

2019

ANNUAL REPORT

 Seneca Park **Zoo** Society
Connect. Care. Conserve.



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.

Attendance surpassed
405,000
guests
in 2019



Pamela Reed Sanchez
President and CEO
Seneca Park Zoo Society



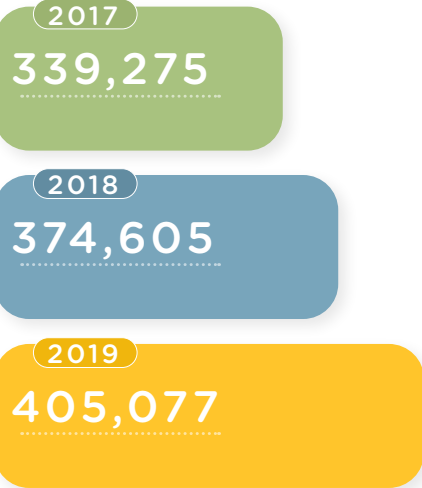
Peter Lutz
Board Chair, 2019
Seneca Park Zoo Society



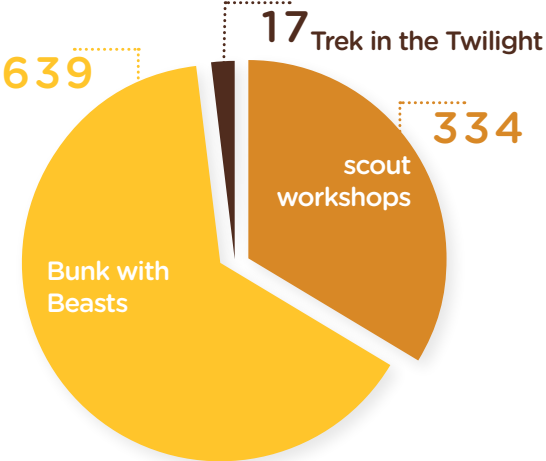
ENGAGING our community

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



Scouts impacted by the Zoo: 990



764



Number of ZooCampers

228

schools that took a field trip to the Zoo



Stacy Uptagrafft

Instagram followers



#SenecaParkZoo #ROC
#baldeagle #eagles
#mondaymood #birdsofprey
#eagleeyes
Photo credit: Wayne Smith



Joel Vignare



Joel Vignare

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



Eric Caballero

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.



Jason Abel



Eric Caballero

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.



Wildlife Action Crew was inspired by Polar Bears International's Climate Alliance program. Pictured: Climate Alliance participants on the tundra in Churchill, Manitoba. Photo credit: Shervin Hess, Oregon Zoo

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In 2019, almost
20%
of visiting students participated in one of these programs.

CONSERVING Wildlife

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



guests interacted with Naturalists, ZooTeens, and Docents during summer programs



ZooMobile Programs



people participated in **Butterfly Beltway** plantings and observations

Park cleanups



Alyssa Wisniewski



The program is 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.

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, Kwanza 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.



Chris Widmaier



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.



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.

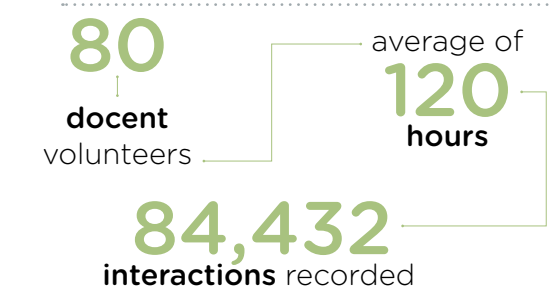


Clockwise: A camera trap in position.; Students identifying photos.; A fox sighting.

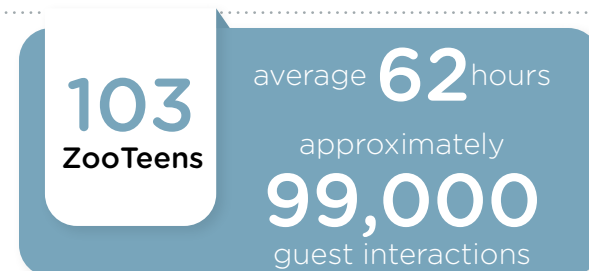
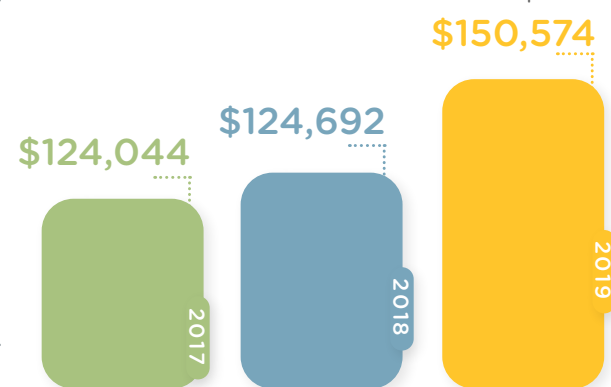
A STRONG BASE of supporters and partners

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.

