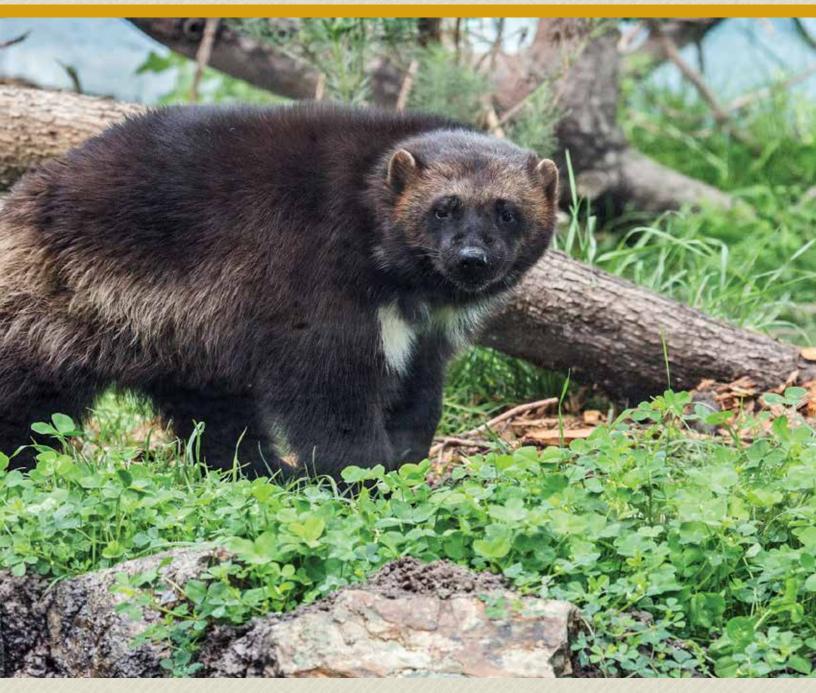
SAN FRANCISCO ZOOLOGICAL SOCIETY ANNUAL REPORT 2014-2015

















THE SOUTH AMERICAN TROPICAL RAINFOREST AND AVIARY IS OPEN NOW AT THE SAN FRANCISCO ZOO













Dear Friends,

How do you experience the San Francisco Zoo & Gardens?

Do you interact with San Clemente Island goats and Navajo-Churro sheep during the "Barnyard Stampede" at the Fisher Family Children's Zoo? Do you prefer visiting Big Daddy Bahasa, the rapidly growing Komodo dragon, during our annual evening "Zoo Lights" holiday celebration? Do you enjoy engaging with volunteer docents who share their knowledge and passion for the Zoo's more than 2,000 exotic, endangered and rescued animals?

This past fiscal year, the San Francisco Zoo connected more than 957,000 visitors to wildlife living in our expansive site next to the Pacific Ocean. Our 100-acre urban oasis attracted the third highest attendance in the San Francisco Zoo & Gardens' long history.

We couldn't be more proud.

Connecting with animals inspires caring for nature and advances conservation of our planet. This connection does not begin and end at the entrance to the Zoo. The San Francisco Zoo & Gardens has stepped up outreach on several levels. For example:

- endangered species protection.

Over the course of a year, the San Francisco Zoo & Gardens experiences numerous milestones, events and stories. In the following pages, we share highlights through images taken by dedicated volunteer photographers Marianne Hale and May Woon.

We hope this report inspires you to visit soon and get face-to-face with leaping red ruffed lemurs, African zebras or even a black-widow spider.

Just as importantly, we hope the animals inspire you to protect them now and in the future.

Sincerely,

Vanya M. Peterson

Tanya M. Peterson President & Executive Director

P.S. To become a San Francisco Zoo member, please visit www.sfzoo.org/join.



• Through our mobile "living classroom" Zoomobile, education staff bring animals including a baby alligator, chinchilla and great horned owl to 430 classrooms and 10,890 students for close-up encounters and grade-appropriate science lessons.

• Collaborating with conservation organizations such as the Snow Leopard Conservancy, Red Panda Network and International Rhino Foundation raises awareness and money for

· Social media posts on Facebook, Instagram and Twitter reach thousands of followers with animal updates and photos along with interesting, educational facts.

