

2016

Annual Report

Cleveland Zoological
Society

CREATE

CONNECT

INSPIRE



Dear Friends:

Progress is dramatic and visible; it is also quiet yet mighty. Both are important. Steady work behind the scenes catalyzes the accomplishments we celebrate on the public stage. In turn, those accomplishments are welcomed by the community, inspiring continued investment and growth and the pursuit of bold goals.



In 2016, thanks to the generosity of this community and the continuing evolution of our nonprofit, we celebrated both kinds of progress.

In the dramatic and visible category, Rosebrough Tiger Passage exceeds all expectations. The habitat is a confirmation of the Zoo's commitment to best-in-class animal care and visitor engagement. It is also a tribute to the generosity of Carol and Walt Rosebrough, for whom the Zoo is a family touchstone.

Their gift ensured that Rosebrough Tiger Passage would transform the Wilderness Trek area of the Zoo, be completed in record time and consistently prompt such visitor comments as "Best day ever!" or "Will the Zoo build homes for all the animals that are like this?" Like the Zoo's Executive Director, Dr. Chris Kuhar, I am heartened and inspired by these high expectations for our Zoo and the degree of community engagement they reflect.

In the quiet yet mighty category, a grateful thank you to the Board of Trustees for its leadership and vision, and to the dedicated and mission-driven professionals who serve on the staff. Together, we achieved the following 2016 milestones:

- Member dues totaled \$3.2 million — a new record
- Donor contributions totaled \$4.7 million in support of capital improvements, programmatic initiatives, special events and general operating support
- The Animal Care Fund, Conservation Fund and Education Fund were established for the long-term support of mission-critical, evergreen initiatives
- Ever-increasing social media engagement resulted in selling out our first young professionals Scavenger Hunt and members folding more than 3,000 origami elephants in the name of conservation
- Charity Navigator awarded us its top rating of 4 stars for the second year in a row

Our community is fortunate to have one of the best zoos in the country; and the Cleveland Zoological Society – the nonprofit advocate and partner for Cleveland Metroparks Zoo — is fortunate to enjoy your trust and friendship. Thank you for being part of our continuing journey.

Sincerely,

Elizabeth T. Fowler
Executive Director
Cleveland Zoological Society



An Impressive New Home

The core of the Zoo Society's mission is to "create compelling experiences that connect people with wildlife." In 2016, there was no greater fulfillment of this than the June opening of Rosebrough Tiger Passage.

An inspiring new space for both the Amur tigers and the Zoo's guests, Rosebrough Tiger Passage offers nose-to-nose viewing and state-of-the-art design. Guests are awed by the unobstructed views and excited by a glimpse of the majestic cats walking in tunnels right overhead — moving from one habitat to another or stopping to look at their visitors down below.

"This exhibit is a major milestone in the Zoo's master plan. The

innovative 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 Christopher Kuhar, Ph.D. "Rosebrough Tiger Passage exemplifies what we mean when we talk about our mission."

The Zoo's Amur tigers now have five times the space of their old habitat. And while square footage is important, of equal importance is spatial complexity. Rosebrough Tiger Passage introduces sophisticated animal care options that help improve the quality of life for the tigers, including interconnected yards that provide choice and 24/7 access to the outdoors. Soaking pools let the tigers

"Our goal is to continuously improve what we offer to our visitors and guests. Rosebrough Tiger Passage is the latest example of that. It further helps to cement our position as one of the leading zoos and park systems in the country,"

*Cleveland Metroparks
Chief Executive Officer
Brian Zimmerman*



Carol Rosebrough cuts the ribbon at the June 2016 opening of Rosebrough Tiger Passage.

cool off in the summer heat; climbing poles and elevated resting areas allow the cats to be up high — a natural preference for any feline.

Rosebrough Tiger Passage also presents the opportunity for the Zoo to communicate with guests in a new way. Signage and educational interpretives throughout the habitat tell the story of how scientists are monitoring tiger populations in the wild to pull this species back from the brink of extinction. Scientists estimate there are fewer than 500 Amur tigers left in the wild.

