

Seneca Park Zoo SOCIETY

Annual
Report
2014



Dear Zoo Friends and Supporters,

2014 was a year of transition for the Seneca Park Zoo Society. New leadership brings new ideas, and opportunities for an organization to be self-reflective. New leadership is often a time to challenge the status quo, and assess whether an organization is maximizing its value to the community it serves.

To that end, the Zoo Society looked closely at its brand position, and found that the Zoo's strong brand as the Natural Place for Families was well known and working to drive attendance by families with small children. However, the conservation work being done by the Seneca Park Zoo, and the role the Zoo plays in saving animals from extinction, was almost entirely unknown to the general public. Great stories were just waiting to be told, so we began repositioning our messaging. Those behind-the-scenes changes came to life in 2015 in the Zoo's marketing partnerships, its membership programs, and its publications, such as ZooNooz.

The Zoo Society, along with our Monroe County partners, embarked on a strategic plan/master plan process. Recommendations from that process will be ready to share with the public in mid-2015. The need to remove the Zoo's Main Building by 2018 in order to maintain accreditation with the Association of Zoos and Aquariums is one of the driving forces behind the master plan.






We also felt it was the right time to ask: What does a zoo in the 21st century look like? What *can* we be? How can a zoo inspire people to act on behalf of animals they care for so deeply and the environment in which we all live? This invigorating process involves both County and Society leadership staff, and we look forward to what lies ahead for Seneca Park Zoo and for our partnership.

2014 was also a year of continued success for the Zoo and the Zoo Society. The Zoo proved, once again, to be a significant community resource with strong visitation and increased membership rolls, despite a year of less-than-ideal weather for zoo visits. We remained financially accountable and transparent, with a balanced budget, operating surplus, and a clean audit. We continued our commitment to recruit the best possible Board of Trustee members, and retained a strong staff with enthusiasm and passion for the zoo, our guests, and the animals in our care.

As we move forward into 2015, we are well-positioned to expand our role in the community beyond the gates of the Zoo, developing new partnerships, and shining a light on the great stories of what our zoo is, and what it can be: a leader in conservation care, an economic asset to our region and a *great* place to visit, no matter your age.

Thank you for your continued support as we celebrate at that has come before us and all that lies ahead. This is truly an exciting time to be part of the Zoo family.




Pamela Reed Sanchez
Executive Director (June 2014)
Seneca Park Zoo Society




Leonard Bayer
President, Board of Trustees 2014
Seneca Park Zoo Society

Our Current Full-Time Staff: Society

.....

Pamela Reed Sanchez

Executive Director

Sharon Peterson

Associate Director

Lisa Buda

Membership Manager

Sue Clements

Business Manager

Emily Coon-Frisch

*Manager of Program
Development*

LaDonna Court

Membership Coordinator

Pam Cowan

Communications Director

Sue DeCaro

Gift Shop Manager

Erin Donnelly

Data Coordinator

Tim Fowler

Outreach Coordinator

Aimee Hofmann

Development Assistant

Caitlin Irwin

*Visitor Services
Assistant Manager*

Chip Kneessy

Food Service Manager

Chuck Levenoood

Director of Development

Natalie Lipton

Visitor Services Manager

Chad Mattison

*Food Service
Assistant Manager*

Ceci Menchetti

*Communications
Coordinator*

Anne Nordmark

*Youth & School
Programs Coordinator*

Ruth Northrop

Data Manager

Michelle Picardo

*Grant Writer/
Zoobilation Coordinator*

Elizabeth Roach

Volunteer Coordinator

Bart Roselli

*Director of Education
& Interpretation*

Michele Schepisi-Ritchie

*Office & Marketing
Assistant*

Tom Snyder

Interpretation Coordinator

Denise Wells

Food Service Coordinator

Amanda Workman

Education Assistant

Our Current Board of Trustees

Stephen Brown

President

Gavin Brownlie

Vice President

Randall Shepard

Treasurer

Peter Lutz

Secretary

Dwight Battles

Leonard Bayer

Kevin Best

Karla Boyce*

Linda Buttrill

Spencer Cook

Tim DeGrave

Maureen Dobies

P. Hamilton Clark, III

Ralph Code, III, Esq.

