



A MESSAGE FROM THE CEO AND BOARD CHAIR

DEAR FRIENDS AND SUPPORTERS:

It is with joy that we present our 2024 Annual Report, providing an overview of our impact in 2024.

As you read through this report, we think you'll be proud of our accomplishments in this past year, as we continue to broaden and deepen engagement with nature and wildlife through hundreds of programs reaching hundreds of thousands of people. We are committed to fostering a culture of belonging for all, so that every person experiences the peace and joy of nature, and everyone understands we each must play a role in making our planet more habitable for all creatures.

Those of us who work here, or volunteer here, know that joy is central to inspiring our guests, members, campers, event participants, and donors.

Joy. That incredible deep feeling of delight that fosters a sense of well-being. Sometimes, we find a smile unexpectedly stretching across our face, and realize it's joy. Sometimes, we find our breathing slows as the cares of our frantic lives disappear for a few moments, and discover we feel joy. Sometimes, we laugh contentedly with others and realize it's more than a moment of happiness, it is joy.

We see joy here every day. We nurture it, as we share our knowledge of the animals residing here and their counterparts in nature. We witness it in the faces of toddlers and seniors and every age in between as they encounter a roaring lion, a barking sea lion, or a bamboo-munching red panda. We see it in the eyes of every person who has an "aha!" moment at the Zoo as they learn something new. We even share it with you

on community cleanups when together we know our actions are making a difference.

Joy that is grounded in wonder results in hope for the future, as we know that endangered means there is still time to act.

It takes a strong team of mission-focused people working together to deliver as many powerful programs and impactful events as you'll read about in this Annual Report. It also takes a community of people supporting our mission, whether through membership, volunteerism, or philanthropy: you provide the fuel for all that happens here. None of it would be possible without community.

Our financial foundation continues to be strong, as the Treasurer's report conveys. While we continue to adapt to a still-new operating model that is more dependent on contributed revenue than in years past, our record of sound financial management and endowment growth has provided the Zoo Society with a small buffer to enable this transition. We continue to invest in systems and technology that improve our efficiencies in operating all aspects of our business: membership, communications, education, outreach and conservation action, volunteer management, and fundraising.

Thank you for all you do to empower the work we do to bring people closer to nature and wildlife, and for sharing in our joy with every interaction we have with you.

Joyfully and gratefully,



Pamela Reed Sanchez
President and CEO
Seneca Park Zoo Society



Shelly Doran
Board Chair, 2024
Seneca Park Zoo Society

**JOY THAT IS
GROUNDED IN WONDER
RESULTS IN THE HOPE
FOR THE FUTURE.**



2024

EDUCATION

Seneca Park Zoo's immersive programs, built for kids ages 18 months to 18 years, spark a love for animals and the planet through hands-on adventures, up-close encounters, and engaging explorations. From the backyard to the savanna, every camp and class connects kids to nature. These experiences empower the next generation to protect species, tackle real conservation challenges, and even kickstart a future in the growing world of green careers.

The mission of the Seneca Park Zoo is to inspire our community to connect with, care for, and conserve wildlife and wild places.



In 2024, 9,427 participants learned to act for wildlife and wild places through 515 Seneca Park Zoo Society education programs supported by lead funding from the ESL Charitable Foundation, Donald F. and Maxine B. Davison Foundation, The Hallowell Fund, Helen & Ritter Shumway Foundation, and M&T Bank. The Zoo hosted 243 onsite school programs, and 3,452 students participated in animal presentations and/or expeditions. 100% of teachers who responded to the post-program survey agreed that the program supported or supplemented their curricula.

47 unique ZooCamp offerings including summer camp, day off camp, and break camp registered 756 campers. Average capacity for all programs was over 90% with summer camp nearing sell out. In 2024 we also awarded scholarships totaling \$7,413, covering registration fees for

27 campers from 24 families, thanks to generous support from Wegmans.

Classes engaged our young cohorts and included KinderZoo, Homeschool, Wildlife Action Crew, Book and Beast, and Homeschool Class Series. 64 KinderZoo classes were held in 2024, with 312 caretaker and child pairs registered. The Zoo's popular Noon Year's Eve event featured our Book and Beast program with more than 80 participants. Homeschool Classes served 13 families over two sessions.

