

2017  
**Annual  
Report**

Cleveland Zoological  
Society

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Cleveland Metroparks CEO Brian Zimmerman, Board President Mike Vaughn, Trustee Muffy Boland, Mary Conway and Zoo Society Executive Director Liz Fowler.

### Dear Friends,

The invitation from poet Mary Oliver opens a conversation each of us might have with our families, friends and neighbors:

*"Tell me, what is it you plan to do with your one wild and precious life?"*

For those of you who choose to keep the Cleveland Zoological Society in your lives, thank you. Your choices are indeed a precious gift — to the community, to wildlife, and to future generations. Through your support, you are joining a great and complex cause — securing the future for wildlife.

Please know that great work is made possible at Cleveland Metroparks Zoo thanks to your philanthropy. Campus improvements in 2017 included the groundbreaking for Asian Highlands and completion of a beautiful new hay barn. Private support made possible significant investments in global field conservation and innovations in animal care and welfare, and continued opportunities for environmental leadership and education for Cleveland-area students and teachers. We welcomed more than 1 million visitors, one-third of whom are members, to a vibrant organization open seven days a week, 363 days a year.

As we look to the future, we are confident that — with your support — the Zoo Society will continue to thrive and to serve this community by advancing the Zoo and our shared mission.

Wild and precious life is indeed all around us, all the time. Thank you for joining us in this work.

Sincerely,

Elizabeth T. Fowler  
Executive Director, Cleveland Zoological Society



# Members & Donors

## Membership

The membership program continues to be the largest in Northeast Ohio, serving more than 40,000 households and 250,000 individuals. Membership dues totaled \$3.15 million in 2017, and more than 30% of Zoo visitors are members. PNC committed to a two-year sponsorship of the membership program for 2018-'19.

## Special Events

Zoo Clues & Brews presented by Great Lakes Brewing Company, the smartphone-based scavenger hunt planned by young professional members, exceeded revenue and attendance expectations and yielded more one-day social media engagement than any other 2017 fundraising event. ZippityZooDoo's elegant evening, Twilight at the Zoo presented by Medical Mutual's celebration of music, and Date Night at the ZOOvies presented by Kingdom Wine Company made for a strong summer fundraising season. These ticketed events raised \$1.2 million.



**\$9,380:** Dollars raised during a two-week #GiveforGorillas campaign, inaugurated with a visit by Dian Fossey Gorilla Fund International CEO Tara Stoinski and Zoo Director of Conservation & Science Kristen Lukas.

# Program Support

Each year, the Zoo Society provides approximately \$1 million in philanthropic support to the Zoo for conservation, animal care and education initiatives. This funding is a blend of generous gifts for current use and longterm support from named and endowed funds.



## Conservation

As one of the first Association of Zoos & Aquariums accredited organizations to establish a formal conservation program, the Zoo is a leader in making long-term investments to secure a future for wildlife. A full rebranding of the Zoo by Cleveland Metroparks Marketing Department introduced a new logo and tagline — Securing a Future for Wildlife — as well as focus on six key Future for Wildlife programs. Since 1998, Zoo Society donors have helped fund these global conservation efforts. Each year, the Zoo Society provides \$500,000 for conservation programming.



## Animal Care

The Zoo Society provides \$200,000 annually to support the Zoo's animal care programs, from veterinary care to healthy diets and research on animal welfare. The surgical and research expertise of the animal care team is world class, and Cleveland keepers and curators are pace setters in providing enriching environments and healthy, local food for the animals. Elephants 360, a professional training program hosted by the Zoo in 2017, brought in experts from throughout the world to study and share ideas on elephant care and welfare.



## Education

The Zoo Society provides \$350,000 annually in support of the Zoo's Conservation Education programming. In 2017, funding supported travel reimbursements, field experiences and scholarships for Summer Day Camp for children from underserved communities. A new partnership with Rhodes School of Environmental Studies includes curriculum for high school students to use the Zoo as their classroom, learn biology and other sciences, and develop skills as community conservation leaders. This initiative is supported by a three-year grant from the KeyBank Foundation, secured in 2017.

