

 Seneca Park
Zoo Society
Connect. Care. Conserve.

2023
ANNUAL REPORT



A MESSAGE FROM THE CEO AND BOARD CHAIR

DEAR FRIENDS AND SUPPORTERS:

We are privileged to share with you our 2023 Annual Report, providing our members and supporters with an overview of our impact in 2023, as well as sharing our financials which continue our nearly three decades of balanced budgets and zero deficits.

A few years back, the Zoo Society began using company-wide objectives to organize and prioritize our work. These objectives provide a framework for staff and for our board of trustees, and when used through the lens of our mission and vision statements, they give us clear direction in the work that must be done.

Without going too deep into management theory, Objectives and Key Results are the brainchild of John Doerr, eloquently written of in his book, *Measuring What Matters*. Doerr tells us there are two types of Objectives: Committed, which are tied to the business plan and achievable in the short term, and Aspirational, which are longer-term and more vision-based.

Our Committed Objectives are simple:

- **Maximize resources.**

As a nonprofit, our resources – of money, time, staff, and volunteers, are limited. We ensure that at every turn we are containing costs, training our teams to work effectively, upgrading our operating platforms to create efficiencies, optimizing our advertising dollars, and modeling sustainability. Our fiscal record – and the fact that we are now rated Platinum on Guidestar and Four Stars on Charity Navigator – are testament to this success.

- **Deepen and broaden engagement.**

Your Zoo deserves the full support of this community, and our region deserves the full participation of this community as environmental stewards. We work to expand the number of people participating, whether as guest, members, volunteers, event participants, or donors, and we seek to deepen the engagement of those already participating. As an example, in 2023, the Leadership Council was created to provide

a visible, tangible way for donors at the highest level to express their ongoing commitment to supporting the education and conservation programs of the Zoo Society.

Our Aspirational Objectives are equally simple, though sometimes more difficult to measure:

- **Seneca Park Zoo will be known as a conservation organization.**

As members and supporters, you know that 21st century zoos are conservation organizations, committed to fueling and participating in conservation efforts regionally and internationally. We are also committed to sharing our passion and our knowledge with our guests, so they, too, can take action each day toward a more sustainable planet. Whether it is through hosting the Environmental Innovation Awards, talking about elephant conservation at ZooBrew, empowering ZooTeens to share their passion with Zoo guests, or fostering a sense of discovery at the Nature Cart, every Zoo experience is grounded in teaching conservation and environmental stewardship.

- **Seneca Park Zoo will be seen as a welcoming place for all.**

We work tirelessly to remove barriers to participation at the Zoo and Zoo-related events. And more than that, we work to ensure that each person that visits feels not just invited, but welcomed. Why? Because conservation cannot belong to a subset of people. And because everyone deserves the peace and joy that time in nature, with wildlife, brings.

Simply put, our job is to have everyone fall in love with the living world, every day. And the support of our members, friends, partners, volunteers, and donors makes it possible. You are our fuel, and we are beyond thankful for what you empower us to do.

Gratefully,



Pamela Reed Sanchez
President and CEO
Seneca Park Zoo Society



Chris Stern
Board Chair, 2023
Seneca Park Zoo Society

**SENECA PARK ZOO
WILL BE KNOWN AS
A CONSERVATION
ORGANIZATION.**



2023: EDUCATION

Seneca Park Zoo offers the largest breadth of conservation-focused programs in the region. From ages 18 months to 18 years, participants are nurtured through age-specific classes and camps that introduce kids to knowledge about wildlife at home and around the world. Every educational offering gives kids hope and shows them ways to support species survival and help prepare our region's youth for emerging green industries and vocations that place environmental health at the center.



In 2023, 9,745 children and teens learned to act for wildlife and wild places through 576 Seneca Park Zoo Society education programs. Onsite school programs continued to grow in 2023, hitting an annual record of 243 programs, which is more school groups on site than in pre-pandemic seasons. Over 3,565 students participated in animal presentations and/or expeditions.

42 unique ZooCamp offerings including summer camp, day off camp, and break camp registered 710 campers. Average capacity for all programs was over 90% with summer camp nearing sell out. In 2023 we also awarded the highest number of ZooCamp scholarships to date, with awarded scholarships, covering

registration fees for 31 campers from 23 families.

Classes engaged our young cohorts and included KinderZoo, Homeschool, Book & Beast, Wildlife Action Crew, and Discovery Zoo Class. 70 KinderZoo classes were held in 2023, with 344 caretaker and child pairs registered. Discovery ZooClass, homeschool, and Book & Beast engaged 60 additional participants.

