A MESSAGE FROM THE CEO AND BOARD CHAIR

DEAR FRIENDS AND SUPPORTERS:

“Yes.” And, “Yes, and...”.

These simple words are heard every day among Zoo Society staff, volunteers, trustees, and the teams and partners with whom we work.

Can we reach more people with our messages of hope for saving wildlife and wild places? Yes.

Can we deepen the engagement of people throughout our region in Zoo programs and experiences? Yes.

Can we invite more people to live more sustainably, and to be environmental stewards? Yes.

Can we be a welcoming place for all? Yes.

Can we do all that in a financially sustainably way? Yes.

And, we can never stop innovating and inviting and learning how to be more welcoming and engaging.

In 2022, we more fully emerged from a worldwide pandemic that reshaped our society in multiple ways. It fundamentally changed the way we approach our work lives and how we use our leisure time. Many of us discovered that spending our free time outdoors, in nature, was needed medicine, and many people rediscovered their own ability to say “No” to things that did not bring them joy.

Yes, and, nature brings joy. Nature is easy to say “Yes” to.

Joy is the flip of the snow leopard’s mighty tail, and in the playful lynx cub wanting his mother’s attention. Joy is the spotting of the elusive hellbender, and in the zooming movements of an armadillo.

Joy is watching hearing guests testing out the American Sign Language movements for red pandas and amur tigers using new signage on site. Joy is greeting hundreds of thousands of guests on site for encounters with wildlife.

Joy is watching an urban ecologist sharing their newfound knowledge of invasive species on a nature hike. Joy is being one of hundreds of volunteers that pitched in to clean up beaches, parks, and waterways.

Joy is hearing from international conservation partners that your support is having measurable impact in the field.

Joy is sharing our love of the living world with all of you, and watching your excitement and joy as your Zoo grows and improves.

It’s easy to say “Yes” when the outcome of our work is joy and love of nature. Your support makes “Yes” possible.

This report captures our impact in 2022, and how your support and involvement make a difference. We are grateful to our partners at Monroe County and The SSA Group for the collaborative, cooperative spirit with which we work to ensure Seneca Park Zoo excels in all we do. We are grateful to the hundreds of volunteers that graciously give their time and talent to our efforts. And we are grateful to our members and donors, without whom very little would be possible.

Thank you.
“JOY IS SHARING OUR LOVE OF THE LIVING WORLD WITH ALL OF YOU.”
As part of our operating agreement with Monroe County, Seneca Park Zoo Society is responsible for the Zoo’s education and outreach programs. 2022 saw growth in these programs, some of which exceeded pre-COVID levels. Our programs are built to be national models for conservation action and education, and in 2022, our Wildlife Action Crew teen program received recognition from the Association of Zoos & Aquariums for Significant Achievement in Education. Our community outreach programs continue to lead the zoo industry in engaging all segments of the community with nature and environmental stewardship.
EDUCATION PROGRAMS

15,102
Students on field trips

2,457
Students in formal school programs

119
Birthday parties with 2,437 participants, an increase of 23% over 2021

640
ZooCampers

22
Scout programs with 391 participants, an increase of 55% over 2021

160
Animal Presentations or Expeditions for school programs
HIGHLIGHTS OF 2022

TEEN PROGRAMS

129
ZooTeens

10
ZooTeen Captains (new!)

9
ZooCamp Assistants (new!)

4
New conservation campaigns created by Wildlife Action Crew

50,669
Guest interactions

5,840
Volunteer hours

32
Wildlife Action Crew participants
Words from Our ZooTeen Friends

“I would like to be a ZooTeen again because the experience and being able to teach people new facts about the zoo gives me joy. Seeing the smiles on children’s faces when they learn that giraffes have purple tongues, or that red pandas are related to raccoons is an extremely important interaction that helps children learn and become more social. The past few years I have done Zoo Teens has given me more confidence for public speaking and being more social.”

Madelyn Pratt

“As a teenager with rather limited power, I strive to find any and all ways to support organizations like the Seneca Park Zoo that promote conservation, thus taking what little power I have and turning it into a substantial impact. It is my hope that in continuing with the Seneca Park Zoo ZooTeen program, I will be able to encourage preservation of the earth and have fun while doing it. Furthermore, the foundation provided in this program will shape my ability to care for the environment and allow me to carry on in this fashion throughout life.”

Lila Hwang

“My daughter had a phenomenal time and came home everyday bursting with energy and stories about the day. Thank you for such a wonderful experience!

I really appreciate the communication around my kiddo with special needs. The staff worked hard to help him make it through the week even though he was having a difficult time. Thank you for giving him an accessible space! So far, this camp has been his one opportunity each summer to access this “normal” piece of childhood, and we look forward to it all year long.”

