





# A MESSAGE FROM THE CEO AND BOARD CHAIR



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



**Chris Stern**  
Board Chair, 2022  
Seneca Park Zoo Society

## 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 sustainable 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.”







## 2022: SERVICE TO OUR COMMUNITY

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



Elyse Barkstrom



Grant Taylor



# 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



Wayne Smith



Danielle Schmitt



## 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*



TJ Harrison



## 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

**3,560.9**

Pounds of trash collected

**409.85**

Pounds of trash recycled

**1,660**

Hours volunteered

**50**

Volunteers trained on identification and  
reporting of invasive species





Chris Widmaier



Chris Widmaier



Chris Widmaier

## URBAN ECOLOGY

**16**

Youth employed from the City of Rochester as urban ecologists

**524**

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

**62**

Species of mammals, birds, and amphibians documented

**137**

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

**20**

Wildlife cameras maintained as part of the Urban Wildlife Information Network

**5,000**

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







Walter Brooks



TJ Harrison





Keith Walters

# 2022:

## A WILDER VISION PROGRESS

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.





# 2022:

## INTERNATIONAL CONSERVATION EFFORTS

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)



Dr. Patricia Wright, recipient  
of the 2022 Conservation Warrior Award.





Wayne Smith

Erick Machajewski



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Alyssa Wisniewski



Wayne Smith



Grant Taylor



# 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  
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Claudia and David Weber

## \$100,000 to \$249,000

Anonymous (1)  
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Janet Reed  
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## \$500 to \$9,999

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The Warner Fund  
Maureen Whalen  
Donations in Memory of Bohdan  
Baran



Grant Taylor



# PARTNERS IN CONSERVATION MEMBERS

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.

## Advocate

Mark and Leslie Allen  
 Thomas and Carolyn Argust  
 Karen Baumgartner  
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 Christine Klos and Don White  
 Gordon and Andrea Meyer  
 Janet Reed

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Leonard and Lorraine Bayer  
 Mark and Maureen Davitt  
 Susanna Ferris





Walter Brooks

## 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  
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 Dr. and Mrs. Tae Whang  
 Pam Will\*  
 Keith and Betsy Wilson  
 Dr. Jeff Wyatt  
 Mark and Nancy Zawacki

### Post-Humous 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 McRell  
 Estate of Hilda Neary  
 Estate of Janice M. Olyslager  
 Estate of Erika Verthe

*\*Denotes Deceased*

*§ Denotes New Member in 2022*



## DESIGNATED GIVING

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  
Chris and Katherine Diehl  
Kirk and Shelly Doran  
Emil Muller Foundation  
ESL Federal Credit Union  
Joan and Harold Feinbloom  
Fifth Generation  
Five Star Bank  
The Joseph and Anna Gartner Foundation  
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Michael and Meredith Hurley  
Kinecta Federal Credit Union  
R. Wayne and Beverly LeChase  
Todd and Jennifer Liebert  
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Jane Chapman  
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Joseph and Judith Darweesh  
Maureen and Robert Dobies  
Herman and Marlene Duerr Fund



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Christine Klos and Don White  
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Gretchen LaRosa  
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### **Matching Gift**

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Matching Gifts Program  
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L3 Harris

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JP Morgan Chase  
Rochester Institute of Technology  
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Urban Ecologist  
Bank of America  
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

