To the friends and supporters of
Cleveland Metroparks Zoo and Cleveland Zoological Society:

The Circle of Wildlife is not only the name of the newest area of Cleveland Metroparks Zoo, but also the theme for much of 2014. Debuting in May, the Circle of Wildlife Carousel and Nature Discovery Ridge enchanted visitors and encouraged families to sit down, relax and get into nature. These experiences will inspire memories for generations to come.

Each of the Zoo and Zoo Society’s successes is made possible by the generous contributions of donors like you. The Zoo and Zoo Society enjoy a thriving public/private partnership, and we are delighted to support the excellent work of the Zoo’s Executive Director, Chris Kuhar, Ph.D., and his team of dedicated professionals. We thank you for helping to strengthen the Zoo as a leading Northeast Ohio conservation agency and provider of informal science learning.

The Zoo and Zoo Society welcome more than one million visitors each year to enjoy a range of programs and events that entertain, educate and engage. Some guests come to watch the animals; some to explore the lovely gardens; and some to participate in classes and tours. From the thousands of school children who access the Zoo through funding provided by the Zoo Education and Workforce Development initiative to the 42,000 member households who come to the Zoo 363 days a year, the Zoo is a welcoming, natural setting for creating lifelong family memories.

We are pleased to present highlights of 2014. Each and every one of the exciting improvements, events and attractions here at the Zoo is crafted to enhance our mission — connecting people with wildlife.

We invite you to visit often to learn more.

Sincerely,

Elizabeth T. Fowler
Executive Director
Cleveland Zoological Society

James L. Francis
President, Board of Trustees
Cleveland Zoological Society
We create compelling experiences that connect people with wildlife and inspire personal responsibility for preserving the natural world.

In 2014, the Zoo Society hosted a wide range of opportunities for members and donors:

» **Member Mornings** provided early access to the newly opened **Circle of Wildlife Carousel and Nature Discovery Ridge**;

» **ZooKeepers’ Circle** tours brought VIP members up-close and personal with the Zoo’s expert staff and the animals;

» **ZippityZooDoo** and **Twilight at the Zoo** welcomed guests for special evenings of dinner, music and dancing; and

» **The David Steffee Address in Veterinary Medicine** featured a lively panel discussion moderated by Dan Moulthrop, CEO of the City Club of Cleveland and featuring Zoo staff Chris Kuhar, Kristen Lukas and Mandi Schook.

The Zoo Society is fortunate to enjoy the trust of generous donors who contribute not only to our annual giving programs but also to special projects. In 2014 these special gifts supported the purchase of a new engine for the **Boomerang Line** railroad in **Australian Adventure**, a free Saturday courtesy of the Cleveland Foundation’s anniversary celebration year, and opportunities to engage with conservation partners at lectures, dinners, brown-bag lunches and receptions.

**ZooFutures**, the Zoo Society’s planned giving fund, was established by the Board of Trustees in 1998 to provide consistent, stable funding for wildlife conservation initiatives and other mission-critical work not covered by the baseline operating budget. Thanks to new contributions from donors and to effective investment management, the **ZooFutures** fund has grown to $3.3 million dollars and generates $150,000 in spendable income each year. This annual distribution, combined with an additional $100,000 Board-designated contribution, funds long-term conservation programs, competitively awards “seed grants” for emerging conservation professionals and supports projects on Zoo grounds.

All of these events, projects and opportunities would not be possible without the generous support of our members and donors. Thank you.
Having grown up in Cleveland, I have been going to the Zoo for over 50 years and believe we have one of the best zoos in the nation. My husband and I LOVE attending Twilight at the Zoo, especially as VIP patrons, to show our support for the continuous improvements in habitats, animal enrichment and public education that we see.

Denise Ann Hatala

“Having grown up in Cleveland, I have been Zoo members for over 25 years. We enjoy the Zoo and all it offers to educate people about the various animals. It is a great place to visit.”

