2020
ANNUAL REPORT

Seneca Park Zoo Society
Connect. Care. Conserve.
Dear Friends and Supporters:

You make it all possible, and your support helped us weather 2020: the year no one saw coming.

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 connect with, care for and conserve wildlife and wild places. Nature – and the responsibility to protect it -- belongs to all of us, and so fostering the next generation of environmental stewards is our life’s work.

For nearly 65 years, the Seneca Park Zoo Society has worked in partnership with the Zoo to ensure outstanding guest experiences, impactful education programs, and world-class habitats and guest amenities. Over that time, our staff and board of trustees have been fiscally responsible, building a small endowment and board designated reserves to help protect the Zoo Society from economic downturns or summers with extended rainy days. We have also invested in technology that enables us to be efficient and adaptable, and we have built a dedicated, mission-driven, staff of experts in their respective areas.

Those three areas – a sound financial base, up-to-date technology, and a superb staff – are what enabled the Zoo Society to move through 2020 with flexibility, innovation, and a balanced budget. We could not have foreseen a year in which the Zoo would be closed for 104 days and in which every area of our operations needed to alter its way of doing business. You’ll read more about the many changes made further on in this report, but suffice to say, every staff member learned to take risks and be unafraid of change!

Our financials may look a little different than in previous years, but the bottom line remains the same:

- We remitted more than $1.1 million to Monroe County in accordance with our operating agreement
- We operated Education and Outreach programs reaching tens of thousands of people at no cost to Monroe County or its taxpayers
- We provided Marketing and Communications for the Zoo at no cost to Monroe County or its taxpayers
- We delivered outstanding guest services through our Admissions, Food Service and ZooShop staff at no cost to Monroe County or its taxpayers
- We fulfilled the expectations of 12,000+ member households
- We provided tens of thousands of dollars in conservation grants to our international partners, thanks to the generosity of our guests, members, and event participants.

The Zoo Society is proud to partner with Monroe County in serving this community. And we are enormously proud and humbled to receive the support of so many people like you who share our passion for saving animals from extinction and making our world more sustainable for all creatures.

Thank you for your ongoing commitment. You inspire us.

Pamela Reed Sanchez
President and CEO
Seneca Park Zoo Society

Peter Lutz
Board Chair, 2020
Seneca Park Zoo Society
Seneca Park Zoo inspires our community to connect with, care for, and conserve wildlife and wild places. Mission drives everything we do. To be an inspiration for our community is a lofty goal. It requires engaging people - wherever they are, whatever their needs - in our mission. Those needs are distinct and equally important - from those with sensory needs to the deaf and hard of hearing community, LGBTQ, to historically underserved communities of color, and many more.

2020 was an exceptional year for the Seneca Park Zoo Society. We faced challenges no one could have foreseen. Pandemic closures and new protocols required adaptations to each one of our programs. All the while, our extraordinary staff continued to serve this community.

Our work doesn’t stop in a pandemic. We are a conservation organization working to change human behavior for the good of all species and our planet. When we refer to “our community,” we mean not only the 400,000 guests we serve annually on-site, but everyone in our region. We believe environmental conservation cannot belong to a subset of people, but to all. Therefore, we work determinedly to improve equitable access to nature, restore native habitat, and foster appreciation for all flora and fauna.
In November 2019, I celebrated my two-year anniversary with the Zoo Society and was looking forward to 2020 and all we had planned for the year. Those plans did not include reinventing most our existing programs, but that is what we ended up doing.

Our education department supports the Zoo’s mission by building and offering programs that connect people with the natural world and inspire them to care for it. This is typically done through in-person experiences at the Zoo. When the pandemic put us in lockdown, we went to work, creating activities that could be offered digitally online. We created Zoo Projects at Home, which included activities that connected people with nature in their neighborhoods, demonstrated animal adaptations, and more. We offered our kids book club, Book and Beast, scout workshops, and school programs via Zoom. We created 20 new learning programs during this time. Like everyone, we did not plan to pivot to remote learning. However, this was what was required of us to fulfill our mission. We recognize that in-person programs provide social benefits that cannot be replicated virtually. When the lockdown was lifted, we also modified programs like Summer ZooCamps and ZooTeens, so that they could be safely offered on Zoo grounds.