Jay Friedman, Esq.

Trustees

Mary Ellen Guon

Barbara Kelley

Eileen Kreutter*

Robert Mann

James McElheny, Esq.

Jeff Mikols

Michael Morse

Charlie Pulire

David Riedman

Larry Sorel*

Gary Squires

Lawrence A. Staub, Jr.*

Ellen Wayne

Debbly Wilson

Keith Wilson

*Ex-Officio

Trustees Emeritus

Arnold Klinsky

James Koller

Donald McNelly

John Nuccitelli

Robert Stiles

William Strassburg

Our Dedicated Partners: Monroe County Zoo Staff

.....

We thank **Monroe County Executive Maggie Brooks** for her dedication and continued leadership.

Lawrence A. Staub, Jr.

Director of Parks

Dave Rinaldo

Deputy Director of Parks

Lawrence Sorel

County Zoo Director

Gail Tabone

Assistant Zoo Director

John Adamski

Assistant Curator

Christian Arasme

Recreational Guard

Heidi Beifus

Zoo Keeper

Kevin Blakely

Zoo Keeper

Jenna Bovee

Elephant Handler

Lindsay Bronson

Elephant Manager

Abby Carr

Zoo Keeper

Bill Caruso

Recreational Guard

Garrett Caulkins

Health Center Supervisor

Pete Christensen

*Aquatic Life Support
Systems Operator*

Hannah Comstock

Zoo Keeper

Randi Conway

Zoo Keeper

Amanda Davis

Zoo Keeper

Isiah Eades

Recreational Guard

Robin English

Zoologist

Tina Fess

Zoologist

Dan Frick

Elephant Handler

Melvin Greathouse

Heavy Laborer

David Hamilton

General Curator

Andrew Hurst

*Assistant Aquatic Life
Support Systems Operator*

Ricky Lane

Heavy Laborer

Kara Masaschi

Assistant Curator

Kristen Miles-Pavia

*Supervisor of Aquatic
Life Support and Facilities*

Denise Mitelli

Zoological Park Foreman

Nick O'Connor

Grounds Equipment Operator

Mary Ellen Ostrander

Zoologist

Andrew Paulsen

Grounds Equipment Operator

Jim Paxon

Maintenance Mechanic II

Heather Paye

Zoo Keeper

Sue Rea

Elephant Handler

Melvin Sanchez

Heavy Laborer

Brian Sheets

Zoo Keeper

Mary Ellen Sheets

Elephant Handler

Ryan Statt

Zoologist

Steve Sutton

Grounds Equipment Operator

Lori Warner

Zoo Keeper

James Weinpress

Zoo Keeper

Michael Wemett

Zoo Keeper

Kellee Wolowitz

Zoologist

Catina Wright

Zoo Keeper

Dr. Jeffrey Wyatt

*Director of Animal Health
and Conservation*

Melissa Zepkowski

Building Service Worker

A place for serious fun

Zoo volunteers logged a total of **21,659** hours.

By the numbers ...

281 general volunteers gave **7,658.45** hours

105 ZooTeens gave **6,793.5** hours of their time

92 docents spent **6,578.75** hours volunteering

Board and committee members volunteered **589.75** hours

Interns spent **241** hours at the Zoo

The time these people graciously volunteered was equivalent to **10.5 full-time staff members**. We would be unable to do what we do with them. We thank each and every one of you.

Our Motivated Educators: Docents

.....

