Dear Friends,

2018 was a year to celebrate! The evolution of the Zoo campus continued and inspired donors, members and the more than one million guests passing through the gates each year. The engagement with Cleveland families and students through informal science programs and our membership program continued to grow. Support for wildlife conservation reached new audiences, students through informal science programs and our membership program continued to grow. Support for wildlife conservation reached new audiences,

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With the opening of Asian Highlands, Asian nerve habitats were created for new tenants: Helmeted Palm Civets, Tapirs and the rare Sumatran Rhinoceros. Inspired by Rosebrough Tiger Habitat, the Asian Highlands platforms. Landscaping from LushLands and the Cleveland Foundation helped create this capital campaign's signature wetland landscape.

The year’s accomplishments were a successful finale to the career of Executive Director Liz Fowler, who retired in December. During Liz’s tenure, the Zoo Society provided more than $80 million to the Zoo for capital, program and operating support. Her work supported transformative capital improvements, award-winning programming and pacesetting animal care to one of the top nonprofits delivering a significant impact, both to the Zoo and to the greater Cleveland community, by securing the philanthropic investments so essential to the future of the Zoo.

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Asian Highlands Opened
The immersive habitat in Wilderness Trek also opened in June as the new home for the Amur leopards, snow leopards, red pandas, and takins, a species new to Cleveland. The footprint of Asian Highlands totals 1.5 acres, giving all species larger and more complex spaces. The project borrowed design ideas from Rosebrough Tiger Passage, introducing climbing platforms and overhead tunnels for the cats, as well as interconnected yards to enrich their daily routines, and several close-up viewing spots for guests. The total project cost for Asian Highlands was $5.6 million, and the Zoo Society donors provided $3.8 million.

Passport to the Wild Campaign Success
The opening of Asian Highlands helped highlight the success of the multi-year, comprehensive Passport to the Wild Campaign, launched by the Zoo Society Board of Directors in 2014, and chaired by Directors Robert Reitman and Muffy Boland. As of December 2018, the Campaign raised contributions from generous Zoo Society donors exceeding $5.4 million. These gifts will continue to help fund conservation, education and animal care programming, as well as capital projects including Rosebrough Tiger Passage, Asian Highlands, and the Mandel Welcome Pavilion.

Food & Beverage Fundraisers
These events raised $1.3 million.

25 yrs!
Nick Tisch, President & CEO, The Cleveland Foundation
The Jack, Joseph and Morton Mandel Welcome Pavilion

In June, the Zoo Society and Cleveland Metroparks Zoo hosted a dedication ceremony for the Jack, Joseph and Morton Mandel Welcome Pavilion. Located at the entrance to the Zoo, the Mandel Welcome Pavilion raises awareness of the Zoo’s longstanding commitment to international conservation programs, and allows guests an easy way to make a difference for wildlife. Each guest who enters the Zoo is given a green token, which is deposited in a green box, each box supporting a specific future project.

Asian Highlands Opened

The immersive habitat in Wilderness Trek also opened in June at the new home for the Amur leopards, snow leopards, red pandas, and tigers, a species new to Cleveland. The footprint of Asian Highlands totals 1.5 acres, giving all species larger and more complex spaces. The project borrowed design ideas from Roseberg Tiger Pass, introducing climbing platforms and overhead tunnels for the cats, as well as interconnecting rooms to match the cats’ daily route, and several enclosed viewing spots for guests. The total project cost for Asian Highlands was $5.6 million. The Society donors provided $3.8 million.

Passport to the Wild Campaign Success

The opening of Asian Highlands helped highlight the success of the Wilderness Trek campaign, launched by the Zoo Society Board of Directors in 2014, and chaired by Directors Robert Reitman and Kathy Faced. As of December 2018, the Campaign raised contributions from generous Zoo Society donors exceeding $51 million. These gifts will continue to support for its conservation, education and animal care programming. This funding is a blend of generous gifts for capital support from named and Board-designated funds.

Conservation

The Jack, Joseph and Morton Mandel Welcome Pavilion brought to the forefront the Zoo’s longstanding dedication to securing a future for wildlife around the world. Each year the Zoo Society contributes $50,000 to the Zoo’s six Future for Wildlife programs. Among many other projects, in 2018, this funding supported Zoo staff to help train the new team caring for the birds of prey at Dan Darey Giraffe Park International in Botswana and the Turtle Conservation Center in Puerto Rico to work in tandem with the Giraffe Conservation Foundation and the Uganda Wildlife Authority to release a herd of giraffes to their home. The Zoo Society also presented the 2018 Steve H. Taylor Conservation Award to Arthur Masera, East Africa Coordinator for the Giraffe Conservation Foundation. The Award was established by the Board of Directors in 1990 to celebrate and develop conservation leaders.