Robert Pedrero Chair, Board of Directors

SAN FRANCISCO ZOO July 1, 2014 - June 30, 2015

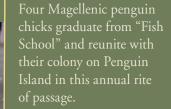
At the San Francisco Zoo, it's our mission to **connect** people with wildlife, inspire **caring** for nature, and advance conservation action.



attend our popular Zoo

do to save them.

ZOO CAMP



MARCH OF THE **PENGUINS**

Early morning rides attract hundreds of bike 1-1/2 hour behind-the-

> FAMILY **BIKE-ABOU1**

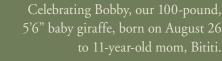
GIRAFFE BIRTH

AUGUST



Celebrating Bobby, our 100-pound, 5'6" baby giraffe, born on August 26







Kiwi, one of two rare North American and feisty play.

ATA

PTEMBER

S E

NATURE

TRAIL

the summer.

Mentored by Koret Animal Resource

Center staff, 80 junior zoologists

share their knowledge and love of animals with visitors throughout



Zoo Board Chair Robert Pedrero, Koret Foundation CEO Jeffrey Farber, and Zoo President & Executive Director Tanya Peterson break ground for the newly birds, mammals and the Zoo's first

TICKLED

PINK

GROUND **BREAKING**

HONORING **MILITARY VETERANS**



U.S. veterans enjoy and free admission during Fleet Week.



The first Chilean flamingo chicks born in pink to celebrate their birth.



Female bongo Pence born to Betty Jean, critically endangered African antelope species.





WELLNESS CENTER



collaborative class conducted program.

2 RARE **BIRTHS:** KUDU **BONGO**



female calf born to mom



François langur,

parents, Jing-Jing

and Isaac.

FRANÇOIS LANGUR



their delightful play and

PANDA-MONIUM







Annual fundraising luncheon at Neiman-Marcus Rotunda on October 15 showcases while raising \$66,000 for the Zoo.



resident mandrills, craft-making and the



Cultivating wildlife professionals raise

FUR BALL

2014







this annual holiday light spectacle, and Komodo dragon as well as Santa's reindeer during special

ZOO LIGHTS

ZOOMOBILE



From September 2014 through mid-June 2015, animal education connecting kids with the wonders







Twelve-year-old African lion

workup including repair of a chipped tooth. Trained

health care, the 540-pound

JAHARI WELLNESS EXAM



Corporations such as

RENEW THE ZOO New baby Sou American how monkey born March 18, 20

HOWLER MONKEY BIRTH



MARC

ZOOTOPIA

The Bernard Osher Great Hall morphs into a Cuban Casino for February 27 Zootopia 2015. Supporters learn to play poker, blackjack and roulette and raise \$30,000.





FEBRUARY

FREE

DAYS

More than 105,000 visitors including 17,000 San Francisco students receive free admission through monthly "SF Resident Free Days" and other special promotions.

GHURKA COMES HOME

Ghurka, a 14-year-old male snow leopard, returns from Cleveland Metroparks Zoo to his place of birth.

JANUARY



More than 1,000 San Francisco public school students participate in ninth annual educational contest. Zoo honors 183 students with awards luncheon, animal encounters and docent tour.