The Zoo's incredibly popular ZooTeen program saw 120 teen volunteers logging more than 6,000 hours and 76,190 guest interactions, where docents and Zoo Ambassador logged 2,846 hours. Scout workshops and evening programs like Trek in the Twilight engaged 580 young people.



David Jorgensen

Amanda Lindley

2023:

PROGRAMMING AND CONSERVATION ACTION

Regional Conservation

Seneca Park Zoo is our region's largest and most impactful conservation organization. The Zoo's conservation programs reach hundreds of thousands of people each year.

The Zoo Society contributes to world-class science including nation-wide studies on urban wildlife diversity, cutting-edge science on plastics pollution, successful collaborations that have repopulated river otters and sturgeon in the Genesee watershed, and transformative initiatives that protect wildlife and biodiversity around the world. Through hands-on habitat remediation, conservation science, and broad, accessible education, the Zoo Society helps prepare the greater Rochester region for a sustainable future and for the impacts of climate change.

Urban Ecology

Our Urban Ecology workforce development program had 12 youth in 2023. Urban Ecologists logged more than 1,700 hours in our community delivering programs at Rochester City R-Centers, planting pollinator gardens, and developing protocol for developing protocol for eDNA testing that will help the Zoo learn about the health of aquatic ecosystems in our region.

Community CleanUps

611 volunteers contributed more than 1,800 hours to Community CleanUps in 2023, removing 3,667 pounds of trash from our Region's parks and beaches.



Chris Widmaier



Wayne Smith

Nature Cart

The new Nature Cart has quickly become a fan-favorite at the Zoo. Naturalists engaged 6,900 guests through education, biofacts, and hands-on activities. This includes biodiversity assessments of water from Trout Pond, discussion of invasive species such as spotted lantern flies, species identification, frog calls, and camera trap images. The innovative programming allowed opportunities for engagement with people of all ages and backgrounds, and we found guests had longer stay time at the Nature Cart that at most habitats.



ZooMobile

The ZooMobile delivered almost 300 offsite programs in 2023, engaging individuals who may not come to the Zoo. Third-party events such as Trivia Safari at Radio Social and programs at senior centers, adult day facilities, preschools and other community locations brings the Zoo to new audiences.