Robert Stilwell (via Facebook)
The Zoo Society’s signature fundraising initiative of 2014, the Circle of Wildlife campaign, raised nearly $3,000,000 to help bring new life to the heart of the Zoo with the creation of the Carousel & Nature Discovery Ridge and Stillwater Place event center. Additionally, the success of the campaign allowed the Zoo to jump-start updates for the giraffe deck and to develop a new hay storage facility.

Artisans at Carousel Works in Mansfield, Ohio hand-carved the 64 wildlife figures and two ADA-accessible chariots featured on the Carousel. Intended for children under the age of 10, Nature Discovery Ridge encourages tiny Zoo-goers to get back into nature. Stillwater Place, scheduled to open in June 2015, will greatly expand the Zoo’s prime rentable space and will help raise the Zoo’s regional profile by hosting social and corporate events in a state-of-the-art facility.

Other highlights of the campaign included the conservation and installation of 20 terra-cotta bird tiles by noted artist Viktor Schreckengost on the Carousel pavilion and Stillwater Place, and the completion of all three elements of the Circle of Wildlife in record time, less than 30 months from start to finish and with minimal fundraising costs.

“We’ve been fans of the Zoo for a long time, starting with dates there in our early years and taking our children and family members to the zoo for birthdays and other big family events. We naturally wanted to give back, and started as ‘Gorilla Givers’ decades ago, and giving ‘adopted animals’ as special gifts to our sons. We were pleased to support special projects — Australian Adventure, the veterinary hospital, African Elephant Crossing, and most recently the Circle of Wildlife. What’s important to us is knowing that our donations are well used, growing and sustaining the zoo as a matchless community asset.”

Doug & Karen Cooper
The Zoo and Zoo Society have a unique role to play in introducing students to inquiry-based science that captures imaginations, encourages scientific exploration and helps remove barriers to the pursuit of science learning and Science, Technology, Engineering and Mathematics (STEM) careers. The Zoo’s Conservation Education Division offers a continuum of learning opportunities in STEM for all grade levels to help build workforce capacity in scientific thinking and critical analysis.

To help underwrite the Zoo’s efforts, the Zoo Society raised more than $450,000 through the Zoo Education and Workforce Development initiative. By investing in Northeast Ohio’s future workforce, donors are helping young students prepare to join a vibrant economy within Cleveland’s corporate community.

In 2014, the Zoo’s Online Resource Library won the top Association of Zoos and Aquariums (AZA) Education Award, which recognizes outstanding achievement in educational program design. The Zoo earned the award based on the program’s ability to promote conservation knowledge, attitudes and behavior, to show innovation and to measure success. The Online Resource Library was funded in part by a grant from the Nord Family Foundation.
“Our summer campers loved the opportunity! I love watching the repeat campers show the newbies the ropes and watch the newbies becoming veterans.”

— Community partner and Camp Scholarship Recipient

“The depth of info (in the Online Resource Library) is impressive. I am especially happy about being able to provide a safe website for my students to visit.”

— Online Resource Library User
All institutions accredited by the Association of Zoos and Aquariums (AZA) have a responsibility to gain a greater understanding of the well-being of the animals in their care by advancing animal science and husbandry.

The Zoo Society, through the generosity of its members and donors, helped underwrite the Zoo’s annual grocery bill, secured grants for new veterinary equipment, and provided funding for raised hay feeders in the Savanna Range of African Elephant Crossing.

2014 also saw the hiring of Kadie Anderson, D.V.M. as the Zoo’s first American College of Zoological Medicine (ACZM) resident. The ACZM residency, made possible by commitments from the Milton and Tamar Maltz Family Foundation and The David Steffee Fund of the Cleveland Foundation, is a full-time, three-year training program that significantly enhances our Zoo’s research capabilities while focusing on opportunities on both zoo-housed and free-ranging wildlife.

Fresh produce is extremely important for Bebac and Mokolo, the Zoo’s two male gorillas. Recently, the Zoo made significant changes in their diet and they are now fed a menu lower in sugar and starch and higher in fiber and volume. Changing their fare to include 30 pounds per day of fresh greens like endive, dandelion greens, romaine lettuce, in addition to alfalfa hay and green beans has helped them to lose approximately 60 pounds each.