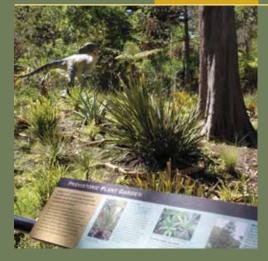
PREHISTORIC GARDEN



LUNAR

NEW YEAR

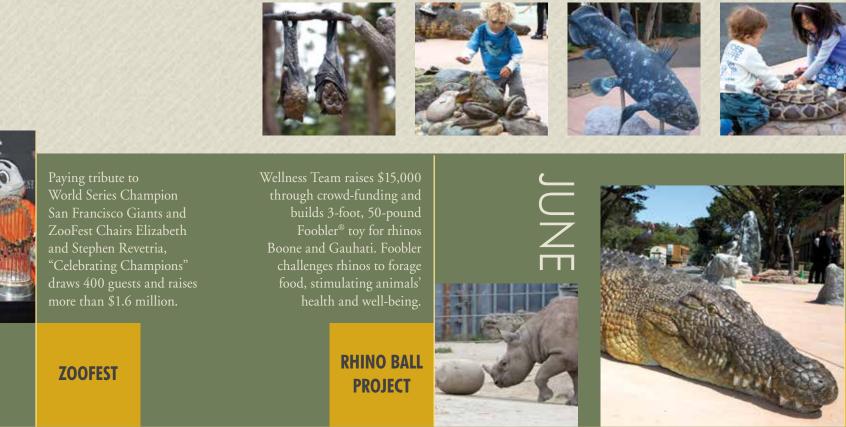
Chinese acrobats and lion dancers celebrate the "Year of the Goat." Visitors can "Adopt a Goat" and bring good luck.



One of the Zoo's seven gardens, this latest landscape reveals ancient plant varieties such as mosses, gunnera and ferns that have survived millions of years.



APRIL





34 critically-imperiled frogs

to wild after vaccinating

YELLOW-

LEGGED

FROGS

Celebrating five years of sustainable gardening on Earth Day 2015, "Conservation Corner" features bee and vegetable garden growing



MOTHER'S DAY

San Francisco Chronicle features mama giraffe Barbro and calf Sarah in photo spread promoting "Top Events for Mother's Day May 3," highlighting free admission for moms.



IN MEMORIAN

Our Zoo family remembers several resident animals who



Piké



ENDANGERED SPECIES DAY

LIKE THIS

In partnership with

Association of Zoos and

staff highlight 50 resident

species and communicate

urgency of saving animals

from extinction.

Aquariums, Education

EXTINCTION LOD

next generation with conservation, KidsFest 2015 draws more than 470 guests and features shows and more plus Friend Playground.

SCULPTURE LEARNING PLAZA





Guests feel animal skin Plaza, accessible to physically

BIODIVERSITY MATTERS

KIDSFEST

Connecting the



SENIOR STROLL



opening. Quarterly opportunity to observe

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San Francisco Zoological Society Auxiliary

The San Francisco Zoological Society Auxiliary women's group hosted "Birds of a Feather" luncheon as well as Zootopia and KidsFest 2015 events, drawing attention to the Zoo's conservation and education programs while raising \$75,000 to support the Zoo.

Charley Zeches, President Lori Shigekane, Vice President Michelle Pender, Recording Secretary Caroline Hughes, Corresponding Secretary Frances Hochschld, Treasurer Jennifer Abernathy, Assistant Treasurer Dorene Abt, Membership Michelle Molfino, Membership Lisa Pearson, Governance Angela Espinosa, Provisional Coordinator Corey Hyde, Provisional Coordinator

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ZOO II

Zoo II's young professionals raised \$74,540 to benefit the San Francisco Zoo during Fiscal Year 2014-15. Zoo II also expanded conservation and environmental awareness while connecting members through "Urban Safari" social hours and their signature fundraising event, Fur Ball.

Will Andereck, President PJ Masterson, Vice President Scott Snow, Treasurer Aneal Vallurupalli, Treasurer Mike Ritter, Secretary Art Svidler, Secretary

Marketing Committee John Motlow Jackie Rooney Aly Spradlinr **Clay Jameson**

Cultivation Committee Michelle Sangiacomo Stephanie Soderborg Erin Toth

Fur Ball Committee Willa Moore Lauren McCreery

DOCENTS

The San Francisco Zoo's docent program includes 60 volunteer guides who serve as the Zoo's educational ambassadors, leading 40 tours for some 1,800 students. Docents offer diverse, grade-appropriate topics from animal adaptation to habitats and environments, and African animals and primates.