Our education department also includes our volunteers and docents. While we have not officially brought docents back for interpretation, docents have continued to stay engaged by participating in virtual programs and committee meetings. Many have also been on grounds helping to monitor building capacity and traffic flow. We thank everyone who participated and provided support throughout this trying year. Many of these efforts would not have been as successful without the community’s continued support of our programs.
For me, 2020 was a year of being inspired by our partners. Locally and Internationally, they worked through all of the same restrictions we did, and sometimes more. Continually I saw resolve and resiliency, teamwork and collaboration. I saw individuals working nonstop and finding the silver lining in the situations we were presented. Just with us, we saw urgent work daily, and some of the important stuff slipped.

To gain some perspective, look at our reforestation and community conservation projects in Madagascar. Even in the middle of COVID, in a country with only a dozen or so ventilators across the ENTIRE country, with no bailouts, and no vaccines, our partners at Centre Valbio (CVB) in Ranomafana worked to create masks and educate about social distancing, they continued work on building their facilities (and completed construction), they continued reforesting and monitoring the jungles (when the parks were open) for poaching, deforestation and biodiversity. They even procured and set up a PCR machine so they could do COVID testing (the only location outside the capital to offer testing).

The point is conservation does not quit. In an area where the people make a dollar a day, the stresses of COVID compound on an already poor situation. The need to create charcoal or feed your family is priority.

Locally our efforts also continued. Our community nature hikes filled completely and additional community cleanups were added due to increased interest. Our Urban Ecology Workforce Development program continued to grow, and programming staff found creative ways to deliver programs virtually, including the launch of our monthly Wild About Trivia nights.

I saw this across our partners and our staff. Hard work, dedication, and perseverance is the story of conservation in 2020. For me, the silver lining in 2020 is knowing the great organizations we support locally and internationally deserve all our support.

The point is conservation does not quit. In an area where the people make a dollar a day, the stresses of COVID compound on an already poor situation. The need to create charcoal or feed your family is priority.
As one of newest additions to the Zoo Society’s executive team, I continue to be absolutely blown away by what staff accomplished in 2020. From converting our ticketing to an online timed-ticket system, to offering virtual programs and projects to the community, to all the processes and procedures developed to reopen the Zoo and keep staff and guests safe – they showed up.

Due to the pandemic, membership experienced a decline of close to 20%. Through constant communication, great service, and a commitment to reopen as soon as possible, our membership base is returning and growing. Our members and guests consistently tell us they appreciated all we’ve done and continue to do to keep them safe. Restrictions including timed-ticketing, social distancing, mask requirements, limiting capacity at indoor spaces, no onsite programming and others have been navigated expertly by our committed staff.

While there were numerous challenges in 2020, the Zoo was also presented with opportunities to use digital media in new, creative ways. We used our social media channels to communicate with members and guests, our website was retooled to allow for online ticket reservations and to provide improved pre-visit information, and email allowed us to easily reach out to donors, members, and the public for fundraising efforts.

We understand that our Zoo is a public resource for conservation action, species education, and as a venue for outdoor fun. Whichever channel you choose to communicate with us, we are always available to answer your questions, explain membership benefits, walk you through online ticketing or respond to your Facebook comment. Thanks for your continued support.

Our members and guests consistently tell us they appreciated all we’ve done and continue to do to keep them safe.
Do not stop asking for support for our Zoo. That was the biggest lesson I learned early on in 2020. This turned out to be an extremely valuable lesson, as there was no time to wait and evaluate best practices and trends in fundraising during a pandemic.

The hardest part of our 104-day closure was not being able to engage with donors face-to-face on Zoo grounds. People were home but were very eager to talk and find out what was happening at the Zoo. The assurance that our staff and animals were safe was of paramount concern. I had many wonderful conversations, and soon the whole Zoo team joined me in thanking our donors by making personal phone calls. The conversations were truly rewarding for all and provided connection in an isolating time.