The Zoo's incredibly popular ZooTeen program saw 121 teen volunteers logging more than 5,913 hours and 44,970 guest interactions, where docents and Zoo Ambassador logged 3,117 hours. Scout workshops and evening programs like Trek in the Twilight engaged 394 young people.



2024

PROGRAMMING AND CONSERVATION ACTION

Regional Conservation

Seneca Park Zoo is our region's largest and most impactful conservation organization. Every year, our conservation programs reach hundreds of thousands of people, inspiring action and awareness thanks to support from the Emil Muller Foundation and other generous funders. The Zoo Society drives world-class research—from nationwide studies on urban wildlife to our work on plastic pollution. We've helped bring river otters and sturgeon back to the Genesee watershed and continue to lead global efforts to protect wildlife and biodiversity. Through hands-on habitat restoration, innovative science, and accessible education, we're not just preparing Rochester for a sustainable future—we're shaping it.

On Site Programming

In the 2024 summer season, sponsored by Five Star Bank, Programming and Conservation staff completed 651 summer programs for 41,980 participants across 37 different time slots. Rise and Shine and Holiday Magic Cart Tours served 236 participants.

Urban Ecology

Our Urban Ecology workforce development program had 6 youth in 2024. Urban Ecologists logged more than 900 hours in our community preparing for and delivering programs at Rochester City R-Centers, planting pollinator gardens, and developing protocol for eDNA testing to identify sites that are home to otters and will help the Zoo learn about the health of aquatic ecosystems in our region.

Community CleanUps

313 volunteers contributed 939 hours to Community CleanUps in 2024, removing 1,956 pounds of trash from our Region's parks and beaches.



Nature Cart

The Nature Cart continues to engage guests and plans have been made for a new, larger Nature Cart in 2025. In 2024 Naturalists engaged 6,900 guests through education, biofacts, and hands-on activities including 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 a longer stay time at the Nature Cart than at most habitats.



ZooMobile

The ZooMobile delivered 414 offsite programs to 19,560 participants in 2024. Third-party events such as Trivia Safari at Radio Social, ZooBrew on Tour at Three Heads Brewery and Iron Smoke, a conservation art partnership with UUU Gallery, Cocktail Class at Black Button Distillery, programs at senior centers, adult day facilities, preschools and other community locations bring the Zoo to new audiences.



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 with free and low-cost initiatives supported by the Daisy Marquis Jones Foundation. In 2024 more than 7 acres were planted, restoring native plant life to locations throughout our Region.



2024 EVENTS

Nearly 8,000 people bought tickets to attend one of four ZooBrews in 2024, bringing in an engaged audience ages 21+ who otherwise might not visit the Zoo, and raising almost \$5,000 for elephant conservation. Lake Beverage and Kinecta Federal Credit Union helped to underwrite ZooBrew for a greater conservation impact.

Zoobilation, supported by many generous sponsors including lead support from Stifel The Brown Group and 1RDG, raised over \$217,000 for education and conservation programs, including a record amount in cash donations during our Stand for Conservation paddle call – with a challenge match from the Glover-Crask Charitable Fund.



David Jorgensen





2024

MEMBERSHIP

14,067

Zoo memberships

1,289

Head of the Herd households

115,019

Member attendance

78%

Memberships went digital





2024

CONTRIBUTIONS TO CONSERVATION PARTNERS

Contributions to Conservation Partners

We are inspired every day by the generosity of our guests, members, event participants and donors, who contribute funds allowing the Zoo and Zoo Society to continue to provide grant funds to our global conservation partners, in accordance with the Zoo's Conservation Action Plan. In 2024, Zoo patrons contributed a total \$45,384 at admissions, food, and the gift shops; these funds are used in part to provide grants to Lion Landscapes, Polar Bears International, the SANCCOB.

The Zoo Society raises conservation funds in a variety of ways, including designating a portion of event tickets, birthday party fees, and camp registration fees to a conservation cause, asking our members to support a particular species each year, and encouraging Jungle Jog participants to raise funds for wildlife conservation. Our efforts in 2024 brought in more than \$35,000 and supports grants to Giraffe Conservation Foundation, Snow Leopard Trust, the International Elephant Foundation, Red Panda Network, and WISE Tropics, Inc.