Andi Kornak
Director of Animal and Veterinary Programs
Cleveland Metroparks Zoo
Throughout the twenty-five years I have been associated with the Cleveland Zoo, I have seen how important the Cleveland Zoological Society is to the Zoo. I know donating to the Zoo Society will benefit the Zoo and further wildlife preservation. I gain the most satisfaction from the endangered species programs and projects that support conservation of wildlife and the preservation of rare species. I can’t point to any one person or occasion that influenced my decision to donate. I chose to give to the Zoo Society based on its efforts to protect and conserve wildlife and educate and recruit the public to become active in the Zoo’s mission.

Cecil Miller, Docent Emeritus and donor
(pictured right with wife Renee)
We Care for the Planet

The Zoo and Zoo Society live our mission of connecting people with wildlife by fostering positive relationships in the ways that people, wildlife and habitats connect. We fund international conservation programs in Africa, Asia and Latin America and target the main challenges facing wildlife today: habitat loss, conflict with humans, illegal hunting and trade, and disease. The Zoo Society provided more than $360,000 for a variety of projects, including Zoo staff participation in conservation efforts and substantial commitments to field partner conservation projects across the globe. Funds from the Zoo Society are commingled with funds generated by the Zoo’s “Quarters for Conservation” initiative and other contributions to ensure the conservation program continues to grow and to help protect wildlife in wild places.

Integral to the Circle of Wildlife campaign was the creation of the Circle of Wildlife Conservation Fund, established to impact the Zoo’s conservation efforts by providing funding for mission-critical conservation and sustainability projects. Inaugural gifts from the Circle of Wildlife Conservation Fund were used to:

» Fund a short film by Amy Dickman, Ph.D. and the Ruaha Carnivore Project which will be used for in-country educational purposes as well as for awareness and fund-raising. Dr. Dickman’s work is helping to reduce lion killing in Southern Tanzania, a region important for many carnivore species; and to enhance the health and safety of local pastoralists and their livestock.

» Support the implementation of a strategic planning process for the creation of an Integrated Conservation Strategy for Cleveland Metroparks Zoo. The goals include increasing the Zoo’s conservation impacts, public awareness, involvement and support.

“...Our Zoo has more than a million people come through the gates every year. Not all of them come to the Zoo with the intention of becoming conservationists but we have opportunities through our education programs, through our animal exhibits, and through stories about our conservation programs to inspire people. Maybe most importantly, many of the messages in our educational programs focus on actions that benefit the environment and animals. We encourage our visitors every day to help save the planet. It’s not a message of despair, but a message of hope, something we can do to make a difference.”

Christopher Kuhar, Ph.D.
Cleveland Metroparks Zoo Executive Director
Overall, the conflict monitoring scheme has been very successful, and we are undoubtedly making substantial progress at reducing human-carnivore conflict. Continued support from Cleveland Metroparks Zoo and the Cleveland Zoological Society will allow us to continue to develop new approaches to reduce conflict in the Ruaha landscape, which will produce substantial benefits for both people and predators.

Amy Dickman, Ph.D.
Ruaha Carnivore Project
The Cleveland Zoological Society is proud to recognize our individual and organizational annual donors. Their generous contributions help to make Cleveland Metroparks Zoo one of the best in the country.

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Eve Higgins
Joseph V. Hocevar
Richard and Michelle Jeschelnig
Daniel and Carol Klimas
Eva and Rudolph Linnebach
Dr. and Mrs. Randall E. Marcus, M.D.
In memory of Robert Martindale
Mary L. McMillan
Mr. and Mrs. Greg Mulac
In honor of Dr. Elmer J. Perse
Mr. and Mrs. Ally J. Pytel
Meg and Jon Ratner
The Rebozo Family
Mr. and Mrs. Rob Rogers
Mary Kay Schneider
Lauren and Steve Spilman
Al and Caryn Werman
Westfield Insurance

