A Decade of **Growth** & **Building** Community

Cleveland Zoological Society
2010 Annual Report
Dear Zoo Society Members and Friends,

2010 was a year of many challenges and important milestones. With both the construction of and campaign for African Elephant Crossing nearing completion, we celebrated the return of elephants to Northeast Ohio. Cleveland Metroparks Zoo and the Cleveland Zoological Society also continued envisioning our future through a strategic planning process begun in 2009, building on the organizations’ commitment to high-quality education programs, outstanding animal care and vital local and international conservation initiatives.

On behalf of the entire Board and staff of the Zoo Society, thank you to everyone who felt the call to participate in one of our programs. The Zoo Society serves 43,000 member households, 7,000 Twilight at the Zoo attendees, 3,500 capital campaign donors, 1,000 Adopt an Animal Zoo Parents, 1,000 ZooKeepers’ Circle members, and 50 ZooFutures Planned Giving Society members. Your participation enhances the community and helps make your Zoo and Zoo Society one of the most successful public/private partnerships in the nation.

Every dollar invested in the Zoo fosters growth and delivers a five-fold return, making the Zoo and Zoo Society an outstanding investment in our community. Generous community supports helps ensure that the Zoo remains one of the most accessible and meaningful destinations for thousands of families and children, and one of the finest zoos in the country.

In a community of world-class cultural institutions, the Zoo stands out as a leading civic asset with a bright future. It is our hope that the remarkable advances of the Zoo and Zoo Society will inspire you. Together, and with your help, we celebrate the animals in our care and reaffirm our steadfast commitment to the families and children of Northeast Ohio.

Rob Rogers
President, Board of Trustees

Elizabeth T. Fowler
Executive Director
Growing Pride in the Community

AFRICAN ELEPHANT CROSSING

meerkats (Suricata suricatta)

African elephants (Loxodonta africana)

Taveta golden weaver (Ploceus castaneiceps)
The cultural and natural resources we enjoy in Northeast Ohio are second to none. **African Elephant Crossing** is the newest expression of our community’s high standards for quality of life. Funded half by the Cleveland Metroparks levy and half by the Cleveland Zoological Society’s capital campaign, this $25-million project is the result of 10 years of joint planning and hard work. Zoo Society Board President Rob Rogers and the Campaign Committee, headed by Campaign Co-Chairs Pat Mullin and Mike Cogan, have skillfully steered the campaign for **African Elephant Crossing** through five years of intense fundraising. Their perseverance and drive enabled the campaign to weather one of the toughest economic downturns in 60 years.

The campaign for **African Elephant Crossing** is the largest campaign ever undertaken by the Zoo Society. By year-end 2010, the campaign committee had raised $12.4 million from 3,500 donors — three times the funds from ten times as many donors as any previous funding effort. This new exhibit reminds us of all the good that is happening in Northeast Ohio and what collaboration, talent and determination can accomplish.

Our commitment to elephants in Northeast Ohio is clear, as is our obligation to elephants in the wild. Each year, we provide approximately $350,000 in private funding for the Zoo’s international and regional conservation programs. Currently, elephant conservation projects are being funded in Botswana, Kenya, Namibia and Tanzania. Initiatives include helping with the creation of “peace parks” or Transfrontier Conservation Areas that will connect the natural wonders of Africa across multiple national borders.
How Tall
Are You?

A Newborn Giraffe is 4 Feet Tall.
Each year, Cleveland Metroparks Zoo welcomes 1.2 million visitors and, of those, 30% are members or guests of the Zoo Society. The Zoo Society’s 43,000 member households constitute the largest membership base in Northeast Ohio. These members are joined by Zoo Society guests who come for special events, behind-the-scenes tours or through free or deeply discounted memberships.