Jason Abel



Amanda Lindley



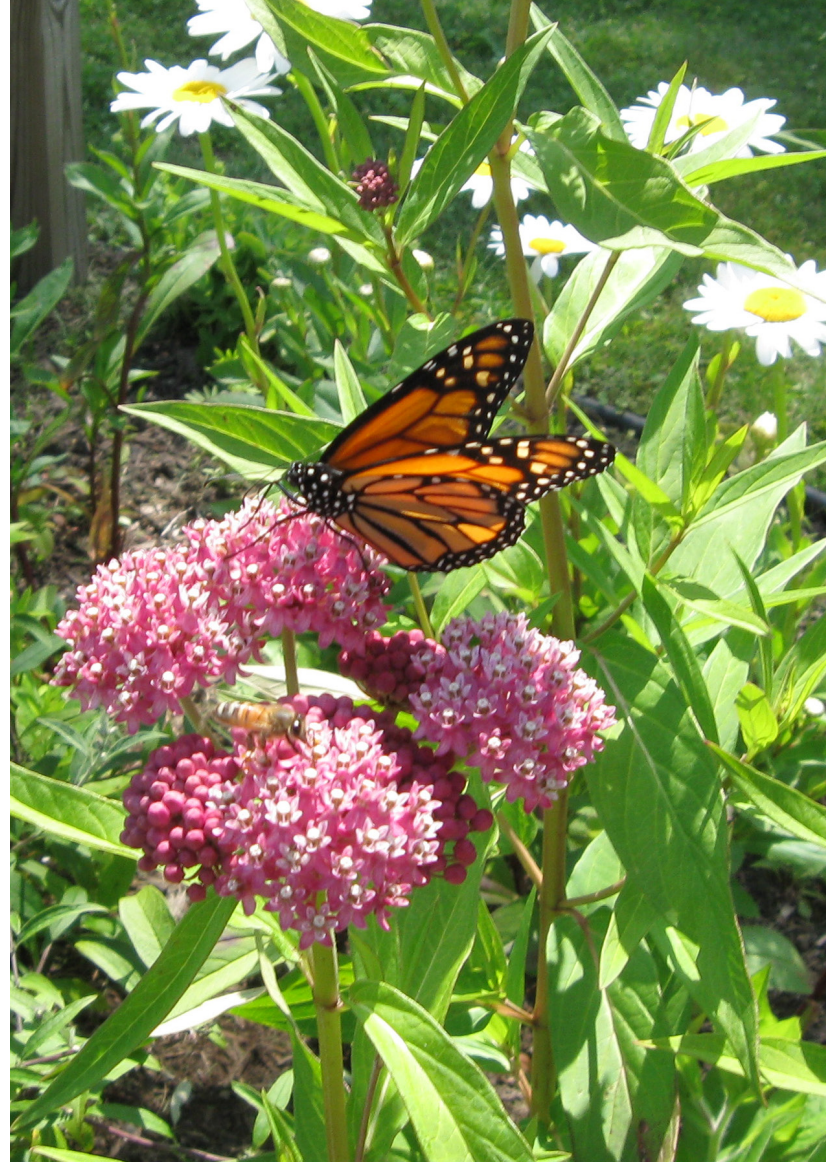
TJ Harrison

Butterfly Beltway

Seneca Park Zoo has been conserving pollinator sites since 2002 with our Butterfly Beltway programs including planting pollinator gardens and the distribution of native seed packets. In 2023 more than seven acres were planted, restoring native plant life to locations throughout our Region.

UWIN Program

The Zoo Society's Urban Wildlife Information Network program distributes trail cameras throughout the community to better identify the species in our own backyards. 11,654 animal photos were captured in 2023.



2023: EVENTS

Onsite fundraising events included ZooBrew, Jungle Jog, Apples Ales & Tails, and Zoobilation. In 2023, 10,366 people attended a ZooBrew night, raising \$10,000 for elephant conservation. 824 participants walked or ran for Jungle Jog, 529 people attended the Fall tasting event Apples, Ales & Tails, and the Zoo Society's single largest fundraiser of the year, Zoobilation, raised more than \$223,000.



Amanda Lindley



Amanda Lindley



Wayne Smith



Amanda Lindley



Sean Maciejewski



Wayne Smith



Wayne Smith

2023: MEMBERSHIP

13,527

Zoo memberships

1,371

Head of the Herd households

114,872

Member attendance

60%

Memberships went digital





Kristen Matteo



2023:

CONTRIBUTIONS TO CONSERVATION PARTNERS

The Seneca Park Zoo Society made gifts to conservation partners totaling \$39,596 in 2023.

Contributions to Conservation Partners

The Seneca Park Zoo Society made gifts to conservation partners totaling \$39,596 in 2023. Gifts help fund in-situ initiatives like the Stony Brook Foundation, Madagascar Tracking Reforestation Efforts and Effects, and the Zoo's Borneo Anchor Ecosystem initiative.

Contributions also include species-specific funding donated to partner organizations working with species included in the Zoo's collection. Partners include the International Elephant Foundation, Lion Landscapes, SANCCOB, Giraffe Conservation Foundation, Polar Bears International, Panamanian golden frog, Red Panda Network, and Snow Leopard Trust.



Center for Nature and Society, Peking University,
Shan Shui Conservation Center, Snow Leopard Trust



DIVERSITY, EQUITY, AND INCLUSION

To meet our key objective that Seneca Park Zoo be a welcoming place for all, several key initiatives demonstrate our commitment to diversity.

Museums for All

Through Museums for All, those receiving food assistance (SNAP benefits) gain reduced admission to Seneca Park Zoo. Guests showing their EBT benefit card pay just \$1 for each admission ticket. In 2023, 26,212 guests received the Museums for All benefit, representing 8% of total admissions.

Deaf Culture Awareness Day

2023 was the second year the Zoo hosted Deaf Culture Awareness Day in partnership with RIT National Technical Institute for the Deaf and Rochester School for the Deaf. Interpreters were on site working alongside Naturalists to make Zoo programming accessible for deaf and hard of hearing individuals. All key animal species now include special lenticular signage that finger spells animal names.

Dream Night

Organized by the Zoo Society, Dream Night was an invite-only event that welcomed families with children with special needs to the Zoo. The night was offered at no cost and included visits by local personalities like Spikes and Mittsy from the Redwings and Moose of the Rochester Americans, a visit from Batman, Rochester Mounted Police, and provided tabling opportunities for services organizations like Autism Up and Best Buddies. Working with 14 partner organizations, 900 invited guests enjoyed an amazing evening just for them.

Kulture City and Sensory-Inclusion

The Zoo continued working with Kulture City in 2023. Seneca Park Zoo has been Kulture City Sensory Certified since 2020, committed to serving individuals with sensory needs like PTSD, autism, and dementia. In addition, the Zoo Society's partnership with AutismUp for Full Life Academy at the Zoo continued.



