



2019
**Annual
Report**
Cleveland Zoological
Society

BOARD OF DIRECTORS 2019

OFFICERS

Michael D. Vaughn, President
Thomas Fistek, Vice President
Ki Mixon, Vice President
Mary Kay Schneider, Vice President
Lisa Hunt, Treasurer
Thomas Leiden, Secretary

Victor Alexander
Jennifer Ansberry
GiGi Benjamin*
Carl Black
Muffy Boland
Bobbie Brown
Mebby Brown*
George Coakley*
Ted Evans
Jim Even
Sally Everett*
Jim Francis
Greg Friedman*
Carol Hall*
Eric Hall
Larry Hatch
Jessica Jung
Lori Kalberer
Bernie Karr
Joanne Kirk
Thomas Littman
Joseph Mahovic*
Sally Messinger
Al Mistysyn
Pat Mullin*
Gregg Muresan
Chris Myeroff
Brian O'Neill
Jim Parish
Shelly Peet
Julian Peskin
Tony Petruzzi
Ron Plazek
Al Pytel
Meg Ratner
Bob Reitman*
Rob Rogers*
Lauren Spilman*
Iris Vail*
Tod Wagner
Tom Waltermire
Susan Zanetti

Sarah Crupi**
Cleveland Zoological Society, Executive Director

Christopher Kuhar, PhD**
Cleveland Metroparks Zoo, Executive Director

Brian Zimmerman
Cleveland Metroparks, CEO **

* Life Trustee
** Ex-officio

MANAGEMENT TEAM

Rachael Fuller, Director of Marketing & Events
Mary McMillan, Controller
Leta Obertacz, Director of Advancement
Jason Orlando, Director of Operations

A revamped partnership

Under the leadership of Board of Directors President Michael Vaughn and Zoo Society Executive Director Sarah Crupi, who entered the year as Interim Director and became Executive Director in July, the Zoo Society focused deeply this year on organizational structure and strategic partnership with Cleveland Metroparks Zoo.

Board committee work was strong throughout the year, beginning with a first quarter task force to examine the collaboration with the Metroparks. Select Directors worked with Metroparks and Zoo leaders and Sarah Crupi on a revamped operating agreement, internal documentation to shore up best practices between organizations, and a renewed commitment to find new funding sources and increased Board engagement. The Board also adopted an amendment to its Code of Regulations to create two new joint committees - Conservation and Capital Funding, allowing Metroparks leadership to join the committees for transparent and collaborative dialogue and planning.

The Zoo and Zoo Society also began a new joint strategic and campus master plan, which will be completed in 2021 and will highlight the business operations, program plans and capital improvement projects needed to guide the Zoo toward its 150th anniversary in 2032.



National leadership

In September, the Zoo was honored with two important designations at the Association of Zoos and Aquariums annual conference. First, the Zoo received its reaccreditation from AZA, the result of many months of prep among Zoo teams and an intense, three-day visit by AZA inspectors in early June. Of note from the inspectors was the exemplary elephant welfare programming and strong understanding of mission and conservation throughout the staff. Also at the annual meeting, Zoo Executive Director Dr. Chris Kuhar was named Chair of the Board of AZA, and he gave a keynote address to the more than 5,000 delegates from across the world. Both of these AZA leadership designations elevate your Zoo's expertise and status within the national and international zoo community.

Program & Operating Support

Record year for conservation

The Zoo's mission to "secure a future for wildlife" was front and center thanks to a rebranded logo and attention within the national zoo community for strong staff and donor commitment to supporting partners around the globe. The Zoo Society provides more than \$500,000 annually for international conservation, and 2019 saw a new high in funding distributed to conservation partners on behalf of the Zoo. The Zoo and Zoo Society contributed \$1.06 million to partners around the world, a blend of operational funding and designated philanthropy. Guests and members contribute each time they visit the Zoo, from \$5 from each membership to the tokens they use to vote at the Jack, Joseph and Morton Mandel Welcome Pavilion, and round-ups at the gift shop and food vendors. A public campaign to name the Zoo's baby giraffe leading up to World Giraffe Day in June raised \$30,000, including a generous matching gift from the Leiden Conservation Foundation.

In addition to wildlife conservation, the Zoo Society is proud to have exceeded all of its fundraising goals for 2019, providing needed support for animal and veterinary care as well as educational programs serving more than 100,000 children.

- \$332,000 provided for educational programs. From field trips to online school programming, 65% of the school/program participants are categorized as economically disadvantaged, and 53% belong to a minority race.

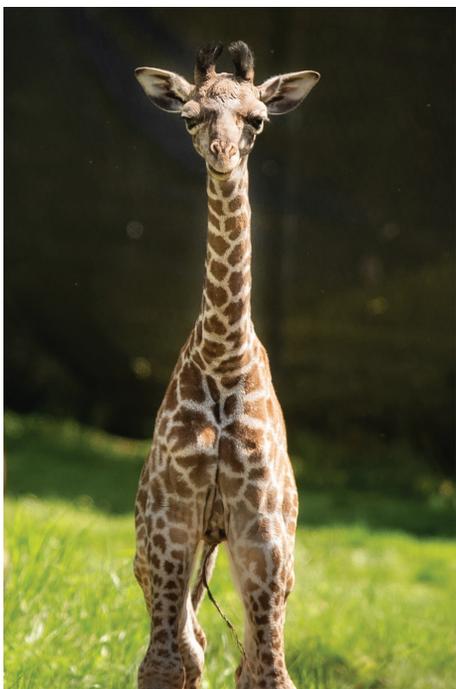
PICTURED BELOW: Continued partnership with the Rhodes School for Environmental Studies included conservation-themed events at the Zoo and a fundraising effort by the students to contribute money for World Giraffe Day.



