

# 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

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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.



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# Education and Visitor Studies

*Director of Education and Visitor Studies, Kelly Ulrich*

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 of 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.



Tricia Chapman



Sarah Hanson

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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.

# Conservation and Programming

*Director of Programming and Conservation Action, Tom Snyder*

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 reforestation 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.



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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.



# Communications and Membership

*Director of Communications and Engagement, Beth LaPierre*

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.



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# Development *Director of Development, Chuck Levensgood*

*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.





# Operations

*Vice President and Chief Operating Officer, Sharon Peterson*

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 success 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.

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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

## **Pamela Reed Sanchez**

President and CEO

## **Sharon Peterson**

Vice President and COO

## **Beth LaPierre**

Director of Marketing

## **Chuck Levensgood**

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

# Trustees

2020 Board of Trustees

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Vice Chair

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Treasurer

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Secretary

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Todd Liebert

Patrick Meredith\*

Michael Morse

James Myers

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Christine Osborne, M.D.

Matthew Terp\*

Jay Weaver

Debby Wilson

\*Ex Officio

## **Trustees Emeritus**

Ruth Baltzer

Linda Buttrill

Ralph Code III, Esq.

Mike Hurley

John Nuccitelli

William Strassburg

Robert Stiles



# Monroe County

## Owner and operator of Seneca Park Zoo

Adam Bello,  
County Executive

Year-round staff as of May 1, 2021

**Steve Lacy**  
Zoo Director

**Dr. Louis DiVincenti**  
Assistant  
Zoo Director/  
Veterinarian

**Richard Mikicuk**  
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**  
Zoo Keeper

**Jo Bonsignore**  
Tram Manager

**Jenna Bovee**  
Zoologist

**Xavier Boyd**  
Laborer

**Garrett Caulkins**  
Registrar

**Brenna De Angelis**  
Zoo Keeper

**Jake Decker**  
Zoo Keeper

**Isiah Eades**  
Recreation  
Guard

**Robin English**  
Veterinary  
Technician /  
Registrar

**Tina Fess**  
Zoologist

**Ron Franklin**  
Seasonal Heavy  
Laborer

**Luke Hawley**  
Aquatic Life  
Support  
Systems  
Operator

**Cory Hurysz**  
Heavy Laborer

**Hanna Kaiser**  
Zoo Keeper

**Scott Kane**  
Tram Driver/  
Security

**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

## Docents

### our motivated volunteer educators

**Jan Barney**  
President

**Stuart Gebell**  
Past President

**Claudia Burcke**  
Vice President

**Susan Herzberg**  
Secretary

**David Johnson**  
Treasurer

**Pam Martin**  
Trunklines Editor

**Maureen Whalen**  
Education Chair

**Wendy Hembrock**  
Conservation Chair

**Charlene Varnis**  
Biofacts Chair

**Andrea Carvalho**  
Planning Chair

**Souradipa Das**  
Member at large

Colleene Abair

Chris Allen

Linda Bagdon

Darlene Benzon

John Bianchi

Cathy Blakey

William Camp

Susan Chapman

Erin Cole

Yvonne Dailey

Barbara Densmore

Josie Doran-Hills

Karen Downs

Don Fazio

Jacqueline Fox

Maria Halagan

Holly Hammond

Lynn Harris

Barbara Hendry

Pat Hoeffler

Amy Holt

Rodney Johnson

John Jones

Jen Kandris

Anne Kirkpatrick

Monica Kress

Eileen Kreutter

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

Linda Rinas

Jane Salminen

Cheryl Seiler

Ray Shaheen

Roger Siekierski

Wayne Smith

Tim Snyder

Colleen Spiwak

Kyra Stephenson

David Tegler

Karen Terp

Chris Tryon

Karen Turner

Peter VanHeyst

Sarah Walker

Kathleen Wax

Jerry Welcher

Lynn Willard

Cheryl Yehl





# 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 2020 Partners in Conservation Members.***

## Guardian

Leonard and Lorraine Bayer  
Mark and Maureen Davitt

## Champions

Karen Brown  
Susanna Ferris  
Gordon and Andrea Meyer  
Janet Reed

## Defenders

Jody Fleischer  
Bob and Linda Franklin  
Barbara Kelley and Tom Riley  
Chris Klos and Don White  
John Littwitz  
Peter and Margot Lutz  
James Nickles and Susan Wendel  
Christine Osborne and Denis Jeffries  
Charles Plant  
Paula Smith  
Bob and Gayle Stiles  
Claudia and David Weber