Wayne Smith



David Jorgensen

BOARD OF TRUSTEES

OFFICERS

Chris Stern, Chair
Eric Allen, Vice Chair
Trisha Butera, Treasurer
Shelly Doran, Secretary

TRUSTEES

Leonard Bayer
Stephen Brown
Gavin Brownlie, Jr
Luis Burgos
Katrina Busch
Tim DeGrave
Maureen Dobies
Tarek Eldaher
Peter Hin
Suzanne Hunt
Jozef Kuzmkowski
Barbara Kelley
Steve Lacy
Katie Lally
Todd Liebert
Pat Meredith
James Myers
Kevin Nowack
Pamela O'Connor-Chapman
Christine Osborne, MD
W. Jack Plants II
Maria Robare
Rose Mary Villarrubia-Izzo
Debby Wilson
Jay Weaver

TRUSTEES EMERITUS

Ruth Baltzer
Linda Buttrill
Ralph Code, III, Esq.
Michael Hurley
James McElheny
William Strassburg
Robert Stiles



LEADERSHIP COUNCIL

The Leadership Council recognizes philanthropists who commit to leadership unrestricted gifts totaling \$2,500 or more per year for three consecutive years. Their generosity underpins the impact of the Zoo Society's conservation and education programs which foster the next generations of environmental stewards. In recognition of the importance of our region's lakes and inspired by the Zoo Society's impact on those bodies of water, the Leadership Council Circles of Giving are named after our cherished waterways. We recognize with gratitude the founding members:

ONTARIO CIRCLE

Len and Lorri Bayer
Stephen and Kirsten Brown
Mark and Maureen Davitt
Katie Lally

KEUKA CIRCLE

Chris Klos and Don White

CANANDAIGUA CIRCLE

Anonymous
David and Virginia Braverman
Pamela O'Connor Chapman and
Ken Hines
Laurel Pace
Robert and Susan Touhsaent

GENESEE CIRCLE

Maureen Baran
Mike and Mary Lou Bopp
John and Linda Buttrill
Dr. Lisa and Walter Critchley
Shelly and Kirk Doran
Mo and Robert Dobies
Tarek and Pamela Eldaher
Bob and Linda Franklin
Sarah Hanson
Mike and Meredith Hurley
Barbara Kelley and Tom Riley
Todd and Jennifer Liebert
Ron Lovell
Jim and Linda McElheny
Bobbi and Rich Mohrmann
Amanda and Michael Phillips
W. Jack and Kristina Plants
Kathy Purcell
Chris and Courtney Stern
Bob and Gayle Stiles
Claudia and David Weber
Kathy Whipple, MD and
John Tumminelli, DDS
Jim White
Tom and Phyllis Wickerham



SENECA PARK ZOO WILL
BE SEEN AS A WELCOMING
PLACE FOR ALL.
...EVERYONE DESERVES
THE PEACE AND JOY THAT
TIME IN NATURE, WITH
WILDLIFE, BRINGS.

PARTNERS IN CONSERVATION MEMBERS

Partners in Conservation are Zoo members who are invested in our mission to inspire people of all ages and backgrounds to care about and conserve wildlife and wild places.

Advocate

Thomas and Carolyn Argust
 Karen Baumgartner
 David Berg and Dawn Riedy
 Robyn Blanchard-Tacci and James Tacci
 Mike and Mary Lou Bopp
 Stephen and Kirsten Brown
 Gavin and Marietta Brownlie
 Luis Burgos
 Trisha and Christopher Butera
 Kevin Carpenter and Justin Newcomer
 John and Betsy Carver
 Michael and Jamie Condon
 Christopher and Dawn Davison*
 Ken and Linda Dingman
 David and Sandy Ebberts
 Bruce and Kate Ferguson
 Josh and Rachel Foadare
 Erin and Jeff Heintz
 Mike and Meredith Hurley
 Thomas and Ebets Judson
 Monica and Urban Kress
 Jerry and Ann LeBlanc*
 Charles Levengood and Gina Halasinski
 Linda Mason
 Hilda Milham
 Matthew and Christa Miller
 Kevin Nowack and Iris Zimmerman
 Nancy and Robyn Oleksyn
 Peter and Beatrice Pape
 Louisa Pierson
 Suzanne Robinson and Leonard Letteau
 Carl and Nanette Salvaggio
 Jim and Dawn Schnell
 Carol and David Smereski
 Noel Smith and John Sulzener*
 James and Hannah Tantalo
 Lisa Todd and Chris Baugher*
 Kristina Wagner and Tammy O'Neill*
 Jay and Julie Weaver
 Jim White*
 Ellen Williams
 Maurice and Susan Zauderer
 Mindy and Todd Zyra