$1,000+
Ms. Ginny Bertram
Mr. and Mrs. H. F. Burkhardt
Mr. and Mrs. Peter Calfee
Mrs. Susan J. Cannon and
Mr. David Cannon
The staff at Cleveland Metroparks Zoo
and Cleveland Zoological Society
George and Colleen Coakley
John and Kathy Fraylick
Mr. and Mrs. Richard Gascoigne
Nicole and Stephen Hilbert
Dominic C. Libertine
Kim and Tom Littman
Mr. and Mrs. Joseph J. Mahovic
Steffany Matticola Larkins
MetLife Foundation
Mr. Jeffrey Neuman
Mr. and Mrs. Harlan R. Peterjohn
Mr. and Mrs. Gordon Priemer
Roll Giving
Mr. and Mrs. Fred Rzepka
Mr. Larry J. Santon
Ann Snyder
Robert and Joyce Soroka
Ethan E. Spencer
Mr. and Mrs. Thomas V. Vail
Paul and Joyce Webster
Thomas J. Webster

New Comprehensive Campaign

$500,000+
Anonymous

$100,000+
Jim and Linda Francis
Leiden Conservation Foundation
Robert S. and Sylvia K. Reitman
Family Foundation

$25,000+
The Jonathan and Meg Ratner
Family Foundation

$15,000+
Mr. and Mrs. Mike Belkin

$10,000+
The Grasselli Foundation
(Tom, Liz, and Mary Fowler)

These lists represent individual and organizational cumulative giving of $1,000+ to the Circle of Wildlife and to a New Comprehensive Campaign. To provide updated information or to make a gift, please call (216) 661-6500 or email Info@ClevelandZooSociety.org.
STATEMENT OF FINANCIAL POSITION
December 31, 2014 and 2013

Assets

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td>$3,186,704</td>
<td>$2,804,139</td>
</tr>
<tr>
<td>Office Equipment at cost, less accumulated depreciation</td>
<td>194,599</td>
<td>206,110</td>
</tr>
<tr>
<td>Long-term Assets</td>
<td>10,739,042</td>
<td>10,708,149</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$14,120,345</td>
<td>$13,718,398</td>
</tr>
</tbody>
</table>

Liabilities and Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable and accrued expenses</td>
<td>$103,520</td>
<td>$86,524</td>
</tr>
<tr>
<td>Funds held for others</td>
<td>57,961</td>
<td>56,700</td>
</tr>
<tr>
<td>Amounts due to Cleveland Metropolitan Parks District</td>
<td>732,596</td>
<td>657,659</td>
</tr>
<tr>
<td>Operating Agreement</td>
<td>732,596</td>
<td>657,659</td>
</tr>
<tr>
<td>Circle of Wildlife</td>
<td>-</td>
<td>406,900</td>
</tr>
<tr>
<td>Liability under split interest agreements</td>
<td>89,196</td>
<td>98,752</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>$983,273</td>
<td>$1,302,535</td>
</tr>
</tbody>
</table>

Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>786,559</td>
<td>1,095,001</td>
</tr>
<tr>
<td>Board-designated</td>
<td>9,323,219</td>
<td>8,789,280</td>
</tr>
<tr>
<td>Total unrestricted</td>
<td>10,109,778</td>
<td>9,884,281</td>
</tr>
<tr>
<td>Temporarily Restricted</td>
<td>2,387,120</td>
<td>1,892,466</td>
</tr>
<tr>
<td>Permanently Restricted</td>
<td>640,174</td>
<td>639,116</td>
</tr>
<tr>
<td>Total Net Assets</td>
<td>$13,137,072</td>
<td>$12,415,863</td>
</tr>
</tbody>
</table>

STATEMENT OF ACTIVITIES
For the years ended December 31, 2014 and 2013

Support, Revenue and Gains

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Memberships</td>
<td>$2,637,040</td>
<td>$2,785,484</td>
</tr>
<tr>
<td>Individuals, corporations and foundations</td>
<td>2,094,312</td>
<td>2,018,234</td>
</tr>
<tr>
<td>Capital campaigns</td>
<td>1,719,805</td>
<td>1,494,924</td>
</tr>
<tr>
<td>Special events</td>
<td>1,183,846</td>
<td>1,268,637</td>
</tr>
<tr>
<td>Investment Income</td>
<td>787,730</td>
<td>1,615,113</td>
</tr>
<tr>
<td>Change in value of split interest trust agreements</td>
<td>(5,802)</td>
<td>73,968</td>
</tr>
<tr>
<td>Total Support and Revenue</td>
<td>$8,416,931</td>
<td>$9,256,360</td>
</tr>
</tbody>
</table>

