

2022

Annual Report

Cleveland Zoological
Society

Dear Friends —

As you read this recap of 2022, the Zoo Society staff and Board is already enjoying the busy 2023 summer season. We are so proud to report that the work we did in 2022 is making this year a success, even at the halfway mark.

Last year was extraordinary – both in revenue and in connecting with new friends and families. Two highlights continue to resonate into this year.

First, membership revenue exceeded \$4.8 million in 2022, and the number of households in the Northeast Ohio region who are members of the Zoo are higher than we have seen on record. More than 44,000 households chose our membership as a way to enjoy the Zoo. We know that these families and individuals visit multiple times a year, read our digital newsletters, watch our videos promoting the animals and programs at the Zoo – and they give back. Thank you members for supporting your Zoo!

Second, the Zoo Society staff and Board worked hard to secure new donors in 2022. More than 25 new donors joined The Pride, our annual giving program. Ten new members of our Board of Directors become donors, several bringing company support as well. Several new or longtime donors gave their first gift to a capital improvement project at the Zoo in 2022, with Primate Forest fundraising well underway. And the Zoo Society Advancement Team hosted 247 golf cart tours – many of them new friends, and many of them leading to new donations.

We are so thankful for all of you who make each year busy, fun, challenging – and successful! We are already building on our wonderful 2022 successes, and we look forward to seeing you at the Zoo this year.



Sarah Crupi

Sarah Crupi

Chief Executive Officer
Cleveland Zoological Society
Crupi@ClevelandZooSociety.org



Christine Myeroff

Christine Myeroff

Chair, Board of Directors
Cleveland Zoological Society
cmyeroff@gmail.com

MEMBERS MATTER

Having the largest membership program in Northeast Ohio year over year is something to celebrate. Last year was no exception. Membership numbers hit a record high – peaking at more than 44,500 member households in April. Members make up more than 35% of Zoo visitations each year, and they also enjoy Summer Camp, Asian Lantern Festival, Wild Winter Lights and in-park attractions like Soaring Eagle Zip Line. With generous support from PNC, the Zoo Society produced 12 Zoo News 2.0 videos, 12 digital newsletters and four Z Magazines for members. This content keeps members educated and engaged all throughout the year. And membership serves the mission of the Zoo; 10 percent of all membership revenue is used to support the Zoo’s conservation programming. This totaled more than \$480,000 in 2022.

9,700
NEW MEMBERS IN 2022

1,200
MORE RENEWALS
THAN 2021

85%
MEMBERSHIP RENEWAL
RATE FOR 2022



(left) Members at the Ben Gogolick Giraffe Encounter

(above) Giveaway items for members from PNC Member Appreciation Days.

: ENGAGING : EVENTS

The Zoo Society's annual events bring friends together, allow donors exclusive access to the Zoo and its experts, and highlight the sense of community among annual and longstanding donors. Donors to The Pride attended special nights at Asian Lantern Festival, a breakfast, private walking tours and, for some, behind the scenes tours. Longtime donors and friends also enjoyed an evening celebrating the 30th anniversary of the opening of The RainForest and a summer cocktail party hosted by the Zoo Society's

Board of Directors Advancement Committee members.

Twilight at the Zoo presented by KeyBank once again drew more than 7,000 music fans in its 28th year. VIPs started the night in Australian Adventure then enjoyed 12 bands throughout the Zoo. For a quieter night, donors can now host a private Sunset Safari dinner for just a dozen friends or family. These private dinners provided more than \$100,000 in philanthropic revenue in 2022.

Tails + Cocktails presented by the Steffee Family, our educational lecture series, continues to draw strong interest from members. Tickets routinely sell out, and topics last year included habitat building and design and the story of Kayembe, the Zoo's first baby gorilla. In nearby Battery Park, Terrestrial Brewery Company hosted four fundraiser nights that featured a beer on tap inspired by the Zoo's conservation programs.



Board member Tom Waltermire and guests at a Sunset Safari in African Elephant Crossing



Director of Advancement Andrea Ponikvar with event guest Ellen June Cowher



Zoo Society Chief Executive Officer Sarah Crupi with Cleveland Metroparks Commissioner Debbie Berry



(l to r) Nancy Harris, JoDee Dreher, Gerry Tarr, and Cassie Draher at Tails + Cocktails

Thank you Tails + Cocktails presenters and sponsors

(Above l to r) Animal keeper Laura Klutts, Animal Curator Elena Less, Director of Conservation & Science Kristen Lukas, Zoo Executive Director Christopher Kuhar, and David and Laura Steffee with their daughter, Abby.



