Cleveland Zoological Society | 2013 Annual Report

Connecting people with wildlife
Beloved by children and adults for 130 years, Cleveland Metroparks Zoo provides an important space for families to learn, spend time together and create lasting memories in a safe, green, active environment. With the help of its advancement partner, the Cleveland Zoological Society, the Zoo is in the top tier of Association of Zoos and Aquariums (AZA) organizations and is widely recognized as an industry leader.

Your Zoo is a vibrant destination, thanks to generous community support, 2,500 animals, 45,000 member households and 1.2 million visitors. By living our mission — We create compelling experiences that connect people with wildlife and inspire personal responsibility for conserving the natural world — the Zoo and Zoo Society help to make Northeast Ohio a better place to live, work and play.

Increasingly, the Zoo is a place not only for learning about animals but also for learning about the larger world. We often receive thank-you notes from school children. “We love seeing all the animals,” is a regular refrain; we hope they also take away an understanding of how conservation fits into their lives. The Zoo and Zoo Society are committed to the conservation of wildlife and wild places. We care for endangered species here at the Zoo, and so must do everything possible to conserve them in the wild.

To this end, the Zoo Society’s fundraising is organized around four major foci:

**We Care for the Mission** by providing engaging programming and family learning opportunities onsite at the Zoo. The Zoo’s programs and regional partnerships contribute to our area’s quality of life. Our beautiful 183-acre campus nestled in the valley is an integral gem in the Emerald Necklace and one of the 18 reservations that make up Cleveland Metroparks.

**We Care for People** and are proud to note that students gain inspiration and knowledge through hands-on, inquiry-based science at the Zoo. These experiences prepare them for rewarding careers in Northeast Ohio. The Zoo Education and Workforce Development initiative is helping us reach more than 100,000 students while deepening our partnership with area schools.

**We Care for Animals** is a call to action and a great way to connect people with wildlife. Recent animal care improvements include raised feeders for the elephants. These simple hoist hay nets are having a positive impact on cooperative feeding behaviors, herd dynamics and body conditions for the Zoo’s five elephants.

**We Care for the Planet** and all its biodiversity. By using fewer resources (energy, water), recycling and reaching out to conservation partners worldwide, we are trying to walk more lightly on the earth and to protect fragile ecosystems. Thank you for joining us in these efforts!

2013 brought a new opportunity to enhance the Zoo as the Zoo Society embarked on the Circle of Wildlife Carousel & Nature Discovery Ridge special project initiative. Located near Waterfowl Lake, the Circle of Wildlife will be a destination for a special occasion or simply a restful moment during a busy Zoo day. Focusing on animals and habitats, the Carousel presents the global view, with exotic species from around the world, while Nature Discovery Ridge provides an opportunity to learn about our own local habitat and animals.

The Zoo is our region’s most popular year-round cultural destination, and invites visitors to appreciate the beauty of wildlife and the stories these animals convey about our world. The Zoo and Zoo Society’s joint strategic plan identifies important improvements that address optimal animal care, long-term educational and conservation goals and our carbon footprint.

With your support, we’ll make sure the Zoo stays accessible, welcoming and exciting, while strengthening our commitment to sustainable operations and the very best for “our” animals.

We invite you to visit often and in all seasons!

Virginia “GiGi” Benjamin
President, Board of Trustees

Elizabeth T. Fowler
Executive Director
A major focus of 2013 was Circle of Wildlife Carousel & Nature Discovery Ridge campaign. With a goal of raising $2 million for the Circle of Wildlife and another $200,000 for related conservation funding, the Zoo Society reached out to generous donors who contributed nearly 80% of the goal by December 31, 2013.

Carousel — like zoos — hold a special place in our lives. The magic, the music and the motion capture our imaginations and fill us with anticipation. The experience of “getting close” to a gorilla, tiger or bear will engage Zoo visitors in understanding the complex challenges of conservation, how species interrelate in ecosystems and the opportunities for community action and stewardship. The Carousel — designed and fabricated by Carousel Works in Mansfield, Ohio — will generate earned revenue, important for the Zoo’s long-term fiscal health and for jumpstarting other needed improvements.