## Ambassadors

Eric and Nicole Allen  
Bohdan and Maureen Baran  
Brian and Ashley Bennington  
David Berg and Dawn Riedy  
David and Virginia Braverman  
Walter and Debi Brooks  
Gavin and Danelle Brownlie  
Linda and John Buttrill  
M. John and Jessie Buzawa  
Barbara Carlson  
Gary and Roxane Chadwick  
Walter and Lisa Critchley  
Timothy DeGrave and Laura Fornarola  
Jennifer Dell  
Scott and Carol DeMoulin  
Richard and Allison DiMarco  
Maureen and Bob Dobies  
Shelly and Kirk Doran  
Tarek and Pamela Eldaher  
Joan Feinbloom  
Bruce and Kathleen Ferguson  
D. Todd Gray  
Peter and Kathy Griswold  
Barbara Hendry  
Richard Hogestyn  
Kathleen Holt and Stephen Lurie

Marjorie and Herbert Humphrey  
David and Erin Keehley  
Roxanne and Al Keltz  
Lou Langie  
R. Wayne and Beverly LeChase  
Nancy Lowthian  
Leonard and Shirley Maracle  
Andrew and Amy Mitchell  
Richard and Barbara Mohrmann  
Andrew and Claudia Morrow  
Michael and Margy Morse  
Peggy Ooi and Barry Rosenberg  
Josh and Rebecca Pokracki  
Jay and Margaret Rachfal  
Pamela Reed Sanchez  
Barbara Reifler  
Jo Ann Richards  
David and Betsy Riedman  
Thomas and Ellen Rusling  
Randy and Tara Shepard  
Gary and Catherine Squires  
Sherry and Alan Stephens  
Chris and Courtney Stern  
Donald and Joanne Titus  
Dr. and Mrs. Tae Whang  
Thomas and Phyllis Wickerham  
Robert and Nicole Wiederhold  
Mark and Karen Wilson  
Gary and Judith Wood  
Mindy and Todd Zyra

## Advocates

Mark and Leslie Allen  
Thomas and Carolyn Argust  
Karen Baumgartner  
Kathleen and Jack Best  
Charles Bliss and Linda Mason  
Michael and Mary Lou Bopp  
Stephen Brown  
Gavin and Marietta Brownlie  
Larry and Vickie Buckley  
Trisha and Christopher Butera  
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

David and Sandra Ebberts  
James and Ellen Englert  
Lindsay and Casey Fitzgerald  
Janine Fogarty and Jim Hoestermann  
Blake and Abby Gianniny  
Sarah and Jeffrey Hanson  
Erin and Jeff Heintz  
John and Judy Henderson  
Chris and Susan Holliday  
Mary Louise Huff  
Suzanne Hunt and Matt Kelly  
Michael and Meredith Hurley  
Thomas and Elisabeth Judson  
Susan and Michael Knolla  
Monica and Urban Kress  
Jennifer and James Kusse  
Charles Levengood and Gina Halasinski  
Timothy Lynch and Noelle van Deursen  
Sean and Lauren Magin  
Richard and Catherine Massie  
James and Linda McElheny  
Bruce and Eleanor McLear  
Paul and Elaine Messina  
Hilda Milham  
Matthew and Christa Miller  
James and Erin Myers  
Joshua Myers  
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John and Diane Nuccitelli  
Robyn Oleksyn  
F. Michael and Amanda Ostrander  
Peter and Beatrice Pape  
Sharon Peterson  
Suzanne Robinson and Leonard Lettau  
Carl and Nanette Salvaggio  
John and Joanne Smith  
Timothy Snyder  
Maggie and Charlie Symington  
Robyn Blanchard-Tacci and James Tacci  
Robert and Susan Touhsaent  
Helen Vogel  
Jay Weaver and Julie Earnhart





Wayne Smith

## Forever Wild Society Members

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.