Animal Care

A year of exciting births and new animals helped highlight the industry-leading animal care and veterinary teams at Zoo. A trio of bouncy snow leopard cubs, two endangered Black-footed ferrets, and a continuously growing penguin colony exemplify the expansive exhibit and world-class expertise of the animal care team. Zookeepers and veterinary staff alike. The surgical and research teams work in tandem to develop innovative care strategies are pioneers in providing enriching environments as Asian Highlands. The Zoo Society provides the expertise and support necessary to help support lead, veterinary care and research.

Education

Zoo conservation education programming caters to learners of all ages and levels, and the Zoo Society provided internship opportunities to 250  yrs. In 2018, Zoo Society internship opportunities to 250  yrs.

Donors Make a Difference

As construction was wrapping up on Asian Highlands, more than 60 members and friends of the Zoo Society donated to support the project during a two-week, all-digital matching gift campaign. A pair of thoughtful anonymous donors offered to match any new gift up to $5,000. In total, $10,000 was raised for Asian Highlands in two weeks. All donations, great and small, will make a powerful impact.

Each year, the Zoo Society provides to the Zoo $2 million in general operating support and $1 million for its conservation, education and animal care programming. This funding is a blend of generous gifts for capital support from named and Board-designated funds.

Donors Make a Difference

The opening of Asian Highlands presented unique funding opportunities for generous donors. The climbing structures used by the Amur and snow leopard yards are the primary means of up-close viewing for guests, and the entry bridge for guests were made possible by private philanthropy. We are grateful to both Lubrizol Foundation and Cleveland Metroparks Zoo for gifts of $100,000 each to support the project for Asian Highlands. These gifts helped provide expanded yards for the animals and up-close viewing for guests.

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Passport to the Wild Campaign Success

The opening of Asian Highlands helped highlight the success of the multi-year, comprehensive Passport to the Wild Campaign, launched by the Zoo Society Board of Directors in 2014, and chaired by Directors Robert Reisman and Matthew Bowers. As of December 2018, the Campaign raised contributions from generous Zoo Society donors exceeding $5.8 million. These gifts will continue to help fund conservation, education and animal care programming, as well as capital projects including Rosebrough Tiger Passage, Asian Highlands, and the Mandel Welcome Pavilion.

Asian Highlands Opened

The immersive habitat in Wilderness Trek also opened in June at the new home for the Amur leopard, snow leopards, red pandas, and tigers, a species new to Cleveland. The footprint of Asian Highlands totals 1.3 acres, giving all species larger and more complex spaces. The project borrowed design ideas from Rosebrough Tiger Passage, introducing climbing platforms and overhead tunnels for the cats, as well as interconnected yards to match the care daily routes, and several close-up viewing spots for guests. The total project cost for Asian Highlands was $5.6 million. Zoo Society donors provided $3.8 million.

Program & Operating Support

Donors Make a Difference

The opening of Asian Highlands presented unique funding opportunities for general donors. The climbing structures used by the Amur and snow leopards, the red panda’s heated yards, and the entry bridge for guests were all made possible by private donors. We are grateful to both Lubrizol Foundation and Cleveland Metroparks for gifts of $500,000 each to support Asian Highlands. These gifts helped provide essential yards for the animals and up-close viewing for guests.

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Capital Support

The Jack, Joseph and Morton Mandel Welcome Pavilion

In June, the Zoo Society and Cleveland Metroparks Zoo hosted a dedication ceremony for the Jack, Joseph and Morton Mandel Welcome Pavilion. Located at the entrance to the Zoo, the Mandel Welcome Pavilion raises awareness of the Zoo’s longstanding commitment to international conservation projects, and allows guests an easy way to make a difference for wildlife. Each guest who enters the Zoo is given a green token, which is deposited in a donation box in the Mandel Welcome Pavilion, with each box supporting a different program at the Zoo.

The project was made possible by a generous $500,000 gift from the Jack, Joseph and Morton Mandel Foundation, which was the Mandel Foundation’s first major gift to the Zoo and the Zoo Society.

