

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

**2021**  
ANNUAL REPORT



# A MESSAGE FROM THE CEO AND BOARD CHAIR



**Pamela Reed Sanchez**  
President and CEO  
Seneca Park Zoo Society



**Chris Stern**  
Board Chair, 2021  
Seneca Park Zoo Society

## DEAR FRIENDS AND SUPPORTERS:

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 nonexistent. 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.

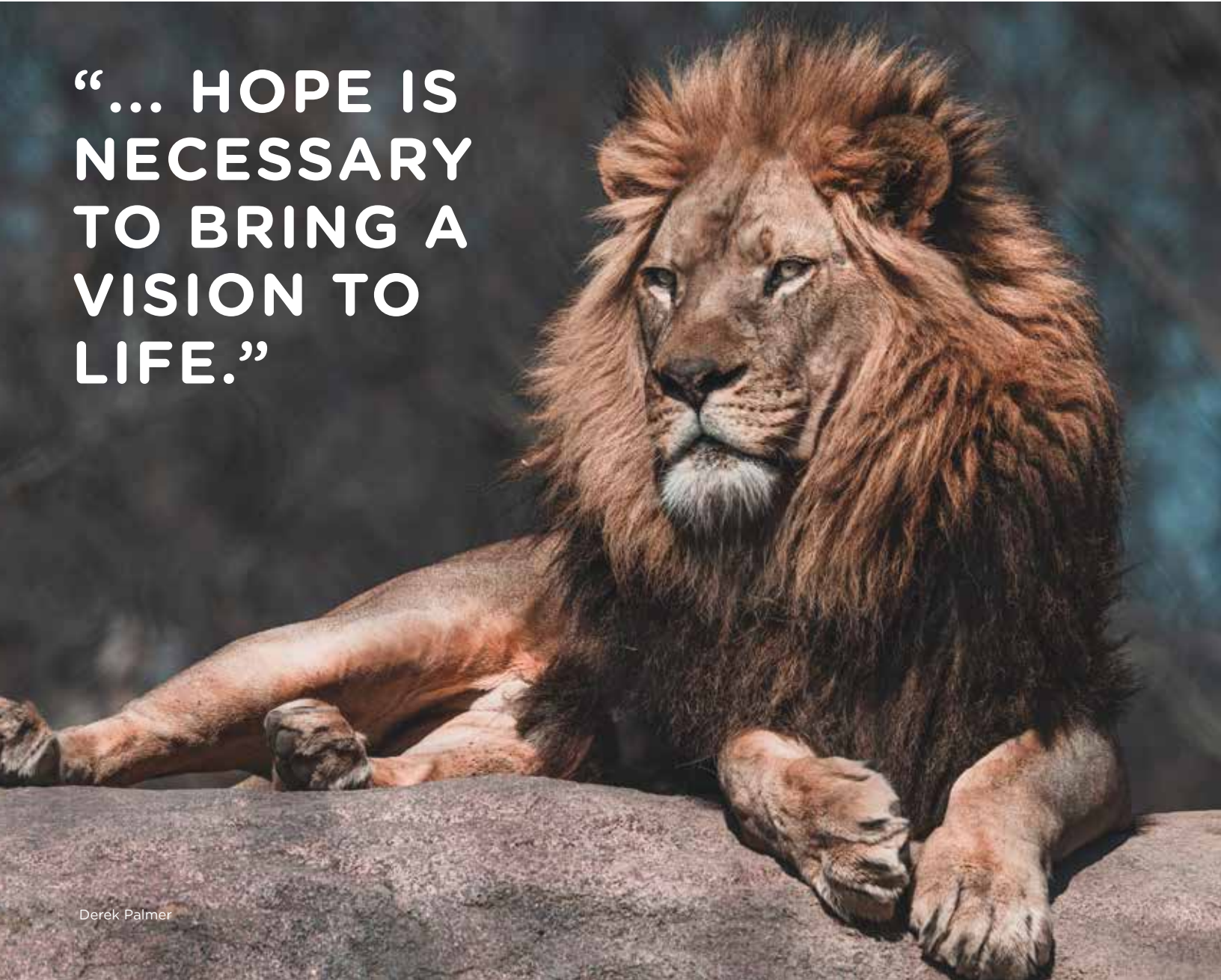
We also spent many hours and days thinking strategically, with our architectural team and widespread staff involvement, about the future needs of our guests. The plans for the Welcome Center, Conservation Resource Center, and the phenomenal new Tropics Complex are nothing short of spectacular. The Zoo 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.