Ambassador

Eric and Nicole Allen
 Maureen Baran
 Karen Brown
 Gavin and Danelle Brownlie
 Katrina Busch and John Quinn*
 Barbara Carlson
 Anthony Cashette
 Kristen and Mike DeBadts*
 Timothy DeGrave and Laura Fornarola
 Scott and Carol DeMoulin
 Tarek and Pamela Eldaher
 Barbara Hendry
 Peter Hin
 Dick Hogestyn
 Marjorie Humphrey
 Rose Mary Villarubia-Izzo and Daniel Izzo
 Al and Roxanne Keltz
 Jozef and Letielle Kuzmowski*
 R. Wayne and Beverly LeChase
 Nancy Lowthian
 Richard and Catherine Massie
 Jim and Linda McElheny
 Andrew and Amy Mitchell
 TJ and Veronika Muscato
 James Myers and Erin Green
 Peggy Ooi and Barry Rosenberg
 Sharon Peterson
 Michael and Amanda Phillips
 Josh and Rebecca Pokracki
 Mary Lou Popolizio and Arthur Dee
 Peg and Jay Rachfal
 Barbara Reifler
 Carrie Royce and Morgan Hopkins
 Jo Ann Richards
 Tom and Ellen Rusling
 Pamela Reed Sanchez
 Lauren and Arabella Seth*
 Randy and Tara Shepard
 Maggie and Charlie Symington
 Timothy Snyder
 Douglas Stark
 Thomas and Phyllis Wickerham
 Robert and Nicole Wiederhold
 Mark and Karen Wilson
 Gary and Judy Wood

Defender

Gary and Roxanne Chadwick
 Leslie DesMarteau
 Mo and Bob Dobies
 Shelly and Kirk Doran
 Jody Fleischer
 Bob and Linda Franklin
 Kathleen Holt and Stephen Lurie
 Barbara Kelley and Tom Riley
 Todd and Jennfer Liebart
 Ron Lovell
 Richard and Bobbi Mohrmann
 James Nickles and Susan Wendel
 Peter and Christina Prieto*
 W. Jack and Kristina Plants*
 Richard Plympton
 Chris and Courtney Stern
 Bob and Gayle Stiles
 Donald and Joanne Titus
 Claudia and David Weber
 Josephine Whang

Champion

David and Virginia Braverman
 Linda and John Buttrill
 Pamela O'Connor-Chapman and Kenneth Hines
 Chris Klos and Don White
 Gordon and Andrea Meyer
 Charles Plant

Guardian

Len and Lorri Bayer
 Mark and Maureen Davitt
 Susanna Ferris
 Katie Lally
 Janet Reed

* Denotes new PIC in 2023



Wayne Smith

FOREVER WILD SOCIETY MEMBERS

Forever Wild Society members are visionary supporters who have made a planned gift of \$2,000 or more to perpetuate the future of education and conservation programs at the Seneca Park Zoo for future generations.

Colleene J. Abair
Rachel Baker August
Robbie Baltzer
Bohdan* and Maureen Baran
Len and Lorri 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
Mo and Bob Dobies
David and Sandra Ebberts
Susanna Ferris
Ron Fielding
Bob and Linda Franklin
Philip and Beverly Gelsomino
Jim Grapenstetter
Sarah Hanson
Amy Harned
Lynn Harris
Aimee Hofmann
Dick 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 Levgood
Ron Lovell^
Peter and Margot Lutz
Carolyn and Edward Maruggi
Elizabeth Masco and
Patricia Cecula
Ashley Burek Mault
Jim and Linda McElheny
Donald* and Phyllis* McNelly
Carol Merkel*
Meridith Mock
Megan Murante^
Patricia Obstarczyk
Laura Pennington
Sharon Peterson
Tom and Donna Proietti
Jim Quick*
Karin Quillinan
Pamela Reed Sanchez
Dennis and Patricia Ringer
Tom and Ellen Rusling
Dr. Neil Scheier
Carol Smereski

Donna Lampen-Smith
Paula V. Smith*
Jeffrey and Jo Ann Snyder
Tom Snyder
Maggie and Charlie Symington^
Cynthia Tag
Ric Thomann
Denis Wells
Maureen Whalen
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 Ronald Furman^
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 Jane Schyve^
Estate of Erika Verthe
Estate of Helen Vogel^

^Denotes New Member in 2023

**Denotes Deceased*

DESIGNATED GIVING

We greatly appreciate the generous donors who supported the Zoo Society through grants, sponsorships, bequests, corporate contributions, in-kind contributions, and individual gifts of \$500 or more. Thank you for believing in us and the important work we do.