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Animal Care

A year of exciting births and new animals helped highlight the industry-leading animal care and veterinary team at the Zoo. A host of baby snow leopards, two endangered Eastern black rhinoceros calves and a continuously growing gorilla troop with an expanded indoor habitat were among the recent additions.

Education

Zoo conservation education programming caters to learners of all ages and levels, and the Zoo Society provides annually to support this mission. In 2018, 100,000 students from 600 schools attended programs as Asian Highlands. The Zoo Society provides $200,000 annually to support this effort.

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Donation to the Zoo Society}

Fundraising Events

It was a banner year for Zoo Society summer fundraisers. Cleveland’s longest running gala, ZippityZooDoo, moved to Asian Highlands and offered attendees a sneak peek at the habitat before the public opening. Twilight of the Tails, an all-night gala on September 27, raised 2018’s party of the year! ZOOvies, a month-long summer film festival at the Zoo, raised $47,000. Additional events included Fundraising Events.

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The project was made possible by a generous $500,000 gift from the Jack, Joseph and Morton Mandel Foundation, which was the Mandel Foundation’s first major gift to the Zoo and the Zoo Society.

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Donation to the Zoo Society
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With the dedication of the Jack, Joseph and Morton Mandel Welcome Pavilion, the first impression for Zoo visitors was transformed. A meaningful and memorable experience for visitors of all ages, the Welcome Pavilion is transforming the campus daily. Today, families are adding their photos to story walls for wildlife, and finding new ways to help the Zoo in our exhibit expansion and conservation partner, all of whom receive significant funding through the Zoo-Society.

With the opening of Asian Highlands, dynamic new habitats were created for many species. About 1,500 adult birds and small mammals, inspired by Beauverdiger Tiger, will live here. The new habitats also feature spectacular views of the Zoo campus and the Leadhills penguin habitats where you can observe and be amazed. A new viewing platform for the penguins is included. Leadership gifts from Leadhills and the Cleveland Foundation helped complete this capital campaign as another major milestone.

The year’s accomplishments were a successful finale to the career of Executive Director Liz Fowler, who retired in December. During Liz’s tenure, the Zoo Society provided more than $80 million to the Zoo for capital, program and operating support. The money supported transformative capital improvements, award-winning programming and pacesetting animal care to one of the top ten Zoos in the nation.

Liz was honored through the Liz Fowler Endowed Chair, which is available for capital campaigns. Under Liz’s leadership, the Zoo Society provided more than $2.2 million to the Zoo for capital, program and operating support. This year supported transformative capital improvements, award-winning programming and pacesetting animal care to the Zoo’s Future for Wildlife.

Thank you for making 2018 a “tiger” year and for your support and commitment to the Zoo. Liz, the Zoo and all of our Conservation Partners.

Best wishes for a successful 2019 and beyond.

Sincerely,

Sarah Craypo
Interim Executive Director, Cleveland Zoological Society

2018 By the Numbers

DISTRIBUTIONS TO OR ON BEHALF OF CLEVELAND METROPARKS ZOO

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1 million</td>
<td>in support of conservation, animal care and education programs</td>
</tr>
<tr>
<td>$2 million</td>
<td>for general operating support</td>
</tr>
<tr>
<td>$3.3 million</td>
<td>for capital improvements</td>
</tr>
</tbody>
</table>

Member households, the largest membership program in Northeast Ohio

40,000

$160,000

$18,647

$8.8 million

$11.8 million

$3.3 million

$2 million

$29%

$71%

Giving breakdown: 29% Giving by individuals, 71% Giving by organizations.

Want more details? Visit ClevelandZooSociety.org/who-we-are for our full audit and 990, as well as past issues of our Annual Report.

2018 Annual Report

Cleveland Zoological Society

Cleveland Zoo Society is the nonprofit advocate and partner of Cleveland Metroparks Zoo. We are an independent 501(c)3.

Charity Navigator once again granted its highest rating, 4 stars, to the Zoo Society.

Total Cleveland Zoological Society revenue

$8.8 million

Value of Board and donor-designated funds, held at Vanguard

$3.3 million

Raised for ZooFund through “round up” opportunity during transactions

$1.3 million

Value of Board-and donor-designated funds, held at Vanguard

$1.3 million

Funds, held at Vanguard

$8.8 million

Total Cleveland Metroparks Zoo revenue

$11.8 million

Raised for capital improvements

$160,000

Charity Navigator once again granted its highest rating, 4 stars, to the Zoo Society.

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$1 million

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$2 million

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