Expenses

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services including Cleveland Metropolitan Parks</td>
<td>5,213,672</td>
<td>4,789,491</td>
</tr>
<tr>
<td>Management and General</td>
<td>489,713</td>
<td>436,421</td>
</tr>
<tr>
<td>Fundraising</td>
<td>1,951,735</td>
<td>1,692,148</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$7,655,120</td>
<td>$6,918,060</td>
</tr>
<tr>
<td>Loss on Disposal of property held for sale</td>
<td>40,602</td>
<td>-</td>
</tr>
<tr>
<td>Total Expenses and Losses</td>
<td>$7,695,722</td>
<td>$6,918,060</td>
</tr>
<tr>
<td>Net assets at beginning of year</td>
<td>$12,415,863</td>
<td>$10,077,565</td>
</tr>
<tr>
<td>Net assets at end of year</td>
<td>$13,137,072</td>
<td>$12,415,863</td>
</tr>
</tbody>
</table>

Financial Highlights

The Cleveland Zoological Society receives a score of 100 (out of 100) for Accountability and Transparency on CharityNavigator.org.
Cleveland Zoological Society
Board of Trustees 2014

James L. Francis (President)
Eric Hall (Treasurer)
Justin R. Horton (Secretary)
Thomas Leiden (Vice President)
Margaret Ratner (Vice President)

Robert S. Reitman* (Chairman Emeritus)
Virginia D. Benjamin (Immediate Past President)

Scott T. Berlin
Muffy Boland
Marilyn K. Brown*
Amy Casner
George S. Coakley*
Loree Connors
Charles R. Emrick, Jr.*
James P. Even
Sally Everett*
Gretchen Farrell
Robert U. Fein
Thomas Fistek
Gregory D. Friedman*
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Sally Messinger
Allen Mistysyn
Ki Mixon
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Patrick S. Mullin*
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Christopher Nagel
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Shelly Peet
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Robert J. Rogers*
Jacob I. Rosenbaum*
John E. Rupert*
Mary Kay Schneider
Robert E. Soroka
Ethan E. Spencer
Lauren Spilman*
Billie Steffee*
Nancy Tanis*
Thomas N. Tyrrell
Iris J. Vail*
Michael Vaughn
Daniel R. Warren

Elizabeth T. Fowler
(Executive Director, Cleveland Zoological Society) **
Christopher Kuhar, Ph.D.,
(Executive Director, Cleveland Metroparks Zoo) **

*Life Trustee
**Ex-officio

Cleveland Zoological Society Staff

Elizabeth T. Fowler
Executive Director
Mary McMillan
Director of Finance & Operations
Kim Epley
Director of Development

Nichole Collins
Operations & Database Coordinator
Kim Conrad
Senior Development Associate
Patricia Finegan
Member & Donor Services Representative
Rachael Fuller
Special Events Manager
Linda Green
Member & Donor Services Representative
Tammy Johnson
Senior Development Associate
Joanna Laurenzana
Member & Donor Services Specialist
Nicole Moscollic
Member & Donor Services Representative
Mary Ann Noel
Executive Assistant & Board Liaison
Carbery O’Brien
Grants Coordinator
Leta Obertacz
Corporate Relations Officer
Jason Orlando
Manager of Member & Donor Services
Melissa Perry
Member & Donor Services Specialist
Amanda Perry Miller
Member & Donor Services Specialist
Jeremy Schwerdt
Member & Donor Services Representative
Gina Stem
Marketing & New Media Assistant
Elizabeth Thibodeaux
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Karen Tigue
Donor Relations Officer
Trisha Vaughn
Capital Campaign Relations Manager
Cory Wolf
Asst. Manager of Member & Donor Services

Photos courtesy of Dale McDonald
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