginning of the implementation of the Seneca Park Zoo Master Plan. Future stages include a new café, tropics complex, conservation center, and guest services facilities.

None of this would be possible without generous support from the community. The Trustees of the Seneca Park Zoo Society committed to raising $23 million to complement $37 million from Monroe County. At the end of 2018 we had raised more than $7 million through the A Wilder Vision capital campaign. Many thanks to our supporters.

Our efforts to engage the community expanded, just as the Zoo campus did. We achieved significant boosts in key measures of engagement with the Zoo.

### Zoo attendance

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>321,497</td>
</tr>
<tr>
<td>2017</td>
<td>339,275</td>
</tr>
<tr>
<td>2018</td>
<td>374,605</td>
</tr>
</tbody>
</table>

Top: Jim and Linda McElheny and Scott Hecker with the dedication of the areas they supported.

Bottom: Kathleen Gamlen, one of our first donors to the capital campaign.
In 2018 we partnered with Rochester City School District to launch ZooScholars, an inquiry-based program addressing standards for science, math and language arts for 2nd graders. In April, two-thirds of the RCSD students participated in the program, which included a visit to the Zoo followed by additional projects and assignments back in the classroom. The program was a success and will be expanded in 2019.

Urban Ecologist Workforce Development Program piloted

In 2018 we piloted an innovative new program designed to introduce urban youth to careers in environmental science and ecology, while empowering them to be ambassadors for the environment in their own neighborhoods. Partnering with the City of Rochester’s Summer of Opportunity Program, we were able to hire three participants in the program in 2018. These youth will continue with the program in 2019, while we also add a new class of 8 year-one participants.

CONSERVING wildlife

Our efforts to conserve wildlife locally and globally continue to be the bedrock of what we do.

Funds Dedicated to Conservation Priorities

Butterfly Beltway Plantings in 2018:

- 22 Million Seeds
- covering 10 acres of land
An engaged, and growing cadre of supporters make it all possible. This year was no exception with new achievements in individual donors, event attendance and more.

In 2018, we partnered with Centre ValBio, including prior researcher in residence at the Zoo, Mahandry Hugues Andrianarosana, to launch a reforestation project. Over 12,000 saplings were planted in 2018 alone. Each individual sapling is being tracked using blockchain technology to understand the health and success of the plantings, and to monitor the impact of the donation for each investor.

In 2018 we launched a local branch of the Urban Wildlife Information Network, coordinated by Lincoln Park Zoo’s Urban Wildlife Institute. The program uses camera traps to understand how wildlife and people co-exist in urban environments. Monitoring is done in over a dozen cities, now including Rochester! With wildlife and people sharing more and more space locally and globally, this data can help educate and engage people in our community about protecting wildlife right near home.
To celebrate environmental leadership in our area, Seneca Park Zoo Society hosted its first Environmental Innovation Awards and Symposium. Awards were given to leaders in the large business, small business, nonprofit, youth and individual categories. Bill Browning, a national leader in sustainable design solutions delivered the keynote address and a symposium following the breakfast.

Since its inaugural year in 2016, Cinco de Rhino Craft Beer and Cider Festival has grown year over year. In 2018, the event sold out days in advance, raising more than double the funds we raised in 2016 for rhino conservation. The 500 guests enjoyed tastings from over a dozen craft breweries and cideries, while learning about ways they can support rhino conservation. We even had a marriage proposal at Cinco de Rhino, pictured above.

Recognition as a Top Workplace

For the second consecutive year, Seneca Park Zoo Society was recognized as a Top Workplace by the D&C Digital and Energage. This honor is awarded based on employee responses to a workplace satisfaction survey.

20+ years of Balanced Budgets and Clean Audits

We have achieved balanced budgets and clean audits for more than 20 years, and 2018 was no exception. Our members and supporters can feel confident of our stewardship of funds they provide in support of our mission.
Seneca Park Zoo Society

current full-time staff As of May 1, 2019

Tricia Chapman
Family Programs Coordinator
Nicole Chevalier
Database and IT Coordinator
LaDonna Court
Receptionist and Front Office Assistant
Matt Cusimano
Catering Manager
Sue DeCaro
Retail Operations Manager
Erin Donnelly
Membership Manager
Lee Gray
Manager of Institutional Giving
Aimee Hofmann
Donor Relations Manager