Thanks to the generosity of many ZooKeepers’ Circle VIP members who donate back their extra passes, the Zoo Society is able to distribute more than 600 Zoo tickets to area social service agencies. This program brings eligible families — identified by our region’s preeminent social service agencies — to the Zoo at no cost. “The Zoo and Zoo Society are committed to making Cleveland Metroparks Zoo accessible,” said Liz Fowler, Zoo Society Executive Director. “The generosity of ZooKeepers’ Circle members helps make this program a huge success for the whole community. It is a wonderful way to connect all families with nature.” In 2010, Zoo tickets were provided to University Settlement, Ronald McDonald House, Make-A-Wish Foundation, Big Brother Big Sister of Greater Cleveland and The Jewish Big Brother Big Sister Association.

Zoo memberships are also available at corporate volume discount pricing through the Zoo Society’s Bulk Buy program. In spring 2010, the Swagelok Company purchased nearly 1,500 memberships for its employees, raising more than $70,000 in support of the Zoo Society. Jim Francis, Cleveland Zoological Society Trustee and Vice President of Human Resources for Swagelok Company, was eager to add the Zoo as an option to Swagelok’s existing employee “Summer Picnic” program. “This year, we offered associates the choice of a Family Zoo membership,” said Francis. “It was a great value to our associates because the membership could include children or grandchildren. This flexibility resulted in more than half of Swagelok’s Cleveland-based associates opting for a Zoo membership.” A win-win for everyone involved, the Bulk Buy program is sure to grow amongst the Zoo’s corporate partners.
Cultivating our Zoo
Family Tree
From family-friendly to adults-only, the Zoo Society hosts events and behind-the-scenes tours year-round for members of our “family tree.” Event revenue has grown 50% since 2000, with new cultivation and fundraising events added or expanded over the years to accommodate a growing constituency of supporters.
Our Community of Supporters!

AFRICAN ELEPHANT CROSSING
$1,000,000+
Anonymous
The George Gund Foundation
The Kelvin and Eleanor Smith Foundation
The Spilman Family
in honor of Sydell L. Miller

$500,000+
The Cleveland Foundation
The Kresge Foundation
ODNR Division of Real Estate and Land Management
The Reinberger Foundation

$250,000+
The Hershey Foundation
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The Walter E. and Jean C. Kalberer Foundation
KeyBank
Kent H. Smith Charitable Trust
Alan and Karen Wilber

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Anonymous
JP Morgan Chase Foundation
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The Milton and Tamar Maltz Family Foundation
The Murch Foundation
Ohio Cultural Facilities Commission
PNC Foundation
Billie Howland Steffee
in honor of Abigail, Dawson and Sydney Steffee

$50,000+
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The Eva L. and Joseph M. Bruening Foundation
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Margaret Fulton-Mueller
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Carol and Graham Hall
Henkel Corporation
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Fred A. Lennon Charitable Trust
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John P. Murphy Foundation
The Edwin D. Northrup II Fund
The Sherwick Fund
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Jack and Nancy Tanis
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Charitable Foundation
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The Rogers Family
The Sears-Swetland Family Foundation
Thomas V.H. and Iris J. Vail

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and Mr. Philip L. Woodcock
Mr. and Mrs. Jeffrey M. Biggar
William and Irene Bostelman
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and Family
Martha Holden Jennings Foundation
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The Gerald and Paula McNichols Grasselli Endowment Foundation
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in memory of Gerald N. Cannon
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Mr. and Mrs. William Cushwa, Jr.
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Mr. and Mrs. James
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Lynn and Stephen Kukanza
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and Mr. Chris Larkins
Mr. and Mrs. Thomas B. McGowan III
Bunnie and Bob Merckle
Joan and Rod Naro
Patricia J. O’Donnell
and Bruce E. Gaynor
Tom and Marian Partridge
Margo Petlowany*
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Mr. and Mrs. David
and Laura Sangree
Mr. and Mrs. Stanley K. Schneider
John and Barbara Schubert
In memory of Robert M. Stecher
Steve and Sarah Taylor
In memory of Leonard M. VonBenken
Mr. and Mrs. James A. Young, Jr.
Mrs. Barbara E. Zelley