The combined efforts of the Society, the SSA Group, and Monroe County are integral to achieving the Zoo's vision of being a leading contributor to global conservation, while also focusing on conservation right here in our community.

Photo: Kt Miller / Polar Bears International



Snow Leopard Photos Courtesy of: SLCF-Mongolia/SLT



International Rhino Foundation



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 2024, 28,522 guests received the Museums for All benefit, up nearly 9% over 2023. The Society also launched an EBT member benefit giving SNAP benefit card holders an option to become members for the first time.

Deaf Culture Awareness Day

In 2024, the Zoo hosted its third annual Deaf Culture Awareness Day in collaboration with RIT's National Technical Institute for the Deaf and Rochester School for the Deaf. Interpreters were present alongside Naturalists to ensure Zoo programming was accessible to deaf and hard-of-hearing visitors.

Dream Night

Hosted by the Zoo Society, Dream Night is an exclusive, no cost, invitation-only event designed for families with children with special needs. In collaboration with 15 partner organizations including Autism Up and Best Buddies, and featuring special guests from the Redwings, Americans, and the Rochester Mounted Police, the event welcomed more than 1000 guests for a memorable and inclusive Zoo experience.

Kulture City and Sensory-Inclusion

In 2024, the Zoo continued its partnership with Kulture City. Since earning Kulture City Sensory Certification in 2020, Seneca Park Zoo has remained dedicated to supporting individuals with sensory needs, including those with PTSD, autism, and dementia.



BOARD OF TRUSTEES

OFFICERS

Shelly Doran, **Chair**
Jack Plants, **Vice Chair**
Trisha Butera, **Treasurer**
Katie Lally, **Secretary**

TRUSTEES

Eric Allen
Leonard Bayer
Luis Burgos
Katrina Busch
Gavin Brownlie, Jr.
Tim DeGrave
Mo Dobies
Tarek Eldaher
Linda Hasman*
Peter Hin
Suzanne Hunt
Barbara Kelley
Jozef Kuzmkowski
Bob Lee*
Dan Matteo
Patrick Meredith*
James Myers
Kevin Nowack
Pamela O'Connor-Chapman
Christine Osborne, M.D.
Chris Stern
Rose Mary Villarrubia-Izzo
Jay Weaver
David Wilks
Debby Wilson

TRUSTEES EMERITUS

Ruth Baltzer
Stephen Brown
Linda Butrill
Ralph Code, III, Esq.
Michael Hurley
James McElheny
William Strassburg
Bob Stiles





**ENDANGERED MEANS
THERE IS STILL TIME
TO ACT.**

PARTNERS IN CONSERVATION AND LEADERSHIP COUNCIL

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. The Leadership Council recognizes philanthropists who commit to leadership unrestricted gifts totaling \$2,500 or more per year for three consecutive years. The generosity of these two groups of donors underpins the impact of the Zoo Society's conservation and education programs which foster the next generations of environmental stewards.

Advocate

Thomas and Carolyn Argust
Karen Baumgartner
David Berg and Dawn Riedy
Robyn Blanchard-Tacci and James Tacci
Gavin and Marietta Brownlie
Luis Burgos
Trisha and Christopher Butera
Kevin Carpenter and Justin Newcomer
John and Betsy Carver
Buz and Barbara Code
Glenn and Linda Collins*
Christopher and Dawn Davison
Ken and Linda Dingman
Bruce and Kate Ferguson
Erin and Jeff Heintz
Peter Hin
Stuart and Sandra Johnson*
Thomas and Ebets Judson
Monica and Urban Kress
Jerry and Ann LeBlanc
Charles Levengood and Gina Halasinski
Linda Mason
Daniel and Christina Matteo*
Hilda Milham
Robyn and Nancy Oleksyn
Christine Osborne and Denis Jeffries
Peter and Beatrice Pape
Suzanne Robinson and Leonard Lettau
Nicole Rubin and Bill Tripodi*
Carl and Nanette Salvaggio
Jim and Dawn Schnell
Carol and David Smereski
Christine and Peter Smith*
Cindy Steuwe and Robert Podlana*
Clint Sugnet*
Lisa Todd and Chris Baugher
Josephine Whang
Robert and Nicole Wiederhold
Dave and Laura Wilks*
Gary and Judy Wood
Maurice and Susan Zauderer
Mindy and Todd Zyra