**"Thank you for covering the cost of our field trip to the Cleveland Metroparks Zoo for our kindergartners. I am so thankful for this opportunity being provided to our students by the Nordson Corporation Foundation. Because of your kind gift, this will be a day that these kindergartners will never forget!"**

— Jessica Barwacz, Principal, Elyria City Schools

# Capital Support



## **Asian Highlands breaks ground**

In August 2017, the Zoo broke ground on a \$5.8 million habitat for guest favorites red panda, snow leopard, Amur leopard and takin, a species new to Cleveland. The space in Wilderness Trek will enhance the size and complexity of animal habitats, create a more engaging guest experience, and bring to the forefront the Zoo's longstanding conservation work. "We're going to build on the design concepts that we've used in African Elephant Crossing and Rosebrough Tiger Passage. We're going to do what's best for the animals by providing some complex environments," Dr. Christopher Kuhar, Zoo Executive Director, said at the groundbreaking ceremony. The Zoo Society is providing \$3.8 million for the project as part of its Passport to the Wild Campaign, led by co-chairs Muffy Boland and Bob Reitman.

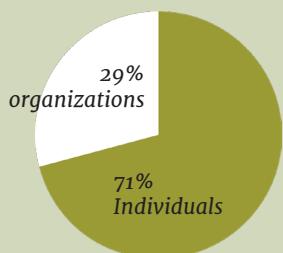
## **Hay Barn opens**

A 9,000-square-foot barn was finished in June 2017 and is a new, centralized facility for storing hay. The Zoo's animals consume 550 tons of hay a year, and hay is also used for bedding materials for primates and other animals. One central location for hay storage increases efficiency for Zoo staff and reduces variables in animal diets because larger quantities of the same crop can be delivered and stored. This leads to overall healthier animals and reduced veterinary intervention. The barn was funded entirely by the Zoo Society and its generous donors: Daniel Maltz, the Milton and Tamar Maltz Family Foundation; The Reinberger Foundation; The Kenneth A. Scott Charitable Trust.

## **Mandel Welcome Pavilion in the works**

In 2017, Cleveland Zoological Society received a \$500,000 grant from The Jack, Joseph and Morton Mandel Foundation that will help bring to the forefront the Zoo's longstanding commitment to conservation. The grant supports the design, fabrication, installation and program development of a welcome pavilion that will be located in the Zoo's entry plaza and will highlight the Zoo's six Future for Wildlife programs. It is the Mandel Foundation's first major gift to the Zoo and Zoo Society.

# 2017 By the Numbers



Giving by sector  
71%: Giving by individuals  
29%: Giving by organizations

## 40,000

Member households,  
the largest membership  
program in Northeast Ohio

Number of  
corporations and  
foundations that gave

## 190



1957  
Year the Zoo Society was  
founded; 2017 was the  
60th anniversary!

**\$10.2 million**  
Total Cleveland Zoological Society revenue

**\$5.5 million**  
Total annual operating expenses

**82%** Percentage of total expenses allocated to  
program services, capital improvements  
and community outreach

## \$16,787

Raised through a new "round up"  
opportunity on website transactions

Charity Navigator once again granted its  
highest rating, 4 stars, to the Zoo Society



## Want more details?

Visit [ClevelandZooSociety.org/who-we-are](http://ClevelandZooSociety.org/who-we-are)  for our full 2017 audit and 990, as well as past issues of our Annual Report.



[ClevelandZooSociety.org](http://ClevelandZooSociety.org)



Cleveland Zoo Society is the  
nonprofit advocate and partner of  
Cleveland Metroparks Zoo.  
We are an independent 501(c)3.

Photos courtesy of Dale McDonald  
and Kyle Lanzer, Cleveland Metroparks Zoo.