



2017

Annual Report

 Seneca Park
Zoo Society
Connect. Care. Conserve.

Dear Friends and Supporters:

Connect. Care. Conserve. 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 turn their passion for animals into action to save animals from extinction. We believe that everyone can become a conservationist and an environmental steward, learning to live in harmony with the nature that is all around us.

To achieve our mission, our guests must first encounter world class zoo experiences at Seneca Park Zoo, with habitats that ensure top quality animal welfare and guest amenities that meet 21st century expectations. Once enamored with the animals in our care, and connected to the natural world, our guests – and our community at large – must be equipped with the knowledge and tools they need to make a difference for wildlife, both regionally and internationally.

In 2017, the Zoo Society focused its efforts in two major areas:

- Bringing the A Wilder Vision capital campaign to life, obtaining 100% trustee participation as we work to raise the \$23 million needed to ensure the Seneca Park Zoo's capital transformation over the next five years. Funds raised by the Zoo Society will provide needed guest amenities, including a tram, new food service and gift offerings, indoor and outdoor giraffe feeding platforms, and new guest service buildings and event space. The campaign will also provide needed funds to the new Animals of the Savanna building and the snow leopard and red panda habitats. This transformation – which



“Seneca Park Zoo Society is charged with **inspiring our guests**, our members, and our community to turn their passion for animals into action to **save animals from extinction.**”

includes the razing of the Zoo Main Building in 2018 – is essential to ensuring a welcoming, best-in-class zoo that prioritizes animal welfare and guest experiences.

- Helping to solve identified community problems, including the disconnection from nature shared by many of today's youth, and the drastic decline in native pollinators, including bees and butterflies, that are essential to our region's agriculture. We believe we have a responsibility to be a resource on environmental and conservation issues, and that we must be at the forefront of finding solutions for our region. New programs in 2017 focused on meeting the needs of K-12 teachers, creating KinderZoo for the youngest of our guests, and exposing people of all ages to the benefits of getting out in nature, whether for art experiences, scientific surveys, or park clean ups. We were also working behind the scenes to create garden kits for native pollinator habitats, and to create a workforce development program for urban core teens, programs that will launch in 2018.

We are grateful to you, our members and supporters, for the role you play in making our work possible. Your investment in the mission of the Seneca Park Zoo provides necessary support for us to reach half a million people annually while maintaining balanced budgets and creating visionary programming that will, we believe, improve the health of our ecosystems today and for generations to come.



Pamela Reed Sanchez
President and CEO
Seneca Park Zoo Society



Gavin Brownlie
Board President, 2017
Seneca Park Zoo Society

ENGAGING our community

While we are an animal-centric organization, our mission is all about people. We work diligently to connect people with wildlife, move them to care about the animals here and their counterparts in nature, and inspire them to become involved in saving animals from extinction. We can all be conservationists.

340,000

GUESTS
visited the zoo



53,000

ENGAGED
in the community
outreach by
Zoomobile



41,000

REACHED
through
interpreter-
led summer
programming



20,000

SCHOOL
CHILDREN
visited as part
of field trips &
expeditions



1 MILLION

YOUTH REACHED
through our
participation
WXXI's
Homework Hotline



Evolving education programs for learners of all ages



Mina Johnson

In 2017, we launched KinderZoo for our youngest guests, and updated all our school offerings to incorporate the latest changes to the New York State and NextGen Science Standards, ensuring that teachers view the Zoo as a resource and an outdoor classroom. Our first Teacher Appreciation Day was held in the fall, after a summer of record breaking camp attendance and our largest cadre of ZooTeens.

Our docent corps continues to grow and thrive, with a strong emphasis on continuing education programs to ensure they have the most current information to share with our guests.



Dave Zimmerman

A guest-centered, conservation action approach to interpretation

Our Programming and Conservation Action team delivered more than 316 hours of on-grounds programming in 2017, introducing guests to the animals in our care, conveying information about threats those animals face in natural range, and sharing tips for what each of us can do to make a difference for species survival. From recycling and composting to decreasing energy and water use, to responsible consumerism, our goal is for each guest to be moved to make simple changes to protect the animals they care about.

Our team members aren't scripted; they are trained to read nonverbal cues to gauge guests' interests, and respond appropriately. As a result, the interactions between guests and staff are authentic and meaningful, based on shared interests and values. Programs are also delivered in age appropriate ways, with our ZooBrew attendees learning far more about poaching and illegal ivory trade than school-age children.



Ceci Menchetti

"The
interactions
between guests
and staff are
**authentic and
meaningful**,
based on shared
interests and
values."

