Dear Friends and Supporters:

Since 1957, Seneca Park Zoo Society donors like you have helped your Zoo inspire tens of millions of people to connect with, care for, and conserve wildlife and wild places. As the nonprofit partner to Monroe County’s Seneca Park Zoo, we share that common mission, and our joint vision is for Seneca Park Zoo to be a national leader in education and conservation action for species survival. Our public-private partnership is essential to operating the Zoo, and together, we are achieving amazing results.

2019 was a strong year programmatically and financially. Attendance surpassed 405,000 guests as the public enjoyed the first full season of giraffe feedings and new tram service in the Zoo’s newly opened Animals of the Savanna expansion.

Our membership grew larger and stronger, fundraising events surpassed previous years’ efforts, and more people sought out the Zoo as a place to create memories with family members, friends, and colleagues. The Zoo Society created new education and outreach programs, including camps for special needs children and ZooMobile offerings introducing students to urban ecology. In 2019, the Zoo Society raised more than $750,000 to operate vital education and conservation action programs reaching nearly every segment of our community.

As a zoo accredited by the Association of Zoos & Aquariums, we are charged with supporting conservation programs globally in every possible way. Seneca Park Zoo Society-led fundraising efforts have allowed for grants exceeding half a million dollars to our international conservation partners in the past ten years. In 2019, significant grants were made to support impactful conservation programs affecting snow leopards, African penguins, polar bears, elephants, lemurs, orangutans, rhinos, red pandas, and giraffes. Your support allowed staff to travel to South Africa to work with endangered penguins, to Churchill to learn directly how climate change is affecting polar bears, to Madagascar to lead reforestation efforts, and to Panama to help rehouse critically endangered Panamanian golden frogs.

Through our operating agreement with Monroe County, the Zoo Society remitted more than $2 million to Monroe County for the operation of the Zoo, more than ever before in our shared history. In addition, the Society continues to raise funds for the implementation of the Zoo’s Master Plan through the A Wilder Vision Campaign, ensuring that our Zoo’s future as a critical community asset continues far into the future.

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

Peter Lutz
Board Chair, 2019
Seneca Park Zoo Society

Attendance surpassed 405,000 guests in 2019
ENGAGING our community

In 2019, we continued to expand our reach, engaging more and more of our community to inspire them to conserve wildlife and wild places. Whether it was visits to the Zoo, engagement through our outreach programs, or connecting with us digitally, we continued to see steady growth.

**Zoo attendance**

- 2017: 339,275
- 2018: 374,605
- 2019: 405,077

**Scouts impacted by the Zoo: 990**

- Bunk with Beasts: 639
- 17 Trek in the Twilight
- 334 scout workshops

**Number of ZooCampers:** 764

**Schools that took a field trip to the Zoo:** 228

**Instagram followers**

- 2017: 9,906
- 2018: 14,204
- 2019: 22,540

**Introduction of Special Needs Camps**

Our summer ZooCamp program continues to be extremely popular. Campers spend five days or half-days at the Zoo, learning about wildlife and conservation while getting to see a whole different view of the Zoo and its residents. In 2019, we introduced two camps specifically for kids with special needs. These camps had a higher counselor-to-student ratio, and counselors were specially trained to create a safe and welcome experience for kids with a wide range of abilities. Parents of campers gave us rave reviews, and told us we met an unmet need in the community. We’ll be continuing these camps in 2020.

"Thank you for offering the special needs week! I was so thankful that he could have this "normal" camp experience because of the special week you offered!"

- Parent of ZooCamper

Photo credit: Wayne Smith

"#SenecaParkZoo #ROC #baldeagle #eagles #mondaymood #birdsoprey #eagleeyes"

Joel Vignare

"Thank you for offering the special needs week! I was so thankful that he could have this "normal" camp experience because of the special week you offered!"

- Parent of ZooCamper
Extending the impact of field trips: Being a resource for teachers

Seneca Park Zoo has been a top field trip destination for schools for many years. Wanting the Zoo to serve as an outdoor classroom for students, we introduced new resources in 2019. A field trip guide was developed to assist teachers in planning and preparing for a visit to the Zoo, and exploration field guides were created to engage students in standards-based data collection while at the Zoo. The Education Department also offers interactive programs, Animal Presentations and Expeditions, and in 2019, almost 20% of visiting students participated in one of these programs.