A large part of the fundraising we do at the Zoo is hosting special events on site. The Zoo offers a unique after hours setting that donors and attendees find very special. Two events, Zoobilation and Jungle Jog, have been held in-person, on Zoo grounds for more than 30 years. In 2020, Zoobilation was cancelled, a first for the Zoo's premier gala and fundraiser. However, long-term and new donors stood with us and we received unwavering support from our community. The Zoo's 5K, Jungle Jog, became a virtual event, with over 500 registered runners and walkers from 13 different states. This was something we wouldn't have been able to do with an in-person event. In addition to our traditional events, Zoo staff quickly and expertly organized several new fundraisers. These included our one-hour family Zoomathon, Drive for Wildlife golf tournament, Sustainable Table dinners, and the hugely successful Zoo La La charity auction.

Our supporters appreciated the precautions we took to keep everyone safe. They continued to offer their support for every initiative we organized. There is no manual for fundraising in a pandemic. Remaining flexible and being able to pivot almost daily became second nature. I reminded myself every day to never stop asking for support. I cannot thank our Zoo donors enough for investing in us during a very difficult time. To all our donors, especially our newest ones - please know you truly make a difference. We are so grateful for your support.
Operating a zoo brings with it many complex processes and procedures to ensure the safety and satisfaction of Zoo guests, staff, and visitors. The pandemic presented a wealth of new challenges for food service, retail operations, admissions and IT. IT was called upon to make sure that our entire team could work from home on very short notice when the Zoo closed in mid-March and continuing for 104 days, until we were able to open up at reduced capacity in late June.

Admissions and guest services needed to be entirely rethought. Reopening the Zoo at limited capacity, after being shut down for 104 days, required us to reinvent how we admit guests to the Zoo. Within weeks, the IT team worked with Admission to convert our ticketing system to online, timed ticketing. This allowed guests and members to purchase tickets online for designated dates and times. The new online system has worked very well at controlling crowding at the Zoo and will likely continue as we move forward.

Our food service team quickly developed new food delivery procedures, following NYS guidelines, which allowed guests to continue to purchase food items during their visit to the Zoo. Additionally, we added technology in which guests could order their food online and pick it up from either the Eagles Landing Café or the Crater Canteen at a specified time. We will continue to offer online ordering to better serve our guests. We also developed Zoo Meals at Home, a meal pick-up option that also raised money for species conservation.

During the closure, our ZooShop offered sales of unique t-shirts to support the zoo. Due to the wonderful successful of that campaign, we launched a new way for the public to buy merchandise unique to Seneca Park Zoo on our website. This merchandise includes a book written by 3-year-old Anna Hickey and her mother Molly Hickey, members of the Zoo, titled We Miss You, Zoo!. The book was based on Anna wondering what was happening to our animals at the Zoo while closed to visitors due to the COVID-19 pandemic.

Each night at bedtime, we would talk about what the animals at the Zoo were doing when we couldn't go visit them," commented Ms. Hickey. “Anna’s wonderful imagination sparked ideas that I thought just had to be captured in a book.”
Seneca Park Zoo Society
Current full-time staff
As of May 1, 2021

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Sharon Peterson
Vice President and COO

Beth LaPierre
Director of Marketing

Chuck Levegood
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 Coordinator

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

Sarah Pearlman Ventura
Graphic Designer

Laura Pennington
Events and Experiences Sales Coordinator

Meghan Smith
Membership Coordinator

Gretchen Spencer
School and Group Programs Coordinator

Tina Trimer
Manager of Volunteer Programs

Denise Wells
Food Service Coordinator

Annie Wheeler
Lead Zoo Naturalist for Programs

Dave Will
Lead Zoo Naturalist for Citizen Science

Amanda Workman
Accounting Associate

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Owner and operator of Seneca Park Zoo

Year-round staff as of May 1, 2021

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Zoo Director

Dr. Louis DiVincenti
Assistant Zoo Director/Veterinarian

Richard Mikicuik
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

José Arteaga
Recreation Guard

Allison Becker
Zoo Keeper

Heidi Beifus
Zoo Keeper

Clare Belden
Zoo Keeper

Kevin Blakely
Zoo Keeper

Chloe Bliss
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Jenna Bovee
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Garrett Caulkins
Registrar

