Hope has never looked so good. Hope has never been easier to find.

You might find these words odd to read, particularly if you’ve just watched a newscast or scrolled through social media.

But in a world with problems that too often seem hopeless, people find hope every day at Seneca Park Zoo and through their interactions with Seneca Park Zoo.

This fact was abundantly evident in 2021: the Zoo stood as a place people felt safe and wanted to visit. More than that, they wanted to belong. Visitation bounced back nearly to pre-pandemic levels, and membership grew 20% above 2019 levels.

The education and outreach programs of the Zoo – operated by the Zoo Society – filled to capacity, and more people than ever joined our Naturalists on Nature Hikes, Invasive Species removals, and Community Clean-Ups. Our followers on Facebook and Instagram grew by 5% and 10%, respectively, with more people than ever finding joy through connecting with us online.

The ZooTeen program burst at the seams with youth excited to talk about conservation efforts and how we all can become environmentalists. The Urban Ecology Workforce Development program continued to grow and blossom, just like the pollinator gardens planted by the Urban Ecologists.

We plant hope. And we nurture hope.

2021 wasn’t an ideal year. No Zoobilation. Virtual-only Jungle Jog. School trips and classroom visits from the Zoo Mobile nearly non-existent. Yet silver linings were found in new events, two lively ZooBrews, continued support for international conservation partners, and a renewed focus on our core mission: inspiring our community to connect with, care for, and conserve wildlife and wild places.

The Zoo Society’s partnership with Monroe County was re-energized and confirmed with the negotiation of our new operating agreement, and the successful transition of our food and gift operations to The SSA Group in October of 2021. We also worked with SSA to prepare for the Admissions’ operations to be transferred to SSA in early 2022.

The Zoo Society enjoyed operating food, gift, and the admissions booth for decades, and are proud of our successes in these areas. Having said that, we believe this change to the structure of Seneca Park Zoo is a healthy one for all partners: Monroe County, Seneca Park Zoo Society, and the SSA Group. It allows each partner to use its fundamental strengths to best serve our guests and the community.

Our financial foundation continues to be strong, as the Treasurer’s report conveys. As we move to a new operating model, with new revenue sharing agreements with Monroe County and the SSA Group, our financial statements will change in appearance, but not, we believe, in conveying the strength of our management and of our programs, be it membership, communications, education, outreach, special events, or building our volunteer corps.

The future of Seneca Park Zoo, and of the Seneca Park Zoo Society, is filled with
optimism and excitement. In 2021, we welcomed our new Zoo Superintendent Steve Lacy, and we broke ground for the Trailside Café.

We also spent many hours and days thinking strategically, with our architectural team and widespread staff involvement, about the future needs of our guests. The plans for the Welcome Center, Conservation Resource Center, and the phenomenal new Tropics Complex are nothing short of spectacular. The Zoo Society re-confirmed its commitment to raising a total of $23 million to the transformation of Seneca Park Zoo.

Hope is not a strategy. But hope is necessary to bring a vision to life.

Hope abounds. It is here, in the air. In the roar of Chester the lion, and in the swimming of Ashki the river otter. In the removal of plastic pollution at the beach, and in the plans for our future.

Thank you for your ongoing commitment, and for being a big source of our hope.
Partners in Conservation are philanthropic individuals committed to animal conservation, education, and the future of Seneca Park Zoo. Thank you to our 2021 Partners in Conservation Members.

Guardian
Leonard and Lorraine Bayer
Mark and Maureen Davitt
Susanna Ferris

Champions
Gordon and Andrea Meyer
Janet Reed
Claudia and David Weber

Defenders
Gary and Roxane Chadwick
Jody Fleischer
Robert and Linda Franklin
Peter and Kathy Griswold
Marjorie and Herbert Humphrey
Barbara Kelley and Tom Riley
Christine Klos and Don White
Todd and Jennifer Liebert
John Littwitz
Peter and Margot Lutz
James Nickles and Susan Wendel
Christine Osborne and Denis Jeffries
Charles Plant
Paula Smith
Bob and Gayle Stiles