Ms. Darleen M. Price
Mr. and Mrs. David L. Pugh
Jonathan and Meg Ratner
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Mr. and Mrs. Fred Rzepka
Mr. and Mrs. John A. Switzer
Mr. and Mrs. Michael Vaughn
John F. Wallace Revocable Trust
The Thomas H. White Foundation,
a KeyBank Trust

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April Miller Boise
in memory of Rose Parker
Jennifer and Sean Boyle
John and Mary Boyle
Brent M. Bucklitz
In memory of Gerald N. Cannon
Dane and Dottie Carney
Mr. and Mrs. Christopher S. Chizmar
Mr. and Mrs. George S. Coakley
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Steve and Sarah Taylor
In memory of Leonard M. VonBenken
Mr. and Mrs. James A. Young, Jr.
Mrs. Barbara E. Zelley
An eastern black rhino, the Zoo’s fourth, was born in August.
Bornean orangutan (Pongo pygmaeus pygmaeus)
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**African Elephant Crossing gifts listed here are cumulative since campaign inception through 12/31/2010.**

### SCHRECKENGOST MAMMOTH AND MASTODON CONSERVATION PROJECT

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### INDIVIDUAL ANNUAL SUPPORT

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**$1,000+**

| Mr. Warren E. Anderson       | Mr. and Mrs. Mark Angiocchi   |
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Michelle and Mike Stewart  
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and Ms. Sarah Young  
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Mr. and Mrs. Charles W. Thomasson  
August L. and Shirley Tischer  
Mr. Herb Turner  
and Dr. Sharon Dorman  
Mr. and Mrs. Michael Vaughn  
Mr. John A. Veverka  
and Ms. Lisa Lieben  
Mr. Paul Vidal  
and Mrs. Cindy Bodendorfer  
Robert and Diane Walcott  
Mr. Thomas J. Webster  
Mr. and Mrs. Alfred E. Werman  
Mr. and Mrs. David W. Whitehead  
Fran and Don Willis  
Richard Willis and Mary Lynn Willis  
Mr. and Mrs. Arthur Wohlfelder, D.V.M.  
Ms. Doreen Yashan  
and Ms. Deb Bryan  
Mr. and Mrs. Michael D. Yoke  
Mr. and Mrs. Tim Yost  
Mrs. Barbara E. Zelley  
Betty and Don Zgonc

ADOPT AN ANIMAL
$10,000+
Karen & Alan Wilber

Mr. and Mrs. Alfred E. Werman  
Mrs. Jeanne D. Tyler  
Mrs. Jean Hower Taber  
Mr. Gary M. Novotny  
Mr. Myron D. Moorhead  
Mr. and Mrs. Edward A. Lozick  
Mr. Myron D. Moorhead  
Mr. Gary M. Novotny  
Mr. and Mrs. James E. Love  
Mrs. Jean Hower Taber  
Mrs. Jean Hower Taber  
Mr. and Mrs. Alfred E. Werman

ZOO EDUCATION, CONSERVATION, AND RESEARCH PROJECT SUPPORT
$100,000+
Mr. and Mrs. Alfred E. Werman

Mrs. Margaret Scott
$75,000+
The Cleveland Foundation

$30,000+
Anonymous

$15,000+
The Eva L. and Joseph M. Bruening Foundation

U.S. Fish and Wildlife Service

$10,000+
Greater Los Angeles Zoo Association
Karen and Alan Wilber

$5,000+
AAA East Central  
Michael Talty and Helen Talty  
Charitable Trust  
Roger J. and Madeline L. Traynor  
Family Foundation  
Zoological Society of San Diego

$2,500+
Chaffee Zoological Gardens  
Goldman, Sachs & Co.  
Mr. William J. Lutz  
Malone College  
Mr. and Mrs. Stephen C. Morris  
Norton Family Foundation

CORPORATE AND FOUNDATION ANNUAL SUPPORT
$75,000+
Swagelok Co.