Eileen Kreutter
President

Jim Quick
Vice-President

David Nasta
Treasurer

Stacy Pavone
Secretary

Bob Shaff
President Emeritus

Andrea Minchella
Scheduling Chair

Colleen Spiwak
Newsletter Editor

Marianne Dambra
Kathy Guillard
Social Co-Chair

Ann Marie Tobey
Elephants Work Chair

Robyn Blanchard-Tacci

Biofacts Chair

Lynn Harris
Conservation Committee Chair

Jan Barney
Education Committee Chair

Colleene Abair

Jessica Alawi

Linda Bagdon

Janice Barney

darlene Benzoni

Mary Bruno

Judith Bullene

Claudia Burcke

Lea Cappella

Deborah Casolari

Susan Chapman

Carol Conant

Barbara Densmore

Karen Downs

Marge Dunbar

Phil Edin

Heidi Forster

Kim Foster

Lora Hamlin

Amy Harned

Roseann Harris

Barbara Hendry

Susan Herzberg

Vandy Humphrey

Richard Iman

Anne Kirkpatrick

Jan Kohlmeier

Bonnie Kozlowski

Laura Kremer

Monica Kress

Theresa Kretovic

Donna Lampen-Smith

Gretchen LaRosa

Jerald LeBlanc

Carol McCoy

Carol Merkel

Lance Mortensen

Pamela Mortensen

Marian Nelson

Shelley O'Brien

John Page

Joanne Pernice

Pat Rose

Trudy Rowe

Jeanne Salisbury

Marge Sawnor

Lynn Schneeberger

Beverly Shaff

Ray Shaheen

Marion Sharpe

Lauren Sheive

Roger Siekierski

Richard Simpson

Tim Snyder

Tom Sobczak

Christine Spencer

Colleen Spiwak

Jeanne Tankersley

Trudy Turberg

Kathleen Wax

Jerry Welcher

Maureen Whalen

Lynn Willard

Cheryl Yehl

**committed to serious
conservation efforts**

..... **your support**
makes so much possible

WE ARE FINANCIALLY SUSTAINABLE
.....

Twenty years of balanced budgets, clean audits and no operating deficits. The Seneca Park Zoo Society has a remarkable history of being excellent stewards of our donors' investment in the Society.

**WE ARE VALUED BY THE COMMUNITY
AND A REGIONAL ASSET**
.....

In 2014, attendance at the Seneca Park Zoo was **more than 350,000**. Of those visitors, roughly one-third came to the Zoo from beyond Monroe County. Our membership base grew to almost 17,000 households, and nearly 100 corporations collectively provided more than a **quarter of a million dollars** in operating funds.

**WE ARE AN EDUCATIONAL
ORGANIZATION**
.....

More than 39,500 school-aged children were served by the Seneca Park Zoo Society in 2014, through organized field trips and high-touch expeditions, ZooCamps, ZooMobile visits and more. Our education team's involvement with Homework Hotline reached an additional **half a million people** throughout New York State.





WE ARE AN
INFORMATIONAL
RESOURCE
ON ANIMALS,
CONSERVATION AND
THE ENVIRONMENT

Our Web site was viewed more than **1,150,000 million** times in 2014. To date, nearly **29,000 people** followed us socially on Facebook, Twitter and Instagram, and our blogs were read more than **31,700 times**.



OUR ZOO FAMILY
IS STRONG
.....

The team at the Zoo — volunteers and docents, trustees and staff, are **dedicated, experienced and passionate** about our mission. Collectively, our 28 full-time staff members have **197 years of experience** at the Seneca Park Zoo. Our volunteers contributed more than 21,000 hours of time in 2014, including nearly 7,000 hours from our ZooTeens, and close to 8,000 hours from our docents.



WE ENGAGE NEW PEOPLE THROUGH MISSION-RELATED EVENTS

Events such as ZooBrew, Zoobilation, Jungle Jog, and ZooBoo bring in **more than 25,000 people** to the Seneca Park Zoo, giving guests opportunities to connect with and be inspired by the animals at the Zoo.



These events also **provide essential operating dollars** for our education and interpretive programs.

WE INSPIRE CONSERVATION ACTION



In 2014, the Zoo Society's conservation fundraising saw a 350% increase over 2013, with nearly \$60,000 raised to support field conservation efforts in Madagascar, Borneo and Africa. The Seneca Park Zoo Society's grants to the International Elephant Foundation and to

Health in Harmony have been recognized by those organizations as extraordinary, and our docents' decades-long support of the work of lemur expert Dr. Patricia Wright is recognized in Madagascar.