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 Bob 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  
 Norma Kunisch  
 Patty and Larry Langdon  
 Lou and Sally\* Langie  
 Chuck Levensgood  
 Peter and Margot Lutz  
 Carolyn and Edward Maruggi  
 Elizabeth Masco and Patricia Cecula  
 Jim and Linda McElheny  
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 Carol Merkel  
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 Karen Panosian  
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 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  
 Donna Lampen-Smith  
 Jeffrey and Jo Ann Snyder

Tom Snyder  
 Jeffrey and Jo Ann 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

### 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 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*





## Designated Giving

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.

### Butterfly Beltway

Daisy Marquis Jones Foundation

### Education

Canandaigua National Bank  
Karen and Bill Crow  
Diamond Packaging  
Erie Insurance  
ESL Charitable Foundation  
KeyBank  
M&T Bank  
Guido and Ellen Palma Foundation  
Paychex Inc.  
Rochester Gas & Electric Corporation  
Wegmans Food Markets

### Endowment

Estate of Joan Ann Battersby  
Estate of Rita and Lawrence Callahan  
James Grapenstetter

Estate of Bernard W. Johnson  
Estate of Denison McRell

### Events

Eric and Nicole Allen  
Alstom Signaling Foundation, Inc.  
Leonard and Lorraine Bayer  
Dean and Kathy Beh  
David Berg and Dawn Riedy  
Billone Mechanical Contractors  
Valerie Bodkin  
Kim and David Boni  
Boylan Code, LLP  
Brown & Brown of New York, Inc.  
Jason and Nicole Brownlie  
Stephen Brown  
Buckingham Properties  
Linda and John Buttrill  
C.P. Ward, Inc.  
Catenary Construction Corp

Chestnut Bay Quilting and Crafts  
Christa Construction, LLC  
Clark Patterson Lee  
Cornell's Jewelers  
crosby-brownlie, Inc.  
Richard and Alison DiMarco  
Maureen and Bob Dobies  
Dolomite Products Company Inc.  
Shelly and Kirk Doran  
Elite Alliance  
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Five Star Bank  
Glover-Crask Charitable Trust  
Hamilton Stern Construction LLC  
Sarah Hanson  
Lorraine Hems  
I.B.E.W. Local Union #86  
Iron Smoke Whiskey  
Izzo Golf  
Marcia and David Johnson



Chris Klos and Don White  
 Francis Knickmeyer  
 Amanda Loitsch  
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 Kara Masaschi  
 Jim and Linda McElheny  
 Medved Running & Walking Outfitters  
 Michael and Margy Morse  
 NextGen Building Components  
 OSB Ciderworks  
 PASCO Building and Automation Systems  
 Sharon Peterson  
 Lindsay Prichard  
 RADEC Electric Corporation  
 Kavita Rajpal  
 Regent Financial Group LLC  
 Pamela Reed Sanchez  
 Daniel Reilly  
 Jo Ann Richards  
 Riedman Companies  
 Rochester Americans Hockey Club  
 Rochester, NY Chapter, NECA  
 ROCNet Supply  
 Caleb Rubright  
 Neil Seligman  
 Shaw Opticians  
 Sheet Metal Workers' Local 46  
 Christine and Pete Smith  
 Wayne Smith  
 Southwest Airlines  
 Sherry and Alan Stephens  
 Stern Family  
 Stone Design Masonry, LLC  
 Janet Taylor  
 Tina Trimer  
 UA Local 13 Plumbers, Pipefitters & Service  
 Techs  
 Walmart  
 Webster Interiors  
 Wegmans Food Markets  
 Thomas and Phyllis Wickerham  
 William G. McGowan Charitable Fund  
 Woods Oviatt Gilman LLP  
 Jeff Wyatt  
 Yowie North America, Inc.  
 Ziebart

## Exhibits and Enrichment

Coca-Cola Beverages Northeast  
 Lidestri Food and Drink  
 Peggy Ooi and Barry Rosenberg  
 Rochester Institute of Technology  
 Urtz's Evergreens LLC