Thematically linked to the Carousel, the Nature Discovery Ridge invites children to discover how keeping ecosystems healthy keeps animals healthy. Young children are curious and eager to learn about the natural world. Climbing, building, splashing, play-acting and daydreaming are fun and important for children’s social, intellectual and physical well-being. When children play and explore in nature, they become more vigorous, cooperative and imaginative learners. Just as we rely on neighborhoods and communities to meet our needs, animals rely on their habitats to provide the life-sustaining resources they need: water, food, shelter.

Each hand-carved, hand-painted wooden figure is unique, an heirloom that reaches across the ages to teach with hope and reaffirm our long-standing commitment to living in concert with nature.
Six animatronic dinos never before seen at Cleveland Metroparks Zoo appeared with returning favorites such as the mighty Tyrannosaurus rex and the towering brachiosaurus. Many thanks to Dollar Bank, the presenting sponsor of DINOSAURS!
The Zoo and Zoo Society share a mission: *We create compelling experiences that connect people with wildlife and inspire personal responsibility for conserving the natural world.* With more than 1.2 million visitors per year, the breadth and depth of the Zoo and Zoo Society’s impact can be felt not only here in Northeast Ohio but also regionally and internationally. From members visiting their Zoo as often as they please (and enjoying reciprocal benefits with 150 other zoos across America), to more than 100,000 school children learning about hands-on science, to seniors enjoying Senior Safari, no two visitors experience the Zoo in the same way.

The Zoo and Zoo Society were proud to present a wide range of fundraising programs and special events in 2013:

» The 40th anniversary of ZippityZooDoo was held on June 7. Guests were treated to cocktails, hors d’oeuvres, a gourmet dinner, animal encounters, a *Circle of Wildlife Carousel* carving demonstration and more. The party raised nearly $300,000 including $50,000 from the live auction in support of Zoo scholarships. Thanks to these generous contributions, the Zoo Society provided scholarships and transportation for thousands of underserved children.

» *Twilight at the Zoo* celebrated its 20th anniversary this year! It may have been a bit soggy, but that didn’t stop 7,500 guests from partying the night away. *Twilight at the Zoo* 2013 raised $590,000 in support of Cleveland Metroparks Zoo and the Cleveland Zoological Society.

» The 9th Annual *David Steffee Address in Veterinary Medicine* featured tours of the *Sarah Allison Steffee Center for Zoological Medicine* and a presentation by Christopher Kuhar, Ph.D., Executive Director of Cleveland Metroparks Zoo — *Through the Looking Glass: The Past, Present and Future of Cleveland Metroparks Zoo*.

» *African Elephant Crossing* earned a gold certification through the Leadership in Energy and Environmental Design (LEED) program administered by the U.S. Green Building Council.

» Hundreds of Clevelanders navigated through the Zoo on their bicycles during *Wild Ride at the Zoo*. Riders could follow beginning, intermediate and experienced routes all while enjoying the animals and stopping to speak to the keepers.
The Zoo’s programs are designed to enhance critical thinking skills through an approach that encourages observation, data collection and collaborative discussion to solve problems.
Picture a living classroom where students and teachers are introduced to inquiry-based science that captures imaginations, encourages scientific exploration and helps remove barriers to the pursuit of science learning. This living classroom is our Zoo.

The major focus of We Care for People is the Zoo Education and Workforce Development (ZEWD) initiative with its goal of raising $350,000 a year in scholarships and programmatic funding for area children.

From Nurture the Wonder’s opportunities for pre-schoolers to the Master’s Program in Advanced Inquiry (AIP), almost 30 conservation education programs offer a continuum of science learning that helps create a competent, competitive workforce. The Zoo’s programs are designed to enhance critical thinking skills through an approach that encourages observation, data collection and collaborative discussion to solve problems using empirical evidence. This approach helps students develop knowledge and understanding of scientific concepts as well as to gain familiarity with how scientists study the natural world.

As the Zoo and Zoo Society strive to make lifelong learning opportunities readily available to all, we are keenly aware of the need to:

» Prepare people of all ages to compete in an increasingly global job market;
» Bridge the gap in classroom learning for science and technology; and,
» Provide access for all, regardless of means, through free programming and scholarships.