Helping teens become advocates through Wildlife Action Crew

In 2019 we introduced a new program for teens called Wildlife Action Crew. Designed to fit in busy teen schedules, Wildlife Action Crew members collaborated for six weeks to conduct a conservation case study, learning about and discussing a conservation issue, animals that are affected, and what is being done to help. In the course of their project, they select an action that addresses the conservation issue and work in groups to create a campaign to promote their message. Our inaugural Fall 2019 program focused on Polar Bears and Climate Change, and the winter session focused on Elephants and Poaching.
CONSERVING Wildlife

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

Park cleanups

- **215,587** guests interacted with Naturalists, ZooTeens, and Docents during summer programs
- **7,866** miles traveled delivering **369** ZooMobile Programs
- **7,145** pieces of trash collected
  - 16 car parts
  - 633 glass bottles
  - 1,444 cigarette and cigar filters

Expanded Urban Ecologist Workforce Development Program

In 2019, our Urban Ecologist Workforce Development program expanded to include 11 youth. The program, which was conducted in partnership with the City of Rochester’s Summer of Opportunity Program, was 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.

Highlights of the program included role model meetings with professionals like Audubon award winner Dr. Drew Lanham, EPA lawyer Russell Swan, Kawanza Humphrey of Keybank, and Leslie Knox of Taproot Collective.

Urban Ecologists attended Buffalo Bills training camp, meeting and speaking with current players about overcoming adversity and having the drive to succeed. Multiple beach and park cleanups across the area were conducted, as well as revitalizing the courtyard at 540 West Main.
Partnering with the Rochester Americans to raise awareness for Polar Bear Conservation

For our second year, we partnered with the Amerks to host “Defend the Ice Month.” For a full month, all Amerks home game attendees learned about polar bear conservation and visited with the ZooMobile. The month culminated in Defend the Ice night, where the players all wore polar bear-themed jerseys, which were auctioned off their backs. The partnership was an incredible success with over $11,300 donated to Polar Bears International and Seneca Park Zoo Society.

Camera Trap program expands

In 2018, we launched a local brand of the Urban Wildlife Information Network, coordinated by Lincoln Park Zoo’s Urban Wildlife Institute. With the program, we placed 24 wildlife cameras throughout our city in both suburban and urban areas. Since launching we have collected almost 20,000 photos, and have uploaded 6,000 photos to iNaturalist for identification. In 2019, we created a Learning Lab program where school students help identify local species and learn how to take part in a broader scientific programs, either at the Zoo or in their own classroom.

We have collected almost 20,000 photos and have uploaded 6,000 photos to iNaturalist for identification.

Clockwise: A camera trap in position.; Students identifying photos.; A fox sighting.
A STRONG BASE of supporters and partners

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.

<table>
<thead>
<tr>
<th>Forever Wild Society Members</th>
<th>Revenue from Partners in Conservation memberships</th>
<th>Event Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>68 73 77</td>
<td>$124,044 $124,692 $150,574</td>
<td>$1,112</td>
</tr>
</tbody>
</table>

2017 2018 2019

<table>
<thead>
<tr>
<th>Members</th>
<th>80 docent volunteers</th>
<th>average of 120 hours</th>
<th>103 Zoo Teens</th>
<th>average 62 hours</th>
<th>approximately 99,000 guest interactions</th>
<th>600 participants</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Member Households</th>
<th>Revenue from Partners in Conservation memberships</th>
<th>Event Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017 1,534 12,943</td>
<td>$124,044 $124,692 $150,574</td>
<td>$1,112</td>
</tr>
<tr>
<td>2018 14,277</td>
<td>$124,044 $124,692 $150,574</td>
<td>$1,112</td>
</tr>
<tr>
<td>2019</td>
<td>$124,044 $124,692 $150,574</td>
<td>$1,112</td>
</tr>
</tbody>
</table>