$50,000+
Fifth Third Bank, Northeastern Ohio  
Lowe’s Home Improvement Centers

$25,000+
The Boston Beer Company  
Giant Eagle, Inc.  
Kalahari Resort - Sandusky  
Medical Mutual of Ohio

$10,000+
ARAMARK  
Brokaw  
Deloitte & Touche LLP  
Dollar Bank  
Bob Evans Farms, Inc.  
Northeast Ohio Regional Sewer District  
Prince & Iantz Co.  
Almera Biddulph Reitz Foundation  
Revol Wireless

$5,000+
Baker & Hostetler LLP  
Charter One Bank  
Cleveland Public Power  
Covelli Enterprises  
Dominion  
Findley Davies, Inc.  
Forest City Enterprises  
Charitable Foundation  
The Hankins Foundation  
The Jochum-Moll Foundation  
Jones Day  
KeyCorp  
Lubrizol Corporation  
McMaster-Carr Supply Company  
Northern Trust Bank  
Panera Bread  
Pernod Ricard U.S.A.  
PNC  
Thompson Hine LLP  
The S. K. Wellman Foundation

$2,500+
Aleris International Inc.  
American Portfolios  
Financial Services  
AT&T  
The Bonne Bell Foundation  
Brecksville Laser Eye Center  
Calfee, Halter & Griswold LLP  
CHASE  
Citizens Bank  
CLRDesign, Inc.  
The George W. Codrington  
Charitable Foundation  
Dealer Tire LLC  
Edgepark Medical Supplies  
Ernst & Young LLP  
Ferro Foundation  
The Harry K. and Emma R. Fox  
Charitable Foundation  
Good Nature Organic Lawn Care  
The Henry and Eugenia Green  
Family Foundation, Inc.
The ZooBus Program is the only one of its kind in the country — transporting students to the Zoo at no charge, providing lunch, a FREE field trip and a Zoo educational program. The ZooBus Program is supported by generous donors.
Hewlett Packard
IBM Corporation
The JPMorgan Chase Foundation
Kaiser Permanente Health Plan of Ohio
KeyCorp
Lubrizol Corporation
Macy’s Foundation
McMaster-Carr Matching Gifts
Moen Incorporated
NACCO Industries, Inc.
Nordson Corporation Foundation
Northern Trust Bank
PNC
PPG Industries Foundation
Progressive Co.
The Prudential Foundation
Regions Financial Corporation
Rockwell International Corporation
United Technologies
USG Foundation, Inc.

ZOOFUTURES
Ms. Mollie E. Alstott
Anonymous (3)
Frederick C. Badt
Testamentary Trust
Mr. and Mrs. Laurence Bartell
Mr. and Mrs. Noel Becker
Ms. Ginny Bertram
Beth Brandt Sersig
Mr. Gary D. Brengartner*
Estate of Helen E. Brown
Mrs. Herschel Cohen*
Estate of Phyllis and Paul Colarusso
Mr. and Mrs. James E. Cowher
Mrs. Frederick C. Crawford*
Mr. John D. Daly
Mr. and Mrs. Charles R. Emrick, Jr.
Estate of Rita Anna Entrup
Mr. and Mrs. Ronald V. Estes
Stanley and Florence (Klier) Fassett Memorial Fund
Ms. Agnes Gaso
Estate of Rudolph Gob
Ms. Luella A. Goldenbogen
Mr. and Mrs. Mark Grenig
Mrs. Graham Hall
Ms. Patricia Heinke
Mrs. Ralph Hollander
Hazel P. Hostetter* Trust
Ms. Elvira Hovan
Mrs. Burton Jenne
Mrs. La Veda Kovar*
Mr. Edward J. Lautner*
Bud Lezius*
Mr. and Mrs. Robert Loftus, Jr.
Mr. and Mrs. Charles N. Mandt
Dr. Randall E. Marcus
Estate of Marion L. Parmelee
Mr. Alfred M. Rankin*
Almera Biddulph Reitz Foundation
Mr. and Mrs. Bill Riccio
Estate of Eleanor M. Rieck
Mr. and Mrs. Carl Rispoli
Mr. and Mrs. Daryl J. Rothenfeld
Estate of Charlotte Ruth
Mr. Larry J. Santon
Ms. Emily Sapacianu
Charles W. Saunders
Charitable Trust

