

2018
**Annual
Report**
Cleveland Zoological
Society

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Dear Friends,

2018 was a year to celebrate! The evolution of the Zoo campus continued and inspired donors, members and the more than one million guests passing through the gates each year. The engagement with Cleveland families and students through informal science programs and our membership program continued to grow. Support for wildlife conservation reached new audiences, as our philanthropic funding for conservation partners flourished.

With the dedication of the Jack, Joseph and Morton Mandel Welcome Pavilion, the first impression for Zoo visitors was transformed. A meaningful addition to the heart of the Zoo, the building inspires conservation action daily. Today, families are talking about making a difference for wildlife and engaging in new ways with the Zoo's Future for Wildlife conservation partners, all of whom receive significant funding through the Zoo Society.

With the opening of Asian Highlands, dynamic new habitats were created for snow leopard, Amur leopard, red panda and takin. Inspired by Rosebrough Tiger Passage, the habitats include overhead tunnels, multiple yards and climbing platforms. Leadership gifts from Lubrizol and the Cleveland Foundation helped complete this capital campaign as summer months approached.

The year's accomplishments were a successful finale to the career of Executive Director Liz Fowler, who retired in December. During Liz's tenure, the Zoo Society provided more than \$80 million to the Zoo for capital, program and operating support. Her work supported transformative capital improvements, award-winning programming and pacesetting animal care to one of the top Zoos in the nation.

"I am grateful to the Zoo Society Board and staff for the opportunity to serve as Executive Director; my affection runs deep after 22 years, as does my confidence in the work you will continue to do," said Liz. "This 61-year old nonprofit delivers a significant impact, both to the Zoo and to the greater Cleveland community, by securing the philanthropic investments so essential for Cleveland Metroparks Zoo to reach its full potential. This is only possible because of you, our friends and supporters!"

We are grateful for Liz's leadership and dedication to build a strong Board of Directors and staff, which is working hard to welcome a new era of continued financial success and increased collaboration with our friends at the Zoo.

Thank you for your support and for making the Zoo a part of your lives.

Sarah Crupi
Interim Executive Director, Cleveland Zoological Society



The Jack, Joseph and Morton Mandel Welcome Pavilion dedication ceremony.



Edgar in his new Asian Highlands habitat.

Capital Support

The Jack, Joseph and Morton Mandel Welcome Pavilion

In June, the Zoo Society and Cleveland Metroparks Zoo hosted a dedication ceremony for the Jack, Joseph and Morton Mandel Welcome Pavilion. Located at the entrance to the Zoo, the Mandel Welcome Pavilion raises awareness of the Zoo’s longstanding commitment to international conservation programs, and allows guests an easy way to make a difference for wildlife. Each guest who enters the Zoo is given a green token, which is deposited in a donation box in the Mandel Welcome Pavilion, with each box supporting a different Future for Wildlife program. The Mandel Welcome Pavilion was made possible by a generous \$500,000 gift from the Jack, Joseph and Morton Mandel Foundation. It was the Mandel Foundation’s first major gift to the Zoo and Zoo Society.

Asian Highlands Opened

The immersive habitat in Wilderness Trek also opened in June as the new home for the Amur leopard, snow leopards, red pandas, and takin, a species new to Cleveland. The footprint of Asian Highlands totals 1.3 acres, giving all species larger and more complex spaces. The project borrowed design ideas from Rosebrough Tiger Passage, introducing climbing platforms and overhead tunnels for the cats, as well as interconnected yards to enrich the cats’ daily route, and several close-up viewing spots for guests. The total project cost for Asian Highlands was \$5.8 million; Zoo Society donors provided \$3.8 million.

Passport to the Wild Campaign Success

The opening of Asian Highlands helped highlight the success of the multi-year, comprehensive Passport to the Wild Campaign, launched by the Zoo Society Board of Directors in 2014 and chaired by Directors Robert Reitman and Muffy Boland. As of December 2018, the Campaign raised contributions from generous Zoo Society donors exceeding \$16.4 million. These gifts will continue to help fund conservation, education and animal care programming, as well as capital projects including Rosebrough Tiger Passage, Asian Highlands, and the Mandel Welcome Pavilion.

“We are so pleased to support Cleveland Metroparks Zoo’s efforts to engage the community in learning about animals in Ohio and conservation efforts around the world.”
— Morton Mandel, Mandel Foundation Chairman and CEO

..... **Program & Operating Support**

Each year, the Zoo Society provides to the Zoo \$2 million in general operating support and \$1 million for its conservation, education and animal care programming. This funding is a blend of generous gifts for current use and longterm support from named and Board-designated funds.

Conservation

The Jack, Joseph and Morton Mandel Welcome Pavilion brought to the forefront the Zoo’s longstanding dedication to securing a future for wildlife around the world. Each year the Zoo Society contributes \$500,000 for the Zoo’s six Future for Wildlife programs. Among many other projects, in 2018, this funding supported Zoo staff travel to help train the next generation of conservationists at Dian Fossey Gorilla Fund International in Rwanda and the Turtle Conservation Center in Vietnam, and to work with the Giraffe Conservation Foundation and the Uganda Wildlife Authority to relocate a herd of giraffe to safer lands. The Zoo Society also presented the 2018 Steve H. Taylor Conservation Award to Arthur Muneza, East Africa Coordinator for the Giraffe Conservation Foundation. The Award was established by the Board of Directors in 2012 to celebrate and develop conservation leaders.