Ambassador

Eric and Nicole Allen
Katrina Busch and John Quinn
Mike and Kristen DeBadts
Timothy and Laura DeGrave
Roland and Kimberly DeLardge
Jack and Cathy Dinaburg*
Barbara Hendry
Richard Hogestyn
Marjorie Humphrey
Rose Mary Villarubia-Izzo
Al and Roxanne Keltz
Lisa Kribs and Courtney Brown*
Jozef and Letielle Kuzmkowski
R. Wayne and Beverly LeChase
Nancy Lowthian
Richard and Catherine Massie
Lyndsey McGrath*
Matthew and Christa Miller
Andrew and Amy Mitchell
TJ and Veronika Muscato
Peggy Ooi and Barry Rosenburg
Matt Penna*
Sharon Peterson
Josh and Rebecca Pokracki
Mary Lou Popolizio and Arthur Dee
Peg and Jay Rachfal
Jo Ann Richards
Carrie Royce and Morgan Hopkins
Pamela Reed Sanchez
John Schultz
Randy Shepard
Timothy Snyder
Matthew Storms*
Maggie and Charlie Symington
Mark and Karen Wilson

Defender

Maureen Baran+
Mike and Mary Lou Bopp+
Linda and John Buttrill+
Gary and Roxanne Chadwick
Lisa and Walter Critchley*+
Leslie DesMarteau
Mo and Bob Dobies+
Shelly and Kirk Doran+
Tarek and Pamela Eldaher+

Jody Fleischer
Bob and Linda Franklin+
Sarah Hanson+
Kathleen Holt and Stephen Lurie
Mike and Meredith Hurley+
Barbara Kelley and Tom Riley+
Todd and Jennifer Liebert+
Ron Lovell+
Jim and Linda McElheny+
Richard and Bobbi Mohrmann+
James Nickles and Susan Wendel+
Michael and Amanda Phillips+
Jack and Kristina Plants+
Richard Plympton
Kathy Purcell*+
Barbara Reifler
Tom and Ellen Rusling+
Douglas Stark+
Chris and Courtney Stern+
Bob and Gayle Stiles+
Donald and Joanne Titus
Claudia and David Weber+
Katherine Whipple and John Tumminelli*+
Jim White+
Thomas and Phyllis Wickerham+

Champion

David and Virginia Braverman+
Chris Klos and Don White+
John Littwitz*+
Gordon and Andrea Meyer
Pamela O'Connor-Chapman and Kenneth Hines+
Laurel Pace*+
Charles Plant
Robert and Susan Touhsaent+

Guardian

Len and Lorri Bayer+
Stephen Brown and Kirsten Allen Brown+
Mark and Maureen Davitt+
Susanna Ferris
Katie Lally and John Ilijevski+
Janet Reed
New in 2024*
Leadership Council Member+



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
 Laurie Dobson^
 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
 Robert Holbert+
 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 Levengood
 John Littwitz+
 Ron Lovell
 Peter and Margot Lutz
 Carolyn and Edward* Maruggi
 Elizabeth Masco and
 Patricia Cecula
 Jim and Linda McElheny
 Donald* and Phyllis* McNelly
 Carol Merkel*
 Meredith Mock
 Megan Murante
 Patricia Obstarczyk
 Laurel Pace+
 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
 Maureen Whalen
 Dr.* and Mrs. Tae Whang
 Jim White+
 Pam Will*
 Keith and Betsy Wilson
 Dr. Jeff Wyatt
 Mark and Nancy Zawacki

Post-Humous Members

Estate of Joan Ann Battersby
 Estate of Nancy Blackmun^
 Estate of Christine Bush
 Estate of M. John Buzawa+
 Estate of Patricia Farley
 Estate of Ronald Furman
 Estate of Clara Gilman
 Estate of Jean Groff
 Estate of Henry R. and
 Ruth Ann Hermanowski+
 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
 Estate of Lynn Willard^

