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

Cleveland Zoological Society
2010 Annual Report

Boomer

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.

GROWTH

Visitors, Members & ZooFriends

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.

Young Zoo guests with a fennec fox

ZooFriends' Night

Trustee Scott Berlin at
Dinosaurs! Summer Preview

ZippityZooDoo

Twilight at the Zoo

Cultivating our Zoo Family Tree

(l. to r.) Jack Tanis & Life Trustee Nancy Tanis with Life Trustee Joe Mahovlic at *Roam on the Range*

Trustee family tour

Sylvia Reitman and Life Trustee Bob Reitman at the *David Steffee Address*

Animal Attractions

(l. to r.) Phil and Ann Ranney, Trustee Mebby Brown and Zoo Director Steve Taylor on Zoo tour

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+
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The George Gund Foundation
The Kelvin and Eleanor Smith Foundation
The Spilman Family in honor of Sydell L. Miller

$500,000+
The Cleveland Foundation
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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.*

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Anonymous

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WTAM
WUAB
WVIZ
WWMK
WZAK

MAJOR IN-KIND DONORS
AMP 150 Restaurant & Bar
Blue Canyon Restaurant
Bob Evans Farms, Inc.
Bonne Bell, Inc.
Carrabba's Italian Grill
Cleveland Chophouse and Brewery
Cleveland Cupcake Company
Creekside Restaurant & Bar
Crowne Place Cleveland City Centre Hotel
Flavor the Town
Fleming's Prime Steakhouse
Great Lakes Brewing Company
Hampton Inn Downtown Cleveland
Jazzercise
Kraft Foods Inc.
Mitchell's Ice Cream
Nesnadny + Schwartz
Orlando Baking Co.
Paladar Latin Kitchen & Rum Bar
Rapid Mailing Services
Salon 180
ShurTech Brands, LLC
Tree House Gallery
Trivs
VitaminWater
Watt Printers

MATCHING GIFTS
Aetna Foundation
American International Group
Amgen Matching Gifts Program
AT&T
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Bank of America
Barnes Group Foundation, Inc.
BF Goodrich Foundation
CIGNA Matching Gifts Program
Computer Associates International, Inc.
Dominion Resources Services, Inc.
Eaton Corporation
Energizer
FirstEnergy Foundation
FM Global
GE Foundation Matching Gifts
John Hancock Financial Services, 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
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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 Skillicorn
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

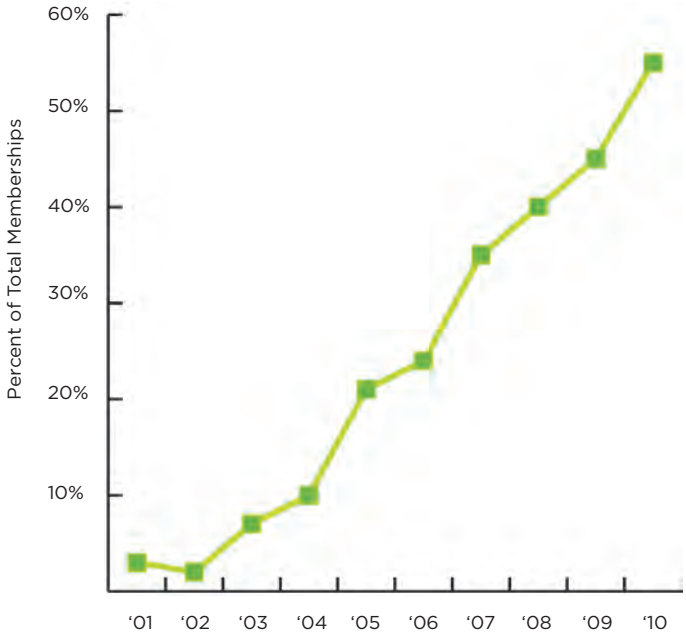
*Deceased

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.