CONSERVING Wildlife

While inspiring our community to do their part for conservation, the Zoo and Zoo Society model that behavior in our sustainability practices, our support of international conservation efforts, and our own participation in regional conservation.

\$76,000

GRANTED
for in-situ
conservation



93 ACRES

OF POLLINATOR
habitat recreated



NEARLY \$25,000

FUNDS RAISED
for in-situ conservation work from
21+ events like ZooBrew, Cinco de
Rhino and Party Mad at the Zoo



Mina Johnson

Butterfly Beltway program wins award

The Butterfly Beltway program to reestablish pollinator habitat had a banner year. In Fall 2017, Seneca Park Zoo Society and the Department of Transportation together won an environmental excellence award from the New York Department of Conservation. The award was for our partnership on the Interstate 390 Pollinator Project which changed mowing practices along a six mile stretch of I 390 to ensure the presence of milkweed and native flowers – the only source of food for monarch caterpillars.



“The Butterfly Beltway program to reestablish pollinator habitat had a banner year.”

Record Number of conservation grants made



Snow Leopard Trust Nature Conservation Foundation

Thanks to the generosity of our guests and members, Seneca Park Zoo Society awarded a record number of grants to in-situ conservation partners, including International Elephant Foundation, Snow Leopard Trust and Polar Bears International, to name a few. Grantees are required to provide the Zoo Society with evidence of the effectiveness of their programs in meeting conservation objectives, and funds are directed primarily to programs that work to mitigate human animal conflict and involve local populations in being part of the solution.



Mina Johnson

Malagasy researcher visits, sets foundation for reforestation project

Thanks to support from Zoo Society docents and other donors, Seneca Park Zoo Society was host to Mahandry Hugues Andrianarisoa in July 2017. Mahandry was a research assistant on the Zoo Society's replication One Cubic Foot program in Madagascar. His time in the U.S. included a one month internship with our partners at the Smithsonian Museum of Natural History, where he learned DNA Barcode sequencing. He then spent a month in Rochester, providing training for our staff and docents, participating in educational outreach programs, learning about the workings of a zoo, and working on his master's thesis using the DNA Barcode sequencing results from his work at the Smithsonian. Because of the connections we were able to make for Mahandry, he is now employed full-time by our partners at Centre Val Bio in Madagascar, where he is pursuing his dream of bringing trees back to towns and villages through reforestation.

A STRONG BASE OF supporters and partners

Our success is made possible by a robust league of supporters and partners. From members, to sponsors, to partners who engage the public on our behalf, we are proud to have a solid support base.

**OVER
27,000**

PEOPLE
attended special
fundraiser events



**OVER
35,000**

VOLUNTEER
hours donated



**OVER
100**

COMPANIES
provided
corporate
funding



**OVER
1,000**

HOUSEHOLDS
that have been
members for
10 consecutive
years or more.



**68 MEMBERS OF
FOREVER WILD
SOCIETY**

the Zoo Society's planned giving
program that launched in 2012.



**\$1.2
MILLION**

IN ENDOWMENT
in 2017, up from
\$25,000 in 2012



The power of partnership

We've always known the benefits of having great supporters and partners, and in 2017 we saw new successes emerge. In April, the Rochester Building and Construction Trades Council hosted an event called Cards, Construction and Conservation on behalf of the Seneca Park Zoo Society. The casino-themed evening was attended by nearly 300 people, and netted over \$70,000 for capital improvements.

Volunteer Corps celebrated

Seneca Park Zoo could not operate as it does without our dedicated volunteers. Including docents, ZooTeens, trustees and general volunteers, we benefited from more than 35,000 volunteer hours in 2017 – the equivalent of nearly 17 staff members.

This year, all volunteers were celebrated at a recognition breakfast in November. Special awards were given out in a number of categories, including Rookie of the Year, Big Idea Award and Leader of the Pack.



Zoobilation beat fundraising records

After 28 years of Zoobilation, it's tough to beat records, but we did. Our 2017 Zoobilation, themed "The Will to Thrive" netted the highest level of fundraising ever, a testament to the community's support for your Zoo. Netting over \$163,000, Zoobilation 2017 broke prior records for corporate support, wine pull, and in-kind donations.

A STRONG FOUNDATION, ready for our future

The strength of the Zoo Society team continues to be an asset for the organization. The team is ready for all the exciting changes that will happen at the Zoo over the coming years.