Record-breaking Jungle Jog

Record-breaking Cinco de Rhino sell out at

“Wildlife Warriors” celebrated at Jungle Jog

Jungle Jog, our popular 5K run and walk fundraiser, celebrated its 30th year in 2019. In special appreciation of our many devoted participants who have attended for multiple years, we introduced “Wildlife Warriors” - participants who have been part of Jungle Jog for five years or more. There were 49 Wildlife Warriors celebrated in the 2019 race, and they were easily identified with special t-shirts printed with Wildlife Warrior on the back. The race was a record-breaker in 2019, with over 1,000 runners and walkers participating.
Volunteer Corps celebrated

Seneca Park Zoo could not operate as it does without our dedicated volunteers. In 2019, we had over 800 people volunteer at the Zoo, ranging from our dedicated docent volunteer educators to ZooTeens, trustees and committee members to event volunteers, companies sending teams for spring clean-up, and more. Our volunteers were celebrated with an annual recognition breakfast. Special awards were given out to many individuals and groups. We are so appreciative of these many dedicated people.

Launch of ZooBoo After Dark

In 2019 we introduced a new event for older Halloween revelers, ZooBoo After Dark. Complementing our popular, kid-friendly daytime ZooBoo events, ZooBoo After Dark involved a guided, spooky trek through the Zoo at dark, with interpretation from our naturalist team. Activities in the Pavilion rounded out the night. ZooBoo After Dark sold out; a great accomplishment for a first-time event!

Without volunteers we wouldn’t be able to accomplish our mission.
As we turn the corner into 2020, we begin to work with a new county administration as Adam Bello was elected County Executive. County Executive Bello and his team are committed to continued progress on our Master Plan transformation, which will include rebuilding the front of the Zoo to include a new restaurant, Tropics Complex, and Guest Services facilities.

Seneca Park Zoo Society current full-time staff As of May 1, 2020

Pamela Reed Sanchez
President and CEO
Sharon Peterson
Vice President and COO
Sarah Hanson
Director of Marketing
Chuck Levengood
Director of Development
Tom Snyder
Director of Programming and Conservation Action
Kelly Ulrich
Director of Education and Visitor Studies
Jean Aurio
Office Manager for Programming and Education
Darla Bragg
Guest Services Assistant Manager
Kimberly Cenzi
Special Events Manager
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
Donato DiRenzo
Communications Coordinator
Erin Donnelly
Membership Manager
Lee Gray
Manager of Institutional Giving
Aimee Hofmann
Donor Relations Manager
Arthur Kneessy
Food Operations Manager
Kristin Leathersich
Retail Operations Assistant Manager
Rhonda McDonald
Program Manager
Meridith Mock
Guest Services Manager
Ruth Northrop
IT and Systems Manager

Seneca Park Zoo Society

Trustees 2019 Board of Trustees

Peter Lutz
Chair
Chris Stern
Vice Chair
Tricia Butera
Treasurer
Shelly Doran
Secretary
Eric Allen
Leonard Bayer

Stephen Brown
Gavin Brownlee
Tim DeGrave
Maureen Dobies
Stuart Gebell* David Hamilton* Suzanne Hunt
Barbara Kelley
Patrick Meredith*
Michael Morse

Kevin Nowack
Christine Osborne, M.D.
David Riedman
Gary Squires
Matthew Terp*
Jay Weaver
Debby Wilson
James Winebrake

*Ex Officio

Trustees Emeritus
Ruth Baltzer
Linda Buttrill
Ralph Code III, Esq.
Mike Hurley
John Nuccitelli
William Strassburg
Robert Stiles

Seneca Park Zoo Society
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.