Forever Wild Society Members



Revenue from Partners in Conservation memberships



Event Participation



Record-breaking Cinco de Rhino sell out at



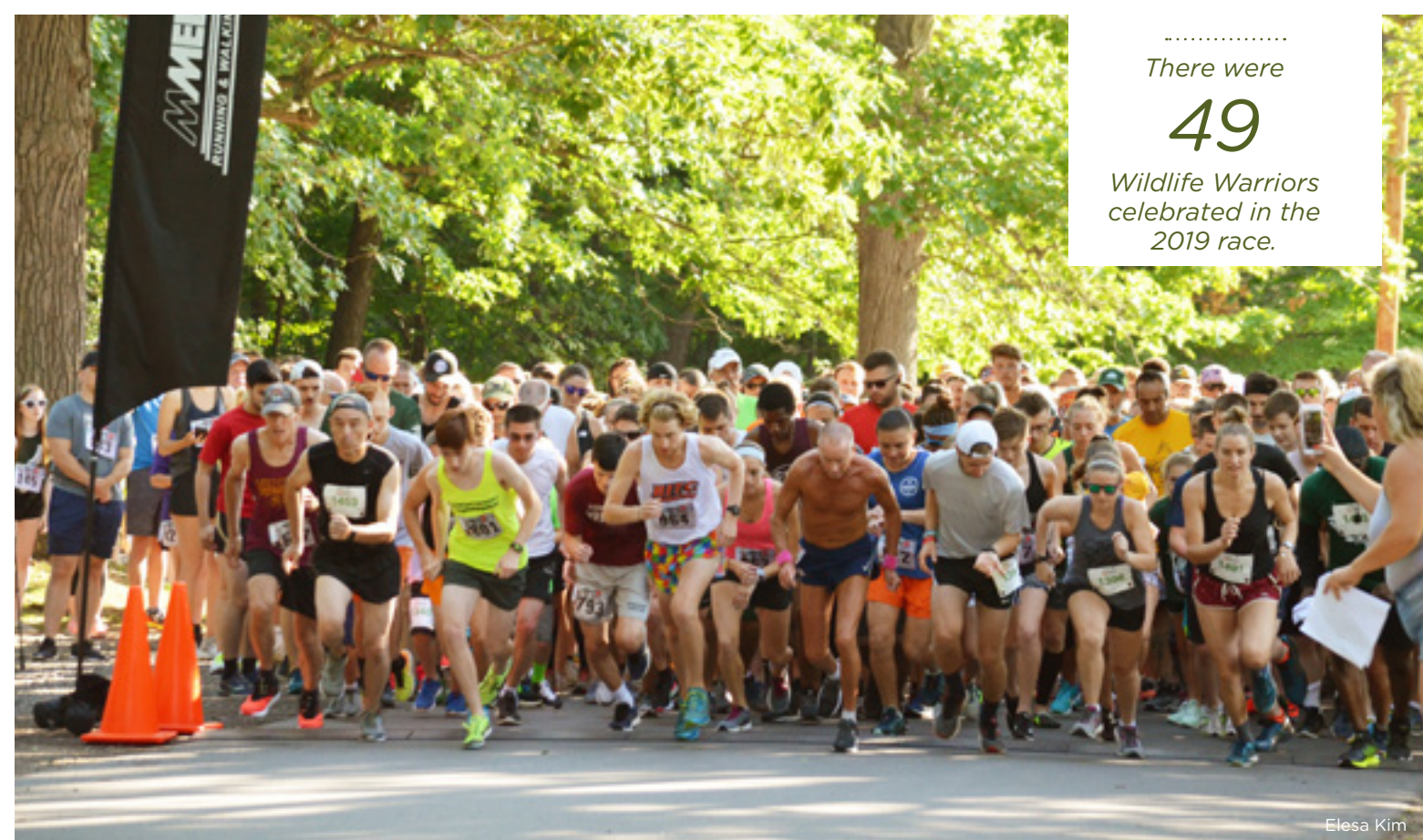
Member Households



There were

49

Wildlife Warriors celebrated in the 2019 race.