WE INVEST

BACK INTO THE ZOO

The Seneca Park Zoo Society is Monroe County's partner in managing the Seneca Park Zoo. As a nonprofit chartered by the New York State Department of Education in 1957, the Zoo Society plays an integral role in educating and serving our visitors while providing significant financial support from admissions and memberships to Monroe County. Those funds are then used by Monroe County for animal care and facility maintenance at the Seneca Park Zoo. In the past five



years alone, the Zoo Society has remitted nearly \$7 million dollars in operating funds to Monroe



County. These funds help ensure the continued excellence of the Zoo's conservation and animal care programs, including maintaining its status as a leading breeding colony of African penguins, its continued participation in Species Survival Plans through the Association of Zoos and Aquariums, and its involvement in regional conservation efforts such as the reintroduction of lake sturgeon into the Genesee River and work to save hellbenders and Eastern Massassagua rattlesnakes from extinction.

SOCIETY OF ZOO SUPPORTERS

Contributions for 2014

.....

The Seneca Park Zoo Society Board of Trustees and staff greatly appreciate the generous donors who supported the Zoo this year through grants, sponsorships, bequests, corporate contributions and individual gifts. Thank you for believing in us and the important work we do.

LION LEVEL

\$25,000 to \$49,999

Atomic Design
Canfield & Tack Commercial
Printing and Fulfillment
Daisy Marquis Jones Foundation
Entercom Rochester, LLC
Clara Gilman, Estate of
Glover Crask Charitable Trust
Estate of Jean Groff
Estate of Evelyn F. Lutz
The Rabbit Room
Wegmans Food Markets, Inc.



POLAR BEAR LEVEL

\$10,000 to \$24,999

Anonymous
Anonymous
Bank of America
Mr. and Mrs. Leonard R. Bayer
Brochures Unlimited Advertising, LLC.
The Brown Family Foundation
The Donald F. & Maxine B. Davison
Foundation
Mr. and Mrs. Robert Dobies

Mr. Ronald H. Fielding and
Ms. Susan Lobell
M&T Bank
McDonald's of Greater Rochester
Mr. and Mrs. James P. McElheny
Rapp/Spence Design
Helen and Ritter Shumway Foundation
Spatola's Party Rental
Walmart
Mr. and Mrs. Keith Wilson



EAGLE LEVEL **\$5,000 to \$9,999**

Anonymous

Bagels Etc.

Mr. and Mrs. Gavin Brownlie, Jr.

Coca-Cola Refreshments

Constellation Brands, Inc.

Mr. and Mrs. Spencer J. Cook

crosby-brownlie, INC.

Mrs. Louise W. Epstein

Excellus BlueCross BlueShield

Ms. Susanna M. Ferris

and Ms. Nancy Postilli

Fibertech Networks

Grant Taylor Photography

Ms. Shelley Hayes

hibu, Inc.

Mrs. Barbara Kelley and Mr. Tom Riley

Ms. Christine Klos and Mr. Don White

Lake Beverage Corporation

Mary S. Mulligan Charitable Trust

MVP Health Care

OppenheimerFunds, Inc.

Ortho Clinical Diagnostics, Inc.

Riedman Companies

Ry-Gan Printing, Inc.

Salena's Mexican Restaurant

Leland T. Shafer Charitable Trust

Mr. Matt Squires

Thomson Reuters

Woods Oviatt Gilman LLP

Xerox Corporation

Dr. Seth Ziedman and Dr. Eva Pressman

TIGER LEVEL **\$2,500 to \$4,999**

Admar Supply Company Inc.

Ames-Amzalak Memorial

Trust

Ms. Rachel B. August

and Mr. Len Parker

Ms. Karie Bellavia

Best Times Financial Planning

Blackwood Management

Bonadio Group

Bond, Schoeneck & King, PLLC.

Boylan Code, LLP

Brandtatorship

The Brown Group

Mr. and Mrs. John C. Buttrill

Mr. and Mrs. Anthony J.

Cammarata

Mr. and Mrs. William E. Cherry

City Newspaper

Construction Industry

Association of Rochester

Diamond Packaging

Mrs. Allison DiMarco and

Mr. Richard J. DiMarco

Exodus Exterminating Inc.