Ardene Anderson* Beth Anderson Nancy Atkinson Susan Balthazor Krista Barnard Bill Beech*

Erin Blackwell Craig Evenhouse Marcella Gaane Edith Greene Randy Greer Terry Hallinan Sheila Hawthorne Julia Heidmann* Charlene Hogan Terry Jelley* Eric Joe Dexter Lowry Rosemary MacLeod Patricia Mar Susan Margolis Perry Matlock Debbie McAuliffe Joan McClain Leann Mclver Moira McLeod Linda Micke Donna Mollenhauer Shay Morris Donna Mumford Nancy Murphy Patricia O'Brien Rocky Oakley Betty Oryall Kathy Pattison Joan Paulus Olivia Pellicer Valeria Pellicer Allan Ridley Liz Rogers Diane Rykken Maureen Rylance Lori Sbarboro Juanita Schroder Jane Searight* Gail Secchia* Maxine Seward Marina Shultz Sandra Shure Chris Shuttlesworth Kathy Sieferman Erin Thomas Adriana Thumm Ruby Tondu Jill Toth Georgeanne Wedergren Kay Westerberg Gerry Wright*

* Served on the Docent Executive Committee

Statement of Financial Position

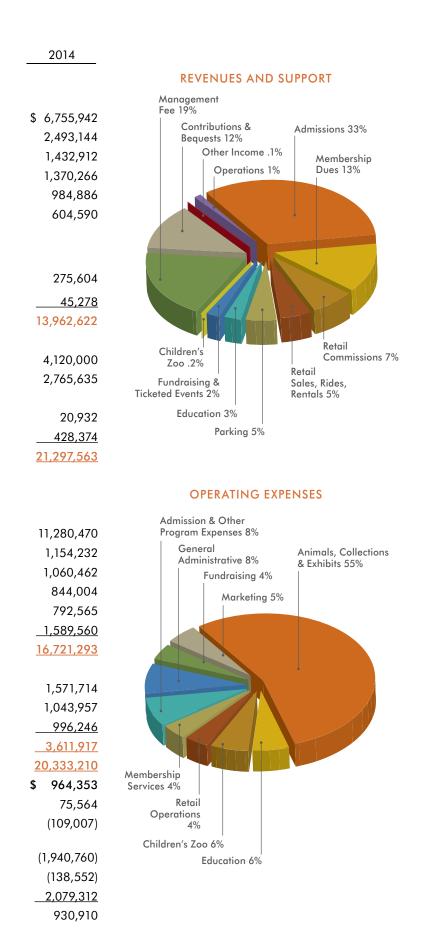
June 30, 2015 and 2014

CURRENT ASSETS	2015	2014
Cash and Cash Equivalents \$	4,335,240	\$ 9,844,947
Contributions Receivable	1,103,502	448,752
Bequests and Other Receivables	223,762	365,546
Prepaid Expenses	250,421	182,206
Total Current Assets	5,912,925	10,841,451
INVESTMENTS	7,128,175	6,906,413
PROPERTY AND EQUIPMENT, NET	596,610	563,307
TOTAL ASSETS\$	<u>13,637,710</u>	<u>\$ 18,311,171</u>
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES:		
Accounts Payable \$	1,600,473	\$ 744,918
Accrued Expenses	1,381,092	1,421,108
Deferred Revenue	1,192,734	1,111,943
Current Portion of Long-Term Debt	247,082	243,458
Due to the City and County of San Francisco	219,232	188,724
Total Current Liabilities	4,640,613	3,710,151
Long-Term Debt, Net	315,366	562,448
Total Liabilities	4,955,979	4,272,599
NET ASSETS:		
Unrestricted	2,640,875	6,335,804
Temporarily Restricted	1,808,808	3,490,874
Permanently Restricted	4,232,048	4,211,894
Total Net Assets	8,681,731	<u>14,038,572</u>
TOTAL LIABILITIES AND NET ASSETS	<u>13,637,710</u>	<u>\$ 18,311,171</u>