The Cleveland Zoological Society committed \$2.5 million toward the exhibit's \$4.1 million total cost. The habitat was the fastest design

and construction process in Zoo history. The speedy completion was significantly aided by the naming-level gift from Cleveland philanthropists Carol and Walt Rosebrough. Theirs was the largest gift ever received by the Zoo Society.

"Zoos have a very important and special role in a community," said Walt Rosebrough. "Zoos educate the community about animals and demonstrate the importance of conservation. Our Zoo is not only giving world-class care to the animals we see in Cleveland, but is also working hard to keep animals thriving throughout the world."

By the Numbers

15,500

Square feet of space available to the Amur tigers; it's five times more space than the old habitat.

24/7

As mostly nocturnal animals, the tigers enjoy exploring their new habitats night and day.

95%

Percentage of Amur tigers' native habitat that has disappeared in the past 100 years. Scientists estimate there are fewer than 500 tigers left in the wild.



Building a loyal base

The Zoo Society is proud to run the largest membership program in Northeast Ohio. With more than 40,000 households, dues revenue totaled \$3.2 million in 2016 — a new record. The opening of any new exhibit historically generates a bump in revenue, and Rosebrough Tiger Passage followed the trend. Interest in the innovative habitat helped produce a strong spring membership drive that was followed by a near-record fourth quarter holiday membership push.

Members visit often, making up approximately 30% of the Zoo's total

visitors; 250,000 Northeast Ohio residents are covered by a membership.

Well beyond the numbers, however, there is significant, meaningful impact in connecting tens of thousands of people to the Zoo each year.

The membership program consistently achieves high visitor satisfaction ratings, and 60% of families renew year after year. Members are active socially and engaged publicly, connecting strongly with the animals in Cleveland and the call to secure a future for wildlife around the world.

According to a Cleveland Metroparks 2016 Zoo Visitor Survey, members were significantly more likely to recall hearing messages about the Zoo's conservation program: 66% of members compared to 50% of non-members.

The Zoo Society is continuously trying to connect with new audiences, too, to deepen the membership base and raise awareness of Zoo programming and Zoo Society events. Ambassadors Circle debuted in 2016 as a way to connect Cleveland's growing and vibrant young professional population with the



Zoo. This group provides members opportunities for professional development, networking, and exclusive programming, all with a focus on extending the Zoo's mission and growing its audience.

An inaugural Ambassadors Circle Scavenger Hunt brought 250 young professionals to the Zoo in late August, many nonmembers and first-time eventgoers. These spirited and curious attendees used teamwork and smartphones to race through the Zoo, answering questions on an app and competing for prizes such as most social



media posts and best team spirit.

Other ticketed events brought in \$1 million for Zoo programming. The Zoo Society's two signature events — Twilight at the Zoo and ZippityZooDoo — both had a strong year, exceeding revenue expectations. Twilight's highest gross revenue to date was in 2016, bolstered by a generous sponsorship by Medical Mutual. Date Night at the Zoovies, sponsored by Cleveland Airport System, sold out in under an hour, and the 12th annual David Steffee Address in Veterinary Medicine drew ZooKeepers Circle members and young professionals to learn about the advancements in animal welfare and health.

"It was wonderful working with the Cleveland Zoological Society staff on making Date Night at the ZOovies another successful event," said Jacqueline Muhammad of Cleveland Airport System. "The Cleveland Hopkins International Airport supports Cleveland Metroparks Zoo because it is another valued public institution in the City of Cleveland. The Zoo is a true asset and we appreciate their commitment to the residents of Cleveland."

By the Numbers



80

Net promoter score of the young professionals Scavenger Hunt. A net promoter score is a ranking that measures the willingness of customers to recommend a company's products or services to others. The highest rating is 100.

58%

Percentage of members who have children named on their membership. The Zoo is a family friendly destination and open 363 days a year.