Schools that partner with informal science institutions like the Zoo are better positioned to engage their students in lifelong learning and eagerness to pursue science, technology, engineering and math; and to support their teachers in mastering inquiry-based teaching methods. The Zoo and Zoo Society provide top-notch education programming that helps to meet the needs of Northeast Ohio students, teachers and companies.
Each year the Zoo spends $500,000 for all the produce (34 tons!), hay and other items needed to feed the animals in its care.
You know what it takes to feed your family; now imagine feeding more than 2,500 mouths!

Cleveland Metroparks Zoo curators, vets and keepers innovate, adjust and reinvent to keep up with the latest developments in animal care. Thanks to generous We Care for Animals donors, the Zoo Society helps to support a broad range of important animal care needs, including veterinary care, healthy diet and exercise.

In 2013, the Zoo Society’s ZooFund supported a local foods initiative for the Zoo’s animals. Zoo food must be fresh, pesticide-free and available in large quantities. Most food items would be familiar to any restaurant, home or farm: high-quality fruits and vegetables and plenty of hay. And, like many of us, Zoo animals are shifting to healthier diets, with more fresh greens, lower starch and fewer processed foods.

The parallels between animal and human health are fascinating – as are some key differences. Many Zoo animals consume trees and shrubs – ornamental plants that humans might enjoy in a garden, but not on a plate. Munching on roses and willows helps keep rhinos healthy; stripping bark from trees keeps elephants active and engaged; picking through a pile of dandelions is a delicacy for gorillas. These plant materials, known as browse, are nutritious and provide behavioral benefits, stimulating more natural foraging and feeding behaviors.

The Zoo is working to increase procurement of local food and browse which will reduce costs, increase self-sufficiency, benefit Northeast Ohio economically and maintain confidence in the quality of food given to the animals. Better yet, many of the plants are already grown on Zoo grounds either in specialty gardens, the browse garden or in nearby farms. Using the Zoo’s own resources to help subsidize the grocery bill is a great example of the “out of the garden” thinking of the horticulture department.

It takes a lot to keep all of the Zoo’s residents happy and healthy, but it’s one of the Zoo’s top priorities. Gifts to We Care for Animals help ensure the Zoo’s animals receive fresh, healthy and nutritious food designed to meet their needs – naturally!
The first annual *Steve H. Taylor African Conservation Award* was awarded to George Owoyesigire, a senior wildlife officer for the Ugandan Ministry of Tourism, Wildlife and Antiquities. The Award was created by the Cleveland Zoological Society Board of Trustees in honor of Cleveland Metroparks Zoo’s Director Emeritus, Steve Taylor.
A large part of the Zoo’s mission is focused on conserving the natural world around us. Not only is the Zoo concerned about the lives of the plants and animals exhibited, but also about the natural resources used here every day. Conservation can mean different things to different people. To our children, it may mean using less water or singing a song that reminds them to reduce, reuse and recycle. To a field biologist, it may mean protecting the last remaining individuals of an endangered species or working with communities to identify mutually beneficial ways to protect local biodiversity. For the Zoo and Zoo Society, caring for the planet means not only modeling sustainable practices here on Zoo grounds, but also working with conservation partners across the globe; all in service of connecting people with wildlife.

The Zoo is committed to minimizing its environmental footprint, by implementing Zoo-wide green practices and promoting sustainability throughout Northeast Ohio. Focus areas include:

» recycling operations,
» community education,
» renewable energy, and
» ensuring that new and renovated facilities meet green building standards.

Sustainability efforts at the Zoo also include waste management, water and energy conservation, and a number of other “green” initiatives. Reducing and recycling is an ongoing part of the Zoo’s commitment to conservation. Additionally, public recycling collection sites are placed throughout the Zoo and are provided at all picnic areas to collect plastic and aluminum beverage containers generated by our visitors. Concession partners actively participate in recycling at all concessions and catered events.

Trash is not the only thing the Zoo recycles. In the annals of what goes around, comes around, the Zoo’s semiannual compost sales remain popular, both onsite and in the community. Lots of 2013’s compost was used in an expansion of the Zoo’s browse garden adjacent to the Sarah Allison Steffee Center for Zoological Medicine. Established in 2012 with more than 62 trees and shrubs, the garden was expanded in 2013 with new bamboo, giant reed grass, and several varieties of banana and hibiscus. Using fresh, local food not only benefits Zoo animal health but also reduces our carbon footprint.