Mina Johnson
Communications Coordinator
Jimmy Kedroian
Building Service Worker
Arthur Kneessy
Food Operations Manager
Kristin Leathersich
Retail Operations Assistant Manager
Ashley Mault
Membership Coordinator
Rhonda McDonald
Program Manager
Meridith Mock
Guest Services Manager
Northrop
IT and Systems Manager
Sarah Pearlman Ventura
Graphic Designer

Laura Pennington
Events & Experiences Coordinator
Gretchen Spencer
School and Group Programs Coordinator
Jennine Sweeney
Accounting Associate
Trina Trimer
Manager of Volunteer Programs
Denise Wells
Food Service Coordinator
Annie Wheeler
Lead Zoo Naturalist for Programs
Dave Will
Lead Interpreter for Citizen Science
Amanda Workman
Accounting Associate

Larry Staub
Director of Parks and Seneca Park Zoo
Lisa Polito Nicolay
Deputy Director of Parks and Seneca Park Zoo
Dr. Louis DiVincenti, DVM
Assistant Zoo Director - Animal Care & Conservation
Richard Mikulski
Assistant Zoo Director - Facilities
David Hamilton
General Curator
Kristen Miles-Pavia
Supervisor of Life Support Systems/ Facilities
John Adamski
Assistant Curator
Lindsay Brinda
Assistant Curator
Kellee Wolowitz
Assistant Curator

Jose Arteaga
Recreation Guard
Heidi Belfus
Zoo Keeper
Clare Belden
Zoo Keeper
Kevin Blakely
Zoo Keeper
Jenna Bove
Zoologist
John Brankacz
Heavy Laborer
Joe Brennan Jr.
Working Foreman
Garrett Calkins
Registrar
Susan Chiolson
Office Clerk 3
Brenna DeAngelis
Zoo Keeper
Michael DiMaria
Ground Equipment Operator
Alyssa Dugan
Zoo Keeper

Ishah Eades
Recreation Guard
Robin English
Veterinary Technician
Tina Fess
Zoologist
John Gonzalez
Ground Equipment Operator
Hannah Kaiser
Zoo Keeper
Katrianna Kleinschmidt
Zoo Keeper
Randi Krieger
Zoo Keeper
Adrianna Leiske
Zoo Keeper
Nicole McEvily
Zoo Keeper
Azarra Osten
Zoo Keeper
Mary Ellen Ostrander
Zoologist

James Paxon
Trunklines Editor
Mike Wemett
Zoo Keeper
Melissa Whiteside
Building Services Worker
Catina Wright
Zoo Keeper

Monroe County
Owner and operator of Seneca Park Zoo

Trustees 2018 Board of Trustees

Gavin Brownlie
Chair
Peter Lutz
Vice Chair
Keith Wilson
Treasurer
Chris Stern
Secretary
Eric Allen
Leonard Byer
Stephen Brown
Trisha Butera

Larry Staub
Director of Parks and Seneca Park Zoo
Lisa Polito Nicolay
Deputy Director of Parks and Seneca Park Zoo
Dr. Louis DiVincenti, DVM
Assistant Zoo Director - Animal Care & Conservation
Richard Mikulski
Assistant Zoo Director - Facilities
David Hamilton
General Curator
Kristen Miles-Pavia
Supervisor of Life Support Systems/ Facilities
John Adamski
Assistant Curator
Lindsay Brinda
Assistant Curator
Kellee Wolowitz
Assistant Curator

Trustees Emeritus
Ruth Baltzer
Ralph Code
John Nucetelli
Robert Stiles
William Strassburg

Larry Staub
Matthew Terp
Debby Wilson
James Winebrake
Ben Wood
*Ex Officio

Colleen Abair
Linda Bagdon
Darlene Benzon
Cathy Blakely
Robyn Blanchard-Tacci
Judith Bullene
Claudia Burke
William Camp
Andrea Carvalho
Susan Chapman
Jill Chesley
Erin Cole
Yvonne Daily
Barbara Densmore
Connie Douthit
Karen Downs
Marge Dunbar
Heidi Esler
Kathy Gallmon
Holly Hammond
Lynn Harris
Wendy Hembrock
Barbara Hendy
Brittany Hernandez

Cheryl Dinolfo, County Executive

James Weinpress
Zoologist
Mike Wemett
Zoo Keeper
Melissa Whiteside
Building Services Worker
Catina Wright
Zoo Keeper