Brenna De Angelis
Zoo Keeper

Jake Decker
Zoo Keeper

Isiah Eades
Recreation Guard

Robin English
Veterinary Technician/Registrar

Tina Fess
Zoologist

Jon Franklin
Seasonal Heavy Laborer

Luke Hawley
Aquatic Life Support Systems Operator

Cory Hurysz
Heavy Laborer

Hanna Kaiser
Zoo Keeper

Scott Kane
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Katrianna Kleinschmidt
Zoo Keeper

Sarah Koopman
Zoo Keeper

Randi Krieger
Zoo Keeper

Adrianna Leiske
Zoo Keeper

Adam Melinis
Assistant Life Support Operator

Danielle Newport
Zoo Keeper

Mary Ellen Ostrander
Zoologist

Jim Paxon
Maintenance Mechanic II

Sue Rea
Zoologist

Morgan Saidian
Zoo Keeper

Melvin Sanchez
Heavy Laborer

Brian Sheets
Zoologist

Nick Siebert
Zoo Keeper

Ryan Statt
Zoologist

Gail Tabone
Zoo Keeper

Sarah Thorogood
Zoo Keeper

Linda Velasquez
Zoo Keeper

Ricardo Vergara
Roman

Ground Equipment Operator

Lori Warner
Zoo Keeper

James Weinpress
Zoologist

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Partners in Conservation are philanthropic individuals committed to animal conservation, education, and the future of Seneca Park Zoo. Thank you to our 2020 Partners in Conservation Members.

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Jay Weaver and Julie Earnhart
This 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.

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- Estate of Joan Ann Battersby
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- Estate of Jean Groff
- Estate of Bernard Johnson
- Estate of Francis Jung
- Estate of Betty Lohr
- Estate of Evelyn Lutz
- Estate of Denison McRell
- Estate of Hilda Neary
- Estate of Janice Olyslager
- Estate of Erika Verthe

*Denotes Deceased
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We greatly appreciate the generous donors who supported the Zoo Society in 2020 through grants, sponsorships, bequests, corporate contributions and individual gifts. Thank you for believing in us and the important work we do.

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We take great care to ensure accuracy of these lists. If you see anything inaccurate, please let us know at 585.336.7205.
Capital Campaign

As of December 31, 2020, the A Wilder Vision campaign has raised over 33% of its $23 million goal. This has been made possible through the generosity of these wonderful supporters:

- Eric and Nicole Allen
- Anonymous (5)
- Bohdan and Maureen Baran
- Bruce B. Bates
- Leonard and Lorraine Bayer
- Kevin and Tami Best
- Charles Bliss
- Bond Schoeneck & King
- Carol Brink
- Gavin and Danelle Brownlie
- David and Margaret Burns
- Trisha and Chris Butera
- Linda and John Buttrill
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- Spencer and Elizabeth Cook
- Joseph and Judith Darweesh
- Davenport Hatch Foundation
- Mark and Maureen Davitt
- Tim DeGrave and Laura Fornarola
- Maureen and Bob Dobies
- Shelly and Kirk Doran
- Empire State Development
- ESL Charitable Foundation
- Exxon Mobil Foundation (matching gift)

- Frontier Glass
- Kathleen Gamlen
- Jim Grapenstetter
- Gregory and Anna Griebel
- Mary Ellen Brothers Guon
- The Hallowell Fund
- A. Scott Hecker
- Mike and Meredith Hurley
- Barbara Kelley and Tom Riley
- Christine Klos and Don White
- Lake Immunogenics
- Jerald and Ann LeBlanc
- LeChase Construction Services, LLC
- Peter and Margot Lutz
- Linda Mapstone
- John Littwitz
- Edward and Carolyn Maruggi
- Jim and Linda McElheny
- Monroe Veterinary Associates
- Gary and Karen Muisus
- Donald Newcomb
- Kevin Nowack and Iris Zimmerman
- Edward Petinella
- The Purcell Family
- Janet Reed
- Pamela Reed Sanchez
- Riedman Foundation
- Suzanne Robinson
- Lisa Seaman
- Ivette and William Shaheen
- Randy and Tara Shepard
- Chris and Courtney Stern
- Stifel/The Brown Group
- Bob and Gayle Stiles
- Robert and Susan Touhaent
- Arturo Trigilia
- Matt Vahue
- Mary Wagner
- Warner Fund
- Claudia and David Weber
- Maureen Whalen
- Lynn Willard
- Elaine P. and Richard U. Wilson
- Foundation
- Estate of Martha Bullock
- Estate of Ruth Service
# Balance Sheet