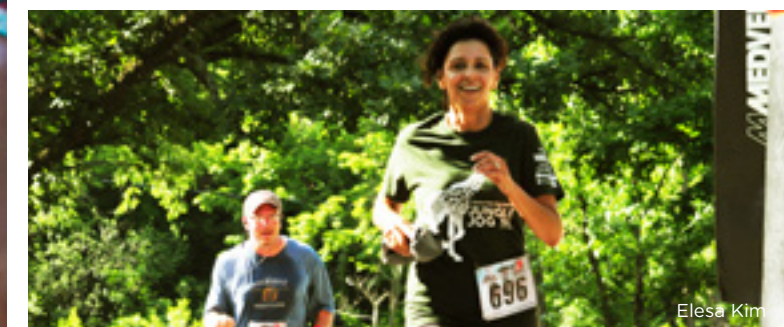
Elesa Kim



Al King



Elesa Kim



Elesa Kim

“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.

Derek Palmer

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.



Elesa Kim



14%
of our general volunteers
are special-needs

Dave Mezzoprete



Wayne Smith

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!



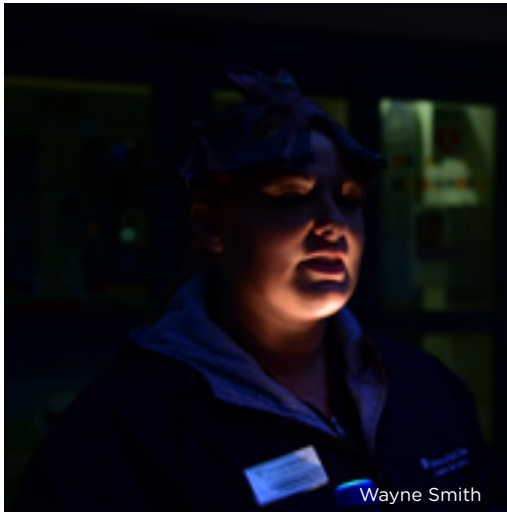
Wayne Smith



Tina Trimer



Elesa Kim



Wayne Smith



Wayne Smith



Wayne Smith

Without volunteers we wouldn't be able to accomplish our mission.

WHAT'S NEXT

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 | LaDonna Court Receptionist and Front Office Assistant | Sarah Pearlman Ventura Graphic Designer |
| Sharon Peterson Vice President and COO | Matt Cusimano Catering Manager | Laura Pennington Events and Experiences Sales Coordinator |
| Sarah Hanson Director of Marketing | Sue DeCaro Retail Operations Manager | Meghan Smith Membership Coordinator |
| Chuck Levengood Director of Development | Donato DiRenzo Communications Coordinator | Gretchen Spencer School and Group Programs Coordinator |
| Tom Snyder Director of Programming and Conservation Action | Erin Donnelly Membership Manager | Tina Trimer Manager of Volunteer Programs |
| Kelly Ulrich Director of Education and Visitor Studies | Lee Gray Manager of Institutional Giving | Denise Wells Food Service Coordinator |
| Jean Aurio Office Manager for Programming and Education | Aimee Hofmann Donor Relations Manager | Annie Wheeler Lead Zoo Naturalist for Programs |
| Darla Bragg Guest Services Assistant Manager | Arthur Kneessy Food Operations Manager | Dave Will Lead Zoo Naturalist for Citizen Science |
| Kimberly Cenzi Special Events Manager | Kristin Leathersich Retail Operations Assistant Manager | Amanda Workman Accounting Associate |
| Tricia Chapman Family Programs Coordinator | Rhonda McDonald Program Manager | |
| Nicole Chevalier Database and IT Coordinator | Meridith Mock Guest Services Manager | |
| | Ruth Northrop IT and Systems Manager | |

Trustees 2019 Board of Trustees

| | | | |
|-----------------------------------|-------------------|-------------------------|--------------------------|
| Peter Lutz Chair | Stephen Brown | Kevin Nowack | Trustees Emeritus |
| Chris Stern Vice Chair | Gavin Brownlie | Christine Osborne, M.D. | Ruth Baltzer |
| Tricia Butera Treasurer | Tim DeGrave | David Riedman | Linda Buttrill |
| Shelly Doran Secretary | Maureen Dobies | Gary Squires | Ralph Code III, Esq. |
| Eric Allen | Stuart Gebell* | Matthew Terp* | Mike Hurley |
| Leonard Bayer | David Hamilton* | Jay Weaver | John Nuccitelli |
| | Suzanne Hunt | Debby Wilson | William Strassburg |
| | Barbara Kelley | James Winebrake | Robert Stiles |
| | Patrick Meredith* | | |
| | Michael Morse | *Ex Officio | |