## General Operating Support

Anonymous (2)  
 Accountable Digital  
 Eric and Nicole Allen  
 Leonard and Lorraine Bayer  
 Nina Beach  
 Wayne and Pat Beckwith  
 Phil and Carrie Bodell  
 Bounce On Me Inc.  
 Nancy Briggs  
 Brochures Unlimited Advertising, LLC.  
 Karen Brown  
 Stephen Brown

Hollis and James Budd  
 Trisha and Christopher Butera  
 Canfield & Tack Commercial Printing and  
 Fulfillment  
 Gary and Roxane Chadwick  
 Citizens Bank  
 Spencer Cole  
 Joseph and Judith Darweesh  
 The Donald F. & Maxine B. Davison  
 Foundation  
 Mark and Maureen Davitt  
 Roland and Kimberly DeLardge  
 DGA Builders  
 Richard Dickson  
 Chris and Katherine Diehl  
 Maureen and Bob Dobies  
 Shelly and Kirk Doran  
 Herman and Marlene Duerr Fund  
 Entercom Marketing Results Group  
 ESL Charitable Foundation  
 Exodus Exterminating  
 Kenneth and Lauri Fallon  
 Max and Marian Farash Charitable  
 Foundation  
 Fedrizzi Fund  
 Bob and Linda Franklin  
 David and Patricia Gardner  
 The Joseph and Anna Gartner Foundation  
 Glover-Crask Charitable Trust  
 David Guadagnino  
 Helen and Christian Haller  
 The Hallowell Fund  
 Susan Henderson  
 Barbara Hendry  
 Richard Hogestyn  
 Kathleen Holt and Stephen Lurie  
 Iron Smoke Whiskey  
 David and Erin Keehley  
 Ken and Kim Klien  
 Chris Klos and Don White  
 David Klos Family Memorial Fund  
 Lake Beverage Corporation  
 Lake Immunogenics Inc.  
 Jerald and Anne LeBlanc  
 Thomas and Terrie Lee  
 Lidestri Food and Drink  
 Todd and Jennifer Liebert  
 Littwitz Family Fund  
 Patrick Maar  
 Harold and Frances Marrett  
 Mary S. Mulligan Charitable Trust  
 Mr. Christopher Mason  
 Melissa McGrain and Andrew Stern  
 Gordon and Andrea Meyer  
 Matthew and Christa Miller  
 Barbara and Richard Mohrmann  
 Emil Muller Foundation  
 James Nickles and Susan Wendel  
 Carol and Mike O'Neal  
 Jane Parker and Fran Cosentino  
 Partners & Napier  
 Sharon Peterson  
 Marlaine Pilittere  
 John and Olivia Pitton  
 Christopher K. Playford  
 Sharon and Elmer Potter  
 Elliot Pruitt  
 James and Virginia Reynolds

Jo Ann Richards  
 Riedman Foundation  
 Suzanne Robinson and Leonard Lettau  
 ROC the Day Donors  
 Elizabeth Sabo  
 Sayre Family Fund  
 Leland T. Shafer Charitable Trust  
 Helen and Ritter Shumway Foundation  
 Sirness Vending  
 Mary Smith  
 Paula Smith  
 Sherry and Alan Stephens  
 Bob and Gayle Stiles  
 Sheila Swigert  
 Irene Szabo  
 Julie and Charlie Tabor  
 Thomson Reuters  
 Courtney Treadwell  
 Walmart  
 Jay and Julie Weaver  
 David and Claudia Weber  
 Irene and Alan Weinberg Advised Fund  
 WHEC Channel 10  
 The Elaine P. & Richard U. Wilson  
 Foundation  
 Judith and Gary Wood  
 James and Barbara Woods  
 WROC-TV Channel 8

## In Situ

Facebook Donations  
 Georgia Aquarium Inc.  
 Dr. Anne Harrison  
 Lake Immunogenics Inc.  
 Maryanne Lettis  
 Rochester Americans Hockey Club  
 Rochester Institute of Technology  
 Jeff Wyatt

## Matching Gift

Bank of America  
 Dell Direct Giving Campaign  
 ExxonMobil Foundation  
 Johnson & Johnson Family of Companies  
 Matching Gifts Program

## Restricted Projects

Susanna Ferris

## Urban Ecologist

Bank of America  
 Janice Durfee  
 Finger Lakes Land Trust  
 John F. Wegman Fund

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





# A Wilder Vision

Inspiring wonder,  
conserving the natural world.