**Denotes Deceased*
New Member in 2024+
New Member to be Inducted in 2025^

DESIGNATED GIVING

Thank you to 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
Len and Lorri Bayer
Carol Brink
Timothy and Laura DeGrave
Karen Dobbins
Jim Grapenstetter
Lake Immunogenics Inc.
John Littwitz

Education and Conservation Action

Len and Lorri Bayer
Christopher and Trisha Butera
Canandaigua National Bank
Joseph and Judith Darweesh
Wayne Demyda
Diamond Packaging
Pat Faulkner
Joan Feinbloom
Five Star Bank
Genesee Finger Lakes Chapter
of Air and Waste Management
Association
Glover-Crask Charitable Trust
Anne Harrison
Susan Henderson
Richard Hogestyn
Mike and Meredith Hurley
Barbara Kelley and Tom Riley
Kinecta Federal Credit Union
Neal Levitt
Bruce and Eleanor McLearn
Andrew and Amy Mitchell
New York Water Environment
Association-Genesee Valley
Chapter
Kathleen Platco
Jo Ann Richards
ROC the Day Donors
Stenzel Family Donor Advised
Fund
David Swinford Charitable Gift
Fund
Don and Carol Ulrich
Wegmans Food Markets

Endowment

Len and Lorri Bayer
Estate of Nancy Blackmun
Estate of Charles Bliss

Estate of Ronald Furman
Estate of Henry R. Hermanowski
John Littwitz
Estate of Carol Merkel
Jim White
Estate of Lynn Willard

Events

1RDG
Admar Supply Company Inc.
All New York Process Servers
Alstom Signaling Foundation, Inc.
Angels In Your Home
Anthony Road Wine Company
Thomas and Carolyn Argust
Len and Lorri Bayer
Jim and Kelly Beauchamp
Bene-Care
Walt and Dawn Berkstresser
James Boller
Bond, Schoeneck & King, PLLC.
Mike and Mary Lou Bopp
Cynthia Bostley
Boylan Code, LLP
David and Virginia Braverman
Brite
Broccolo Tree & Lawn Care Inc.
Brown & Brown of New York, Inc.
Gavin and Danelle Brownlie
Michael Buckley
Luis Burgos
Katrina Busch and John Quinn
C.P. Ward, Inc.
Cascades Recovery
Catenary Construction Corp
Chamberlain Septic & Sewer
Christa Construction, LLC
Jason Clark
Mark Tolbert and Hannah Coney
CooperVision, Inc.
crosby-brownlie, Inc.
DGA Builders
Deanna Diescher
Mo and Bob Dobies
Dolomite Products Company Inc.
Shelly and Kirk Doran
Empire Merchants North
Excellus BlueCross BlueShield
Faber Builders, Inc.
Family First Federal Credit Union
Ferguson Enterprises

Susanna Ferris
Frontline Security and
Protection, LLC.
Genesee Regional Bank
Glover-Crask Charitable Trust
Gohagan & Company
Golisano Foundation
GreenSpark Solar
Hamilton Stern Construction LLC
Sarah Hanson
Haylor, Freyer & Coon, Inc.
Hewitt Young Electric LLC
Hodgson Russ LLP
Morgan Hopkins and Carrie Royse
I.B.E.W. Local Union #86
JP Morgan Chase
Karpus Investment Management
Barbara Kelley and Tom Riley
Kinecta Federal Credit Union
Kittelberger Florist & Gifts
Christine Klos and Don White
William and Sheila Konar
Foundation
Christina Duquin-Lacagnina and
Mike Lacagnina
Lake Beverage Corporation
Katie Lally and John Ilijevski
LeChase Construction Services, LLC
Littwitz Family Fund
LSI Solutions, Inc.
Peter and Margot Lutz
Michael Mathews
Alisa Stetzer and Steve Maynard
Jim and Linda McElheny
Medved Running &
Walking Outfitters
Tim Meehan
Modular Comfort Systems
NYS Office for People with
Developmental Disabilities
Finger Lakes Office
On Services
Ontario Exteriors
Palmer's Direct To You Market
Anthony Posella
Tim and Julie Pullis
Regent Financial Group LLC
Renewal by Anderson
Ria's Wines
Tom and Cathy Riggio