**Forever Wild Society Members**

Anonymous  
Colileen Abair  
Rachel Baker August  
Robbie Baltzer  
Bohdan and Maureen Baran  
Leonard and Lorraine Bayer  
Nina Beach  
Darlene Benzon  
Kevin and Tami Best  
Charlie Bliss  
Mike and Mary Lou Bopp  
Stephen Brown  
Gavin and Danielle Brownlie  
Ashley Burek  
Rita* and Lawrence* Callahan  
Ralph and Barbara Code  
Spencer and Elizabeth Cook  
Karen and Bill Crow  
Matt Cusimano  
John* and Mary Lou* Davison  
Maureen and Robert Dobies  
David and Sandra Ebberts  
Ron Fielding  
Bob and Linda Franklin  
Philip and Beverly Getsumo  
Jim Grapenstetter  
Lee Gray  
Sarah Hanson  
Amy Harned  
Aimee Hofmann  
Richard Hogestyn  
Mary Louise Huff  
Mike and Meredith Hurley  
Marcia and David Johnson  
Harold Johnson  
Barbara Kelley and Tom Riley  
Donna Lampen-Smith  
Patty and Larry Langdon  
Lou and Sally* Langie  
Chuck Levegood  
Peter and Margot Lutz  
Carolyn and Edward Maruggi  
Elizabeth Masco  
Jim and Linda McElheny  
Donald* and Phyllis McNelly  
Carol Merkel  
Meridith Mock  
Patricia Obstarczyk  
Karen Panosian  
Laura Pennington  
Sharon Peterson  
Michelle Picardo  
Tom and Donna Proietti  
Jim Quick*  
Karim Quilliman  
Pamela Reed Sanchez  
Dennis and Patricia Ringer  
Heather Rossi  
Tom and Ellen Rusing  
Dr. Neil Scheier  
Carol Smereski  
Tom Snyder  
Robyn Blanchard Tacci and James Tacci  
Cynthia Tag  
Ric Thomann  
Denise Wells  
Maureen Whalen  
Dr. and Mrs. Tae Whang  
Pam Will*  
Keith and Betsy Wilson  
Dr. Jeff Wyatt  
Mark and Nancy Zawacki

*Denotes Deceased

**Post-Humous Members**

Estate of Christine Bush  
Estate of Patricia Farley  
Estate of Clara Gilman  
Estate of Jean Groff  
Estate of Francis Jung  
Estate of Betty Lohr  
Estate of Evelyn Lutz  
Estate of Hilda Neary

In the past 10 years, the Zoo Society has granted over a half-million dollars to conservation partners, including the Red Panda Network.
## Balance Sheet

**Seneca Park Zoo Society**

for the year ended December 31, 2019

<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>$371,383</td>
<td>$0</td>
<td>$0</td>
<td>$23,088</td>
</tr>
<tr>
<td>Investments</td>
<td>$400,124</td>
<td>$625,007</td>
<td>$103,664</td>
<td>$3,095,641</td>
</tr>
<tr>
<td>Endowment - General</td>
<td>$0</td>
<td>$1,040,496</td>
<td>$218,185</td>
<td>$1,258,681</td>
</tr>
<tr>
<td>Endowment - Intern Program</td>
<td>$0</td>
<td>$0</td>
<td>$182,868</td>
<td>$182,868</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>$19,661</td>
<td>$4,504</td>
<td>$20,000</td>
<td>$44,165</td>
</tr>
<tr>
<td>Grants Receivable</td>
<td>$0</td>
<td>$1,360</td>
<td>$2,500,000</td>
<td>$2,501,360</td>
</tr>
<tr>
<td>Promises to Give-Net</td>
<td>$20,470</td>
<td>$50,000</td>
<td>$122,221</td>
<td>$182,761</td>
</tr>
<tr>
<td>Due from other funds</td>
<td>$4,397</td>
<td>$50,000</td>
<td>$1,143</td>
<td>$182,761</td>
</tr>
<tr>
<td>Inventory</td>
<td>$108,130</td>
<td>$0</td>
<td>$0</td>
<td>$108,130</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>$22,022</td>
<td>$789</td>
<td>$0</td>
<td>$22,811</td>
</tr>
<tr>
<td>Property &amp; Equipment Net</td>
<td>$100,198</td>
<td>$0</td>
<td>$0</td>
<td>$100,198</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$1,046,384</td>
<td>$1,720,796</td>
<td>$653,298</td>
<td>$6,585,383</td>
</tr>
</tbody>
</table>

| LIABILITIES & NET ASSETS |                       |                                |                       |       |
| Accounts Payable        | $184,737             | $0                             | $0                   | $1,500,000 | $1,684,737 |
| Accrued Payroll         | $59,714              | $0                             | $0                   | $59,714 |
| Accrued Vacation        | $74,491              | $0                             | $0                   | $74,491 |
| Deferred Income         | $48,184              | $0                             | $0                   | $48,184 |
| Due to other funds      | $178,364             | $0                             | $1,138               | $3,259 | $182,761 |
| **Total Liabilities**   | $545,490             | $0                             | $1,138               | $1,503,259 | $2,049,887 |

| **Beginning Net Assets** | $497,615             | $1,626,301                     | $489,906             | $3,813,666 | $6,427,488 |
| **Net Surplus/(Deficit)** | $3,280               | $94,495                        | $162,255             | $1,268,457 | $1,528,487 |
| **Total Net Assets**    | $500,895             | $1,720,796                     | $562,161             | $5,082,123 | $7,955,975 |