**“... HOPE IS  
NECESSARY  
TO BRING A  
VISION TO  
LIFE.”**



Walter Brooks



# 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 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

David and Erin Keehley  
Roxanne and Al Keltz  
Louis Langie  
R. Wayne and Beverly LeChase  
Nancy Lowthian  
Leonard and Shirley Maracle  
Richard and Catherine Massie  
Andrew and Amy Mitchell  
Richard and Barbara Mohrmann  
Michael and Margy Morse  
James and Erin Myers  
Diemthuy Nguyen  
Peggy Ooi and Barry Rosenberg  
Josh and Rebecca Pokracki  
Mary Lou Popolizio and Arthur Dee  
Jay and Margaret Rachfal  
Timothy and Vanessa Rainey  
Barbara Reifler  
Jo Ann Richards  
Heather Salatino  
John Schultz  
Randall and Tara Shepard  
Sherry and Alan Stephens  
Christopher and Courtney Stern  
Gary and Catherine Squires  
Donald and Joanne Titus  
Dr. and Mrs. Tae Whang  
Thomas and Phyllis Wickerham  
Robert and Nicole Wiederhold  
Glenn and Helen William  
Mark and Karen Wilson  
Gary and Judith Wood

## 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 DesMarteau  
Ken and Linda Dingman  
David and Sandra Ebberts  
Chhaya and Brianna En  
James and Ellen Englert  
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 Levensgood and Gina Halasinski  
Dan and Maria Clara Lorca  
Timothy Lynch and Noelle van Deursen  
James and Linda McElheny  
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 Pilittere  
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 Touhsaent  
Helen Vogel  
Jay and Julie Weaver  
Mindy and Todd Zyra



Kenny Krieger

## 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 Levensgood  
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\*  
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  
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 McReil  
Estate of Hilda Neary  
Estate of Janice M. Olyslager  
Estate of Erika Verthe

*\*Denotes Deceased*



Keith Walters

## 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

### Education

Canandaigua National Bank  
Diamond Packaging  
Erie Insurance - New York Branch  
Stacy Hom and Addisu Mesfin  
Kathleen Holt and Stephen Lurie  
Kinecta Federal Credit Union  
M&T Bank  
Paychex Inc.  
Rochester Gas & Electric Corporation  
Wegmans Food Markets  
The Donald F. & Maxine B. Davison  
Foundation  
Emil Muller Foundation  
Helen and Ritter Shumway Foundation

### 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  
Your Cause: Dell Direct Giving Campaign

## Restricted Projects

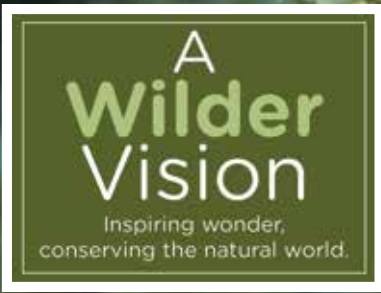
Buffalo Niagara Waterkeeper  
Susanna Ferris  
Finger Lakes Institute  
Friends of the National Zoo  
Littwitz Family Fund at Rochester Area  
Community Foundation  
Your Cause: Dell Direct Giving Campaign

## 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.*





Erick Machajewski

## A WILDER VISION CAPITAL CAMPAIGN

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 Danelle Brownlie  
Estate of Martha Bullock  
Davenport Hatch Foundation  
Maureen and Bob Dobies  
Kathleen Gamlen  
The Hollowell Fund  
A. Scott Hecker  
Mike and Meridith Hurley  
Barbara Kelley and Tom Riley  
Christine Klos and Don White

LeChase Construction Services, LLC  
Jim and Linda McElheny  
Monroe Veterinary Associates  
Gary and Karen Muisus  
Estate of Ruth Service  
Chris and Courtney Stern  
Stifel Investments- The Brown Group  
Robert and Gayle Stiles  
Robert and Susan Touhsaent  
Josephine and Tae Whang  
Lynn Willard

### **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  
Irma 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 Levensgood 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