Vivian H. Schulze Trust
Ms. Brenda Schuster
Estate of Robert and Virginia Snead*
Miss Patricia A. Stealey, J.D.*
Estate of Theodore R. Steck
Ms. Billie Howland Steffee
Mr. and Mrs. Steve H. Taylor
Mr. and Mrs. Alexander Thiel*
Mr. Gerald A. Turoczy
Robert and Darci Usher
Mrs. Leonard VonBenken
Mr.* and Mrs. Robert York White
Mr. Donald Woodcock
Mr. and Mrs. Donald Zgonc

HONOR AND MEMORIAL GIFTS
In Honor Of
Craig and Kim Bates
Sara Bellina and Michael Hric
Andrew Bennett
Gina Coghlan and Ray Crum
Tim Pappas
Caren Pearlman and Patrick Kelly
Judith Penn's Milestone Birthday
Luverne Skillcorn
Agnes and Robert Sull
Bill Suprunenko

In Memory Of
Mary
Julia Boehlein
Alison “Cam” Bradley
Bud Lezius
Charlie Masek
Rang Meeth
Frank M. Monachino
Margo Petlowany
Kirk Puterbaugh
Mark Smrekar Jr.
Joyce Weidus
Linda Yanchek

*Deceased

This list represents all gifts of $1,000+ cumulative giving between January 1, 2010 and December 31, 2010. The contributions supported a variety of Cleveland Zoological Society fundraising programs and special events. To provide updated information or to make a gift, please call (216) 661.6500 or email Info@ClevelandZooSociety.org.
Progressing with technology, more than half of Zoo Society memberships are now purchased online.

A healthy and diverse mix of capital campaign donors helped build African Elephant Crossing.

- 33% Lead Gifts
- 29% Foundations
- 14% Individuals
- 9% Trustees
- 5% Government
- 10% Corporations
More than 10 times as many capital campaign donors in 10 years!

3,500 African Elephant Crossing

319 Australian Adventure

321 Sarah Allison Steffee Center for Zoological Medicine

ZooKeepers’ Circle Membership continues to grow

$500K

$400K

$300K

$200K

Annual Contributed Revenue

'01 '02 '03 '04 '05 '06 '07 '08 '09 '10
Summarized Statements of Financial Position
December 31, 2010 and 2009

<table>
<thead>
<tr>
<th>Assets</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current assets</td>
<td>$4,613,050</td>
<td>$5,853,469</td>
</tr>
<tr>
<td>Office equipment at cost, less accumulated depreciation</td>
<td>185,567</td>
<td>221,525</td>
</tr>
<tr>
<td>Long-term assets</td>
<td>4,858,516</td>
<td>5,932,714</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>$9,657,133</strong></td>
<td><strong>$12,007,708</strong></td>
</tr>
</tbody>
</table>

**Liabilities and Net Assets**

| Accounts Payable and accrued expenses | $106,212 | $39,623 |
| Funds held for others | 53,143 | 50,000 |
| Amounts due to Cleveland Metropolitan Park District | 598,588 | 3,254,213 |
| Liability under split-interest agreements | 76,701 | 53,858 |
| **Total liabilities** | **834,644** | **3,397,694** |