## 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  
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 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 Touhsaent  
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

	General Operating Fund	Board Designated Fund	Restricted Gifts & Grants Fund	Capital Campaign Fund	TOTAL
<b>ASSETS</b>					
Cash	\$450,955	\$0	\$0	\$28,556	\$479,511
Investments	\$285,714	\$595,394	\$91,037	\$3,394,085	\$4,366,229
Endowment - General	\$0	\$1,202,150	\$237,231	\$0	\$1,439,381
Endowment - Intern Program	\$0	\$0	\$192,528	\$0	\$192,528
Accounts Receivable	\$3,600	\$0	\$0	\$0	\$3,600
Grants Receivable	\$0	\$0	\$0	\$1,500,000	\$1,500,000
Promises to Give-Net	\$15,716	\$0	\$1,340	\$888,483	\$905,539
Inventory	\$88,448	\$0	\$0	\$0	\$88,448
Prepaid Expenses	\$9,239	\$0	\$0	\$0	\$9,239
Property & Equipment Net	\$69,846	\$0	\$0	\$0	\$69,846
<b>Total Assets</b>	<b>\$923,519</b>	<b>\$1,797,545</b>	<b>\$522,136</b>	<b>\$5,811,123</b>	<b>\$9,054,322</b>
<b>LIABILITIES &amp; NET ASSETS</b>					
Accounts Payable	\$92,312	\$0	\$0	\$0	\$92,312
Accrued Payroll & Payroll Taxes	\$75,542	\$0	\$0	\$0	\$75,542
Accrued Vacation	\$82,522	\$0	\$0	\$0	\$82,522
County Contract Obligations	\$101,202	\$0	\$0	\$1,500,000	\$1,601,202
Deferred Revenue	\$69,067	\$0	\$0	\$0	\$69,067
<b>Total Liabilities</b>	<b>\$420,646</b>	<b>\$0</b>	<b>\$0</b>	<b>\$1,500,000</b>	<b>\$1,920,646</b>
Beginning Net Assets	\$500,895	\$1,720,796	\$652,161	\$4,095,295	\$6,969,147
Net Surplus/(Deficit)	\$1,978	\$76,749	(\$130,026)	\$215,828	\$164,529
<b>Total Net Assets</b>	<b>\$502,872</b>	<b>\$1,797,545</b>	<b>\$522,136</b>	<b>\$4,311,123</b>	<b>\$7,133,676</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$923,519</b>	<b>\$1,797,545</b>	<b>\$522,136</b>	<b>\$5,811,123</b>	<b>\$9,054,322</b>



# Statement of Operating Finances

## Seneca Park Zoo Society for the year ended December 31, 2020

	2020		2019	
	Amount	% of Total Revenue	Amount	% of Total Revenue
<b>SUPPORT AND REVENUE</b>				
Membership & Admissions	\$ 1,897,752	40.12%	\$ 3,243,591	46.18%
Retail Operations	\$ 737,836	15.60%	\$ 1,819,968	25.91%
Fundraising & Events	\$ 947,871	20.04%	\$ 888,203	12.65%
Federal Government - Paycheck Protection	\$ 488,500	10.33%	\$ -	
Net Assets Released from Restriction	\$ 335,132	7.08%	\$ 231,357	3.29%
In Kind Contributions	\$ 191,777	4.05%	\$ 493,979	7.03%
Education & Conservation Action Programs	\$ 129,737	2.74%	\$ 342,357	4.87%
Interest Income	\$ 1,698	0.04%	\$ 3,746	0.05%
	<b>\$ 4,730,305</b>		<b>\$ 7,023,199</b>	
	2020		2019	
	Amount	% of \$'s Raised	Amount	% of \$'s Raised
<b>EXPENSES</b>				
Retail Services	\$ 930,090	19.66%	\$ 1,411,890	20.10%
Education & Conservation Action Programs	\$ 718,556	15.19%	\$ 760,785	10.83%
Membership & Admission Services	\$ 538,851	11.39%	\$ 537,461	7.65%
Administration	\$ 506,234	10.70%	\$ 555,571	7.91%
Communications	\$ 435,613	9.21%	\$ 800,752	11.40%
Fundraising & Events	\$ 375,943	7.95%	\$ 630,084	8.97%
Conservation Initiatives	\$ 56,395	1.19%	\$ 206,603	2.94%
Depreciation	\$ 37,416	0.79%	\$ 33,349	0.47%
	<b>\$ 3,599,098</b>	<b>76.09%</b>	<b>\$ 4,936,493</b>	<b>70.29%</b>
<b>Increase in Net Assets</b>	<b>\$ 1,131,207</b>		<b>\$ 2,086,706</b>	
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)	
<b>Net Assets At End Of Year</b>	<b>\$ 502,872</b>		<b>\$ 500,895</b>	