7,520

Number of people who attended Twilight at the Zoo presented by Medical Mutual. Twilight is the Zoo Society's largest event, by number of people who attend and revenue raised for the Zoo.



Your Zoo. Your Legacy.

Since 1882, the Zoo has evolved from a source of community pride to a conservation agency with worldwide influence. Today the Zoo is the largest provider of informal science education in the region, a leader in animal welfare standards and an invaluable partner in the global effort to secure a future for wildlife.



The Zoo Society has an excellent track record of funding innovative and mission-critical initiatives at the Zoo that have supported this substantial evolution, including:

- generous scholarships for Northeast Ohio students and teachers
- research to benefit entire populations of animals in zoos and in the wild
- plans to protect species in the wild through high-impact conservation partnerships

To ensure the long-term vitality of these “evergreen” programs, in 2016 the Cleveland Zoological Society Board

of Trustees established the following three Named and Endowed Funds: the Education Fund, Animal Care Fund, and Conservation Fund.

These funds are invested at Vanguard alongside the ZooFutures Board-Designated Fund, established in 1998 thanks to a generous bequest from Helen E. Brown. In recent years, through market gains and the addition of gifts — primarily bequests — long-term assets held by the Cleveland Zoological Society have increased to \$5 million.

The influence of endowed funds on organizational excellence is clear. These special funds help underwrite groundbreaking research



By the Numbers

\$6.5 million

Since 1998, Zoo Society donors have provided \$6.5 million for international conservation efforts. In 2016, the Zoo Society provided \$450,000 to the Zoo for its emerging Future for Wildlife conservation programming.

\$1.5 million

The David Steffee Fund is a \$1.5 million commitment held for the Cleveland Zoological Society at the Cleveland Foundation. This transformational gift was received on the eve of the opening of the Sarah Allison Steffee Center for Zoological Medicine and, to this day, inspires excellence in veterinary medicine. Life Trustee and generous donor Billie H. Steffee passed away in 2016.

\$350,000

The Zoo Society provides \$350,000 annually to support Zoo education programming. With dozens of conservation education programs, from preschool to post-grad, the Zoo is the region's leader in informal science education.

and facilitate best practices in veterinary medicine, animal care, wildlife conservation, education and community engagement.

Generous, informed donors appreciate the opportunity that endowments provide for focused, long-term investment in enterprises they most value at the Zoo. Named endowments leave a lasting legacy for the donor and ensure that the Zoo and the community it serves will continue to thrive for generations to come.

In 2016, the Zoo Society was once again awarded a 4-star rating from Charity Navigator, America's largest independent evaluator

Portfolio Value - Long Term Assets



of charities. This is the highest possible ranking and recognizes the Zoo Society's commitment to accountability and transparency, a key component of success in donor relations and fund management.



Financial Highlights

STATEMENT OF FINANCIAL POSITION

December 31, 2016 and 2015

Assets	2016	2015
Current Assets	\$2,096,231	\$2,214,885
Office Equipment at cost, less accumulated depreciation	182,948	196,332
Long-term Assets	<u>13,135,475</u>	<u>13,046,460</u>
Total Assets	<u>\$15,414,654</u>	<u>\$15,457,677</u>
Liabilities and Net Assets		
Accounts Payable and accrued expenses	\$128,688	\$210,468
Funds held for others	7,469	7,611
Amounts due to Cleveland Metropolitan Park District		
Operating Agreement	103,808	90,187
Rosebrough Tiger Passage	-	1,250,000
Hay Barn	840,000	-
Comprehensive Campaign	33,938	-
Liability under split interest agreements	<u>131,476</u>	<u>83,789</u>
Total Liabilities	1,245,379	1,642,055
Net Assets		
Unrestricted		
Undesignated	602,288	473,894
Board-designated	<u>9,705,458</u>	<u>9,802,755</u>
Total unrestricted	10,307,746	10,276,649
Temporarily Restricted	2,949,660	2,966,115
Permanently Restricted	<u>911,869</u>	<u>572,858</u>
Total Net Assets	<u>14,169,275</u>	<u>13,815,622</u>
Total Liabilities and Net Assets	<u>\$15,414,654</u>	<u>\$15,457,677</u>