Monroe County

Owner and operator of Seneca Park Zoo

Year-round staff as of May 1, 2020

David Hamilton
Interim Zoo Director

Dr. Louis DiVincenti
Assistant Zoo Director – Animal Care and Conservation

Richard Mikicuik
Assistant Zoo Director-Facilities

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
Zoo Keeper

Jo Bonsignore
Zoo Transportation Coordinator

Jenna Bovee
Zoologist

Xavier Boyd
Laborer

Garrett Caulkins
Registrar

Brenna De Angelis
Zoo Keeper

Dana De Hollander
Zoo Keeper

Isiah Eades
Recreation Guard

Robin English
Veterinary Technician

Evan Eshenaur
Assistant Aquatic Life Support Systems Operator

Tina Fess
Zoologist

Luke Hawley
Aquatic Life Support Systems Operator

Cory Hurysz
Heavy Laborer

Hanna Kaiser
Zoo Keeper

Scott Kane
Recreation Guard/Bus Driver

Katrianna Kleinschmidt
Zoo Keeper

Sarah Koopman
Zoo Keeper

Randi Krieger
Zoo Keeper

Adrianna Leiske
Zoo Keeper

Azzara Oston
Zoo Keeper

Mary Ellen Ostrander
Zoologist

Jim Paxon
Maintenance Mechanic I

Richard Razzante
Recreation Guard

Sue Rea
Zoologist

Melvin Sanchez
Ground Equipment Operator

Brian Sheets
Zoologist

Nick Siebert
Zoo Keeper

Ryan Statt
Zoologist

Gail Tabone
Zoo Keeper

Sarah Thorogood
Zoo Keeper

Linda Velasquez
Zoo Keeper

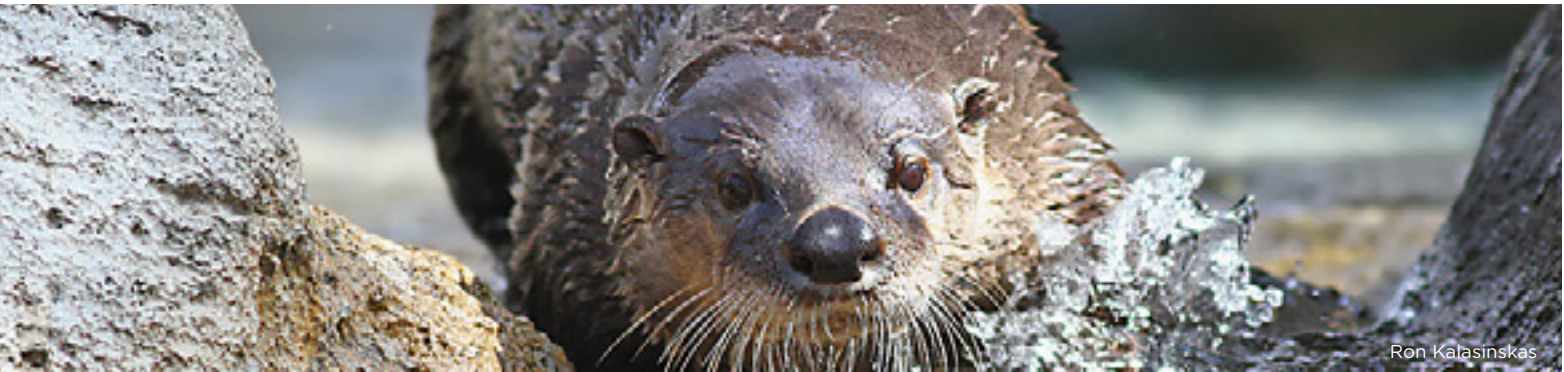
Ricardo Vergara Roman
Ground Equipment Operator

Lori Warner
Zoo Keeper

James Weinpress
Zoologist

Michael Wemett
Zoo Keeper

Catina Wright
Zoo Keeper



Ron Kalasinskas

Partners in Conservation

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

Guardian

Leonard and Lorraine Bayer
Mark and Maureen Davitt

Champions

Susanna Ferris
Gordon and Andrea Meyer
Janet Reed

Defenders

Maureen and Robert Dobies
Jody Fleischer
Bob and Linda Franklin
Barbara Hendry
Barbara Kelley and Tom Riley
Christine Klos and Don White
John Littwitz
Peter and Margot Lutz
James Nickles and Susan Wendel
Ronald and Tamalyn Pritchard
Paula V. Smith
Bob and Gayle Stiles
Claudia and David Weber
Debby Wilson