Capital

Maureen Baran
Carol Brink
Karen Dobbins
James Grapenstetter
Jane Littwitz
John Littwitz
Carol O'Neal
Kathleen Platco

Education and Conservation Action

Canandaigua National Bank
Len and Lorri Bayer
Diamond Packaging
Katherine and Chris Diehl
Mo and Bob Dobies
Shelly and Kirk Doran
Joan Feinbloom
Five Star Bank
Anne Harrison
John and Judy Henderson
Dick Hogestyn
Michael and Meredith Hurley
Kinecta Federal Credit Union
R. Wayne and Beverly LeChase
Bruce and Eleanor McLearn
Rich and Bobbi Mohrmann
Charles Plant
Jo Ann Richards
Rochester Gas & Electric
Corporation
Stenzel Family Donor Advised
Fund
Chris and Courtney Stern
Sheila Swigert
Tito's Handmade Vodka
Lisa Townson
Wegmans Food Markets

Endowment

Mike and Mary Lou Bopp
Estate of M. John Buzawa
Estate of Ronald Furman
Estate of Henry R. Hermanowski
Estate of Bernard W. Johnson
Estate of Carol Merkel
Estate of Jane Schyve
Estate of Helen Vogel

Events

Admar Supply Company Inc.
Adrian Jules LTD Custom Clothier
Eric and Nicole Allen
Alstom Signaling Foundation, Inc.
Bank of America
Jack and Lisa Baron
Len and Lorri Bayer
Kathleen and Dean Beh
Bene-Care
Billone Mechanical Contractors
Black Button Distilling
Boylan Code, LLP
Brite
Broccolo Tree & Lawn Care Inc.
Brown & Brown of New York, Inc.
Lisa Brubaker
Jim and Holli Budd
Buffalo Bills
C.P. Ward, Inc.
Cascades Recovery
Anthony Cashette
Catenary Construction Corp
Chamberlain Septic & Sewer
Christa Construction, LLC
CPL
crosby-brownlie, Inc.
Scott and Carol DeMoulin
Dewey Avenue Smoke Shop
DGA Builders, LLC
Diamond Packaging
Phil and Victoria DiTramontos
Mo and Bob Dobies
Dolomite Products Company Inc.
Steve Dubnik
Kara Eastwood
Emil Muller Foundation
Ernst & Young
Excellus BlueCross BlueShield
Faber Builders, Inc.
Farmhouse Table, LLC
Ferguson Enterprises
Five Star Bank
FreedMaxick
Garber Automotive Group
Melissa Geska
Glover-Crask Charitable Trust
Greater Rochester Health
Foundation
GreenSpark Solar

Hamilton Stern Construction LLC
The Harley School
Harris Beach PLCC
Hodgson Russ LLP
Suzanne Hunt and Matt Kelly
I.B.E.W. Local Union #86
Iron Smoke Whiskey
IT Insights of Rochester
Izzo Golf
Barbara Kelley and Tom Riley
Keystone Capital
Kinecta Federal Credit Union
Chris Klos and Don White
Lake Beverage Corporation
Lake Immunogenics Inc.
LeChase Construction Services, LLC
The Links at Greystone
Littwitz Family Fund
LSI Solutions, Inc.
Peter and Margot Lutz
Mackenzie Childs
Jim and Linda McElheny
Ann and Mark Miller
John Moose
Jason Mull
Florence M Muller Foundation
New York Life
James Nickles and Susan Wendel
Northeastern Electrical Company
Pamela O'Connor Chapman and
Kenneth Hines
On Services
The Pike Company
Matthew Pitti
W. Jack and Kristina Plants
Peter and Jacquie Platt
Radio Social, LLC
Regent Financial Group LLC
Renewal by Anderson
Rochester Gas & Electric
Corporation
Rochester Kung Fu & Fitness Inc.
Rochester, NY Chapter, NECA
Carrie Royse and Morgan Hopkins
Kimberly Rzepka and
Hunter Paige
Seneca Foods Foundation
Sheet Metal Workers' Local 46
Tracey Singer
Jeff and Linda Smith

John and Joanne Smith
Spatola's Party Rental
SSA Group
Chris and Courtney Stern
Stifel Investments - The Brown
Group
The Summit Federal Credit Union
Taste of the Bahamas
Jeremy and Sarah Taylor
The Paper Store
Tito's Handmade Vodka
TMD Contracting, LLC
Tompkins Financial Advisors
UA Local 13 Plumbers, Pipefitters
& Service Techs
US Ceiling Corp
Visit Rochester
VRD Decorating
Angela Wiesmore
Patty Williams
The Elaine P. & Richard U. Wilson
Foundation
WM
Woods Oviatt Gilman LLP
Jeff Wyatt
Zweigle's Inc.