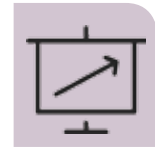
STATEMENT OF ACTIVITIES

For the years ended December 31, 2016 and 2015

Support, Revenue and Gains	2016	2015
Memberships	\$3,231,477	\$3,004,224
Individuals, corporations and foundations	1,744,354	2,696,242
Comprehensive campaigns	1,501,031	3,979,205
Special events	1,369,471	1,218,273
Less: Direct benefit to donor cost	(526,612)	(448,796)
Investment Income	917,097	(92,100)
Change in value of split interest trust agreements	<u>51,685</u>	<u>(74,325)</u>
Total Support and Revenue	<u>8,288,503</u>	<u>10,282,723</u>
Expenses		
Program Services including Cleveland Metropolitan Park District	5,492,852	7,421,153
Management and General	473,457	515,895
Fundraising	<u>1,968,541</u>	<u>2,115,921</u>
Total Expenses	<u>7,934,850</u>	<u>10,052,969</u>
Increase (Decrease) in Net Assets	353,653	678,550
Net assets at beginning of year	<u>13,815,622</u>	<u>13,137,072</u>
Net assets at end of year	<u>\$14,169,275</u>	<u>\$13,815,622</u>

17%

Total ZooFutures fund growth from market gains and new donations



73%

Percentage of total expenses allocated to program services, including animal care, education, conservation, capital improvements and community outreach



\$3.2 million

Membership total for 2016; a record year for Northeast Ohio's largest membership program



77%

Percentage of gifts given by individuals in 2016; the remaining 23% is corporation, foundation and government support



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Zoo Education Specialist Jim Nemet and
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(L. to R.) Zoo Education Specialist Jim Nemet
and trustee Muffy Boland with new trustees Carol
Anton, Larry Hatch, and Bernie Karr.



(L. to R.) Trustee Tony Petruzzi and his wife Colleen
with friends at Twilight at the Zoo, presented by
Medical Mutual.

Elizabeth T. Fowler**
Cleveland Zoological Society
Executive Director

Christopher Kuhar, Ph.D.**
Cleveland Metroparks Zoo
Executive Director

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Trustee Tom Leiden with his wife Kathy.



Zoo Executive Director Christopher Kuhar, Ph.D.,
with Cleveland Browns' Joe Thomas

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Photos courtesy of Dale McDonald and
Cleveland Metroparks Zoo.

The Cleveland Zoological Society is
proud to recognize annual donors
whose generous contributions help to
make Cleveland Metroparks Zoo one of
the best in the country. Thank You!

\$50,000+

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\$20,000+

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Dottie O'Neill Donahey and daughter Katy Marcus worked with artist B.J. Martin to guide the creation of a near life-size young giraffe sculpture, "Msabu". Their goal was to ensure all guests could enjoy a close-up experience. Msabu rapidly became one of the top photo ops and is popular with all ages.



Construction began on a hay barn, to be completed in 2017. This vital facility for quality hay at the right price is completely funded by Zoo Society donors and a draw down from the Sustaining Fund.

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Now in its second year, giraffe feeding at the Ben Gogolick Giraffe Encounter produces \$235,000 in earned revenue for the Zoo, and 83% of visitors report being "extremely satisfied" with their experience - the highest satisfaction rating of all the Zoo's attractions. Larry Gogolick, a member and Zoo Society donor since 2003, dedicated the area to his late father in 2015.





The Cleveland Zoological Society and
Cleveland Metroparks Zoo share a joint mission:
We create compelling experiences that connect
people with wildlife and inspire personal
responsibility for conserving the natural world.



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