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





Donato DiRenzo



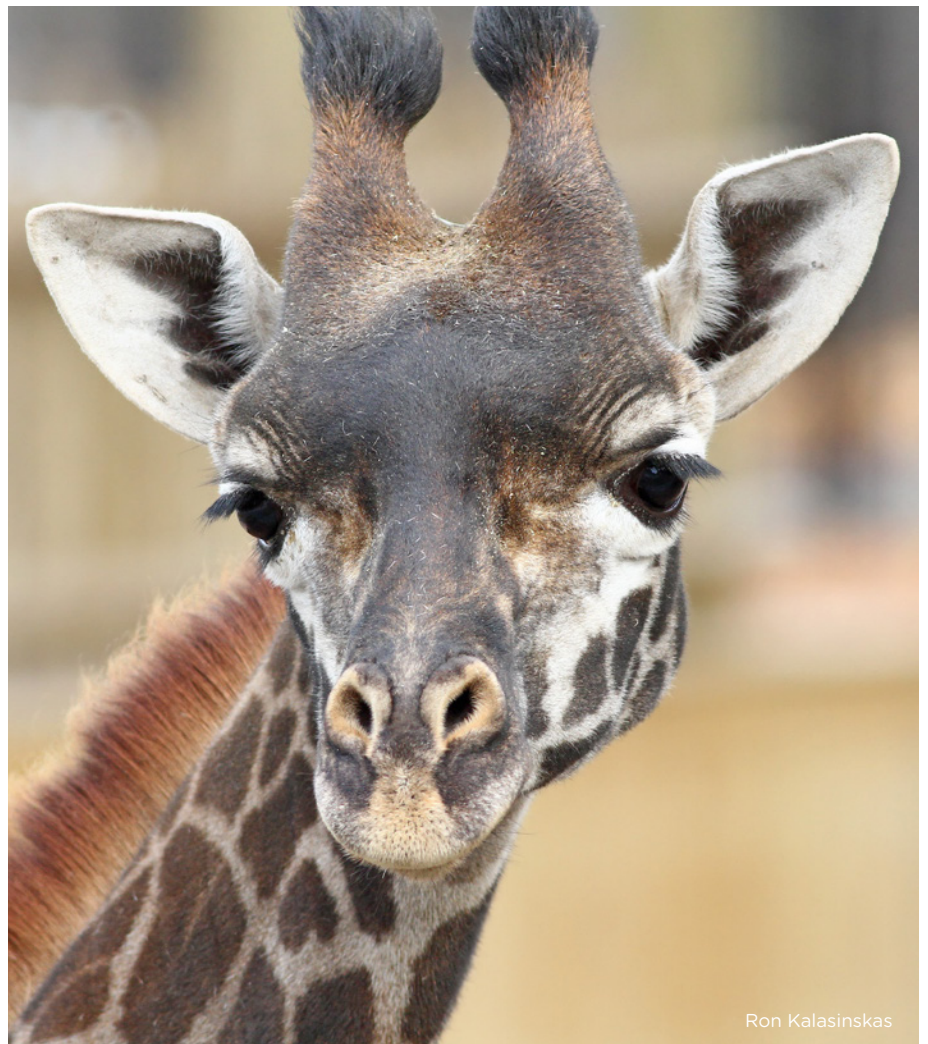
Wayne Smith



Sarah Hanson



Elesa Kim



Ron Kalasinskas