**Net assets**

<table>
<thead>
<tr>
<th>Unrestricted</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Undesignated</td>
<td>3,021,258</td>
</tr>
<tr>
<td>Board-designated</td>
<td>4,720,099</td>
</tr>
<tr>
<td><strong>Total unrestricted</strong></td>
<td><strong>7,741,357</strong></td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>493,855</td>
</tr>
<tr>
<td>Permanently restricted</td>
<td>587,277</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td><strong>8,822,489</strong></td>
</tr>
</tbody>
</table>

**Total liabilities and net assets**

<table>
<thead>
<tr>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>$9,657,133</td>
<td>$12,007,708</td>
</tr>
</tbody>
</table>

Summarized Statements of Activities
For the years ended December 31, 2010 and 2009

<table>
<thead>
<tr>
<th>Support, Revenue and Gains</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Memberships</td>
<td>$2,543,672</td>
<td>$2,495,654</td>
</tr>
<tr>
<td>Individuals, corporations and foundations</td>
<td>1,463,335</td>
<td>1,300,455</td>
</tr>
<tr>
<td>Capital campaign</td>
<td>866,142</td>
<td>295,799</td>
</tr>
<tr>
<td>Federal grants</td>
<td>-</td>
<td>58,880</td>
</tr>
<tr>
<td>Special events</td>
<td>834,557</td>
<td>801,258</td>
</tr>
<tr>
<td>Investment income</td>
<td>493,855</td>
<td>541,150</td>
</tr>
<tr>
<td>Change in value of split-interest agreements</td>
<td>48,857</td>
<td>45,403</td>
</tr>
<tr>
<td><strong>Total support, revenue, and gains</strong></td>
<td><strong>6,067,643</strong></td>
<td><strong>6,042,765</strong></td>
</tr>
</tbody>
</table>

**Expenses**

| Program services including Cleveland Metropolitan Park District | 4,296,460 | 3,549,930 |
| Management and general | 343,648 | 357,529 |
| Fundraising | 1,215,060 | 1,166,495 |
| **Total expenses** | **5,855,168** | **5,073,954** |
| Change in net assets | 212,475 | 968,811 |
| Net assets at beginning of year | 8,610,014 | 7,641,203 |
| Net assets at end of year | **$8,822,489** | **$8,610,014** |
fossa (Cryptoprocta ferox)
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CHAIRMAN
Robert J. Rogers
PRESIDENT
Eric S. Hall
TREASURER
James M. Malz
SECRETARY

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Steve H. Taylor, Zoo Director**

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Nancy Tanis†
Iris J. Vail†
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Morton J. Weisberg
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Mary McMillan, Director of Finance & Operations
Tara Turner, Director of External Relations
Fiona M. Green, Manager of Capital & Special Gifts
Rachael Fuller, Special Events Manager
Elizabeth Thibodeaux, Web & Graphic Design
Mary Ann Nobel, Executive Assistant & Board Liaison
Kim Conrad, Annual Fund Manager
Theresa Schneider, Development Associate
Brendan Reynolds, Development Associate
Steve Aspacher, Membership Manager

Membership & Development Assistants:
Debby Albers
Amanda Perry
Melissa Perry
Sue Teckman
Lee Weber

On-site Sales Representatives:
Patricia Evilsizer
Patricia Finegan
Juanita Flinner
Lizzy Haberman*
Catherine Hamrick
Amanda Perry
Carmen Ramos-Cain
Angela Surrarer

*deceased

Photos courtesy of Cleveland Metroparks Zoo, Liz Fowler, George Honaker, Theresa Schneider and Elizabeth Thibodeaux
As Cleveland Metroparks Zoo’s nonprofit advocate, the Cleveland Zoological Society is committed to:

- Raising awareness of the Zoo as a community priority
- Improving all aspects of the Zoo, from exhibits to programs to daily operations
- Giving visitors, members and donors great value for their investment