Sunset Safari dinner guests pose in front of The RainForest waterfall

26

PRIVATE SUNSET SAFARI DINNERS

30TH

ANNIVERSARY OF THE RAINFOREST

466

ATTENDED TAILS + COCKTAILS PRESENTED BY THE STEFFEE FAMILY



Don and Sally Messinger with Quilbur the porcupine

: NEW SPACES : BRING EXCITEMENT

New spaces for the Zoo's many species always bring excitement, and last year there were three significant capital projects underway.

The Don and Sally Messinger Nature Innovation Station opened in November and is home to several species of ambassador animals. Ambassador animals are animals seen in education programs or during special events at the Zoo. The Zoo has several kinds of birds, small mammals, snakes and a porcupine in its ambassador animal program, and before the new habitat the animals were

housed outside of public view. Now guests can see Quilbur the porcupine and others when they visit Australian Adventure.

The new habitat includes several mews for birds, signage on biomimicry and how scientists learn from the natural movements of animals, as well as a space for school groups to gather and see a program from the Conservation Education team.

Susie's Bear Hollow, a wonderful new home for Andean bears and sloth bears, broke ground in the summer. This new habitat in Wilderness Trek replaces one of

the oldest areas of the Zoo and provides four new yards for bears as well as a modern indoor holding space. The yards will include multiple climbing opportunities for the bears, which are arboreal and like to be up high, as well as enrichment spaces and temperature controlled dens. The Zoo is a leader in Andean bear conservation work, and signage will feature partnerships with the Andean Bear Conservation Alliance and facts on how these bears are different from North American bears. Zoo Society donors contributed \$3.5 million to this project including a naming level gift from a long-time donor.

\$3.5M

RAISED FOR
SUSIE'S BEAR
HOLLOW HABITAT

3

CONSTRUCTION PROJECTS
UNDERWAY IN 2022

110

SEATING FOR
PROGRAMS OR EVENTS IN
THE NEW JACK, JOSEPH
AND MORTON MANDEL
AUDITORIUM

Also under construction was the new Jack, Joseph and Morton Mandel Auditorium and expansion of the Zoo's administration offices. This new space – which was 100% supported by a generous gift from the Mandel Foundation – will provide the Zoo Society new conference rooms and meeting rooms to strengthen our work as a nonprofit, and also offer another rentable space for private events or educational programming. Pollinator gardens will surround the building, which was planned to open in spring 2023.



(l to r) Zoo Executive Director Christopher Kuhar, Sally and Don Messinger, and Zoo Society Chief Executive Officer Sarah Crupi at the Nature Innovation Station ribbon cutting



Construction at the Jack, Joseph and Morton Mandel Auditorium



Zoo Society Chief Executive Officer Sarah Crupi addresses guests at Susie's Bear Hollow groundbreaking celebration



(l to r) Emeritus Director GiGi Benjamin with her husband Phil Woodcock, and Emeritus Director Mebby Brown



A pollinator garden will be planted outside the Jack, Joseph and Morton Mandel Auditorium



Hands-on learning at Summer Day Camp

: DONORS MAKE : A DIFFERENCE

While capital improvement projects and new animal spaces may get the most attention, the Zoo Society each year raises millions of dollars for Zoo programs and operations. Those dollars come from donors like you who support the animal care, education and conservation work that makes our Zoo one of the top in the nation.

Donors to The Pride and ZooFund also provide crucial support to

the Zoo Society. Last year saw more than 30 new donors to The Pride and a strong end-of-year giving campaign.

Programmatic highlights at the Zoo included the continuation of a community engagement project led by the Conservation Education Department, which involves a series of focus groups, outreach efforts and meetings with local service providers on how the zoo can



A new rhino calf, Dalia, with her mom in the rhino barn



Director of Conservation & Science
Kristen Lukas next to the Cleveland
Metroparks Zoo Interpretive Trail sign at
the Dian Fossey Fund Campus in Rwanda



Elephant keeper Dave Winkler speaks to donors of The Pride



Donor dollars provided monthly maintenance of a CT Scanner and staff training

\$1.3M

ANNUAL GIVING
REVENUE

\$165K

DOLLARS FOR
ANIMAL CARE

\$744K

DOLLARS FOR
CONSERVATION

better engage with the Cleveland community. Education programs for all ages drew more than 110,000 participants – including sold out summer camps and spring break camps. The veterinary team maximized the use of a new CT scanner and continued preventative health and well-being checks on our many species.

Across the globe, conservation funding from members

and donors supported more than 20 partners in three continents. Most notably, the new Ellen DeGeneres Campus of The Dian Fossey Gorilla Fund opened featuring the Cleveland Metroparks Zoo Interpretive Trail, the result of a generous single donation and the most visible example of the Zoo's long-standing and transformative work securing a future for wildlife.