**Seneca Park Zoo Society**

for the year ended December 31, 2020

<table>
<thead>
<tr>
<th></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><strong>ASSETS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$450,955</td>
<td>$0</td>
<td>$0</td>
<td>$28,556</td>
<td>$479,511</td>
</tr>
<tr>
<td>Investments</td>
<td>$285,714</td>
<td>$595,394</td>
<td>$91,037</td>
<td>$3,394,085</td>
<td>$4,366,229</td>
</tr>
<tr>
<td>Endowment - General</td>
<td>$0</td>
<td>$1,202,150</td>
<td>$237,231</td>
<td>$0</td>
<td>$1,439,381</td>
</tr>
<tr>
<td>Endowment - Intern Program</td>
<td>$0</td>
<td>$0</td>
<td>$192,528</td>
<td>$0</td>
<td>$192,528</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>$3,600</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$3,600</td>
</tr>
<tr>
<td>Grants Receivable</td>
<td>$0</td>
<td>$0</td>
<td>$1,500,000</td>
<td>$1,500,000</td>
<td></td>
</tr>
<tr>
<td>Promises to Give-Net</td>
<td>$15,716</td>
<td>$0</td>
<td>$1,340</td>
<td>$888,483</td>
<td>$905,593</td>
</tr>
<tr>
<td>Inventory</td>
<td>$88,448</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$88,448</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>$9,239</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$9,239</td>
</tr>
<tr>
<td>Property &amp; Equipment Net</td>
<td>$69,846</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$69,846</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$923,519</td>
<td>$1,797,545</td>
<td>$522,136</td>
<td>$5,811,123</td>
<td>$9,054,322</td>
</tr>
<tr>
<td><strong>LIABILITIES &amp; NET ASSETS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts Payable</td>
<td>$92,312</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$92,312</td>
</tr>
<tr>
<td>Accrued Payroll &amp; Payroll Taxes</td>
<td>$75,542</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$75,542</td>
</tr>
<tr>
<td>Accrued Vacation</td>
<td>$82,522</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$82,522</td>
</tr>
<tr>
<td>County Contract Obligations</td>
<td>$101,202</td>
<td>$0</td>
<td>$0</td>
<td>$1,500,000</td>
<td>$1,601,202</td>
</tr>
<tr>
<td>Deferred Revenue</td>
<td>$69,067</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$69,067</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>$420,646</td>
<td>$0</td>
<td>$0</td>
<td>$1,500,000</td>
<td>$1,920,646</td>
</tr>
<tr>
<td><strong>Beginning Net Assets</strong></td>
<td>$500,895</td>
<td>$1,720,796</td>
<td>$652,161</td>
<td>$4,095,295</td>
<td>$6,969,147</td>
</tr>
<tr>
<td>Net Surplus/(Deficit)</td>
<td>$1,978</td>
<td>$76,749</td>
<td>$(130,026)</td>
<td>$215,828</td>
<td>$164,529</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>$502,872</strong></td>
<td><strong>$1,797,545</strong></td>
<td><strong>$522,136</strong></td>
<td><strong>$4,311,123</strong></td>
<td><strong>$7,133,676</strong></td>
</tr>
</tbody>
</table>

**TOTAL LIABILITIES & NET ASSETS**

<table>
<thead>
<tr>
<th></th>
<th>General Operating Fund</th>
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<th>Capital Campaign Fund</th>
<th>TOTAL</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>$923,519</td>
<td>$1,797,545</td>
<td>$522,136</td>
<td>$5,811,123</td>
<td>$9,054,322</td>
</tr>
</tbody>
</table>