Ambassadors

Eric and Nicole Allen
Bruce B. Bates
Brian and Ashley Bennington
David Berg and Dawn Riedy
Charles Bliss
David and Virginia Braverman
Walter and Debi Brooks
Gavin and Danelle Brownlie
Linda and John Buttrill
M. John and Jessie Buzawa
Gary and Roxane Chadwick
William and Victoria Cherry
Walter and Lisa Critchley
Jean Darling
Timothy DeGrave and Laura Fornarola
Jennifer Dell and Matt Sides
Scott and Carol DeMoulin
Richard and Allison DiMarco
Shelly and Kirk Doran
Tarek and Pamela Eldaher
Joan Feinbloom
Bruce and Kathleen Ferguson
David and Patricia Gardner
D. Todd Gray and Michael Hardy
Peter and Kathy Griswold

Richard Hogestyn
Marjorie and Herbert Humphrey
Roxanne and Al Keltz
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R. Wayne and Beverly LeChase
Richard and Catherine Massie
Jim and Linda McElheny
Andrew and Amy Mitchell
Richard and Barbara Mohrmann
Peggy Ooi and Barry Rosenberg
Christine Osborne and Denis Jeffries
Charles Plant
Josh and Rebecca Pokracki
Jay and Margaret Rachfal
Barbara Reifler
Jo Ann H. Richards
Margaret Richards
David and Betsy Riedman
Randy and Tara Shepard
John and Joanne Smith
Gary and Catherine Squires
Sherry and Alan Stephens
Chris and Courtney Stern
Georgiana Thoman
Donald and Joanne Titus
Gretchen Voss
Dr. and Mrs. Tae Whang
Thomas and Phyllis Wickerham
Robert and Nicole Wiederhold
Mark and Karen Wilson
Mindy and Todd Zyra

Advocates

Mark and Leslie Allen
Thomas and Carolyn Argust
Mark and Heather Balsamo
Elise Barnard
Karen Baumgartner
Minette Beabes and Isaac Toohey
Kathleen and Jack Best
Robyn Blanchard Tacci and James Tacci
Karen Brown
Stephen Brown
Gavin and Marietta Brownlie
Trisha and Christopher Butera
Barbara Carlson
John and Betsy Carver
Ralph and Barbara Code
Michael and Jamie Condon
Spencer and Elizabeth Cook
Thomas and Mary Ann Dannhauser
Jack and Tracey Davidoff

Roland and Kimberly DeLardge
Leslie DesMarteau
Ken and Linda Dingman
Ben Dobrzynski
Paddy and John Duford
David and Sandra Ebberts
James and Ellen Englert
Frederick and Virginia Enrich
Janine Fogarty and Jim Hoestermann
Josh and Rachel Foladare
Blake and Abby Gianniny
Sarah Hanson
Karen Hatch and Dirk Bernold
Erin and Jeff Heintz
John and Judy Henderson
Chris and Susan Holliday
Mary Louise Huff
Suzanne Hunt and Matt Kelly
Mike and Meredith Hurley
Thomas and Elisabeth Judson
David and Erin Keehley
Susan and Michael Knolla
Monica and Urban Kress
James and Jennifer Kusse
Charles Levensgood and Gina Halasinski
Nancy Lowthian
Timothy Lynch and Noelle van Deursen
Sean and Lauren Magin
Pamela and Steven Marsocci
Wendy and Daryn May
Bruce and Eleanor McLear
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Hilda Milham
Matthew and Christa Miller
Andrew and Claudia Morrow
Christopher and Heather Mott
Joshua Myers
John and Diane Nuccitelli
Michael Ostrander
Peter and Bernice Pape
Sharon Peterson
Pamela Reed Sanchez
Aron and Vicki Reina
Carl and Nanette Salvaggio
Shirley Shumway
Maggie and Charlie Symington
Robert and Susan Touhsaent
Helen Vogel
Jay Weaver
James and Susan Winebrake
Gary and Judith Wood

Docents

our motivated volunteer educators

Stuart Gebell
President

Eileen Kreutter
Past President

Jennifer Kandris
Vice President

Susan Herzberg
Secretary

David Johnson
Treasurer

Janice Barney
Education Chair

Pamela Martin
Trunklines Editor

Claudia Burcke
Planning Chair

Dave Tegler
Party Mad Chair

Wendy Hembrock
Conservation Chair

Holly Hammond
Scheduling Chair

Charlene Varnis
Biofacts Chair

Colleene Abair
Richard Allen
Linda Bagdon
Darlene Benzon
John Bianchi
Cathy Blakey
Robyn Blanchard-Tacci
Judith Bullene
William Camp
Andrea Carvalho
Susan Chapman
Erin Cole
Yvonne Dailey
Barbara Densmore
Joanne Doran-Hills
Karen Downs
Marjorie Dunbar
Donato Fazio
Heidi Forster
Jacqueline Fox
Kathleen Guillard
Lynn Harris