Mr. and Mrs. Robert Franklin

Drs. Suresh and Cheryl Goel



Mr. and Mrs. Jim Herbst

I.B.E.W. Local Union #86

Lake Immunogenics Inc.

Mr. and Mrs. James M. Lamb

Liberty Mutual Insurance

Mr. Arthur E. Lowenthal

Mr. and Mrs. Peter Lutz

Manning Squires Hennig Co. Inc.

Mrs. Suzanne Marr

William G. McGowan

Charitable Fund

Monroe Veterinary Associates

Morgan Stanley/Smith Barney

The Jane F. and William J.

Napier Charitable Lead Trust

Mr. and Mrs. Senthil Natarajan

New York Life Insurance

Company

Mr. and Mrs. Jake Pierson

The Pike Company

Mrs. Jo Ann H. Richards

Mr. and Mrs. David Riedman

Dr. Dawn Riedy and

Mr. David Berg

Mrs. Gael Roberts

Rochester Community

Baseball, Inc.

Mr. and Mrs. Caleb Seaman

Mrs. Catherine Squires and

Mr. Gary Squires

Ms. Lorraine Staunch

Sweetwater Energy

Mr. and Mrs. Leon F. Tucker, Jr.

Turkey Bird Studio

Urtz's Farm, Inc.

USA Payroll, Inc.

Mr. and Mrs. Philip J. Warner

Mr. and Mrs. Peter Wilbert

Ms. Jean Williams



RHINO LEVEL

\$1,000 to \$2,499

Abilene Bar & Lounge
 Mr. and Mrs. Burton S. August
 Mr. and Mrs. Bohdan Baran
 Mr. and Mrs. Dwight Battles
 Ms. Karen S. Baumgartner
 Mr. and Mrs. Dean Beh
 Mr. and Mrs. David Braverman
 Mr. and Mrs. Joseph C. Briggs
 Dr. and Mrs. Walter S. Brooks
 Mrs. Mary Ellen Brothers Guon
 Brown & Brown Insurance
 Ms. Kerri Brown
 Mr. Stephen Brown
 BSG Building Services Group
 Mr. and Mrs. M. John Buzawa
 Canandaigua National Bank
 Mr. and Mrs. Andrew Carpentier
 Mr. and Mrs. William Crow
 Ms. Jeanne A. Davison and Mr. John E. Davison
 Ms. Jennifer Dell and Mr. Matt Sides
 The Dolomite Group
 Edible Arrangements
 Mr. and Mrs. Donald G. Eynor
 The Finishing Touch Custom Framing
 Flaum Management Company, Inc.
 Mr. Jody Fleischer
 Mr. James R. Grapenstetter
 Mr. and Mrs. Philip Gelsomino, II
 Harris R.F. Communications
 Hedonist Artisan Chocolates
 Mr. Richard Hogestyn
 Mrs. Marjorie S. Humphrey and Mr. Herbert Humphrey
 Hunt Real Estate ERA
 IEC Electronics
 Joe's Meat Market
 Mr. and Mrs. Bruce Krobusek
 Landsman Development Corp.
 Dr. and Mrs. Michael Loeb



Lovin' Cup Bistro and Brews
 Lowe's, Store of Brockport
 Lowe's, Store of Canandaigua
 Lowe's, Store of Greece
 Lowe's, Store of Henrietta
 Lowe's, Store of Macedon
 Lowe's, Store of Webster
 Mr. and Mrs. Dan Mahar
 Mann's Jewelers
 Medved Running & Walking Outfitters
 Mr. and Mrs. Gordon N. Meyer, Jr.
 Mr. and Mrs. Wesley J. Micket
 Mid-Lakes Navigation
 Mr. and Mrs. Andrew Mitchell
 Mr. and Mrs. William Monte
 Moonlight Creamery
 Mr. and Mrs. Michael R. Morse
 Mr. and Mrs. Thomas Neilson
 Mr. James Nickles and Ms. Susan Wendel
 Norry Management
 Ms. Patricia Obstarczyk
 Ms. Karen Panosian and Mr. Alan K. Salmons
 Paychex Inc.
 PayPal Giving Fund
 Mr. and Mrs. Ronald T. Pritchard
 Mr. and Mrs. Charles Pulire
 Mr. and Mrs. Jay J. Rachfal
 Mrs. Suzanne Remley
 Dr. and Mrs. Josh Rittenberg
 Rochester General Hospital
 Dr. and Mrs. Harry N. Rosen
 Mr. and Mrs. Thomas Rusling