Ambassadors
Nicole and Eric Allen
David Berg and Dawn Riedy
David and Virginia Braverman
Walter and Debra Brooks
Gavin and Danelle Brownlie
Linda and John Buttrill
M. John and Jessie Buzawa
Barbara Carlson
Walter and Lisa Critchley
Timothy DeGrave and Laura Fornarola
Scott and Carol DeMoulin
Richard and Allison DiMarco
Maureen and Robert Dobies
Lawrence Donk
Shelly and Kirk Doran
Pamela and Tarek Eldaher
Kathleen and Bruce Ferguson
D. Todd Gray
Barbara Hendry
Richard Hogestyn

Advocates
Mark and Leslie Allen
Thomas and Carolyn Argust
Karen Baumgartner
Kathleen and Jack Best
Bernard and Lisa Birnbaum
Robyn Blanchard and James Tacci
Charles Bliss and Linda Mason
J. Michael and Mary Lou Bopp
Karen Brown
Stephen Brown
Gavin and Marietta Brownlie
Larry and Vickie Buckley
Luis Burgos
Trisha and Christopher Butera
John and Betsy Carver

Anthony Cashette
Ralph and Barbara Code
Michael and Jamie Condon
Spencer and Elizabeth Cook
Jean Darling
Jack and Tracey Davidoff
Roland and Kimberly DeLardge
Leslie DesMardeau
Ken and Linda Dingman
David and Sandra Ebberts
Chhaya and Brianna En
James and Ellen Engler
Janine Fogarty and Jim Hoestermann
Josh and Rachel Foladare
Sarah and Jeffrey Hanson
Chris and Susan Holliday
Kathleen Holt and Stephen Lurie
Mary Louise Huff
Suzanne Hunt and Matt Kelly
Michael and Meredith Hurley
Earl Johnson
Thomas and Elisabeth Judson
Monica and Urban Kress
Charles Levengood and Gina Halasinski
Dan and Maria Clara Lorca
Timothy Lynch and Noelle van Deursen
James and Linda McElhenny
Bruce and Eleanor McLear
Hilda Milham
Matthew and Christa Miller
Kevin Nowack and Iris Zimmermann
John and Diane Nuccitelli
Robyn Oleksyn
F. Michael and Amanda Ostrander
Ellen Panetto
Peter and Beatrice Pape
Sharon Peterson
Marlaine Plittiere
Suzanne Robinson and Leonard Lettau
Carl and Nanette Salvaggio
Pamela Reed Sanchez
Dawn and James Schnell
Timothy Snyder
Gary and Catherine Squires
Douglas Stark
Maggie and Charlie Symington
Robert and Susan Touhaent
Helen Vogel
Jay and Julie Weaver
Mindy and Todd Zyra
Colleene J. Abair
Rachel Baker August
Robbie Baltzer
Bohdan* and Maureen Baran
Leonard and Lorraine Bayer
Nina Beach
Darlene Benzon
Kevin and Tami Best
Robyn Blanchard-Tacci and James Tacci
Charlie Bliss
Mike and Mary Lou Bopp
Stephen Brown
Gavin and Danelle Brownlie
Rita* and Lawrence* Callahan
Ralph and Barbara Code
Spencer and Elizabeth Cook
Karen and Bill Crow
John* and Mary Lou* Davison
Maureen and Bob Dobies
David and Sandra Ebberts
Ron Fielding
Bob and Linda Franklin
Philip and Beverly Gelsomino
Jim Grapenstetter
Sarah Hanson
Amy Harned
Aimee Hofmann
Richard Hogestyn
Mary Louise Huff
Mike and Meredith Hurley
Harold Johnson
Marcia and David Johnson
Barbara Kelley and Tom Riley
Norma Kunisch
Patty and Larry Langdon
Lou and Sally* Langie
Beth LaPierre
Chuck Levengood
Peter and Margot Lutz
Carolyn and Edward Maruggi
Elizabeth Masco and Patricia Cecula
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*
Karín Quillinan
Pamela Reed Sanchez
Dennis and Patricia Ringer
Heather Rossi
Tom and Ellen Rusling
Dr. Neil Scheier
Carol Smereski
Donna Lampen-Smith
Jeffrey and Jo Ann Snyder
Tom Snyder
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

**FOREVER WILD SOCIETY MEMBERS**

The mission of the Seneca Park Zoo Society’s planned giving program is to ensure the continuation of education and conservation programs for future generations. Thank you to the following people for making a deferred gift in support of the Zoo Society.