Rochester Area Community Foundation
 Rochester Gas & Electric Corporation
 Rochester Kung Fu & Fitness Inc.
 Rochester Specialty Contractors, Inc.
 Rochester, NY Chapter, NECA
 Rock Emergency
 Dean and Ann-Marie Romanick Roux
 Eric and Susan Rueckwald
 Seneca Foods Foundation
 Sheen and Shine, Inc.
 Sheet Metal Workers' Local 46
 SimuTech Group Inc.
 Alan Sleeman
 SMACNA
 Spatola's Party Rental
 SSA Group
 Staples
 Chris and Courtney Stern
 Stifel Investments -
 The Brown Group
 TGW Studio
 The Fischer Group at Graystone Consulting
 The Harley School
 The Summit Federal Credit Union
 Tito's Handmade Vodka
 TMD Contracting, LLC
 UA Local 13 Plumbers, Pipefitters & Service Techs
 Visit Rochester
 VRD Decorating
 Thomas and Phyllis Wickerham
 Anna and Richard Wilbert
 WM
 Woods Oviatt Gilman LLP
 Jeff Wyatt

Foundation

Daisy Marquis Jones Foundation
 The Donald F. & Maxine B. Davison Foundation
 Herman and Marlene Duerr Fund
 ESL Charitable Foundation
 The Joseph and Anna Gartner

Foundation
 The Hallowell Fund
 David Klos Memorial Fund
 Lisk Morris Foundation
 M&T Bank Foundation
 Emil Muller Foundation
 Mary S. Mulligan Charitable Trust
 Paychex Inc.
 Riedman Foundation
 Leland T. Shafer Charitable Trust
 Helen and Ritter Shumway Foundation
 Warner Family Fund
 Westminster Barrington Foundation
 YLACES

General Operating

Morgan Adessa and Richard Davis
 Edward and Joan Bangel
 Nina Beach
 Berntson Family
 Nancy Briggs
 Stephen Brown and Kirsten Allen Brown
 Lorraine Carpenter
 Gary and Roxane Chadwick
 Jane and Russell Chapman
 Robert and Janice Daitz
 Joseph and Judith Darweesh
 Katherine and Chris Diehl
 Susanna Ferris
 Tim Olsen and Carolyn Fisher
 Stephen and Louise French
 Gianniny Family Fund
 David Guadagnino and Mary Beauchamp
 Anne Harrison
 Christine Klos and Don White
 Kronenberger Family Gift Fund
 Laborers' Local 435
 Lake Immunogenics Inc.
 Doris Lally
 Jeanne and Ken Lally
 LSI Solutions, Inc.
 Rich and Bobbi Mohrmann
 John Moose

Marian Nelson
 Robert and Elizabeth Power
 Janet Reed
 David Sharkey
 Cynthia Tag
 The Summit Federal Credit Union
 Tompkins Financial Advisors
 Town & Country Enterprises Inc.
 Lisa Townson
 United Way Donors
 David and Claudia Weber
 Irene and Alan Weinberg Advised Fund
 Chris and Anna Williams
 Mark and Karen Wilson

In Situ

Len and Lorri Bayer
 Katie Lally and John Ilijevski
 Erica and Luke Lill
 Maggie and Charlie Symington
 David and Claudia Weber
 Rochester Hockey, LLC

Matching Gift

Benevity Community Impact Fund
 Johnson & Johnson Family of Companies
 JP Morgan Chase Foundation
 KeyBank
 L3Harris Technologies, Inc.

Restricted

Susanna Ferris
 Rochester Area Community Foundation
 Rochester Institute of Technology
 Pamela Reed Sanchez
 University of Rochester
 Victor Intermediate School
 David and Claudia Weber