Animal Care

A year of exciting births and new animals helped highlight the industry-leading animal care and veterinary teams at your Zoo. A trio of bouncy snow leopard cubs, two endangered Eastern black rhino calves and a continuously growing gorilla troop with an expanded outdoor habitat enthralled Zoo visitors and staff alike. The surgical and research expertise of the animal care team is world-class, and Zookeepers and curators are pacesetters in providing enriching environments such as Asian Highlands. The Zoo Society provides \$200,000 annually to support healthy food, veterinary care and research.

Education

Zoo conservation education programming caters to learners of all ages and levels, and the Zoo Society provides \$360,000 annually to support this mission. In 2018, 100,000 students from 600 schools attended programs from summer camp to field trips. Of these, about 71% of the school/program participants are categorized as economically disadvantaged, and 60% belong to a minority race. In addition, 400 educators attended programming that could be brought back to multiple classrooms and shared with students for years to come. Longstanding corporate support from the Cleveland community brings these inquiry-based lessons and opportunities to life.



Members & Donors



Donors Make a Difference

The opening of Asian Highlands presented unique funding opportunities for generous donors. The climbing structures used by the Amur and snow leopards, the red panda yard, the leopard yards, and the entry bridge for guests were all made possible by private philanthropy. We are grateful to both Lubrizol Foundation and Cleveland Foundation for gifts of \$500,000 each to help complete Asian Highlands. Those gifts helped provide expanded yards for the animals and up-close viewing for guests.

As construction was wrapping up on Asian Highlands, more than 60 members and friends of the Zoo Society donated to support the project during a two-week, all-digital matching gift campaign. A pair of thoughtful anonymous donors offered to match any new gift up to \$5,000. In total, \$11,000 was raised for Asian Highlands in two weeks! All donations, great and small, make a powerful impact.

Membership

The membership program, bolstered by a two-year sponsorship from PNC, continues to be the largest in Northeast Ohio, serving more than 40,000 households covering 250,000 individuals. Membership revenue reached \$3.12 million, surpassing budgeted goals. The membership program also supported the Zoo's Future for Wildlife programming: starting in 2018, \$5 of each membership goes directly to conservation, totaling more than \$160,000.

“The Lubrizol Foundation has been a strong supporter of Cleveland Metroparks Zoo since 1963 and we are pleased to play a role in creating the new Asian Highlands exhibit, which showcases the importance of sustainability and conservation. The Cleveland Zoo is an industry leader and we look forward to their continued success now and in the future.”

— Karen Lerchbacher,
Program Officer at The Lubrizol Foundation

Fundraising Events

It was a banner year for Zoo Society summer fundraisers. Cleveland's longest running gala, ZippityZooDoo, moved to Asian Highlands and gave attendees a sneak peek at the habitat before the public opening. Twilight at the Zoo presented by KeyBank celebrated its 25th year and broke attendance and revenue records. Twilight highlights included a large VIP party at the Primate, Cats & Aquatics Building, a new partnership with the popular Lakewood-based GV Art + Design for a commemorative T-shirt, and a new presenting sponsorship from KeyBank. Zoo Clues & Brews presented by Great Lakes Brewing Company drew 50% more attendees; Date Night at the ZOOvies presented by Vitamix entertained 500 guests with food from Driftwood Catering and a movie under the stars. These events raised \$1.3 million.

Twilight celebrates
25 yrs!



2018 By the Numbers

DISTRIBUTIONS TO OR ON BEHALF OF
CLEVELAND METROPARKS ZOO

\$1 million

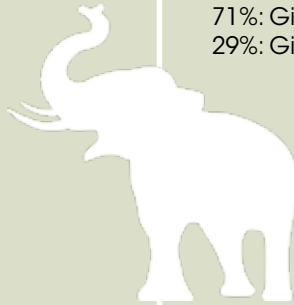
in support of conservation,
animal care and education programs

\$2 million

for general operating support

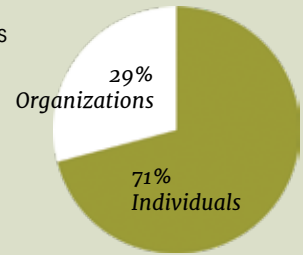
\$3.3 million

for capital improvements



GIVING BY SECTOR

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



\$8.8 million

Total Cleveland Zoological Society revenue

\$11.8 million

Value of Board-and donor-designated
funds, held at Vanguard

Member households, the
largest membership
program in Northeast Ohio

40,000

\$160,000

Raised for conservation
programming through
\$5 per membership



\$18,647

Raised for ZooFund through "round up"
opportunity during transactions

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



Want more details?

Visit ClevelandZooSociety.org/who-we-are 
for our full audit and 990, as well as past
issues of our Annual Report.



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. Cover photo by Gina Wilkolak.