Colleene J. Abair
Rachel Baker August
Robbie Baltzer
Bohdan* and Maureen Baran
Leonard and Lorraine Bayer
Nina Beach
Darlene Benzon
Kevin and Tami Best
Robyn Blanchard-Tacci and James Tacci
Charlie Bliss
Mike and Mary Lou Bopp
Stephen Brown
Gavin and Danelle Brownlie
Rita* and Lawrence* Callahan
Ralph and Barbara Code
Spencer and Elizabeth Cook
Karen and Bill Crow
John* and Mary Lou* Davison
Maureen and Bob Dobies
David and Sandra Ebberts
Ron Fielding
Bob and Linda Franklin
Philip and Beverly Gelsomino
Jim Grapenstetter
Sarah Hanson
Amy Harned
Aimee Hofmann
Richard Hogestyn
Mary Louise Huff
Mike and Meredith Hurley
Harold Johnson
Marcia and David Johnson
Barbara Kelley and Tom Riley
Norma Kunisch
Patty and Larry Langdon
Lou and Sally* Langie
Beth LaPierre
Chuck Levengood
Peter and Margot Lutz
Carolyn and Edward Maruggi
Elizabeth Masco and Patricia Cecula
Jim and Linda McElheny
Donald* and Phyllis* McNelly
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Meridith Mock
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Tom and Donna Proietti
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Karín Quillinan
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Dennis and Patricia Ringer
Heather Rossi
Tom and Ellen Rusling
Dr. Neil Scheier
Carol Smereski
Donna Lampen-Smith
Jeffrey and Jo Ann Snyder
Tom Snyder
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

**Posthumous Members**

Estate of Joan Ann Battersby
Estate of Christine Bush
Estate of Patricia Farley
Estate of Clara Gilman
Estate of Jean Groff
Estate of Bernard W. Johnson
Estate of Francis D. Jung
Estate of Betty Lohr
Estate of Evelyn F. Lutz
Estate of Denison McRell
Estate of Hilda Neary
Estate of Janice M. Olyslager
Estate of Erika Verthe

*Denotes Deceased*
DESIGNATED GIVING

We greatly appreciate the generous donors who supported the Zoo Society in 2021 through grants, sponsorships, bequests, corporate contributions and individual gifts of $500 or more. Thank you for believing in us and the important work we do.

Butterfly Beltway
Daisy Marquis Jones Foundation
Victor Intermediate School

Endowment
Estate of Bernard W. Johnson
Estate of Denison McRell
Estate of Phyllis F. McNelly

Events
Eric and Nicole Allen
Audacy Rochester LLC
Bank of America
Leonard and Lorraine Bayer
Billone Mechanical Contractors
Bounce On Me Inc.
Boylan Code, LLP
Brown & Brown of New York, Inc.
Buckingham Properties
Linda and John Buttrill
C.P. Ward, Inc.
Catenary Construction Corp
Christa Construction, LLC
Clark Patterson Lee

CMI Communications
crosby-brownlie, Inc.
Scott and Carol DeMoulin
DGA Builders
Richard and Alison DiMarco
Maureen and Robert Dobies
Dolomite Products Company Inc.
Empire Merchants North
Excellus BlueCross BlueShield
Five Star Bank
Girl Scouts of Western NY
Glover-Crask Charitable Trust
Goldfish Swim School
Hamilton Stern Construction LLC
Hodgson Russ LLP
I.B.E.W. Local Union #86
Kinecta Federal Credit Union
Chris Klos and Don White
Lake Beverage Corporation
LeChase Construction
M&T Bank
Kara and Tommy Masaschi  
Medved Running & Walking Outfitters  
Catherine Mehnert  
Gail Morrow  
Mike and Carol O’Neal  
Phillips Lytle LLP  
Regent Financial Group LLC  
 Renewal by Anderson  
Jo Ann Richards  
Riedman Companies  
 Rochester, NY Chapter, NECA  
Stifel Investments - The Brown Group  
 Robyn Blanchard-Tacci and James Tacci  
Tito’s Handmade Vodka  
UA Local 13 Plumbers, Pipefitters & Service Techs  
Underberg and Kessler, LLP  
US Ceiling Corp  
 Wegmans Food Markets  
Phyllis and Thomas Wickerham  
Woods Oviatt Gilman LLP

**Exhibits and Enrichment**
Coca-Cola Beverages Northeast  
Lidestri Food and Drink  
Rochester Institute of Technology  
Urtz’s Evergreens LLC