Recognition as a Top Workplace

Seneca Park Zoo Society was recently recognized as a Top Workplace by the D&C Digital and Engage. Winners were selected based entirely on employee responses to a workplace satisfaction survey. This award is proof of a great team committed to our mission to inspire the community to connect, care for and conserve wild life and wild places.



More than 20 years of clean audits & balanced budgets

We've achieved balanced budgets and clean audits for more than 20 consecutive years, and 2017 was no exception. Thanks to a culture focused on financial accountability and responsible donor stewardship, we anticipate this trend to continue.



Poised for Growth

In 2017, considerable efforts went into preparation for our future. The Zoo Society's *A Wilder Vision: Inspiring Wonder, Conserving the Natural World Capital Campaign* is in full swing, with outreach to many lead donors. (See senecaparkzoo.org/wilder to learn more.) Additionally, the operational planning of opening both Cold Asia and Animals of the Savanna in 2018 was a key focus, and we are ready for these grand openings in 2018.

A
**Wilder
Vision**

Inspiring wonder,
conserving the natural world.

Seneca Park Zoo Society

current year-round staff

As of May 1, 2018

Pamela Reed Sanchez
President and CEO

Sharon Peterson
Vice President and COO

Sarah Hanson
Director of Marketing

Chuck Levengood
Director of Development

Kelly Ulrich
Director of Education and Visitor Studies

Tom Snyder
Director of Programming and Conservation Action

Natalie Alfke
Center for Biodiversity Exploration Developer

Joe Arena
ZooShop Staff

Jean Aurio
Education and Programming Office Manager

Alex Baer
ZooTeen Coordinator

Lisa Buda
Membership Manager

Ashley Burek
Membership Coordinator

Tricia Chapman
Family Programs Coordinator

Katelyn Chatterton
Naturalist/Educator

LaDonna Court
Receptionist & Marketing Coordinator

Sue DeCaro
ZooShop Manager

Jake Decker
Educator

Erin Donnelly
Data Coordinator

Samantha Dube
Birthday Party Host

Katie Epner
Videographer

Lee Gray
Manager of Institutional Giving

Dennis Gonzalez-Aviles
Food Service Staff

Aimee Hofmann
Executive Assistant

Caitlin Irwin
Guest Services Assistant Manager

Mina Johnson
Communications Coordinator

Beverly Jones
Food Service Staff

Maria Kasper
Guest Representative

Sarah Kenney
Guest Representative

Jimmy Khederian
Building Service Worker

Arthur Kneessy
Food Service Manager

Emily Lake
Receptionist

Kristin Leathersich
ZooShop Assistant Manager

Carolyn Marchetti
ZooShop Staff

Rhonda McDonald
Program Manager

Carol Miller
Receptionist

Meridith Mock
Guest Services Manager

Philip Mora
Food Service Staff

Miguel Murphy
Center for Biodiversity Exploration Developer

Ruth Northrop
Data Manager

Alyssa Payton
Food Service Staff

Sarah Pearlman Ventura
Graphic Designer

Laura Pennington
Events & Experiences Coordinator

Charlene Reagan
Development Assistant

Erin Regan
Naturalist/Educator

Heather Rossi
Special Events Manager

Kayla Schum
Lead Birthday Party Host

Gretchen Spencer
School and Group Programs Coordinator

Darla Sucy
Sr. Guest Services Representative

Jennine Sweeney
Accounting Associate

Carol Thomas
Receptionist

Tina Trimer
Manager of Volunteer Programs

Heidi Van Buskirk
Educator/Camp Counselor

Shelly VanZile
Birthday Party Host

Denise Wells
Food Service Coordinator

Ann Wheeler
Naturalist

Nastasia White
Birthday Party Host

Dave Will
Lead Interpreter for Citizen Science

Amanda Workman
Accounting Associate

Monroe County Zoo Staff

our dedicated partners

As of May 1, 2018

Larry Staub
Director of Parks & Seneca Park Zoo

David Rinaldo
Deputy Director of Parks & Seneca Park Zoo

Dr. Louis DiVincenti
Director of Animal Health & Conservation

Richard Mikicuiik
Assistant Director - Facilities

David Hamilton
General Curator

Kristen Miles-Pavia
Supervisor of Aquatic Life Support

Robin English
Veterinary Technician

John Adamski
Assistant Curator

Kellee Wolowitz
Assistant Curator