Parent of ZooTeen
HIGHLIGHTS OF 2022

BUTTERFLY BELTWAY

129
Native pollinator-friendly plants planted

2,000
Square feet of pollinator habitat added to the Greater Rochester region

200
Participants engaged in planting pollinator habitats

COMMUNITY CLEAN UPS AND INVASIVE SPECIES HIKES

18
Community clean ups

547
Volunteers

10
Invasive species hikes

35
Miles of trails surveyed for invasive species

300
Sightings of invasive species reported

1,660
Hours volunteered

3,560.9
Pounds of trash collected

409.85
Pounds of trash recycled

50
Volunteers trained on identification and reporting of invasive species
Youth employed from the City of Rochester as urban ecologists

Students engaged from Rochester R-Centers through activities led by urban ecologists centered around local wildlife and pollinator conservation

Community members connected to nature by urban ecologists through nature hikes, community clean ups, and community outreach events

Wildlife cameras maintained as part of the Urban Wildlife Information Network

Species of mammals, birds, and amphibians documented

Images collected in 2022
2022:
EXPANDING SUPPORT FOR, AND ACCESS TO, OUR MISSION.

As the world opened up more, we were able to join people together again at events like Zoobilation (back LIVE for the first time since 2019) and five ZooBrews. We sustained our member base year-round, and our giving legacy society celebrated ten years. Efforts to break down barriers to participation continued, with Seneca Park Zoo joining the Museums For All program, allowing the most economically disadvantaged in our community the opportunity to enjoy the Zoo at a very deep discount. Our most rapidly growing membership segment is members who purchase their membership through Self-Direction through the NY Office for People with Developmental Disabilities.

- Attendance of 357,431
- 20,032 Museums For All guests
- More than 14,000 member households
- Head of the Herd households up 46%
- 81 Forever Wild Society members
- Growth of endowment to $1.5 million
- Most successful Zoobilation to date
- More than 10,000 ZooBrew attendees
- First ever Deaf Culture Awareness Day
As we continue to implement the strategic plan for the Seneca Park Zoo, the Zoo Society remains committed to raising a total of $23 million toward the transformation of the Zoo. Zoo guests could see evidence of progress as the Trailside Café opened in June of 2022. This much needed guest amenity and gathering space is a signal of what is to come. In the fall of 2022, the Monroe County Legislature approved the bonding needed for the $121 million capital improvements, to include a new Tropics Complex, new entry, and new classroom spaces. Governor Hochul also announced her support of the project in the New York State budget at $42.5 million in state funding. This mix of public and private funding is crucial for the scope of planned improvements.
Rendering of the future Tropics Complex.

Rendering of the future Aquarium.
Seneca Park Zoo continued to be an industry leader in international conservation efforts by supporting our partners working in the field to combat species loss. The Zoo Society was able to make grants totaling more than $100,000 to longstanding collaborators, including Polar Bears International, Snow Leopard Trust, International Elephant Foundation, and Red Panda Network. We also bestowed the inaugural Conservation Warrior Award upon Dr. Patricia Wright, for her decades of work saving endangered lemurs by working with the local populations in Madagascar.

Projects supported include:

- Maternal den monitoring for polar bears (Polar Bears International)
- Creation of protected forest for red pandas (Red Panda Network)
- Livestock insurance programs in Mongolia and Pakistan to mitigate retaliation against snow leopard loss (Snow Leopard Trust)
- Beekeeping in Pakistan (Snow Leopard Trust)
- Aerial surveillance of the Tsavo Conservation Area in Kenya, as part of the Big Tusker Project (International Elephant Foundation)
- Camera traps to incentivize the presence of biodiversity, including African lions (Lion Landscapes)
- Avian flu testing for African penguins (SANCCOB)
- Reforestation in Madagascar (WISE Tropics and Madagascar TREE)
- Anti-Poaching programs for tigers (Wildcats Conservation Alliance)
- The Zimbabwe Lowveld rhino program (International Rhino Foundation)
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A WILDER VISION CAPITAL CAMPAIGN DONORS

Capital improvements to the Zoo have been made possible in part 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)
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$25,000 to $99,000
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Donations in Memory of Bohdan Baran

Grant Taylor
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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 2022 Partners in Conservation Members.

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Mark and Leslie Allen
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Maureen and Robert Dobies
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Bob and Gayle Stiles
Claudia and David Weber

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Christine Klos and Don White
Gordon and Andrea Meyer
Janet Reed

Guardian
Leonard and Lorraine Bayer
Mark and Maureen Davitt
Susanna Ferris
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.