**General Operating Support**
Accountable Digital  
Audacy Rochester LLC  
Jim Bader  
Mr. and Mrs. Martin Banton  
Bruce and Marcia Bates  
Leonard and Lorraine Bayer  
Nina Beach  
Boylan Code, LLP  
David and Virginia Braverman  
Deborah and John Bricker  
Nancy Briggs  
Canfield & Tack Commercial Printing and Fulfillment  
CHUBB  
Joseph and Judith Darweesh  
Roland and Kimberly DeLardge  
Herman and Marlene Duerr Fund  
ESL Charitable Foundation  
Exodus Exterminating Inc.  
Facebook Donations  
Kenneth Fallon  
Max and Marian Farash Charitable Foundation  
Joan Feinbloom  
Susanna Ferris  
Fifth Generation  
Robert and Linda Franklin  
The Joseph and Anna Gartner Foundation  
Gianniny Family Fund  
Peter and Kathy Griswold  
The Hallowell Fund  
Dr. Anne Harrison  
Susan Henderson  
Barbara Hendry  
Richard Hogestyn  
Michael and Meredith Hurley  
David and Erin Keehley  
Kids Out and About, LLC  
Christine Klos and Don White  
David Klos Family Memorial Fund  
Lake Immunogenics Inc.  
Xin Li  
John Littwitz  
Nancy Lowthian  
Barbara and Richard Mohrmann  
Mary S. Mulligan Charitable Trust  
Marian Nelson  
New York State Commercial Association of Realtors (NYSCAR)  
James Nickles and Susan Wendel  
Laurel Pace  
Peter and Beatrice Pape  
Sharon Peterson  
Charles Plant  
Jo Ann Richards  
Riedman Foundation  
Leland T. Shafer Charitable Trust  
Sheet Metal Workers’ Local 46  
Sirness Vending  
Elaine Soldi  
Stenzel Family Donor Advised Fund  
Sherry and Alan Stephens  
Robert C. and Jane K. Stevens Legacy Fund  
Margaret Streeter  
Sheila Swigert  
David Swinford Charitable Gift Fund  
Charlie and Maggie Symington  
Donald and Joanne Titus  
Urtz’s Evergreens LLC  
Maryrose Laguio-Vila and George Vila  
Irene and Alan Weinberg Advised Fund  
Westminster Barrington Foundation  
Maureen Whalen  
Robert and Nicole Wiederhold  
Mark and Karen Wilson  
Gary and Judith Wood  
Zweigle’s Inc.

**In Situ**
Facebook Donations  
Lake Immunogenics Inc.

**Matching Gift**
Bank of America  
Johnson & Johnson Family of Companies  
JP Morgan Chase

**Restricted Projects**
Buffalo Niagara Waterkeeper  
Susanna Ferris  
Finger Lakes Institute  
Friends of the National Zoo  
Littwitz Family Fund at Rochester Area Community Foundation  
Your Cause: Dell Direct Giving Campaign

**Urban Ecologist**
Bank of America  
McGowan Gin Rosica Family Foundation, Inc.  
Guido and Ellen Palma Foundation  
Janet Reed  
Rochester Garden Club  
Paula Smith

We take great care to ensure accuracy of these lists. If a correction is needed, please let us know at 585.336.7205.
As of December 31, 2021, 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:

**$1,000,000 or more**
Mark and Maureen Davitt
Empire State Development

**$250,000 to $999,999**
Leonard and Lorraine Bayer
The Purcell Family
Riedman Foundation
Claudia and David Weber

**$100,000 to $249,000**
Anonymous (1)
Charles Bliss and Linda Mason
ESL Charitable Foundation
Elaine P. and Richard U. Wilson Foundation

**$25,000 to $99,000**
Anonymous (2)
Bruce and Marcia Bates
Kevin and Tami Best
Gavin and Danielle Brownlie
Estate of Martha Bullock
Davenport Hatch Foundation
Maureen and Bob Dobies
Kathleen Gamlen
The Hallowell Fund
A. Scott Hecker
Mike and Meridith Hurley
Barbara Kelley and Tom Riley
Christine Klos and Don White

**10,000 to $24,999**
Carol Brink
Mary Ellen Brothers Guon
David and Margaret Burns
Linda and John Buttrill
Spencer and Elizabeth Cook
John Littwitz
Donald Newcomb
Kevin Nowack and Iris Zimmerman
Irina Pylyshenko and Family
Janet Reed
Pamela Reed Sanchez
Judy and Gary Wood