**TOTAL LIABILITIES & NET ASSETS**

<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>$1,046,384</strong></td>
<td><strong>$1,720,796</strong></td>
<td><strong>$653,298</strong></td>
<td><strong>$6,585,383</strong></td>
<td><strong>$10,005,861</strong></td>
</tr>
</tbody>
</table>

## Statement of Operating Finances

**Seneca Park Zoo Society**

for the year ended December 31, 2019

<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>$3,243,591</td>
<td>46.18%</td>
<td>$2,861,207</td>
<td>42.90%</td>
</tr>
<tr>
<td>Retail Operations</td>
<td>$1,819,968</td>
<td>25.91%</td>
<td>$1,618,223</td>
<td>24.27%</td>
</tr>
<tr>
<td>Fundraising &amp; Events</td>
<td>$888,203</td>
<td>12.65%</td>
<td>$810,715</td>
<td>12.16%</td>
</tr>
<tr>
<td>In Kind Contributions</td>
<td>$493,979</td>
<td>7.03%</td>
<td>$544,021</td>
<td>8.16%</td>
</tr>
<tr>
<td>Education &amp; Conservation Action Programs</td>
<td>$342,357</td>
<td>4.87%</td>
<td>$348,662</td>
<td>5.23%</td>
</tr>
<tr>
<td>Net Assets Released from Restriction</td>
<td>$231,357</td>
<td>3.29%</td>
<td>$483,295</td>
<td>7.25%</td>
</tr>
<tr>
<td>Interest Income</td>
<td>$3,746</td>
<td>0.05%</td>
<td>$2,645</td>
<td>0.04%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$7,023,199</strong></td>
<td><strong>100.00%</strong></td>
<td><strong>$6,668,767</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>$1,411,890</td>
<td>20.10%</td>
<td>$1,209,987</td>
<td>18.14%</td>
</tr>
<tr>
<td>Education &amp; Conservation Action Programs</td>
<td>$760,785</td>
<td>10.83%</td>
<td>$703,524</td>
<td>10.55%</td>
</tr>
<tr>
<td>Communications</td>
<td>$630,084</td>
<td>8.97%</td>
<td>$599,873</td>
<td>9.00%</td>
</tr>
<tr>
<td>Administration</td>
<td>$555,571</td>
<td>7.65%</td>
<td>$567,003</td>
<td>8.50%</td>
</tr>
<tr>
<td>Membership &amp; Admission Services</td>
<td>$342,357</td>
<td>7.69%</td>
<td>$348,662</td>
<td>5.23%</td>
</tr>
<tr>
<td>Conservation Initiatives</td>
<td>$231,357</td>
<td>3.29%</td>
<td>$483,295</td>
<td>7.25%</td>
</tr>
<tr>
<td>Depreciation</td>
<td>$3,746</td>
<td>0.05%</td>
<td>$2,645</td>
<td>0.04%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$4,936,493</strong></td>
<td><strong>70.29%</strong></td>
<td><strong>$4,642,171</strong></td>
<td><strong>69.61%</strong></td>
</tr>
</tbody>
</table>

**Increase in Net Assets**

<table>
<thead>
<tr>
<th>Amount</th>
<th>% of $'s Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,086,706</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

| Net Assets At Beginning of Year | $497,615 |
| Net Assets Released from Restriction | ($50,000) |
| Revenue Share with Monroe County Parks Dept | ($1,925,515) |
| Board Designated Restrictions | ($107,911) |
| **Total Net Assets At End Of Year** | **$500,895** |

**Net Assets At End Of Year**

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$497,615</td>
</tr>
</tbody>
</table>