Ray Shaheen
Roger Siekierski
Amy Sientz
Tim Snyder
Kyra Stephenson
Jeanne Tankersley
Karen Turner
Charlene Varnis
Sarah Walker
Pam Walter
Jackie Washburn
Kathleen Wax
Jenny Welcher
Maureen Whalen
Lynn Willard
Amanda Wolfanger
Cheryl Yehi

Docents
our motivated volunteer educators

Stuart Gebell
President
Eileen Kreutter
Past President
Jennifer Kandris
Vice President
David Johnson
Secretary
Wayne Smith
Treasurer
Jan Barney
Education Chair
Colleen Spikaw
Trunklines Editor
David Tegler
Planning Chair
Jennifer Kusse
Party Mad Chair
Kathy Guillard
Conservation Chair
Susan Herzberg
BooFest Chair
Ann Marie
Mahon
Schedulier

Pat Hoeller
Tom Hoffman
Lesia Hrycelak
Rodney Johnson
Anne Kirkpatrick
Brenda Kozlowsky
Mona Kress
Theresa Kretovic
Donna Lampen-Smith
Gretchen LaRosa
Jerald LeBlanc
Lucille Leiske
Susan Lindsay
Pamela Martin
Carol McCay
Carol Merkel
Pamela Mortensen
Marian Nelson
Shelley O’Brien
Jane Salminen
Marge Sawin
Cheryl Seiler

James Weinpress
Zoologist
Mike Wemett
Zoo Keeper
Melissa Whiteside
Building Services Worker
Catina Wright
Zoo Keeper

Ray Shaheen
Roger Siekierski
Amy Sientz
Tim Snyder
Kyra Stephenson
Jeanne Tankersley
Karen Turner
Charlene Varnis
Sarah Walker
Pam Walter
Jackie Washburn
Kathleen Wax
Jenny Welcher
Maureen Whalen
Lynn Willard
Amanda Wolfanger
Cheryl Yehi
Thank you to our Partners in Conservation members.

**Partners in Conservation**

- Advocates
  - Mr. and Mrs. Mark Allaire
  - Mr. and Mrs. Thomas E. Argust
  - Dr. and Mrs. Mark Balsamo
  - Ms. Karen S. Baumgartner
  - Ms. Minette Bebeau and Mr. Isaac Tooley
  - Mr. and Mrs. Jack K. Best
  - Dr. James A. Tacci and Mrs. Robyn L. Blanchard-Tacci
  - Mr. Stephen Brown
  - Mr. and Mrs. Gavin Brownlie
  - Mr. and Mrs. Jason Brownlie
  - Ms. Barbara P. Carlson
  - Mr. and Mrs. Carl Carmichael
  - Mr. and Mrs. John P. Carver
  - Mr. and Mrs. Spencer J. Cook
  - Drs. Jas and Tracey Davoloff
  - Mr. and Mrs. Han and Linda Dingman
  - Mr. Ben Dobroznik
  - Mr. and Mrs. David Ebberts
  - Mr. and Mrs. Taek Elshater
  - Mr. and Mrs. James T. Engbert
  - Mr. and Mrs. Frederick E. Enrich
  - Ms. Jessica Fingado
  - Ms. Janine L. Fogarty and Mr. Jim Fornarola
  - Ms. Roberta Coughlin
  - Mr. and Mrs. Gary L. Chadwick
  - Mr. and Mrs. Eric Allen
  - Dr. and Mrs. Wayne Beckwith
  - Dr. and Mrs. John C. Buttrill
  - Ms. Jennifer Dell and Mr. Matt Sides

- **Ambassadors**
  - Mr. and Mrs. Eric Allen
  - Mr. and Mrs. Barbara Baron
  - Mr. and Mrs. Wayne Beckwith
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. C. John Bazeeva
  - Mr. and Mrs. Charles Bliss
  - Mr. and Mrs. David Braverman
  - Dr. Walter S. Brooks and Mrs. Debra A. Hart-Brooks
  - Mr. and Mrs. Kevin Brownlie
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill

- **Defenders**
  - Mr. and Mrs. Ronald T. Pritchard
  - Mr. and Mrs. Gordon N. Meyer
  - Mr. and Mrs. Patrick McCormick
  - Mr. and Mrs. Peter Lutz
  - Ms. Helen A. Vogel
  - Mr. and Mrs. Robert Wiederhold
  - Mr. and Mrs. Keith Wilson
  - Mr. and Mrs. Gary E. Wood
  - Mr. and Mrs. Todd Yiazo
  - Mr. and Mrs. John W. Littwitz
  - Mr. and Mrs. Peter Lutz
  - Mr. and Mrs. Patrick McCormick
  - Mr. and Mrs. Gordon N. Meyer
  - Mr. and Mrs. Donald Titus, Jr.
  - Mr. and Mrs. Robert Dobies
  - Mr. and Mrs. John Dobies
  - Mr. and Mrs. John Dobies
  - Mr. and Mrs. John Dobies
  - Mr. and Mrs. John Dobies

- **Champions**
  - Ms. Susan M. Thomas
  - Mr. and Mrs. John P. Carver
  - Mr. and Mrs. Joseph C. Hopkins
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill
  - Mr. and Mrs. John C. Buttrill

- **Guardian**
  - Mr. and Mrs. Thomas G. Marr

- **Forever Wild Society Members**

  - Colleene J. Abar
  - Rachel Baker August
  - Robbie Balzer
  - Bohdan and Maureen Baran
  - Leonard and Lorri Bayer
  - Nina Beach
  - Darlene Benson
  - Kevin and Tami Best
  - James Tacci and Robyn Blanchard-Tacci
  - Charlie Bliss
  - Mike and Mary Lou Bopp
  - Stephen Brown
  - Gavin and Danielle Brownlie
  - Rita* and Lawrence* Callahan
  - Ralph and Barbara Code
  - Spencer and Elizabeth Cook
  - Karen and Bill Crow
  - Matt Cusimano
  - John* and Lawrence* Davison
  - Mrs. Janet Read

- **Post-Humous Members**

  - Estate of Francis D. Jung
  - Estate of Jean F. Groff
  - Estate of Seneca Park Zoo
  - Estate of John F. Groff
  - Estate of Dr. James Grapenstetter
  - Estate of Patricia Farley
  - Estate of Dr. Carl Grapenstetter
  - Estate of Patricia Farley
  - Estate of Patricia Farley

**Post-Humous Members**

- Bob and Maureen Dobies
  - David and Sandra Ebberts
  - Ron Fielding
  - Bob and Linda Franklin
  - Philip and Beverly Gelsomino
  - James Grapenstetter
  - Lee Gray
  - Sarah Hanson
  - Amy L. Harned
  - Aimee Hofmann
  - Richard Hogestyn
  - Mary Louise Huff
  - Mike and Meredith Hurley
  - Marcia and David Hurley
  - Barbara Kelley and Tom Riley
  - Donna Lampen-Smith
  - Patty and Larry Langdon
  - Lou and Sally* Langie
  - Tim Quick*

**Denotes Deceased**
## Balance Sheet
Seneca Park Zoo Society for the year ended December 31, 2018

<table>
<thead>
<tr>
<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>
</tr>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$310,601</td>
<td>$0</td>
<td>$0</td>
<td>$14,152</td>
</tr>
<tr>
<td>Investments</td>
<td>$531,485</td>
<td>$466,335</td>
<td>$122,045</td>
<td>$2,938,903</td>
</tr>
<tr>
<td>Endowment - General</td>
<td>$0</td>
<td>$879,610</td>
<td>$183,386</td>
<td>$0</td>
</tr>
<tr>
<td>Endowment - Intern Program</td>
<td>$0</td>
<td>$0</td>
<td>$177,314</td>
<td>$0</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>$13,896</td>
<td>$8,216</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Grants Receivable</td>
<td>$0</td>
<td>$0</td>
<td>$3,720</td>
<td>$1,500,000</td>
</tr>
<tr>
<td>Promises to Give-Net</td>
<td>$15,416</td>
<td>$0</td>
<td>$2,850</td>
<td>$860,611</td>
</tr>
<tr>
<td>Due from other funds</td>
<td>$0</td>
<td>$268,000</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Inventory</td>
<td>$111,152</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>$19,746</td>
<td>$4,140</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Property &amp; Equipment Net</td>
<td>$98,052</td>
<td>$0</td>
<td>$591</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$1,100,348</strong></td>
<td><strong>$1,626,301</strong></td>
<td><strong>$489,906</strong></td>
<td><strong>$5,313,666</strong></td>
</tr>
</tbody>
</table>

| LIABILITIES & NET ASSETS |                       |                               |                      |       |
| Accounts Payable        | $165,624              | $0                            | $0                   | $1,500,000 | $1,665,624 |
| Accrued Payroll         | $46,383               | $0                             | $0                   | $0     | $46,383 |
| Accrued Vacation        | $68,533               | $0                             | $0                   | $0     | $68,533 |
| Deferred Income         | $54,193               | $0                             | $0                   | $0     | $54,193 |
| Due to other funds      | $268,000              | $0                             | $0                   | $0     | $268,000 |
| **Total Liabilities**   | **$602,733**          | **$0**                         | **$0**               | **$1,500,000** | **$2,102,733** |