**$500 to $9,999**
Eric and Nicole Allen
Bank of America - (Matching Gift)
Benevity Community Impact Fund - (Matching Gift)

Bohdan and Maureen Baran
Donations in Memory of Bohdan Baran
David Berg and Dawn Riedy
Bond, Schoeneck & King LLP
Trisha and Chris Butera
P. Hamilton and Gail Clark
Joseph and Judith Darweesh
Tim DeGrave and Laura Fornarola
Karen Dobbins
Shelly and Kirk Doran
Janice Durfee
Exxon Mobil Foundation - (Matching Gift)
Frontier Glass
Jim Grapenstetter
JP Morgan Chase Foundation - (Matching Gift)
Lake Immunogenics
Charles Levengood and Gina Halasinski
Peter and Margot Lutz
Linda and Jeff Mapstone
Edward and Carolyn Maruggi
Barbara and Richard Mohrmann
Nannette Nocon
Edward and Ann Petinella
Lisa Seaman
Ivette and William Shaheen
Randy and Tara Shepard
Matt Vahue
Mary Wagner
The Warner Fund
Maureen Whalen
### Balance Sheet

**Seneca Park Zoo Society**  
for the year ended December 31, 2021

<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>$578,638</td>
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<td>$183,740</td>
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<td>Investments</td>
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<td>Endowment - General</td>
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<td>$276,603</td>
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<td>$1,588,863</td>
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<tr>
<td>Endowment - Intern Program</td>
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<td>$0</td>
<td>$184,376</td>
<td>$0</td>
<td>$184,376</td>
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<tr>
<td>Accounts Receivable</td>
<td>$75,449</td>
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<td>$401</td>
<td>$0</td>
<td>$75,849</td>
</tr>
<tr>
<td>Grants Receivable</td>
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<td>$14,950</td>
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<td>$1,014,950</td>
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<tr>
<td>Promises to Give-Net</td>
<td>$10,560</td>
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<td>$4,510</td>
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<tr>
<td>Due To/From Other Funds</td>
<td>$39,760</td>
<td>$320,000</td>
<td>$32,243</td>
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<td>$392,004</td>
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<tr>
<td>Inventory</td>
<td>$1,049</td>
<td>$0</td>
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<td>$1,049</td>
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<tr>
<td>Prepaid Expenses</td>
<td>$5,536</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$5,536</td>
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<tr>
<td>Property &amp; Equipment Net</td>
<td>$34,056</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$34,056</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$1,757,889</strong></td>
<td><strong>$2,157,984</strong></td>
<td><strong>$731,740</strong></td>
<td><strong>$6,561,191</strong></td>
<td><strong>$11,208,804</strong></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>$555,696</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$555,696</td>
</tr>
<tr>
<td>Accrued Payroll &amp; Payroll Taxes</td>
<td>$80,010</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$80,010</td>
</tr>
<tr>
<td>Accrued Vacation</td>
<td>$77,672</td>
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<td>$77,672</td>
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<tr>
<td>County Contract Obligations</td>
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<td>$0</td>
<td>$2,500,000</td>
<td>$2,548,878</td>
</tr>
<tr>
<td>Due To/From Other Funds</td>
<td>$352,243</td>
<td>$838</td>
<td>$0</td>
<td>$38,922</td>
<td>$392,004</td>
</tr>
<tr>
<td>Deferred Revenue</td>
<td>$190,931</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$190,931</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>$1,305,430</strong></td>
<td><strong>$838</strong></td>
<td><strong>$0</strong></td>
<td><strong>$2,538,922</strong></td>
<td><strong>$3,845,190</strong></td>
</tr>
<tr>
<td>Beginning Net Assets</td>
<td>$448,264</td>
<td>$1,797,545</td>
<td>$522,136</td>
<td>$4,072,040</td>
<td>$6,839,984</td>
</tr>
<tr>
<td>Net Surplus/(Deficit)</td>
<td>$4,196</td>
<td>$359,601</td>
<td>$209,604</td>
<td>($49,771)</td>
<td>$523,629</td>
</tr>
<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td><strong>$452,459</strong></td>
<td><strong>$2,157,145</strong></td>
<td><strong>$731,740</strong></td>
<td><strong>$4,022,269</strong></td>
<td><strong>$7,363,614</strong></td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES &amp; NET ASSETS</strong></td>
<td><strong>$1,757,889</strong></td>
<td><strong>$2,157,984</strong></td>
<td><strong>$731,740</strong></td>
<td><strong>$6,561,191</strong></td>
<td><strong>$11,208,804</strong></td>
</tr>
</tbody>
</table>
## Statement of Operating Finances
Seneca Park Zoo Society
for the year ended December 31, 2021

