Dear Friends:

Our community is fortunate to have one of the best zoos in the country. The success of Cleveland Metroparks Zoo is a testament to the consistently generous support provided by the community, forward-thinking leadership and one of the best public/private partnerships in the nation. Your Zoo generates $100 million in regional economic impact and attracts more than one million visitors each year.

We are proud that 2015 showed continued success and, by any measure, was a banner year for the Cleveland Zoological Society in our work to support the Zoo. Among our points of pride:

- Dedication of the new **Ben Gogolick Giraffe Encounter**, a get-close experience. The giraffe feeding program enhances the visitor experience and generates earned revenue for the Zoo.
- A $2.1 million gift from Carol and Walt Rosebrough to ensure that **Rosebrough Tiger Passage** (opening in 2016) meets its full potential as a dynamic environment for the Amur tigers as well as our Zoo visitors. This is the largest gift in our history.
- $1.2 million raised through a series of sold-out special events, including *Animal Attractions*, *Zoovies*, *ZippityZooDoo* and *Twilight at the Zoo*. The *David Steffee Address* is now a “must attend” for members of the ZooKeepers Circle.
- Record growth in membership, with 42,000 households, more than 350,000 member visits, and $3 million in revenue.
- $1 million received in bequests, bringing the 2015 portfolio value of the ZooFutures Fund to $4.35 million. These special funds help underwrite wildlife conservation, groundbreaking research, and best practices in veterinary medicine, animal care, education and community engagement.

As we look to the future, we are confident that — with your support — the Zoo will continue to evolve and grow in the best possible ways, with a steadfast commitment to serving the community and to advancing the complex and urgent set of priorities encompassed in our mission: to create compelling experiences that connect people with wildlife and inspire personal responsibility for conserving the natural world.

Thank you for taking an active role in this ongoing journey.

Elizabeth T. Fowler  
Executive Director  
Cleveland Zoological Society

James L. Francis  
President, Board of Trustees  
Cleveland Zoological Society
“...We create compelling experiences...”

Designed to provide a compelling and memorable experience for Zoo visitors, the Ben Gogolick Giraffe Encounter is an expansive wooden observation deck overlooking the Zoo’s herd of Masai giraffe. Zoo visitors get eye-to-eye with the world’s tallest animal and can hand-feed giraffe while learning about the plight of these magnificent creatures in the wild.

The Ben Gogolick Giraffe Encounter, which opened summer 2015, was made possible thanks to a generous gift from Larry Gogolick as well as by the Zoo Society’s Board of Trustees and donations to the Circle of Wildlife Campaign (2013-15).

Gogolick, a Cleveland native and the owner of diamond wholesale company N. Gogolick & Sons, was moved by the opportunity to create a lasting tribute to his father. He hopes that the Ben Gogolick Giraffe Encounter “will help connect children and individuals in the greater Cleveland area and beyond to our Zoo and to the importance of conservation of wildlife and exotic animals for the long-term.”

The focus on compelling experiences that teach the importance of conservation is also reflected in a naming-level $2.1 million gift from Northeast Ohio philanthropists Carol and Walt Rosebrough for Rosebrough Tiger Passage, a new tiger habitat scheduled to open in 2016. The gift will ensure Rosebrough Tiger Passage meets its full potential as a dynamic environment for the Zoo’s Amur tigers and visitors.

“Rosebrough Tiger Passage is a major milestone in our master plan. The design increases the size and complexity of the space available to the tigers while also providing an immersive experience for our guests,” said Zoo Executive Director Chris Kuhar, Ph.D. “Rosebrough Tiger Passage exemplifies what we mean when we talk about our mission, ‘creating compelling experiences that connect people with wildlife.’”
2015 Highlights

Dedication of the new Ben Gogolick Giraffe Encounter and the debut of a giraffe feeding program that enhances the visitor experience and generates earned revenue for the Zoo. 
(Pictured above: Larry Gogolick)

A $2.1 million gift from Carol and Walt Rosebrough for Rosebrough Tiger Passage (opening in 2016). 
(Pictured above: Zoo Society Executive Director Liz Fowler and Zoo Executive Director Dr. Chris Kuhar)

$1.2 million raised through a series of sold-out special events, including Animal Attractions, Zoovies, ZippityZooDoo and Twilight at the Zoo. The David Steffee Address is now a "must attend" for members of the ZooKeepers Circle.
The Zoo Society continues to run the largest membership program in Northeast Ohio, and 2015 saw record growth in membership households and frequency of visits. According to a survey conducted by Cleveland Metroparks in summer 2015, 94% of members report a satisfaction rating of “extremely satisfied,” and more than 70% of members were “extremely likely” to recommend membership to friends.

Educating members continues once they leave the Zoo. Using social media platforms, email marketing, videos and print publications, the Zoo Society is in frequent communication with members. Growth in social media engagement was robust in 2015, with an average of 350 new Facebook followers and 245 new Instagram followers each month. The Zoo Society’s “Unwrap the Zoo” holiday campaign won a Gold Award for Social Media from the Greater Cleveland Chapter of the Public Relations Society of America.