	General Operating Fund	Board Designated Fund	Restricted Gifts & Grants Fund	Capital Campaign Fund	TOTAL
<b>ASSETS</b>					
Cash	\$361,965	\$0	\$0	\$47,366	\$409,331
Investments	\$747,020	\$726,988	\$127,852	\$1,673,837	\$3,275,697
Endowment - General	\$0	\$1,146,538	\$297,963	\$0	\$1,444,502
Endowment - Intern Program	\$0	\$0	\$165,160	\$0	\$165,160
Accounts Receivable	\$22,953	\$0	\$0	\$0	\$22,953
Grants Receivable	\$900,730	\$0	\$4,311	\$1,000,000	\$1,905,041
Pledges Receivable	\$14,753	\$0	\$18,868	\$184,152	\$217,773
Due To/From Other Funds	\$87,435	\$1,187,225	\$28,417	\$65,659	\$1,368,735
Inventory	\$6,775	\$0	\$0	\$0	\$6,775
Prepaid Expenses	\$35,355	\$2,628	\$0	\$0	\$37,983
Property & Equipment Net	\$11,992	\$0	\$0	\$0	\$11,992
<b>TOTAL ASSETS</b>	<b>\$2,188,977</b>	<b>\$3,063,379</b>	<b>\$642,571</b>	<b>\$2,971,014</b>	<b>\$8,865,941</b>
<b>LIABILITIES &amp; NET ASSETS</b>					
Accounts Payable	\$32,427	\$0	\$0	\$0	\$32,427
Accrued Payroll & Payroll Taxes	\$72,110	\$0	\$0	\$0	\$72,110
Accrued Vacation	\$83,933	\$0	\$0	\$0	\$83,933
County Contract Obligations	\$32,570	\$0	\$0	\$1,294,374	\$1,326,944
Due To/From Other Funds	\$1,281,300	\$87,033	\$402	\$0	\$1,368,735
Deferred Revenue	\$235,095	\$0	\$0	\$0	\$235,095
<b>TOTAL LIABILITIES</b>	<b>\$1,737,437</b>	<b>\$87,033</b>	<b>\$402</b>	<b>\$1,294,374</b>	<b>\$3,119,245</b>
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)
<b>TOTAL NET ASSETS</b>	<b>\$451,540</b>	<b>\$2,976,346</b>	<b>\$642,170</b>	<b>\$1,676,640</b>	<b>\$5,746,696</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$2,188,977</b>	<b>\$3,063,379</b>	<b>\$642,571</b>	<b>\$2,971,014</b>	<b>\$8,865,941</b>



# Statement of Operating Finances

Seneca Park Zoo Society for the year ended December 31, 2022

	2022		2021	
	Amount	% of Total Revenue	Amount	% of Total Revenue
<b>SUPPORT AND REVENUE</b>				
**Membership & Admissions	\$1,495,335	40.18%	\$3,265,632	52.61%
Retail Operations	\$ -	- %	\$1,585,416	25.54%
Fundraising & Events	\$1,448,365	38.91%	\$690,518	11.12%
Net Assets Released from Restriction	\$361,328	9.71%	\$274,647	4.42%
Education & Conservation Action Programs	\$278,847	7.49%	\$231,897	3.74%
In Kind Contributions	\$82,864	2.23%	\$159,257	2.57%
Board Designated Funds Release	\$30,000	0.81%	\$ -	0.00%
Interest Income	\$18,602	0.50%	\$280	0.00%
Other	\$6,583	0.18%	\$36	0.00%
	<b>\$3,721,922</b>		<b>\$6,207,683</b>	
	2022		2021	
	Amount	% of \$'s Raised	Amount	% of \$'s Raised
<b>EXPENSES</b>				
Fundraising & Events	\$1,095,582	29.44%	\$441,136	7.11%
Education & Conservation Action Programs	\$896,100	24.08%	\$697,731	11.24%
Communications	\$542,813	14.58%	\$439,090	7.07%
**Membership & Admission Services	\$468,867	12.60%	\$545,563	8.79%
Administration	\$368,122	9.89%	\$531,719	8.57%
Conservation Initiatives	\$28,586	0.77%	\$63,961	1.03%
Depreciation	\$22,903	0.62%	\$34,260	0.55%
*Retail Services	\$ -	0.00%	\$1,232,400	19.85%
	<b>\$3,422,974</b>	<b>62.53%</b>	<b>\$3,985,860</b>	<b>64.21%</b>
<b>INCREASE IN NET ASSETS</b>	<b>\$298,948</b>		<b>\$2,221,823</b>	
Net Assets At Beginning of Year	\$450,960		\$448,264	
Employee Retention Credit	\$1,187,225		\$ -	
Paycheck Protection Program Grant	\$ -		\$488,500	
Support to Seneca Park Zoo Fund	\$ -		\$(99,837)	
Revenue Share with Monroe County Parks Dept	\$(298,368)		\$(1,797,790)	
Board Designated Restrictions	\$(1,187,225)		\$(810,000)	
<b>NET ASSETS AT END OF YEAR</b>	<b>\$451,540</b>		<b>\$450,960</b>	

\* 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.



 Seneca Park  
Zoo Society  
Connect. Care. Conserve.

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