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



2024 FINANCIAL REPORT

Balance Sheet

Seneca Park Zoo Society for the year ended December 31, 2024

	General Operating Fund	Board Designated Fund	Restricted Gifts & Grants Fund	Capital Campaign Fund	TOTAL
ASSETS					
Cash	\$524,265	\$0	\$0	\$37,632	\$561,897
Investments	\$68,169	\$1,588,878	\$10,319	\$1,348,542	\$3,015,908
Endowment - General	\$0	\$2,732,426	\$985,877	\$0	\$3,718,304
Endowment - Intern Program	\$0	\$0	\$167,956	\$0	\$167,956
Accounts Receivable	\$74,533	\$0	\$1,260	\$0	\$75,793
Grants Receivable	\$0	\$0	\$23,425	\$1,000,000	\$1,023,425
Pledges Receivable	\$8,167	\$0	\$25,000	\$15,949	\$49,115
Due To/From Other Funds	\$245,766	\$0	\$54,566	\$100,311	\$400,643
Inventory	\$16,656	\$0	\$0	\$0	\$16,656
Prepaid Expenses	\$38,327	\$2,600	\$0	\$0	\$40,927
Property & Equipment Net	\$34,275	\$75,538	\$0	\$0	\$109,813
TOTAL ASSETS	\$1,010,157	\$4,399,442	\$1,268,403	\$2,502,434	\$9,180,436
LIABILITIES & NET ASSETS					
Accounts Payable	\$18,830	\$0	\$0	\$0	\$18,830
Accrued Payroll & Payroll Taxes	\$89,577	\$0	\$0	\$0	\$89,577
Accrued Vacation	\$87,740	\$0	\$0	\$0	\$87,740
County Contract Obligations	\$69,983	\$0	\$0	\$1,301,216	\$1,371,198
Due To/From Other Funds	\$154,877	\$245,766	\$0	\$0	\$400,643
Deferred Revenue	\$135,123	\$0	\$0	\$0	\$135,123
TOTAL LIABILITIES	\$556,129	\$245,766	\$0	\$1,301,216	\$2,103,111
Beginning Net Assets	\$454,028	\$3,595,420	\$774,198	\$1,491,660	\$6,315,306
Net Surplus/(Deficit)	\$0	\$558,256	\$494,206	(\$290,442)	\$762,019
TOTAL NET ASSETS	\$454,028	\$4,153,676	\$1,268,403	\$1,201,218	\$7,077,325
TOTAL LIABILITIES & NET ASSETS	\$1,010,157	\$4,399,442	\$1,268,403	\$2,502,434	\$9,180,436

Statement of Operating Finances

Seneca Park Zoo Society for the year ended December 31, 2024

	2024		2023	
	Amount	% of Total Revenue	Amount	% of Total Revenue
SUPPORT AND REVENUE				
Fundraising & Events	\$1,724,440	37.33%	\$1,640,604	35.52%
Membership	\$1,372,904	29.72%	\$1,477,589	31.99%
Net Assets Released from Restriction	\$522,848	11.32%	\$258,193	5.59%
In Kind Contributions	\$455,554	9.86%	\$385,614	8.35%
Education & Conservation Action Programs	\$368,355	7.97%	\$354,501	7.67%
Communications	\$121,284	2.63%	\$114,332	2.48%
Interest Income	\$53,679	1.16%	\$119,511	2.59%
Administration	\$260	0.01%	\$810	0.02%
	\$4,619,324		4,351,153	
	2024		2023	
	Amount	% of \$'s Raised	Amount	% of \$'s Raised
EXPENSES				
Fundraising & Events	\$1,339,766	29.00%	\$1,169,039	25.31%
Education & Conservation Action Programs	\$1,232,553	26.68%	\$1,030,098	22.30%
Communications	\$756,899	16.39%	\$624,359	13.52%
Membership	\$584,951	12.66%	\$494,537	10.71%
Administration	\$381,012	8.25%	\$614,438	13.30%
Conservation Initiatives	\$33,827	0.73%	\$41,519	0.90%
Depreciation	\$13,096	0.28%	\$10,023	0.22%
	\$4,342,104	94.00%	\$3,984,013	86.25%
INCREASE IN NET ASSETS	\$277,220		\$367,140	
Net Assets At Beginning of Year	\$454,028		\$451,540	
Revenue Share with Monroe County Parks Dept	\$(277,220)		\$(324,651)	
Board Designated Restrictions	\$ -		\$(40,000)	
NET ASSETS AT END OF YEAR	\$454,028		\$454,028	

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



 Seneca Park
Zoo Society
Connect. Care. Conserve.

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