Foundation

The Donald F. & Maxine B. Davison
Foundation
Marlene and Herman Duerr Fund
ESL Charitable Foundation
The Joseph and Anna Gartner
Foundation
Glover-Crask Charitable Trust
The Hallowell Fund
David Klos Family Memorial Fund
M&T Bank
Emil Muller Foundation
Mary S. Mulligan Charitable Trust
Paychex Inc.
Riedman Foundation
Leland T. Shafer Charitable Trust
Helen and Ritter Shumway
Foundation

General Operating

Joshua Barrett
Len and Lorri Bayer
Nina Beach
Nancy Briggs
Gary and Roxane Chadwick
Jane and Russell Chapman
Corinne and Larry Coon
Robert and Janice Daitz
Joseph and Judith Darweesh
Jamie Dugan

Facebook Donations
Susanna Ferris
Kathryn Gamble
Gianniny Family Fund
David Guadagnino and Mary
Beauchamp
Susan Henderson
Laborers' Local 435
Lake Immunogenics Inc.
Doris Lally
LSI Solutions, Inc.
Marian and Roger Nelson
Donald Newcomb
Jason Olek
Radio Social, LLC
Janet Reed
Randy and Tara Shepard
Timothy Snyder
Spatola's Party Rental
Cindy Stuewe and Robert Podlena
Carly and Nick Taylor
The Summit Federal Credit Union
United Way Donors
Jerry Warner
Mark and Karen Wilson
Zweigle's Inc.

In Situ

Lynn Harris
Rochester Hockey, LLC
Facebook Donations

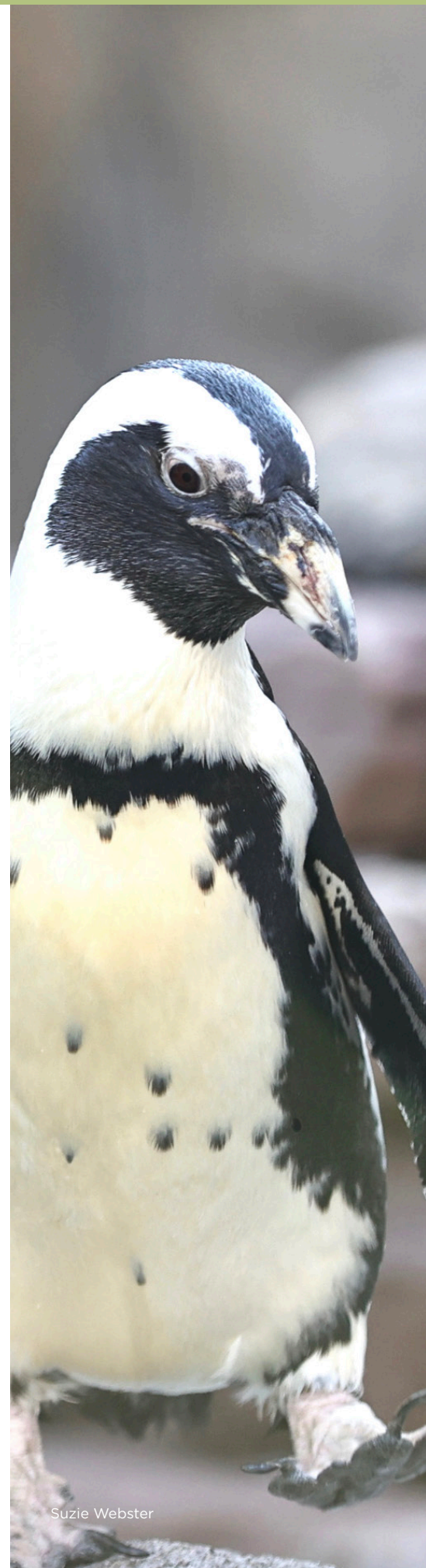
Matching Gift

Benevity Community Impact Fund
Johnson & Johnson Family of
Companies Matching Gifts
Program
JP Morgan Chase
L3Harris Technologies, Inc.