Beginning Net Assets | $494,706              | $1,503,936                      | $450,769             | $1,938,376 | $4,387,787 |
Net Surplus/(Deficit)   | $2,909                | $122,365                        | $39,137              | $1,875,290 | $2,039,701 |
| **Total Net Assets**   | **$497,615**          | **$1,626,301**                  | **$489,906**         | **$3,813,666** | **$6,427,488** |

| TOTAL LIABILITIES & NET ASSETS |                       |                               |                      |       |
| **$1,100,348** | **$1,626,301** | **$489,906** | **$5,313,666** | **$8,530,221** |       |

## Statement of Operating Finances
Seneca Park Zoo Society for the year ended December 31, 2018

<table>
<thead>
<tr>
<th>SUPPORT AND REVENUE</th>
<th>Amount</th>
<th>% of Total Revenue</th>
<th>Amount</th>
<th>% of Total Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership &amp; Admissions</td>
<td>$2,861,207</td>
<td>42.90%</td>
<td>$2,570,992</td>
<td>45.39%</td>
</tr>
<tr>
<td>Retail Operations</td>
<td>$1,618,223</td>
<td>24.27%</td>
<td>$1,341,791</td>
<td>23.69%</td>
</tr>
<tr>
<td>Fundraising &amp; Events</td>
<td>$810,715</td>
<td>12.16%</td>
<td>$824,215</td>
<td>14.55%</td>
</tr>
<tr>
<td>In Kind Contributions</td>
<td>$544,021</td>
<td>8.16%</td>
<td>$431,795</td>
<td>7.62%</td>
</tr>
<tr>
<td>Education &amp; Conservation Action Programs</td>
<td>$348,662</td>
<td>5.23%</td>
<td>$315,916</td>
<td>5.58%</td>
</tr>
<tr>
<td>Net Assets Released from Restriction</td>
<td>$483,295</td>
<td>7.25%</td>
<td>$177,894</td>
<td>3.14%</td>
</tr>
<tr>
<td>Interest Income</td>
<td>$2,645</td>
<td>0.04%</td>
<td>$1,878</td>
<td>0.03%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$6,668,767</strong></td>
<td><strong>100.00%</strong></td>
<td><strong>$5,664,481</strong></td>
<td><strong>100.00%</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>Amount</th>
<th>% of $'s Raised</th>
<th>Amount</th>
<th>% of $'s Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Services</td>
<td>$1,209,987</td>
<td>18.14%</td>
<td>$1,068,016</td>
<td>18.85%</td>
</tr>
<tr>
<td>Education &amp; Conservation Action Programs</td>
<td>$703,524</td>
<td>10.55%</td>
<td>$617,724</td>
<td>10.91%</td>
</tr>
<tr>
<td>Communications</td>
<td>$599,873</td>
<td>9.00%</td>
<td>$567,003</td>
<td>9.46%</td>
</tr>
<tr>
<td>Fundraising &amp; Events</td>
<td>$541,985</td>
<td>8.13%</td>
<td>$465,199</td>
<td>8.68%</td>
</tr>
<tr>
<td>Administration</td>
<td>$149,419</td>
<td>2.24%</td>
<td>$177,894</td>
<td>3.14%</td>
</tr>
<tr>
<td>Depreciation</td>
<td>$32,047</td>
<td>0.48%</td>
<td>$46,383</td>
<td>0.85%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$4,642,171</strong></td>
<td><strong>69.61%</strong></td>
<td><strong>$4,093,990</strong></td>
<td><strong>72.27%</strong></td>
</tr>
</tbody>
</table>

Increase in Net Assets | $2,026,596 |
Net Assets At Beginning of Year | $494,706 |
Support to Seneca Park Zoo Fund | $(82,267) |
Revenue Share with Monroe County Parks Dept | $(1,673,420) |
Board Designated Restrictions | $(268,000) |

| Net Assets At End Of Year | $497,615 |

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