Lindsay Brinda
Elephant Manager

Andrew Paulsen
Labor Foreman

Jose Arteaga
Recreational Guard

Jose Arteage
Recreation Guard

Heidi Beifus
Zoo Keeper

Kevin Blakely
Zoo Keeper

Jenna Bovee
Zoologist

John Brankacz
Heavy Laborer

Garrett Caulkins
Veterinary Technician / Registrar

Susan Chilson
Office Clerk IV

Peter Christensen
Aquatic Life Support Systems Operator

Hannah Comstock
Zoo Keeper

Randi Conway
Zoo Keeper

Brenna DeAngelis
Zoo Keeper

Michael DiMaria
Laborer Heavy

Isiah Eades
Recreational Guard

Tina Fess
Zoologist

Caitlin Gordnier
Zoo Keeper

Andrew Hurst
Assistant Aquatic Life Support Systems Operator

Melissa Jemison
Recreational Guard

Hannah Kaiser
Zoo Keeper

Katrianna Kleinschmidt
Elephant Handler

Nicole McEvily
Zoo Keeper

Nick O'Connor
Grounds Equipment Operator

Mary Ellen Ostrander
Zoologist

James Paxton
Maintenance Mechanic II

Richard Razzante
Recreation Guard

Sue Rea
Zoologist

Kaitlin Rebello
Elephant Handler

Melvin Sanchez
Heavy Laborer

William Sheets
Zoologist

Mark Singleton
Heavy Laborer

Ryan Statt
Zoologist

Steve Sutton
Grounds Equipment Operator

Gail Tabone
Zoo Keeper

Lori Warner
Zoo Keeper

James Weinpress
Zoo Keeper

Catina Wright
Zoo Keeper

Melissa Zepkowski
Building Service Worker

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our motivated educators

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

Thank you to our Partners in Conservation members.

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Mrs. Janet Reed

Guardian

Mr. and Mrs. Leonard R. Bayer



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 J. Abair
Rachel Baker August
Robbie Baltzer
Bohdan and Maureen Baran
Leonard and Lorri Bayer
Nina Beach
Darlene Benzon
Kevin and Tami Best
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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 E. Groff
Estate of Francis D. Jung

Estate of Betty Lohr
Estate of Evelyn F. Lutz
Estate of Hilda Neary



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Mr. and Mrs. Leonard R. Bayer
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Center for Biodiversity Exploration

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Salena's Mexican Restaurant
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and Waste Management Association
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Event

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Division of Pediatric and Allergy
Associates
Enchanted Princess Parties
Excellus BlueCross BlueShield
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Flaum Management Company, Inc.
Foresters Financial
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Hamilton Stern Construction LLC
Harris Corporation
I.B.E.W. Local Union #86
Image 360
Iron Smoke Whiskey
Jaguar Land Rover Rochester by
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Java's Coffee
KeyBank
Lake Beverage Corporation
Landsman Development Corp.
LeChase Construction Services, LLC
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Lovin' Cup Bistro and Brews
M&T Bank
Mr. Terry Majcher
Manning Squires Hennig Co. Inc.
McDonald's of Greater Rochester
Medved Running & Walking Outfitters
Monroe Veterinary Associates
Moonlight Creamery

Morgan Stanley
MVP Healthcare
National Electrical Contractor
Association-Rochester, NY Chapter
OppenheimerFunds, Inc.
Palmer's Food Service
PASCO Building Automation Systems
Mr. Lindsay Pritchard
Quicklee's
Rath Electric, Inc.
Riedman Companies
Roberts Communications
Rochester Kung Fu & Fitness
Ry-Gan Printing, Inc.
Sheet Metal Workers' Local 46
Spatola's Party Rental
Stifel, Nicolaus & Company Inc.
Sweetwater Energy
The Bonadio Group
The Dolomite Group Manitou
Concrete Co.
The Principle Financial Group
The Rabbit Room
Turkey Bird Studios
UA Local 13 Plumbers, Pipefitters &
Service Techs
USA Payroll, Inc.
Walmart
Webster Properties
Wegmans Food Markets
William G. McGowan Charitable Fund
Wilmoreite
Woods Oviatt Gilman LLP
Dr. Seth Zeidman and Dr. Eva
Pressman

Zweigle's Inc.