### SUPPORT AND REVENUE

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership &amp; Admissions</td>
<td>$3,265,632</td>
<td>$1,931,158</td>
<td>52.61%</td>
<td>40.54%</td>
</tr>
<tr>
<td>*Retail Operations</td>
<td>$1,585,451</td>
<td>$737,836</td>
<td>25.54%</td>
<td>15.49%</td>
</tr>
<tr>
<td>Fundraising &amp; Events</td>
<td>$690,518</td>
<td>$947,871</td>
<td>11.12%</td>
<td>19.90%</td>
</tr>
<tr>
<td>Federal Government - Paycheck Protection</td>
<td>-</td>
<td>$488,500</td>
<td>0.00%</td>
<td>10.25%</td>
</tr>
<tr>
<td>Net Assets Released from Restriction</td>
<td>$274,647</td>
<td>$335,132</td>
<td>4.42%</td>
<td>7.04%</td>
</tr>
<tr>
<td>In Kind Contributions</td>
<td>$159,257</td>
<td>$191,777</td>
<td>2.57%</td>
<td>4.03%</td>
</tr>
<tr>
<td>Education &amp; Conservation Action Programs</td>
<td>$231,897</td>
<td>$129,737</td>
<td>3.74%</td>
<td>2.72%</td>
</tr>
<tr>
<td>Interest Income</td>
<td>$280</td>
<td>$1,698</td>
<td>0.00%</td>
<td>0.04%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$6,207,683</td>
<td>$4,763,710</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
<th>% of $’s Raised</th>
<th>% of $’s Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Retail Services</td>
<td>$1,232,400</td>
<td>$930,090</td>
<td>19.85%</td>
<td>19.52%</td>
</tr>
<tr>
<td>Education &amp; Conservation Action Programs</td>
<td>$697,731</td>
<td>$718,556</td>
<td>11.24%</td>
<td>15.08%</td>
</tr>
<tr>
<td>Membership &amp; Admission Services</td>
<td>$545,563</td>
<td>$538,851</td>
<td>8.79%</td>
<td>11.31%</td>
</tr>
<tr>
<td>Administration</td>
<td>$531,719</td>
<td>$506,234</td>
<td>8.57%</td>
<td>10.63%</td>
</tr>
<tr>
<td>Fundraising &amp; Events</td>
<td>$441,136</td>
<td>$375,943</td>
<td>7.11%</td>
<td>7.89%</td>
</tr>
<tr>
<td>Communications</td>
<td>$439,090</td>
<td>$435,613</td>
<td>7.07%</td>
<td>9.14%</td>
</tr>
<tr>
<td>Conservation Initiatives</td>
<td>$63,961</td>
<td>$56,395</td>
<td>1.03%</td>
<td>1.18%</td>
</tr>
<tr>
<td>Depreciation</td>
<td>$34,260</td>
<td>$37,416</td>
<td>0.55%</td>
<td>0.79%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$3,985,860</td>
<td>$3,599,098</td>
<td>64.21%</td>
<td>75.55%</td>
</tr>
</tbody>
</table>

### INCREASE IN NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Assets At Beginning of Year</td>
<td>$448,264</td>
<td>$412,880</td>
</tr>
<tr>
<td>Support to Seneca Park Zoo Fund</td>
<td>$(99,837)</td>
<td>$(49,902)</td>
</tr>
<tr>
<td>Revenue Share with Monroe County Parks Dept</td>
<td>$(1,797,790)</td>
<td>$(1,079,326)</td>
</tr>
<tr>
<td>Board Designated Restrictions</td>
<td>$(320,000)</td>
<td>$ -</td>
</tr>
<tr>
<td><strong>NET ASSETS AT END OF YEAR</strong></td>
<td><strong>$452,459</strong></td>
<td><strong>$448,264</strong></td>
</tr>
</tbody>
</table>

* Retail Operations from 1/1/21 - 9/30/21 only

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