- \$200,000 provided for animal and veterinary care. An additional \$100,000 gift received from Mr. and Mrs. Stephen F. Kirk allowed the Zoo to replace its CT scanner with a new, more advanced model. This addition to the Sarah Allison Steffee Center for Zoological Medicine has increased staff efficiency, allowed more preventative procedures to optimize health and welfare for all species, and led to faster diagnosis of critical care needs. Your Zoo is one of only a handful in North America with a CT scanner.

- The creation of the ZooFutures Heritage Society, putting a new emphasis on estate and planned giving to the Zoo Society. Legacy donors enjoy stewardship opportunities at the Zoo and can give through a variety of ways. Donors contributed more than \$1.5 million toward the ZooFutures Heritage Society in 2019.

The World Giraffe Day fundraising campaign allowed the public to select the baby's new name – Kidogo.



..... Fundraising Success

A new home for the herd

The 2018 birth of two rhino calves presented the need for the Zoo to expand space for its herd of five endangered Eastern black rhinoceroses. More than 25 generous Zoo Society donors helped fully fund this exciting improvement, and in record time.

Just days after project plans were final, two significant donations were secured. In honor of a gift from Daniel Maltz, the habitat will be named the Daniel Maltz Rhino Reserve. Equally generous support

from The Walter E. and Jean C. Kalberer Foundation will fund the project's Walter Kalberer Bull Barn and Jean Kalberer Rhino Yard. The \$2.5 million expansion will more than double the space for the herd, including a new indoor barn, overhead shade and misting areas, and a larger and fully accessible viewing area for guests. Construction is expected to be completed summer of 2020.

The removal of historic Monkey Island to make room for the new rhino habitat also created an innovative donor opportunity. Pieces of the concrete structure, completed in 1934 by the Cuyahoga

County Relief Administration, were available for a donation to the Zoo Society's ZooFund. A mix of nostalgia and Cleveland pride helped drive a record-setting number of donations to the ZooFund, resulting in more than \$218,000.



Donors received a piece of Monkey Island with a gift to the ZooFund.



Members & Donors



Young Professionals

The Herd, the young professional membership group, focused their fundraising efforts on conservation. A year-end social media campaign raised money for Dian Fossey Gorilla Fund International's Memoirs Program of graduate conservation students. In addition, a new partnership with Terrestrial Brewing celebrated the Zoo's conservation work in small-batch brews released quarterly at a happy hour fundraiser at the Gordon Square brewery. The innovative beers (You Bet Your Giraffe I Love You Lager, anyone?) and events earned Terrestrial a Best of *Cleveland Magazine* Award and recognition throughout the year.

Membership

The membership program reached a revenue milestone in 2019, bringing in more than \$3.6 million and serving more than 40,000 households. Supported by a multi-year sponsorship from PNC, members enjoyed December Days with weekly giveaways, ZooFriends Night for Family Select members and discounted tickets to the popular Asian Lantern Festival. The membership program also supported the Zoo's Future for Wildlife programming; \$5 of each membership goes directly to conservation, totaling more than \$162,000 in 2019.

Special Events

Special events are increasingly becoming a vital part of guest satisfaction and operational revenue for both the Zoo Society and Cleveland Metroparks Zoo. For the Zoo, the return of Asian Lantern Festival presented by Cleveland Clinic Childrens resulted in a North American record setting attendance. The introduction of Wild Winter Lights and Brew at the Zoo, as well as the 30th anniversary of Boo at the Zoo, brought families to the Zoo throughout all seasons and after hours.

The Zoo Society raised more than \$1.3M from events, including support from presenting sponsors for its popular summer line-up: Twilight at the Zoo presented by KeyBank; Date Night at the ZOOvies presented by Vitamix; Zoo Clues & Brews presented by Great Lakes Brewing. Especially exciting was the launch of a new lecture series, Tails & Cocktails. This four-part series brought Zoo staff and outside experts to the stage to discuss animal care, wildlife conservation and veterinary medicine to a new audience; more than 50% of Tails & Cocktails tickets were bought by those who have never attended a Zoo Society event. The series will continue in 2020 with generous support from the Steffee family.



Members enjoyed a special evening getting close to tigers at ZooFriends Night.

2019 By the Numbers

DISTRIBUTIONS TO OR ON BEHALF OF
CLEVELAND METROPARKS ZOO

\$2.2 million

for operating support

\$1.4 million

for education, conservation and
animal care programs

\$2.5 million

for capital improvements



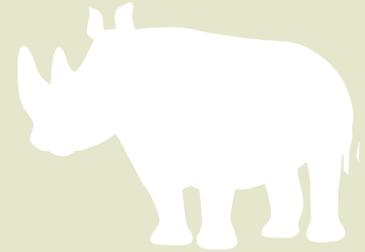
\$3.6M

Total Membership revenue

\$162,000

Membership revenue directed
to international wildlife
conservation programs

100%



The Daniel Maltz Rhino Reserve, set to open in summer 2020, is 100% funded through philanthropy. More than \$2.6M was raised from generous individuals and foundations.

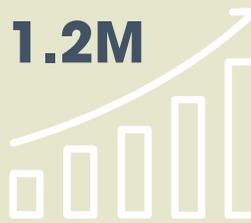
\$9 million

Total Cleveland Zoological Society revenue

\$15.5 million

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

1.2M



Total Zoo attendance in 2019, the
highest attendance on record

183,000

Visitors to the Zoo's
Asian Lantern Festival, a
North American record
for attendance

Want more details?

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



ClevelandZooSociety.org



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

*Photos courtesy of Dale McDonald.
Cover photo: Shala was the first sloth bear cub to be
born in Cleveland Metroparks Zoo in 30 years.*