**Balance Sheet**

**Seneca Park Zoo Society**

for the year ended December 31, 2020
# Statement of Operating Finances

*Seneca Park Zoo Society*

for the year ended December 31, 2020

<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><strong>Membership &amp; Admissions</strong></td>
<td>$ 1,897,752</td>
<td>40.12%</td>
<td>$ 3,243,591</td>
<td>46.18%</td>
</tr>
<tr>
<td><strong>Retail Operations</strong></td>
<td>$ 737,836</td>
<td>15.60%</td>
<td>$ 1,819,968</td>
<td>25.91%</td>
</tr>
<tr>
<td><strong>Fundraising &amp; Events</strong></td>
<td>$ 947,871</td>
<td>20.04%</td>
<td>$ 888,203</td>
<td>12.65%</td>
</tr>
<tr>
<td><strong>Federal Government - Paycheck Protection</strong></td>
<td>$ 488,500</td>
<td>10.33%</td>
<td>$ -</td>
<td></td>
</tr>
<tr>
<td><strong>Net Assets Released from Restriction</strong></td>
<td>$ 335,132</td>
<td>7.08%</td>
<td>$ 231,357</td>
<td>3.29%</td>
</tr>
<tr>
<td><strong>In Kind Contributions</strong></td>
<td>$ 191,777</td>
<td>4.05%</td>
<td>$ 493,979</td>
<td>7.03%</td>
</tr>
<tr>
<td><strong>Education &amp; Conservation Action Programs</strong></td>
<td>$ 129,737</td>
<td>2.74%</td>
<td>$ 342,357</td>
<td>4.87%</td>
</tr>
<tr>
<td><strong>Interest Income</strong></td>
<td>$ 1,698</td>
<td>0.04%</td>
<td>$ 3,746</td>
<td>0.05%</td>
</tr>
<tr>
<td><strong>Total Support &amp; Revenue</strong></td>
<td>$ 4,730,305</td>
<td></td>
<td>$ 7,023,199</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>Amount</th>
<th>% of $’s Raised</th>
<th>Amount</th>
<th>% of $’s Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Retail Services</strong></td>
<td>$ 930,090</td>
<td>19.66%</td>
<td>$ 1,411,890</td>
<td>20.10%</td>
</tr>
<tr>
<td><strong>Education &amp; Conservation Action Programs</strong></td>
<td>$ 718,556</td>
<td>15.19%</td>
<td>$ 760,785</td>
<td>10.83%</td>
</tr>
<tr>
<td><strong>Membership &amp; Admission Services</strong></td>
<td>$ 538,851</td>
<td>11.39%</td>
<td>$ 537,461</td>
<td>7.65%</td>
</tr>
<tr>
<td><strong>Administration</strong></td>
<td>$ 506,234</td>
<td>10.70%</td>
<td>$ 555,571</td>
<td>7.91%</td>
</tr>
<tr>
<td><strong>Communications</strong></td>
<td>$ 435,613</td>
<td>9.21%</td>
<td>$ 800,752</td>
<td>11.40%</td>
</tr>
<tr>
<td><strong>Fundraising &amp; Events</strong></td>
<td>$ 375,943</td>
<td>7.95%</td>
<td>$ 630,084</td>
<td>8.97%</td>
</tr>
<tr>
<td><strong>Conservation Initiatives</strong></td>
<td>$ 56,395</td>
<td>1.19%</td>
<td>$ 206,603</td>
<td>2.94%</td>
</tr>
<tr>
<td><strong>Depreciation</strong></td>
<td>$ 37,416</td>
<td>0.79%</td>
<td>$ 33,349</td>
<td>0.47%</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$ 3,599,098</td>
<td>76.09%</td>
<td>$ 4,936,493</td>
<td>70.29%</td>
</tr>
</tbody>
</table>

| Increase in Net Assets                           | $ 1,131,207| 76.09%            | $ 2,086,706| 70.29%            |

| Net Assets At Beginning of Year                  | $ 500,895  |                    | $ 497,615  |                    |
| Support to Seneca Park Zoo Fund                  | $ (49,902) |                    | $ (107,911)|                    |
| Revenue Share with Monroe County Parks Dept      | $(1,079,326)|                    | $(1,925,515)|                    |
| Board Designated Restrictions                    | $ -        |                    | $ (50,000) |                    |
| **Net Assets At End Of Year**                    | $ 502,872  |                    | $ 500,895  |                    |

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