Ms. Pamela Reed Sanchez and Mr. Robert Sanchez
 Mr. and Mrs. Anton Schutz
 Mr. David J. Sharkey
 Sheet Metal Workers' Local 46
 Mr. and Mrs. Randy Shepard
 Mr. Richard L. Simpson
 Ms. Paula V. Smith
 Mr. and Mrs. Lawrence Sorel
 Sports PT & Fore Performance LLC
 Ms. Carol T. Srokose
 Mr. and Mrs. Donald St. John
 Ms. Sherry S. Stephens and Ms. Tasha M. Bell
 Mr. and Mrs. Robert B. Stiles
 Mr. and Mrs. Donald Titus, Jr.
 Mr. and Mrs. Robert E. Touhsaent
 UA Local 13 Plumbers, Pipefitters & Service Techs
 Van Bortel Motor Car, Inc.
 Ms. Gretchen Voss
 Mr. and Mrs. Thomas Wallenhorst
 Mr. and Mrs. David K. Weber
 Webster Interiors
 Webster Properties Luxury Living
 Dr. and Mrs. Tae B. Whang
 The Wilds
 Ms. Pam Will
 Mr. and Mrs. Mark Wilson
 Ms. Carole A. Winslow
 Mr. and Mrs. Gary E. Wood
 Mr. and Mrs. Greg Young
 Zweigle's Inc.

OTTER LEVEL

\$500 to \$999

Adrian Jules, Ltd.
Mr. and Mrs. Salvatore Arbore
Audio Images Sound
& Lighting
Dr. and Mrs. Mark Balsamo
Mr. and Mrs. Alan J.
Bartholomew
Ms. Nina H. Beach
Mr. and Mrs. Wayne
Beckwith
Ms. darlene Benzon
and Mr. Daryl Holdridge
Mr. and Mrs. J. Kevin Best
Big Bear BBQ
Mr. and Mrs. Mark Bollin
Brad's Cookie Nook
Ms. Katie Brown
Mr. Ray Brown
Mr. and Mrs. James Butler
Ms. Shari Cap
Mr. Theodore J. Carlson
Carrabba's Italian Grill
Mr. and Mrs. John P. Carver
Casa Larga Vineyards, Inc.
Mr. John Casciani
Mr. and Mrs. Gary L.
Chadwick
Mr. and Mrs. P. Hamilton
Clark, III
Mostly Clay
Mrs. Joanne V. Clements
Mr. and Mrs. Tom Coller
Mr. Timothy DeGrave and
Ms. Laura Fornarola
Mr. William Connor and
Ms. Janis DeMay-Connor
Mrs. Pam Cowan and
Mr. Phil Morgan
Dewey Avenue Smoke Shop
Dr. Jennifer Dotterweich and
Mr. Paul Dotterweich
Mr. and Mrs. Richard Dray
Mr. and Mrs. David Ebberts
Mr. and Mrs. Jurij
Eliaszewskyj
Mrs. Joan L. Feinbloom
Mr. and Mrs. Gary Fishbaugh
Dr. Janine L. Fogarty and
Mr. Jim Hoestermann
Mr. and Mrs. Neal S. Garber
Get Caked

Ms. Barbara Gohringer
Mr. and Mrs. Michael Graney
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Ms. Mary G. Hildebrandt
and Mr. James Mahoney
Mr. and Mrs. Aaron Hilger
Mr. Alan Hondorf and
Mrs. Renee Savino-Hondorf
Mrs. Mary Louise Huff
Mr. and Mrs. Michael C.
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Jerry's Jewelers
Ms. Elizabeth Johnson
Mr. and Mrs. Thomas F.
Judson, Jr.
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Mr. and Mrs. Al Keltz
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Langie, Jr.
Leo's Bakery & Deli
Mr. Charles R. Levensgood
and Ms. Gina Halasinski
Mr. and Mrs. Harry L. Lloyd
Ms. Nancy Lowthian
Mr. and Mrs. Robert Mann
Mr. and Mrs. Donald P.
McNelly
Ms. Hilda Jo Anne Milham
Mr. and Mrs. Michael Minor