Statement of Activities

Years Ended June 30, 2015 and 2014

UNRESTRICTED NET ASSETS:	2015
REVENUES AND SUPPORT:	
Program Revenues:	
Admissions	\$ 7,069,718
Membership Dues	2,736,933
Retail Commissions	1,579,388
Retail Sales, Rides and Rentals	1,143,772
Parking	1,044,675
Education	697,293
Fundraising and Ticketed Events (Net of Direct Benefit to Donors of \$444,793 in 2015 and \$391,678 in 2014)	381,839
Children's Zoo	35,542
Total Program Revenue	14,689,160
Other Support:	
Management Fee	4,120,000
Contributions and Bequests	2,581,566
Other Income	25,922
Satisfaction of Restrictions, Operations	256,783
Total Revenues and Support	<u>21,673,431</u>
OPERATING EXPENSES:	
Program Services:	
Animals, Collections and Exhibits	11,821,926
Education	1,338,504
Children's Zoo	1,196,171
Retail Operations	913,267
Membership Services	886,313
Admissions and Other Program Expenses	1,621,100
Total Program Services	17,777,281
Supporting Services:	<u>,</u>
General and Administrative	1,818,024
Fundraising	877,824
Marketing	1,024,759
Total Supporting Services	3,720,607
Total Operating Expenses	21,497,888
INCOME FROM OPERATIONS	\$ 175,543
Investment Income	⁽¹⁾ 173,888
	(142,469)
Depreciation Expense Capital Expenditures to be Gifted to the City	(142,407)
and County of San Francisco	(6,970,440)
Other Capital Expenditures	(574,814)
Satisfaction of Restrictions, Capital	<u>3,643,363</u>
INCREASE (DECREASE) IN UNRESTRICTED	(3,694,929)
NET ASSETS	



Annual Acknowledgements

We gratefully acknowledge the following for their generous contributions received for 2014 - 2015 to support our work in wildlife conservation and education.

INDIVIDUAL GIFTS

\$200,000 & ABOVE Estate of Diane Lorraine Baldwin Anne and Robert Pedrero

\$100,000 - \$199,999

Anonymous The William G. Irwin Charity Foundation Estate of Lois E. Kalb Koret Foundation Barry and Marie Lipman Dianne and Tad Taube Estate of S. Grace Williams

\$50,000 - \$99,999

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\$25,000 - \$49,999

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The Americas Campaign

The San Francisco Zoological Society is in the last phase of its successful Americas Campaign, an intensive, multiyear fundraising drive, which seeks to to improve the South and North American regions of the Zoo as well as its Youth Exploration Zone. Specifically, the projects of the Americas Campaign include:

Elinor Friend Playground (Nov. 2013), eco-interactive and accessible outdoor play area located at the historic heart of the San Francisco Zoo near the Fisher Family Children's Zoo entrance and adjacent to the Playfield Lawn;

Sculpture Learning Plaza (June 2015) features realistic figures of rare species, accessible to all people who will experience the wonders of nature through art;

South American Tropical Rainforest & Aviary, (July 2015) completely renovated 1930s "Works Progress Administration" (WPA) building connecting visitors with more than 100 free-flying birds, mammals and the Zoo's first significant reptile and amphibian collection.

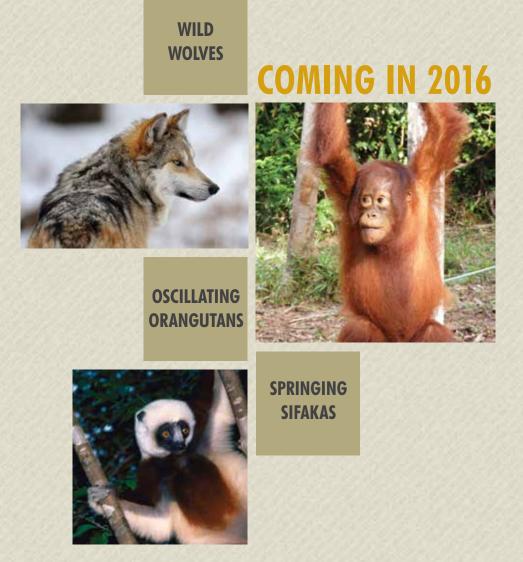
Gray Wolf Exhibit: This exhibit will convert the Zoo's aging bear grottos into a vibrant habitat for the threatened wolves of North, Central and South America. Its first inhabitants will include the endangered Mexican Gray Wolf and is due to open in late 2016.

Chaired by SFZS Board Member Dianne Taube, the Americas Campaign attracted hundreds of donors with gifts from \$10 to \$1 million. Thank you to our generous supporters who embrace the San Francisco Zoo & Gardens' vision and help fulfill our mission.

The San Francisco Zoological Society gratefully acknowledges the following lead donors (gifts of \$100,000 or more) for their generous support of the Americas Campaign:

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