Barbara Hendry
Patricia Hoefler
Thomas Hoffman
Amy Holt
Lesia Hrycelak
Rodney Johnson
Anne Kirkpatrick
Brenda Kozlowsky
Monica Kress
Theresa Kretovic
Donna Lampen-Smith
Gretchen LaRosa
Jerald LeBlanc
Lucille Leiske
Susan Lindsay
Ann Marie Mahon
Heather Manns
Carol McCoy
Carol Merkel
Irene Michaels
Pamela Mortensen

Marian Nelson
Shelley O’Brien
Ann Patterson
Linda Rinas
Jane Salminen
Cheryl Seiler
Ray Shaheen
Roger Siekierski
Wayne Smith
Timothy Snyder
Colleen Spiwak
Kyra Stephenson
Karen Turner
Peter Van Heyst
Charlene Varnis
Sarah Walker
Pamela Walter
Jackie Washburn
Kathleen Wax
Jerry Welcher
Maureen Whalen
Lynn Willard
Cheryl Yehl



Wayne Smith

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.

Anonymous
Colleene 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 Danelle 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 Gelsomino
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 Levensgood
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*
Karin Quillinan
Pamela Reed Sanchez
Dennis and Patricia Ringer
Heather Rossi
Tom and Ellen Rusling
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



Wayne Smith

In the past 10 years, the Zoo Society has granted over a

Half-million dollars

to conservation partners, including the Red Panda Network.



Designated Giving

Capital

Eric and Nicole Allen
Anonymous (4)
Bohdan and Maureen Baran
Bruce B. Bates
Leonard and Lorraine Bayer
Kevin and Tami Best
Charles Bliss
Carol Brink
Bond, Schoeneck & King, PLLC.
Gavin and Danelle Brownlie
David and Margaret Burns
Trisha and Christopher Butera
Linda and John Buttrill
Hamilton and Gail Clark
Spencer and Elizabeth Cook
Joseph and Judith Darweesh
Davenport Hatch Foundation
Mark and Maureen Davitt
Tim DeGrave and Laura Fornarola
Maureen and Robert Dobies
Shelly and Kirk Doran
Empire State Development
ESL Charitable Foundation
Frontier Glass
Kathleen Gamlen
Jim Grapenstetter
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, Inc.
Jerald and Ann LeBlanc
LeChase Construction Services, LLC

Linda Mapstone
John Littwitz
Carolyn and Edward Maruggi
Jim and Linda McElheny
Monroe Veterinary Associates
Gary and Karen Muisus
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 Touhsaent
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

Center for Biodiversity

Exploration

Paula V. Smith

Enrichment and Exhibits

Bagels, Etc.
Coca-Cola Beverages Northeast
Rochester Institute of Technology
Salena's Mexican Restaurant
Urtz's Farm, Inc.

ZooMobile

Wegmans Food Markets

Butterfly Beltway

Daisy Marquis Jones Foundation

Urban Ecologist

City of Rochester Parks and Recreation Dept.
Greater Rochester Health Foundation
KeyBank
Kronenberger Family Gift Fund
McGowan Gin Rosica Family Foundation Inc.
Janet Reed

Restricted Projects

Colleene Abair
Susanna Ferris

Matching Gift

Bank of America
Dell Direct Giving Campaign
Exxon Mobil Foundation
Fidelity Charitable
Thomson Reuters

Endowment

Estate of Rita and Lawrence Callahan
Estate of Betty Lohr
Estate of Janice M. Olyslager
Estate of James V. Quick
Estate of Erika Verthe

In Situ

Lake Immunogenics, Inc.
Bergmann Associates
Darlene Benzon
Pelkey & Pelkey
Power Management Co.
Rochester Americans Hockey Club
Sammy Pierson Memorial Fund
Dr. Jeff Wyatt

Education

Canandaigua National Bank
Karen and Bill Crow
Causecast Foundation
Diamond Packaging
ESL Charitable Foundation
The Hallowell Fund
Kathleen Holt and Stephen Lurie
M&T Bank
Monroe Veterinary Associates
Paychex Inc.
Xceed Financial Credit Union