The Zoo is committed to being the region’s foremost provider of lifelong learning opportunities, and the Zoo Society’s robust membership base is the perfect starting point. From opportunities for preschoolers to the Master’s Program in Advanced Inquiry, the Zoo’s Department of Conservation Education offers a continuum of programs that support the science learning that helps create a competitive workforce.

“A qualified STEM (Science, Technology, Engineering and Math) workforce is vital to society, the economy and regional growth. Through its continuum of learning opportunities in STEM, Cleveland Metroparks Zoo encourages a passion for science among young residents of Northeast Ohio, particularly the underserved youth of Greater Cleveland. As a long-time advocate for STEM education for all of our young people, The Lubrizol Foundation is proud to support the Cleveland Zoo Society,” said Karen Lerchbacher of The Lubrizol Foundation.

Outreach programs for students in underserved communities are designed to remove fundamental barriers to science learning and expand opportunities for science enrichment inside and outside of the classroom. In addition to educational funding, the Zoo Society in 2015 provided more than 400 memberships to local families of foster children.
Record growth in membership, with 42,000 households, more than 350,000 member visits, and $3 million in dues revenue.

$350,000 in financial support for the Zoo Education & Workforce Development initiative, which provides scholarships and transportation for 100,000 local students. Leading companies and foundations are setting the pace to help area students gain mastery and pursue STEM (Science, Technology, Engineering and Math) careers.

Stepped-up investment in veterinary equipment and staff research projects in support of the Zoo’s integrated approach to animal health and wellness, which draws on multiple disciplines and departments.
“... and inspire personal responsibility for conserving the natural world.”

Dr. Kristen Lukas, Director of the Zoo’s Department of Conservation and Science, with biology students from the University of Rwanda.
Conservation and top-notch animal care requires sustained commitment, and the Zoo Society is grateful to the many individuals who have chosen to honor us with a bequest or planned gift.

The influence of these forward-thinking donors on organizational excellence is clear: Since 1998, special funds have helped underwrite groundbreaking research, facilitate best practices in veterinary medicine, animal care, wildlife conservation, education and community engagement.

In recent years, through market gains and the addition of gifts — primarily bequests — long-term assets held by the Zoo Society have doubled to more than $4.35 million.

Several named funds have been established with the Zoo Society, each reflecting unique donor interests aligned with Zoo priorities. The Zoo Society’s Board of Trustees is responsible for oversight of these funds.

With generous support from the Zoo Society and its donors, the Zoo has been able to commit more than $6 million to global conservation efforts since 1995.

Each year the Zoo Society works closely with the Zoo’s Department of Conservation and Science, led by Kristen Lukas, Ph.D., to support dozens of conservation projects around the world — through funding or boots-on-the-ground mentoring and research. Two long-time conservation partnerships are the Ruaha Carnivore Project (RCP) and the Dian Fossey Gorilla Fund International (DFGFI). For RCP, Dr. Amy Dickman studies and monitors large carnivores (lion, hyena, leopard, painted dog, cheetah) in Tanzania’s Ruaha National Park and works to address human-carnivore conflicts. RCP helps reduce the negative impacts of carnivores by providing important conservation-related benefits to local communities. RCP, with funding from the Zoo Society, has built reinforced livestock holds, provided livestock guarding dogs to local communities, and created health care and community education programs.

DFGFI’s Karisoke Research Center in Rwanda is considered the world’s preeminent center for gorilla protection and study. Money raised by the Zoo and Zoo Society supports DFGFI’s education and research programs and helps develop the next generation of conservationists. Dr. Lukas and members of the Zoo’s Department of Conservation and Science provide significant expertise and leadership to college students studying at the Karisoke Research Center. The Zoo Society provides funding for 10 undergraduate majors in biology from the University of Rwanda to conduct their senior thesis projects.

2015 Highlights

$1 million received in bequests, bringing the 2015 portfolio value of the ZooFutures Fund to $4.35 million.

Continued funding for conservation initiatives globally, including significant commitments for gorilla, lion and giraffe projects worldwide; conservation support from the Zoo Society and its donors totaled $450,000 in 2015.

Industry-leading efforts in making a long-term investment to secure a future for wildlife.
# Financial Highlights
Cleveland Zoological Society