Colleen J. Abair
Rachel Baker August
Robbie Baltzer
Bohdan* and Maureen Baran
Leonard and Lorraine Bayer
Nina Beach
Darlene Benzon
Kevin and Tami Best
Jacob Blaisdell €
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 Robert Dobies
David and Sandra Ebberts
Susanna Ferris §
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Robert and Linda Franklin
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Sarah Hanson
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Estate of Christine Bush
Estate of Patricia Farley
Estate of Clara Gilman
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Estate of Francis D. Jung
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Estate of Hilda Neary
Estate of Janice M. Olyslander
Estate of Erika Verthe

*Denotes Deceased
§ Denotes New Member in 2022
We greatly appreciate the generous donors who supported the Zoo Society in 2022 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.

**Education and Conservation Action Support**

Leonard and Lorraine Bayer  
David Berg and Dawn Riedy  
P. Hamilton and Gail Clark  
Canandaigua National Bank  
Diamond Packaging  
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Marlainne Pilittere  
Stenzel Family Donor Advised Fund  
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Mark and Karen Wilson

**Endowment**

James Grapenstetter  
Estate of Robert H. Shaw  
Estate of Paula V. Smith  
Dr. Tae and Mrs. Josepshine Whang

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Guido and Ellen Palma Foundation
Janet Reed
Paula V. Smith
Wegmans Food Markets

We take great care to ensure accuracy of these lists, and your assistance is appreciated. If a correction is needed, please let us know at 585.336.7205.
### Balance Sheet
Seneca Park Zoo Society for the year ended December 31, 2022

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>General Operating Fund</th>
<th>Board Designated Fund</th>
<th>Restricted Gifts &amp; Grants Fund</th>
<th>Capital Campaign Fund</th>
<th>TOTAL</th>
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<tr>
<td>Cash</td>
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<td><strong>TOTAL ASSETS</strong></td>
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<td><strong>$3,063,379</strong></td>
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<td><strong>$8,865,941</strong></td>
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<table>
<thead>
<tr>
<th>LIABILITIES &amp; NET ASSETS</th>
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<th></th>
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</thead>
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</tr>
<tr>
<td>Accrued Payroll &amp; Payroll Taxes</td>
<td>$72,110</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$72,110</td>
</tr>
<tr>
<td>Accrued Vacation</td>
<td>$83,933</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$83,933</td>
</tr>
<tr>
<td>County Contract Obligations</td>
<td>$32,570</td>
<td>$0</td>
<td>$0</td>
<td>$1,294,374</td>
<td>$1,326,944</td>
</tr>
<tr>
<td>Due To/From Other Funds</td>
<td>$1,281,300</td>
<td>$87,033</td>
<td>$402</td>
<td>$0</td>
<td>$1,368,735</td>
</tr>
<tr>
<td>Deferred Revenue</td>
<td>$235,095</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$235,095</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>$1,737,437</strong></td>
<td><strong>$87,033</strong></td>
<td><strong>$402</strong></td>
<td><strong>$1,294,374</strong></td>
<td><strong>$3,119,245</strong></td>
</tr>
</tbody>
</table>

| Beginning Net Assets                        | $450,960               | $2,647,145           | $731,740                        | $4,028,034            | $7,857,879  |
| Net Surplus/(Deficit)                       | $581                   | $329,201             | ($89,571)                       | ($2,351,393)          | ($2,111,183) |
| **TOTAL NET ASSETS**                        | **$451,540**           | **$2,976,346**       | **$642,170**                    | **$1,676,640**        | **$5,746,696** |

| **TOTAL LIABILITIES & NET ASSETS**          | **$2,188,977**         | **$3,063,379**       | **$642,571**                    | **$2,971,014**        | **$8,865,941** |
Statement of Operating Finances
Seneca Park Zoo Society for the year ended December 31, 2022

SUPPORT AND REVENUE

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
<th>% of Total Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Membership &amp; Admissions</strong></td>
<td>$1,495,335</td>
<td>40.18%</td>
</tr>
<tr>
<td>Retail Operations</td>
<td>-</td>
<td>- %</td>
</tr>
<tr>
<td>Fundraising &amp; Events</td>
<td>$1,448,365</td>
<td>38.91%</td>
</tr>
<tr>
<td>Net Assets Released from Restriction</td>
<td>$361,328</td>
<td>9.71%</td>
</tr>
<tr>
<td>Education &amp; Conservation Action Programs</td>
<td>$278,847</td>
<td>7.49%</td>
</tr>
<tr>
<td>In Kind Contributions</td>
<td>$82,864</td>
<td>2.23%</td>
</tr>
<tr>
<td>Board Designated Funds Release</td>
<td>$30,000</td>
<td>0.81%</td>
</tr>
<tr>
<td>Interest Income</td>
<td>$18,602</td>
<td>0.50%</td>
</tr>
<tr>
<td>Other</td>
<td>$6,583</td>
<td>0.18%</td>
</tr>
<tr>
<td></td>
<td><strong>$3,721,922</strong></td>
<td><strong>62.53%</strong></td>
</tr>
</tbody>
</table>