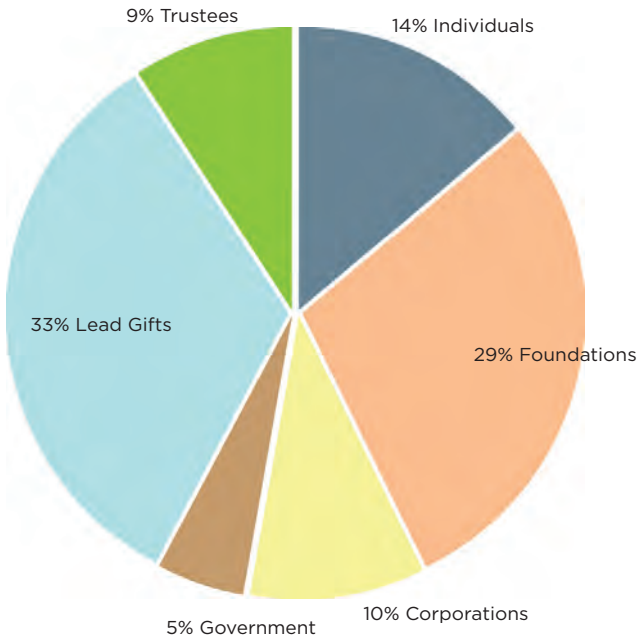
koala *(Phascolarctos cinereus)*

A DECADE

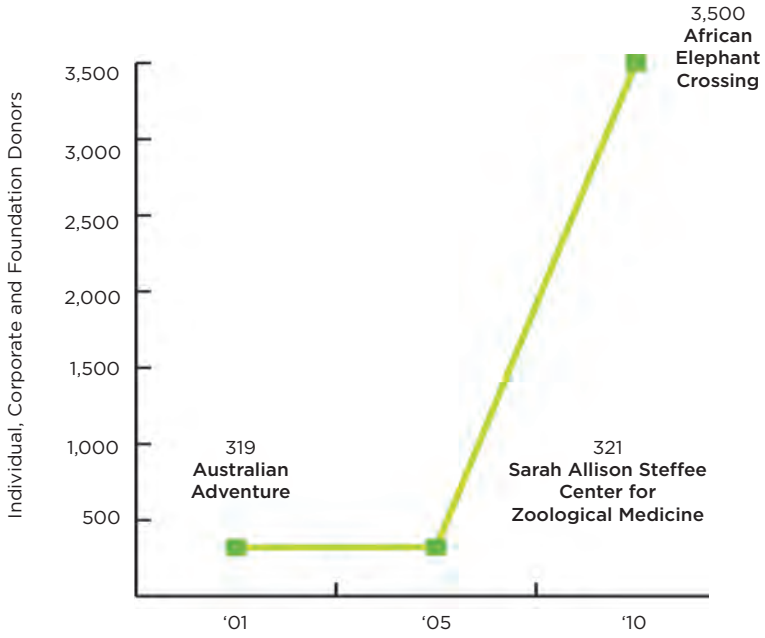
Progressing with technology, more than half of Zoo Society memberships are now purchased online



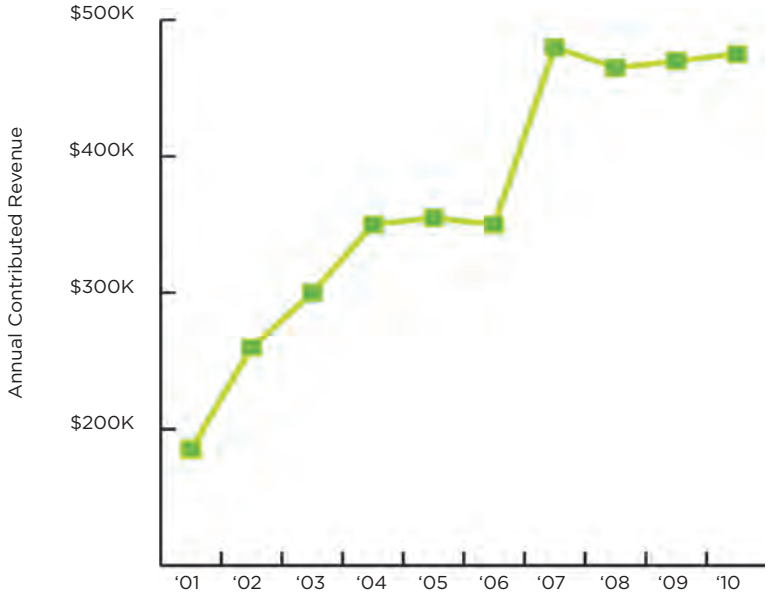
A healthy and diverse mix of capital campaign donors helped build African Elephant Crossing



More than 10 times as many capital campaign donors in 10 years!



ZooKeepers' Circle Membership continues to grow



OF PROGRESS

Summarized Statements of Financial Position
December 31, 2010 and 2009

Assets	2010	2009
Current assets	$4,613,050	$5,853,469
Office equipment at cost, less accumulated depreciation	185,567	221,525
Long-term assets	4,858,516	5,932,714
Total assets	$9,657,133	$12,007,708

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		
Unrestricted		
Undesignated	3,021,258	2,970,991
Board-designated	4,720,099	4,564,382
Total unrestricted	7,741,357	7,535,373
Temporarily restricted	493,855	541,150
Permanently restricted	587,277	533,491
Total net assets	8,822,489	8,610,014
Total liabilities and net assets	$9,657,133	$12,007,708

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

Support, Revenue and Gains	2010	2009
Memberships	$2,543,672	$2,495,654
Individuals, corporations and foundations	1,463,335	1,300,455
Capital campaign	866,142	295,799
Federal grants	-	58,880
Special events	834,557	801,258
Investment income	311,080	1,045,316
Change in value of split-interest agreements	48,857	45,403
Total support, revenue, and gains	6,067,643	6,042,765
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)*

(l. to r.) Cleveland Metroparks Executive Director Brian Zimmerman and Zoo Society Trustee Jim Malz

Trustee Lauren Spilman and Steve Spilman

(l. to r.) Zoo Society Executive Director Liz Fowler, Senator Rob Portman, Trustee GiGi Benjamin and Zoo Director Steve Taylor

Life Trustee Carol Hall with General Curator Geoff Hall

Life Trustee Billie Steffee (middle), with David and Laura Steffee and children Sydney, Abby and Dawson

(l. to r.) Jon Ratner, Kim Littman, Trustee Tom Littman, Liz Fowler, Meg Ratner, Raquel and Michael Haas

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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 Nofel, Executive Assistant & Board Liaison
Kim Conrad, Annual Fund Manager
Theresa Schneider, Development Associate
Brendan Reynolds, Development Associate
Steve Aspacher, Membership Manager

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Amanda Perry
Melissa Perry
Sue Teckman
Lee Weber
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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

Partnering to improve the future for wildlife

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