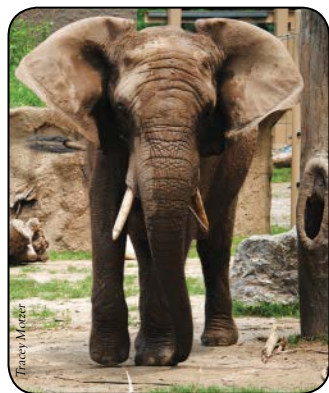
Monroe Piping & Sheetmetal
Mr. and Mrs. Jason Mulcahy
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Mr. and Mrs. Michael Murty
Mr. and Mrs. John F. Nuccitelli
Mr. Paul Pazniokas and
Ms. Phyllis Mondelli
Mrs. Doreen Pellitteri
Ms. Sharon Peterson
Mrs. Lori Pfeil
Ms. Michelle Picardo
Mr. Charles E. Plant
Ms. Nancy Quattrociochi
and Ms. Gina Quattrociochi
Mr. Mark Raeside
RCR Yachts
Mr. Joseph L. Redman
Mr. Matthew Riedinger
Seneca Park Zoo AAZK
Chapter
Mr. and Mrs. Gene Short
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Mrs. Sharon Smith
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Mr. and Mrs. Robert C. Tait
Tantalo Photography
Mr. Jonathan Terry
Mr. and Mrs. Hugh Thomas
Thrive
Dr. and Mrs. Gene Tolomeo
Mr. and Mrs. Robert
Wiederhold
Mr. and Mrs. Richard Wilbert
Ms. Linda Williams
Mr. and Mrs. Gregg C.
Vandivert
Vasiliy Images
Mr. and Mrs. Ramond R. Vogt
Zaepfel Development
Company

With such a list, an oversight might occur. If your name has been omitted or there is an error, we apologize and ask you notify us at (585) 336-7217.

Seneca Park Zoo Society

Balance Sheet December 31, 2014

	General Operating Fund	Board Designated Fund	Restricted Gifts & Grants Fund	Capital Campaign Fund	TOTAL
ASSETS					
Cash and Cash Equivalents	\$527,357	\$0	\$0	\$5,739	\$533,096
Investments	\$112,455	\$295,844	\$149,251	\$167,657	\$725,207
Endowment - General	\$0	\$243,068	\$63,977	\$0	\$307,046
Endowment - Intern Program	\$0	\$0	\$189,566	\$0	\$189,566
Accounts Receivable	\$30,682	\$1,383	\$401,920	\$500,000	\$933,985
Promises to Give-Net	\$13,621	\$0	\$52,110	\$0	\$65,731
Due from other funds	\$0	\$286,726	\$16,000	\$19,181	\$321,907
Inventory	\$140,404	\$0	\$0	\$0	\$140,404
Prepaid Expenses	\$65,548	\$0	\$0	\$0	\$65,548
Property & Equipment Net	\$112,110	\$0	\$2,956	\$0	\$115,066
Total Assets	\$1,002,177	\$827,021	\$875,781	\$692,577	\$3,397,557
LIABILITIES & NET ASSETS					
Accounts Payable	\$241,086	\$0	\$0	\$500,000	\$741,086
Accrued Payroll	\$78,351	\$0	\$0	\$0	\$78,351
Accrued Vacation	\$52,863	\$0	\$0	\$0	\$52,863
Due to other funds	\$146,907	\$0	\$0	\$175,000	\$321,907
Total Liabilities	\$519,207	\$0	\$0	\$675,000	\$1,194,207
Beginning Net Assets	\$479,950	\$738,196	\$884,355	\$20,811	\$2,123,312
Net Surplus/(Deficit)	\$3,020	\$88,825	(\$8,574)	(\$3,234)	\$80,038
Total Net Assets	\$482,970	\$827,021	\$875,781	\$17,577	\$2,203,350
TOTAL LIABILITIES & NET ASSETS	\$1,002,177	\$827,021	\$875,781	\$692,577	\$3,397,557