Events

Admar Supply Company, Inc.
Alstom Signaling Foundation, Inc.
Bank of America
Leonard and Lorraine Bayer
Best Times Financial Planning
Billone Mechanical Contractors
The Bonadio Group
Bond, Schoeneck & King, PLLC.
Bounce On Me Inc.
Boylan Code, LLP
Stephen Brown
Brown & Brown of New York, Inc.
Mary Ellen Brothers Guon
BSG Building Services Group
Buckingham Properties
C.P. Ward, Inc.
Canfield & Tack Commercial Printing and Fulfillment
Catenary Construction Corp
Christa Construction, LLC
CPL
CMI Communications
Constellation Brands, Inc.
crosby-brownlie, Inc.
Scott and Carol DeMoulin
DGA Builders
Diamond Packaging
Richard and Allison DiMarco
Maureen and Robert Dobies
Dolomite Products Company Inc.
Everdry Waterproofing
Excellus BlueCross BlueShield
Faber Builders, Inc.
Richard and Allison DiMarco
Maureen and Robert Dobies
Dolomite Products Company Inc.
Everdry Waterproofing
Excellus BlueCross BlueShield
Faber Builders, Inc.
FASTSIGNS of Rochester-Henrietta
Fidelis Care
Carlie Fishgold
Five Star Bank
Five Star Improvements

Flaum Management Company, Inc.
Grant Taylor Photography
Hamilton Stern Construction LLC
Suzanne Hunt
I.B.E.W. Local Union #86
Imprintable Solutions Ink
Initial Here Creative Services
Invesco
Christine Klos and Don White
Lake Beverage Corporation
Landsman Development Corp.
LeChase Construction Services, LLC
LiDestri Foods Inc.
LoebMed
M&T Bank
Manning Squires Hennig Co. Inc.
Medved Running & Walking Outfitters
Monroe Veterinary Associates
Michael and Margy Morse
NextGen Building Components
PASCO Building Automation Systems
Personal Healthcare
The Rabbit Room
RADEC Electric Corporation
Rath Electric, Inc.
RED-Rochester LLC
Regent Financial Group LLC
Riedman Companies
Rochester Institute of Technology
Rochester, NY Chapter, NECA
Rochester Kung Fu & Fitness Inc.
Royal Oak Realty Trust
Ry-Gan Printing, Inc.
Secret Ingredient Cupcakery
Sheet Metal Workers' Local 46
SWBR Architects
James Tacci and Robyn Blanchard-Tacci
TMD Contracting, LLC
U.S. Realty Capital
UA Local 13 Plumbers, Pipefitters & Service Techs
Walmart
Wegmans Food Markets
William G. McGowan Charitable Fund
Wilmorite
Woods Oviatt Gilman LLP
Xceed Financial Credit Union
Zoghlin Group
Zweigle's, Inc.

General Operating Support

13 WHAM-TV
Accountable Digital
Westminster Barrington Foundation
Karen Baumgartner
Leonard and Lorraine Bayer
Nina Beach
Bounce On Me Inc.
Joseph and Nancy Briggs
Brochures Unlimited Advertising, LLC.
Walter and Debi Brooks
Canfield & Tack Commercial Printing and Fulfillment
Gary and Roxane Chadwick
The Donald F. & Maxine B. Davison Foundation
Shelly and Kirk Doran
Herman and Marlene Duerr Fund

Entercom Marketing Results Group
Exodus Exterminating
Max and Marian Farash Charitable Foundation
The Joseph and Anna Gartner Foundation
The Hallowell Fund
Susan Henderson
Barbara Hendry
Richard Hogestyn
William Hosley and Christine Ermenc
Mike and Meredith Hurley
Barbara Kelley and Tom Riley
Christine Klos and Don White
David Klos Family Memorial Fund
Lake Immunogenics, Inc.
R. Wayne and Beverly LeChase
John Littwitz
Nancy Lowthian
Peter and Margot Lutz
Manning & Napier
Harold and Frances Marrett
Richard and Barbara Mohrmann
Partners & Napier
Phillips Lytle LLP
Marlaine Pilittere
Charles Plant
Jo Ann H. Richards
Margaret Richards
Riedman Foundation
ROC the Day Donors
Sammy Pierson Memorial Fund
Andrew Schecter
Leland T. Shafer Charitable Trust
Helen and Ritter Shumway Foundation
Sirness Vending
Paula V. Smith
Spectrum
Gary and Catherine Squires
Sherry and Alan Stephens
Robert C. and Jane K. Stevens Legacy Fund
Sheila Swigert
Maggie and Charlie Symington
Georgiana Thoman
Thomson Reuters
Irene and Alan Weinberg Advised Fund
WHEC Channel 10
Elaine P. & Richard U. Wilson Foundation
James and Susan Winebrake
WROC-TV Channel 8