Keith Walters



Walter Brooks



Kristen Matteo



Kristen Matteo



Keith Walters

# Balance Sheet

Seneca Park Zoo Society

for the year ended December 31, 2021

	General Operating Fund	Board Designated Fund	Restricted Gifts & Grants Fund	Capital Campaign Fund	TOTAL
<b>ASSETS</b>					
Cash	\$578,638	\$0	\$0	\$183,740	\$762,377
Investments	\$1,012,841	\$525,724	\$218,657	\$5,035,864	\$6,793,086
Endowment - General	\$0	\$1,312,260	\$276,603	\$0	\$1,588,863
Endowment - Intern Program	\$0	\$0	\$184,376	\$0	\$184,376
Accounts Receivable	\$75,449	\$0	\$401	\$0	\$75,849
Grants Receivable	\$0	\$0	\$14,950	\$1,000,000	\$1,014,950
Promises to Give-Net	\$10,560	\$0	\$4,510	\$341,587	\$356,657
Due To/From Other Funds	\$39,760	\$320,000	\$32,243	\$0	\$392,004
Inventory	\$1,049	\$0	\$0	\$0	\$1,049
Prepaid Expenses	\$5,536	\$0	\$0	\$0	\$5,536
Property & Equipment Net	\$34,056	\$0	\$0	\$0	\$34,056
<b>TOTAL ASSETS</b>	<b>\$1,757,889</b>	<b>\$2,157,984</b>	<b>\$731,740</b>	<b>\$6,561,191</b>	<b>\$11,208,804</b>
<b>LIABILITIES &amp; NET ASSETS</b>					
Accounts Payable	\$555,696	\$0	\$0	\$0	\$555,696
Accrued Payroll & Payroll Taxes	\$80,010	\$0	\$0	\$0	\$80,010
Accrued Vacation	\$77,672	\$0	\$0	\$0	\$77,672
County Contract Obligations	\$48,878	\$0	\$0	\$2,500,000	\$2,548,878
Due To/From Other Funds	\$352,243	\$838	\$0	\$38,922	\$392,004
Deferred Revenue	\$190,931	\$0	\$0	\$0	\$190,931
<b>TOTAL LIABILITIES</b>	<b>\$1,305,430</b>	<b>\$838</b>	<b>\$0</b>	<b>\$2,538,922</b>	<b>\$3,845,190</b>
Beginning Net Assets	\$448,264	\$1,797,545	\$522,136	\$4,072,040	\$6,839,984
Net Surplus/(Deficit)	\$4,196	\$359,601	\$209,604	(\$49,771)	\$523,629
<b>TOTAL NET ASSETS</b>	<b>\$452,459</b>	<b>\$2,157,145</b>	<b>\$731,740</b>	<b>\$4,022,269</b>	<b>\$7,363,614</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$1,757,889</b>	<b>\$2,157,984</b>	<b>\$731,740</b>	<b>\$6,561,191</b>	<b>\$11,208,804</b>

# Statement of Operating Finances

Seneca Park Zoo Society

for the year ended December 31, 2021

	2021		2020	
	<u>Amount</u>	<u>% of Total Revenue</u>	<u>Amount</u>	<u>% of Total Revenue</u>
<b>SUPPORT AND REVENUE</b>				
Membership & Admissions	\$3,265,632	52.61%	\$1,931,158	40.54%
*Retail Operations	\$1,585,451	25.54%	\$737,836	15.49%
Fundraising & Events	\$690,518	11.12%	\$947,871	19.90%
Federal Government - Paycheck Protection	\$ -	0.00%	\$488,500	10.25%
Net Assets Released from Restriction	\$274,647	4.42%	\$335,132	7.04%
In Kind Contributions	\$159,257	2.57%	\$191,777	4.03%
Education & Conservation Action Programs	\$231,897	3.74%	\$129,737	2.72%
Interest Income	\$280	0.00%	\$1,698	0.04%
	<u><b>\$6,207,683</b></u>		<u><b>\$4,763,710</b></u>	
	2021		2020	
<b>EXPENSES</b>	<u>Amount</u>	<u>% of \$'s Raised</u>	<u>Amount</u>	<u>% of \$'s Raised</u>
*Retail Services	\$1,232,400	19.85%	\$930,090	19.52%
Education & Conservation Action Programs	\$697,731	11.24%	\$718,556	15.08%
Membership & Admission Services	\$545,563	8.79%	\$538,851	11.31%
Administration	\$531,719	8.57%	\$506,234	10.63%
Fundraising & Events	\$441,136	7.11%	\$375,943	7.89%
Communications	\$439,090	7.07%	\$435,613	9.14%
Conservation Initiatives	\$63,961	1.03%	\$56,395	1.18%
Depreciation	\$34,260	0.55%	\$37,416	0.79%
	<u>\$3,985,860</u>	<u>64.21%</u>	<u>\$3,599,098</u>	<u>75.55%</u>
<b>INCREASE IN NET ASSETS</b>	<u><b>\$2,221,823</b></u>		<u><b>\$1,164,612</b></u>	
Net Assets At Beginning of Year	\$448,264		\$412,880	
Support to Seneca Park Zoo Fund	\$(99,837)		\$(49,902)	
Revenue Share with Monroe County Parks Dept	\$(1,797,790)		\$(1,079,326)	
Board Designated Restrictions	\$(320,000)		\$ -	
<b>NET ASSETS AT END OF YEAR</b>	<u><b>\$452,459</b></u>		<u><b>\$448,264</b></u>	

\* 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.



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

2222 St. Paul Street | Rochester, NY 14621 | [senecaparkzoo.org](http://senecaparkzoo.org)