Internationally, the Zoo and Zoo Society effect change by supporting conservation projects focused on helping wildlife in wild places. A highlight of 2013’s international conservation efforts was the awarding of the first Steve H. Taylor African Conservation Award to George Owyesigire, a Ugandan wildlife official and long-time Zoo conservation partner. Previously, the Zoo Society supported Mr. Owyesigire as he earned his bachelor’s degree in environmental management and a master’s in primate conservation. Recognizing that building in-country scientific and conservation capacity is of prime importance, the Zoo Society Board of Trustees created the Steve H. Taylor Award to further the professional development of scientists in partner countries. Other Zoo and Zoo Society supported international conservation projects focus on some of the Zoo’s on-grounds signature species such as lions, elephants, gorillas, turtles and amphibians. In 2013, the Zoo and Zoo Society awarded more than 60 grants to field conservation projects and programs in 40 countries around the world.
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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Twilight at the Zoo celebrated its 20th anniversary last year! This zero-waste event raised $590,000 in support of the Zoo and Zoo Society.
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Board President GiGi Benjamin and Cleveland Browns linebacker Barkevious Mingo at the 40th anniversary of ZippityZooDoo. A live auction helped raise more than $50,000 for Zoo scholarships.

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This list represents individual and organizational annual cumulative giving of $1,000+ between January 1, 2013 and December 31, 2013. 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.

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*Deceased
Circle of Wildlife
Carousel & Nature Discovery Ridge

$250,000+
The Kelvin & Eleanor Smith Foundation

$100,000+
The Walter E. & Jean C. Kalberer Foundation
Leiden Conservation Foundation
The Kent H. Smith Charitable Trust
The Thomas N. & Diane M. Tyrrell

$50,000+
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The Conway Family Foundation
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Ted, Jodie, Abbey, Sophia,
Theodore III, & Leila Evans
The Grasselli Foundation
(Tom, Liz & Mary Fowler)
Shelley Habermann,
in memory of Liz Habermann
Carol & Graham Hall
Albert A. & Robert E. Hanes
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Karen Rupert Keating
Cecil & Renee Miller
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$10,000+
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This list represents contributions of $1,000+ to the Circle of Wildlife Carousel & Nature Discovery Ridge Special Project Initiative from the inception of the initiative December 31, 2013. 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, 2013 and 2012

Assets 2013 2012
Current Assets $2,804,139 $2,555,285
Office Equipment at cost, less accumulated depreciation 206,110 187,552
Total Assets 10,708,149 8,216,995

Liabilities and Net Assets
Accounts Payable and accrued expenses $86,524 $22,010
Funds held for others 56,700 59,928
Amounts due to Cleveland Metropolitan Parks District
Operating Agreement 657,659 699,732
Circle of Wildlife 406,900 -
Liability under split interest agreements 94,752 100,599
Total Liabilities 1,302,535 882,269

Net Assets
Unrestricted 1,397,159 741,465
Board-designated 8,487,122 7,563,946
Total unrestricted 9,884,281 8,305,411
Temporarily Restricted 1,892,466 1,215,617
Permanently Restricted 94,752 100,599
Total Net Assets 12,415,863 10,077,563

Total Liabilities and Net Assets $13,718,398 $10,959,832

STATEMENT OF ACTIVITIES
For the years ended December 31, 2013 and 2012

Support and Revenue 2013 2012
Memberships $2,785,484 $2,712,943
Individuals, corporations and foundations 2,018,234 1,914,209
Capital Campaign 1,494,924 1,293,233
Grants revenue - 45,951
Special events 1,268,637 1,057,360
Investment Income 1,615,113 836,099
Change in value of split interest trust agreements 73,968 (95,900)
Total Support and Revenue 9,256,360 6,686,206

Expenses 2013 2012
Program Services including Cleveland Metropolitan Parks District 4,789,491 3,927,110
Management and General 436,421 355,783
Fundraising 1,692,148 1,516,744
Total Expenses 6,918,060 5,799,637

INCREASE (DECREASE) IN NET ASSETS 2,338,300 886,568

Net assets at beginning of year 10,077,563 9,190,995
Net assets at end of year $12,415,863 $10,077,563
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Carmen Ramos-Cain

Tammy Johnson rounding up a flamingo, Jason Orlando with a koala, and Leta Obertacz feeding a giraffe.