## STATEMENT OF FINANCIAL POSITION
December 31, 2015 and 2014

<table>
<thead>
<tr>
<th>Assets</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td>$2,214,885</td>
<td>$3,136,704</td>
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<tr>
<td>Office Equipment at cost, less accumulated depreciation</td>
<td>196,332</td>
<td>194,599</td>
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<tr>
<td>Long-term Assets</td>
<td>13,046,460</td>
<td>10,739,042</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$15,457,677</strong></td>
<td><strong>$14,070,345</strong></td>
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<table>
<thead>
<tr>
<th>Liabilities and Net Assets</th>
<th></th>
<th></th>
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<tbody>
<tr>
<td>Accounts Payable and accrued expenses</td>
<td>$210,468</td>
<td>$103,520</td>
</tr>
<tr>
<td>Funds held for others</td>
<td>7,611</td>
<td>7,961</td>
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<tr>
<td>Amounts due to Cleveland Metropolitan Parks District</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating Agreement</td>
<td>90,187</td>
<td>732,596</td>
</tr>
<tr>
<td>Rosebrough Tiger Passage</td>
<td>1,250,000</td>
<td></td>
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<tr>
<td>Liability under split interest agreements</td>
<td>83,789</td>
<td>89,196</td>
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<td><strong>Total Liabilities</strong></td>
<td><strong>1,642,055</strong></td>
<td><strong>933,273</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Net Assets</th>
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<tbody>
<tr>
<td>Unrestricted</td>
<td>473,894</td>
<td>786,559</td>
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<tr>
<td>Board-designated</td>
<td>9,802,755</td>
<td>9,323,219</td>
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<tr>
<td><strong>Total unrestricted</strong></td>
<td><strong>10,276,649</strong></td>
<td><strong>10,109,778</strong></td>
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<tr>
<td>Temporarily Restricted</td>
<td>2,966,115</td>
<td>2,387,120</td>
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<tr>
<td>Permanently Restricted</td>
<td>572,858</td>
<td>640,174</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>13,815,622</strong></td>
<td><strong>13,137,072</strong></td>
</tr>
</tbody>
</table>

## STATEMENT OF ACTIVITIES
For the years ended December 31, 2015 and 2014

<table>
<thead>
<tr>
<th>Support, Revenue and Gains</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Memberships</td>
<td>3,004,224</td>
<td>2,637,040</td>
</tr>
<tr>
<td>Individuals, corporations and foundations</td>
<td>2,696,242</td>
<td>2,094,312</td>
</tr>
<tr>
<td>Capital campaigns</td>
<td>3,979,205</td>
<td>1,719,805</td>
</tr>
<tr>
<td>Special events</td>
<td>1,218,273</td>
<td>1,183,846</td>
</tr>
<tr>
<td>Investment Income</td>
<td>(92,100)</td>
<td>787,730</td>
</tr>
<tr>
<td>Change in value of split interest trust agreements</td>
<td>(24,325)</td>
<td>(5,802)</td>
</tr>
<tr>
<td><strong>Total Support and Revenue</strong></td>
<td><strong>10,731,519</strong></td>
<td><strong>8,416,931</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services including Cleveland Metropolitan Parks</td>
<td>7,421,153</td>
<td>5,213,672</td>
</tr>
<tr>
<td>Management and General</td>
<td>515,895</td>
<td>488,713</td>
</tr>
<tr>
<td>Fundraising</td>
<td>2,115,921</td>
<td>1,951,725</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>10,052,969</strong></td>
<td><strong>7,655,120</strong></td>
</tr>
<tr>
<td>Loss on Disposal of property held for sale</td>
<td></td>
<td>40,602</td>
</tr>
<tr>
<td><strong>Total Expenses and Losses</strong></td>
<td><strong>10,052,969</strong></td>
<td><strong>7,695,722</strong></td>
</tr>
<tr>
<td>Increase (Decrease) in Net Assets</td>
<td>678,550</td>
<td>721,209</td>
</tr>
</tbody>
</table>

Net assets at beginning of year                | 13,137,072 | 12,415,863 |
Net assets at end of year                      | 13,815,622 | 13,137,072 |

## Financial Highlights
Cleveland Zoological Society

### ZooFutures and Named Funds
Portfolio at Year-End

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>$2.3M</td>
</tr>
<tr>
<td>2012</td>
<td>$2.57M</td>
</tr>
<tr>
<td>2013</td>
<td>$3.4M</td>
</tr>
<tr>
<td>2014</td>
<td>$3.65M</td>
</tr>
<tr>
<td>2015</td>
<td>$4.35M</td>
</tr>
</tbody>
</table>

### Cash Distributions to and on behalf of Cleveland Metroparks Zoo
$5.85 million

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zoo Operations and Programs</td>
<td>$3,400,000</td>
</tr>
<tr>
<td>Conservation &amp; Science</td>
<td>$450,000</td>
</tr>
<tr>
<td>Capital Projects</td>
<td>$2,000,000</td>
</tr>
</tbody>
</table>

The Cleveland Zoological Society earned a 4-star rating from Charity Navigator, America’s largest and most-utilized independent evaluator of charities. This is the highest possible ranking and recognizes the Zoo Society's commitment to accountability and transparency.
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Linda Green
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Photos courtesy of Dale McDonald and
Cleveland Metroparks Zoo.

Editor: Sarah Crupi
Design: Elizabeth Thibodeaux
The Cleveland Zoological Society is proud to recognize our individual and organizational annual donors. Their generous contributions help make Cleveland Metroparks Zoo one of the best in the country.

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- Karen and Alan Wilber
- Frann R. Zverina

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- Tom and Kathy Leiden

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- Zoo Friends - Anonymous

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- Mr. and Mrs. Seth White
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- Zoo Friends - Anonymous

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- Mrs. Jeanne D. Tyler
- Mr. and Mrs. Thomas N. Tyrrell
- Mr. and Mrs. Alfred E. Werman
- Mrs. Martha Zlotnik and Mr. Oscar Berman

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