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

Balance Sheet

Seneca Park Zoo Society
for the year ended December 31, 2019

| | General Operating Fund | Board Designated Fund | Restricted Gifts & Grants Fund | Capital Campaign Fund | TOTAL |
|-----------------------------------|------------------------------|-----------------------------|---|-----------------------------|--------------|
| ASSETS | | | | | |
| Cash and Cash Equivalents | \$371,383 | \$0 | \$0 | \$23,088 | \$394,471 |
| Investments | \$400,124 | \$625,007 | \$103,664 | \$3,095,641 | \$4,224,436 |
| Endowment - General | \$0 | \$1,040,496 | \$218,185 | \$0 | \$1,258,681 |
| Endowment - Intern Program | \$0 | \$0 | \$182,868 | \$0 | \$182,868 |
| Accounts Receivable | \$19,661 | \$4,504 | \$20,000 | \$0 | \$44,165 |
| Grants Receivable | \$0 | \$0 | \$1,360 | \$2,500,000 | \$2,501,360 |
| Promises to Give-Net | \$20,470 | \$0 | \$0 | \$965,511 | \$985,981 |
| Due from other funds | \$4,397 | \$50,000 | \$127,221 | \$1,143 | \$182,761 |
| Inventory | \$108,130 | \$0 | \$0 | \$0 | \$108,130 |
| Prepaid Expenses | \$22,022 | \$789 | \$0 | \$0 | \$22,811 |
| Property & Equipment Net | \$100,198 | \$0 | \$0 | \$0 | \$100,198 |
| Total Assets | \$1,046,384 | \$1,720,796 | \$653,298 | \$6,585,383 | \$10,005,861 |
| LIABILITIES & NET ASSETS | | | | | |
| Accounts Payable | \$184,737 | \$0 | \$0 | \$1,500,000 | \$1,684,737 |
| Accrued Payroll | \$59,714 | \$0 | \$0 | \$0 | \$59,714 |
| Accrued Vacation | \$74,491 | \$0 | \$0 | \$0 | \$74,491 |
| Deferred Income | \$48,184 | \$0 | \$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 | \$652,161 | \$5,082,123 | \$7,955,975 |
| TOTAL LIABILITIES & NET ASSETS | \$1,046,384 | \$1,720,796 | \$653,298 | \$6,585,382 | \$10,005,861 |

Statement of Operating Finances

Seneca Park Zoo Society
for the year ended December 31, 2019

| | 2019 | | 2018 | |
|--|---------------|-----------------------|---------------|-----------------------|
| SUPPORT AND REVENUE | Amount | % of Total Revenue | Amount | % of Total Revenue |
| Membership & Admissions | \$3,243,591 | 46.18% | \$2,861,207 | 42.90% |
| Retail Operations | \$1,819,968 | 25.91% | \$1,618,223 | 24.27% |
| Fundraising & Events | \$888,203 | 12.65% | \$810,715 | 12.16% |
| In Kind Contributions | \$493,979 | 7.03% | \$544,021 | 8.16% |
| Education & Conservation Action Programs | \$342,357 | 4.87% | \$348,662 | 5.23% |
| Net Assets Released from Restriction | \$231,357 | 3.29% | \$483,295 | 7.25% |
| Interest Income | \$3,746 | 0.05% | \$2,645 | 0.04% |
| | \$7,023,199 | 100.00% | \$6,668,767 | 100.00% |
| | 2019 | | 2018 | |
| EXPENSES | Amount | % of \$'s Raised | Amount | % of \$'s Raised |
| Retail Services | \$1,411,890 | 20.10% | \$1,209,987 | 18.14% |
| Education & Conservation Action Programs | \$760,785 | 10.83% | \$703,524 | 10.55% |
| Communications | \$800,752 | 11.40% | \$838,333 | 12.57% |
| Fundraising & Events | \$630,084 | 8.97% | \$599,873 | 9.00% |
| Administration | \$555,571 | 7.91% | \$567,003 | 8.50% |
| Membership & Admission Services | \$537,461 | 7.65% | \$541,985 | 8.13% |
| Conservation Initiatives | \$206,603 | 2.94% | \$149,419 | 2.24% |
| Depreciation | \$33,349 | 0.47% | \$32,047 | 0.48% |
| | \$4,936,493 | 70.29% | \$4,642,171 | 69.61% |
| Increase in Net Assets | \$2,086,706 | | \$2,026,596 | |
| Net Assets At Beginning of Year | \$497,615 | | \$494,706 | |
| Support to Seneca Park Zoo Fund | (\$107,911) | | (\$82,267) | |
| Revenue Share with Monroe County Parks Dept | (\$1,925,515) | | (\$1,673,420) | |
| Board Designated Restrictions | (\$50,000) | | (\$268,000) | |
| Net Assets At End Of Year | \$500,895 | | \$497,615 | |

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