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 Cleveland Zoological Society
 Chief Executive Officer

Christopher Kuhar, Ph.D.**
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**Ex-officio

Leadership in Focus

Chief Executive Officer Sarah Crupi and Board Chair Christine Myeroff continue to lead our staff and volunteers to build relationships in support of the Zoo. The Zoo Society management team expanded this year, with internal promotions, new hires and a reorganization that bolsters our capital fundraising strategy. Andrea Ponikvar became Director of Advancement in the fall, and now leads the biggest fundraising team in our 60 year history.

The Board of Directors welcomed 10 new members, and former Zoo Society Board President Jim Francis was honored as an Emeritus Director. Jim is a past Board President and Jim and Linda continue to be generous personal donors and strong advocates for the conservation work of the Zoo. This is the first new Emeritus Director position bestowed onto a former Director in 10 years.



Emeritus Director Jim Francis with his wife Linda



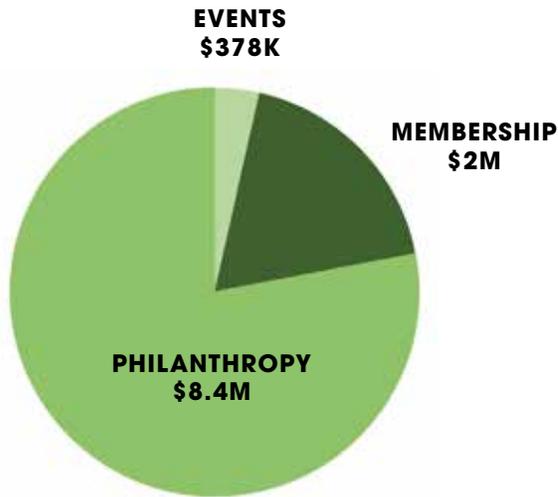
Zoo Society Management Team (l to r)
 Director of Advancement Andrea Ponikvar,
 Director of Marketing & Events Rachael Fuller,
 Chief Executive Officer Sarah Crupi, Capital
 Campaigns Director Nicole Stracensky, and
 Director of Finance Eustacia Netzel-Hatcher



Class of 2023 Directors (l to r) Tom Tyrrell, Kevin Murphy, Jonathan Kesselman, Anne Bingham, Melinda Phinney, Lisa O'Brien, Howard Essner, James Donchess, and Spencer Dieken

2022 Financial Snapshot

2022 NET REVENUE: \$10.8M



\$24.4M

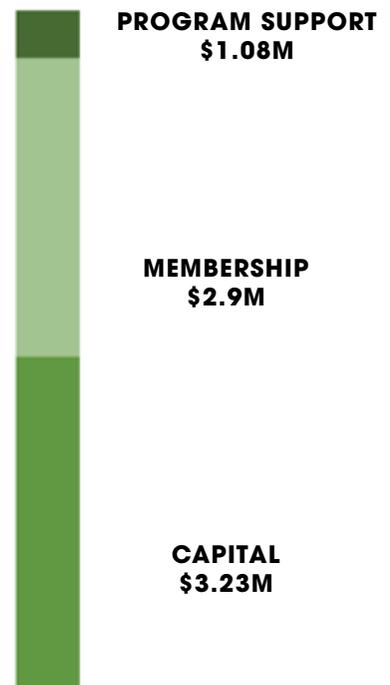
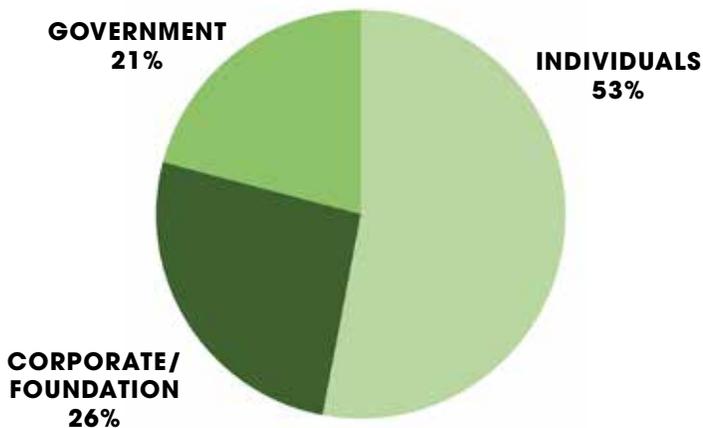
Value of Board-designated and donor designated investments

74%

Percent of expenses that go towards our mission

TOTAL SUPPORT TO CLEVELAND METROPARKS ZOO \$7.2M

2022 GIVING BY CONSTITUENCY
(EXCLUDING MEMBERSHIP)



THANK YOU!

The Cleveland Zoological Society is proud to recognize the following donors and friends, whose generous contributions help to make a positive impact on securing a future for wildlife and ensuring the continuing prosperity of Cleveland Metroparks Zoo.

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