2021

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
<th>% of Total Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Membership &amp; Admissions</strong></td>
<td>$3,265,632</td>
<td>52.61%</td>
</tr>
<tr>
<td>Retail Operations</td>
<td>$1,585,416</td>
<td>25.54%</td>
</tr>
<tr>
<td>Fundraising &amp; Events</td>
<td>$690,518</td>
<td>11.12%</td>
</tr>
<tr>
<td>Net Assets Released from Restriction</td>
<td>$274,647</td>
<td>4.42%</td>
</tr>
<tr>
<td>Education &amp; Conservation Action Programs</td>
<td>$231,897</td>
<td>3.74%</td>
</tr>
<tr>
<td>In Kind Contributions</td>
<td>$159,257</td>
<td>2.57%</td>
</tr>
<tr>
<td>Board Designated Funds Release</td>
<td>$ -</td>
<td>0.00%</td>
</tr>
<tr>
<td>Interest Income</td>
<td>$280</td>
<td>0.00%</td>
</tr>
<tr>
<td>Other</td>
<td>$36</td>
<td>0.00%</td>
</tr>
<tr>
<td></td>
<td><strong>$6,207,683</strong></td>
<td><strong>64.21%</strong></td>
</tr>
</tbody>
</table>

EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
<th>% of $'s Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundraising &amp; Events</td>
<td>$1,095,582</td>
<td>29.44%</td>
</tr>
<tr>
<td>Education &amp; Conservation Action Programs</td>
<td>$896,100</td>
<td>24.08%</td>
</tr>
<tr>
<td>Communications</td>
<td>$542,813</td>
<td>14.58%</td>
</tr>
<tr>
<td>**Membership &amp; Admission Services</td>
<td>$468,867</td>
<td>12.60%</td>
</tr>
<tr>
<td>Administration</td>
<td>$368,122</td>
<td>9.89%</td>
</tr>
<tr>
<td>Conservation Initiatives</td>
<td>$28,586</td>
<td>0.77%</td>
</tr>
<tr>
<td>Depreciation</td>
<td>$22,903</td>
<td>0.62%</td>
</tr>
<tr>
<td>*Retail Services</td>
<td>$ -</td>
<td>0.00%</td>
</tr>
<tr>
<td></td>
<td><strong>$3,422,974</strong></td>
<td><strong>62.53%</strong></td>
</tr>
</tbody>
</table>

INCREASE IN NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Assets At Beginning of Year</td>
<td>$450,960</td>
</tr>
<tr>
<td>Employee Retention Credit</td>
<td>$1,187,225</td>
</tr>
<tr>
<td>Paycheck Protection Program Grant</td>
<td>$ -</td>
</tr>
<tr>
<td>Support to Seneca Park Zoo Fund</td>
<td>$ -</td>
</tr>
<tr>
<td>Revenue Share with Monroe County Parks Dept</td>
<td>$(298,368)</td>
</tr>
<tr>
<td>Board Designated Restrictions</td>
<td>$(1,187,225)</td>
</tr>
<tr>
<td></td>
<td><strong>$298,948</strong></td>
</tr>
</tbody>
</table>

2021

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Assets At Beginning of Year</td>
<td>$448,264</td>
</tr>
<tr>
<td>Employee Retention Credit</td>
<td>$ -</td>
</tr>
<tr>
<td>Paycheck Protection Program Grant</td>
<td>$488,500</td>
</tr>
<tr>
<td>Support to Seneca Park Zoo Fund</td>
<td>$(99,837)</td>
</tr>
<tr>
<td>Revenue Share with Monroe County Parks Dept</td>
<td>$(1,797,790)</td>
</tr>
<tr>
<td>Board Designated Restrictions</td>
<td>$(810,000)</td>
</tr>
<tr>
<td></td>
<td><strong>$2,221,823</strong></td>
</tr>
</tbody>
</table>

NET ASSETS AT END OF YEAR

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>$451,540</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>$450,960</strong></td>
</tr>
</tbody>
</table>

* Retail Operations from 1/1/22 - 9/30/22 only
** Admissions Booth operated in January 2022 only until operations were turned over to the SSA Group on February 1, 2022
A complete financial statement including Board Designated, Restricted Programs and the Capital Campaign is available upon request.