Stewardship of the Seneca Park Zoo Society's financial assets are just as important as the safety and security of our animals. Without both, we cannot provide our visitors with the experience they deserve. The Board of Trustees, for the 20th year in a row, approved and delivered a balanced budget. The budget is prepared in detail by the staff and recommended for approval by the Finance Committee. Each month the Executive Committee and the Board receive and discuss the financial results of the Zoo Society. Annually the Zoo Society's financial results are audited by EFP Rotenberg, LLP, an independent accounting firm.

Income Statement

For the Year Ended December 31, 2014

(With Comparative Totals for the Year Ended December 31, 2013)

	2014		2013	
	Amount	% of Total Revenue	Amount	% of Total Revenue
SUPPORT AND REVENUE				
Membership & Admissions	\$2,275,094	42.9%	\$2,536,487	46.2%
Retail Operations	1,296,478	24.5%	1,339,656	24.4%
Fundraising & Events	920,792	17.4%	877,348	16.0%
In-Kind Contributions	414,872	7.8%	345,161	6.3%
Education Program Fees	284,011	5.4%	271,136	4.9%
Net Assets Released from Restriction	104,871	2.0%	107,955	2.0%
Interest Income	934	0.0%	866	0.0%
Other	153	0.0%	7,059	0.1%
	\$5,297,204	100.0%	\$5,485,669	100.0%

	2014		2013	
	Amount	% of Total Raised	Amount	% of Total Raised
EXPENSES				
Retail Services	\$1,019,680	19.2%	\$1,005,483	18.3%
Membership & Admission Services	548,585	10.4%	612,036	11.2%
Education Programs	511,622	9.7%	496,297	9.0%
Public Relations & Marketing	661,302	12.5%	604,871	11.0%
Administration	481,112	9.1%	488,555	8.9%
Fundraising & Events	539,825	10.2%	425,219	7.8%
Depreciation	50,662	1.0%	41,724	0.8%
	\$3,812,787	72.0%	\$3,674,185	67.0%

Increase in Net Assets	\$1,484,418	\$1,811,484
Net Assets at Beginning of Year	\$479,950	\$441,559
Support to Seneca Park Zoo Fund	(67,784)	(74,442)
Revenue Share with Monroe County Parks Department	(1,316,113)	(1,465,150)
Board Designated Restrictions	(97,500)	(233,500)
Net Assets at End of Year	\$482,970	\$479,950

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

Forever Wild Society Members

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The mission of the Seneca Park Zoo Society's Planned Giving Program is to ensure the continuation of education and conservation programs for future generations. Thank you to the following people for making a deferred gift in support of the Zoo Society.

Anonymous

Rachel Baker August

Robbie Baltzer

Bohdan and Maureen Baran

Leonard and Lorri Bayer

Nina Beach

Kevin & Tami Best

James Tacci and Robyn Blanchard-Tacci

Mike and Mary Lou Bopp

Stephen Brown

Rita and Lawrence Callahan

Ralph Code

Spencer and Elizabeth Cook

Karen and Bill Crow

John and Mary Lou Davison*

Cassey Dickey

Bob and Maureen Dobies

David and Sandra Ebberts

Ron Fielding

Bob and Linda Franklin

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James Grapenstetter

Aimee Hofmann

Richard Hogestyn

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Harold Johnson

Barbara Kelley and Thomas Riley

Donna Lampen-Smith

Patty and Larry Langdon

Lou and Sally Langie

Chuck Levensgood

Peter and Margot Lutz

Carolyn and Edward Maruggi

James and Linda McElheny

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Sharon Peterson

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Tom & Ellen Rusling

Ric Thomann

Denise Wells

Pam Will

Keith and Betsy Wilson

Dr. Jeff Wyatt

Mark and Nancy Zawacki

Dr. and Mrs. Tae Whang

** Denotes deceased*