Restricted

Association of Science and
Technology
Daisy Marquis Jones Foundation
Susanna Ferris
Samantha and Thomas Druzynski
Girl Scouts of Western New York
Guido and Ellen Palma Foundation
Urtz's Evergreens LLC
Victor Intermediate School

*We take great care to ensure
the accuracy of these lists. If a
correction is needed, please let
us know at 585.336.7205.*



2023 FINANCIAL REPORT

Balance Sheet

Seneca Park Zoo Society for the year ended December 31, 2023

	General Operating Fund	Board Designated Fund	Restricted Gifts & Grants Fund	Capital Campaign Fund	TOTAL
ASSETS					
Cash	\$548,775	\$0	\$0	\$39,881	\$588,657
Investments	\$304,028	1,630,863	\$102,835	\$1,368,542	\$3,406,269
Endowment - General	\$0	\$1,809,869	\$474,120	\$0	\$2,283,989
Endowment - Intern Program	\$0	\$0	\$177,212	\$0	\$177,212
Accounts Receivable	\$29,457	\$0	\$0	\$0	\$29,457
Grants Receivable	\$0	\$0	\$15,505	\$1,000,000	\$1,015,505
Pledges Receivable	\$14,303	\$0	\$4,524	\$146,973	\$165,800
Due To/From Other Funds	\$0	\$40,000	\$0	\$0	\$40,000
Inventory	\$6,497	\$0	\$0	\$0	\$6,497
Prepaid Expenses	\$40,904	\$1,382	\$0	\$0	\$42,286
Property & Equipment Net	\$14,759	\$113,306	\$0	\$0	\$128,065
TOTAL ASSETS	\$958,724	\$3,595,420	\$774,198	\$2,555,397	\$7,883,739
LIABILITIES & NET ASSETS					
Accounts Payable	\$53,763	\$0	\$0	\$0	\$53,763
Accrued Payroll & Payroll Taxes	\$70,791	\$0	\$0	\$0	\$70,791
Accrued Vacation	\$83,894	\$0	\$0	\$0	\$83,894
County Contract Obligations	\$116,273	\$0	\$0	\$1,064,089	\$1,180,362
Due To/From Other Funds	\$40,000	\$0	\$0	\$0	\$40,000
Deferred Revenue	\$139,975	\$0	\$0	\$0	\$139,975
TOTAL LIABILITIES	\$504,696	\$0	\$0	\$1,064,089	\$1,568,785
Beginning Net Assets	\$451,540	\$3,127,421	\$642,170	\$1,678,171	\$5,899,302
Net Surplus/(Deficit)	\$2,488	\$467,999	\$132,028	(\$186,864)	\$415,651
TOTAL NET ASSETS	\$454,028	\$3,595,420	\$774,198	\$1,491,307	\$6,314,953
TOTAL LIABILITIES & NET ASSETS	\$958,724	\$3,595,420	\$774,198	\$2,555,397	\$7,883,739

Statement of Operating Finances

Seneca Park Zoo Society for the year ended December 31, 2023

	2023		2022	
	Amount	% of Total Revenue	Amount	% of Total Revenue
SUPPORT AND REVENUE				
Fundraising & Events	\$1,640,604	37.71%	\$2,633,525	51.09%
Membership & Admissions*	\$1,477,589	33.96%	\$1,376,606	26.71%
In Kind Contributions	\$385,614	8.86%	\$328,207	6.37%
Education & Conservation Action Programs	\$354,501	8.15%	\$278,826	5.41%
Net Assets Released from Restriction	\$258,193	5.93%	\$391,328	7.59%
Interest Income	\$119,511	2.75%	\$18,602	0.36%
Communications	\$114,332	2.63%	\$120,793	2.34%
Administration	\$810	0.02%	\$6,603	0.13%
	\$4,351,153		\$5,154,490	

	2023		2022	
	Amount	% of \$'s Raised	Amount	% of \$'s Raised
EXPENSES				
Fundraising & Events	\$1,169,039	26.87%	\$1,095,582	25.18%
Education & Conservation Action Programs	\$1,030,098	23.67%	\$896,102	20.59%
Communications	\$624,359	14.35%	\$542,813	12.48%
Administration	\$614,438	14.12%	\$613,460	14.10%
Membership & Admission Services	\$494,537	11.37%	\$468,867	10.78%
Conservation Initiatives	\$41,519	0.95%	\$28,586	0.66%
Depreciation	\$10,023	0.23%	\$22,906	0.53%
	\$3,984,013	91.56%	\$3,668,317	84.31%
INCREASE IN NET ASSETS	\$367,140		\$1,486,173	
Net Assets At Beginning of Year	\$451,540		\$450,960	
Revenue Share with Monroe County Parks Dept	\$(324,651)		\$(298,368)	
Board Designated Restrictions	\$(40,000)		\$(1,187,225)	
NET ASSETS AT END OF YEAR	\$454,028		\$451,540	

*Admissions included in 2022 was for January only. The SSA Group took over the Admissions Operations in February 2022. A complete financial statement including Board Designated, Restricted Programs and the Capital Campaign is available upon request.



Seneca Park
Zoo Society

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