Endowment

Estate of Rita and Lawrence
Callahan
Mr. James Grapenstetter
Estate of Betty Lohr
Mr. and Mrs. Thomas Rusling

In Situ Support

Mr. and Mrs. Leonard R. Bayer
Lake Immunogenics Inc.
Sustainable Energy Development
Dr. Jeff D. Wyatt

One Cubic Foot

Guido and Ellen Palma Foundation
United States Bartenders' Guild
Chapter of Rochester

Matching Gifts

Dell Direct Giving Fund
Exxon Mobil Foundation
OppenheimerFunds, Inc.
Thomson Reuters

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, 2017

	General Operating Fund	Board Designated Fund	Restricted Gifts & Grants Fund	Capital Campaign Fund	TOTAL
ASSETS					
Cash and Cash Equivalents	\$342,612	\$0	\$0	\$13,142	\$355,754
Investments	\$308,362	\$482,291	\$68,950	\$210,548	\$1,070,151
Endowment - General	\$0	\$1,000,439	\$186,856	\$0	\$1,187,295
Endowment - Intern Program	\$0	\$0	\$189,309	\$0	\$189,309
Accounts Receivable	\$14,479	\$4,188	\$0	\$0	\$18,667
Grants Receivable	\$0	\$0	\$0	\$2,500,000	\$2,500,000
Promises to Give-Net	\$13,484	\$0	\$0	\$214,686	\$228,170
Due from other funds	\$332	\$15,000	\$4,472	\$0	\$19,804
Inventory	\$86,253	\$0	\$0	\$0	\$86,253
Prepaid Expenses	\$11,020	\$2,349	\$0	\$0	\$13,369
Property & Equipment Net	\$30,091	\$0	\$1,182	\$0	\$31,273
Total Assets	\$806,633	\$1,504,267	\$450,769	\$2,938,376	\$5,700,045
LIABILITIES & NET ASSETS					
Accounts Payable	\$162,721	\$0	\$0	\$0	\$162,721
Accrued Payroll	\$34,864	\$0	\$0	\$0	\$34,864
Accrued Vacation	\$47,699	\$0	\$0	\$0	\$47,699
Deferred Income	\$47,171	\$0	\$0	\$0	\$47,171
Due to other funds	\$19,472	\$332	\$0	\$0	\$19,804
Total Liabilities	\$311,927	\$332	\$0	\$0	\$312,259
Beginning Net Assets	\$488,165	\$1,338,807	\$464,275	\$129,232	\$2,420,479
Net Surplus/(Deficit)	\$6,541	\$165,128	(\$13,506)	\$2,809,144	\$2,967,307
Total Net Assets	\$494,706	\$1,503,935	\$450,769	\$2,938,376	\$5,387,786
TOTAL LIABILITIES & NET ASSETS	\$806,633	\$1,504,267	\$450,769	\$2,938,376	\$5,700,045

State of Operating Finances

Seneca Park Zoo Society
for the year ended December 31, 2017

	2017		2016	
	Amount	% of Total Revenue	Amount	% of Total Revenue
SUPPORT AND REVENUE				
Membership & Admissions	\$2,570,992	45.39%	\$2,471,922	44.60%
Retail Operations	\$1,341,791	23.69%	\$1,294,643	23.36%
Fundraising & Events	\$824,215	14.55%	\$831,567	15.01%
In Kind Contributions	\$431,795	7.62%	\$382,595	6.90%
Education & Conservation Action Programs	\$315,916	5.58%	\$298,967	5.39%
Net Assets Released from Restriction	\$177,894	3.14%	\$259,641	4.69%
Interest Income	\$1,878	0.03%	\$2,473	0.04%
Other	\$-	0.00%	\$10	0.00%
	\$5,664,481	100.00%	\$5,541,819	100.00%
	2017		2016	
EXPENSES	Amount	% of \$'s Raised	Amount	% of \$'s Raised
Retail Services	\$1,068,016	18.85%	\$1,031,280	18.61%
Education & Conservation Action Programs	\$639,349	11.29%	\$640,513	11.56%
Communications	\$617,724	10.91%	\$501,577	9.05%
Fundraising & Events	\$614,925	10.86%	\$718,064	12.96%
Administration	\$535,976	9.46%	\$512,746	9.25%
Membership & Admission Services	\$519,723	9.18%	\$503,404	9.08%
Conservation Initiatives	\$65,199	1.15%	\$58,298	1.05%
Depreciation	\$33,078	0.58%	\$43,014	0.78%
	\$4,093,990	72.27%	\$4,008,896	72.34%
Increase in Net Assets	\$1,570,491		\$1,532,923	
Net Assets At Beginning of Year	\$488,165		\$486,539	
Support to Seneca Park Zoo Fund	\$(70,729)		\$(66,967)	
Revenue Share with Monroe County Parks Dept	\$(1,478,221)		\$(1,437,330)	
Board Designated Restrictions	\$(15,000)		\$(27,000)	
Net Assets At End Of Year	\$494,706		\$488,165	

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



Marie Kraus

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

2222 St. Paul Street, Rochester, NY 14621 | (585) 336-7200 | senecaparkzoo.org