



FRIENDS
OF THE
ROSAMOND GIFFORD ZOO

2022
ANNUAL
REPORT

Providing a level of excellence
that makes the Rosamond
Gifford Zoo a national leader in
animal care, conservation and
visitor experience.

A JOINT MESSAGE FROM THE EXECUTIVE DIRECTOR AND THE CHAIR OF THE BOARD



We are thrilled to present our annual report for the year 2022, which was a truly remarkable year for the Friends of the Zoo. While we remained committed to fulfilling our promises, we also launched several new initiatives that allowed us to strengthen our conservation mission and connect more deeply with our community.

Over the past year, we completed several projects to advance and enhance our ongoing conservation efforts. We also expanded existing events and partnerships, as well as developed new ones, to better engage with our community. One of our most significant achievements was raising \$1.1 million for the One Health | One Mission campaign, which allowed us to equip our new 20,000 sq. ft. Animal Health Center with state-of-the-art medical equipment and furnishings. In addition, we designed and furnished an interactive Jr. Veterinary Clinic play space to inspire future generations of veterinarians.

We also renovated and rebranded the old Jungle Café, and the new Honey Bee Café opened in May. It features locally sourced, healthy food and sustainable products, as well as a barista bar serving local Kubal coffee. We partnered with Hofmann Sausage Company to create the Hofmann's Dog Haus and expanded our offerings while staying true to our conservation mission by using eco-friendly food packaging, biodegradable cutlery, and no plastic straws.

Our innovative strategies, such as the monthly gourmet pairing dinner series, showcase the zoo's mission and now sell out weeks in advance. We expanded our educational offerings due to increased demand and designed them with a focus on STEAM programming. We also began revamping our interpretative signage to make our exhibits more accessible for guests of all ages and abilities, and we continue to seek ways to offer the most inclusive experience possible. Our membership numbers grew a record-breaking 17%, and we welcomed new members with enhanced perks and special opportunities to engage.

Additionally, we created a Youth Advisory Board, consisting of student representatives from Central New York high schools, to strengthen community connections, welcome fresh perspectives, and collaborate with multiple generations of conservationists. We must recognize that young people are not merely the leaders of tomorrow, but they are also the changemakers of today. The youth is not just our future, they are our action now.

As we look towards the future, we are excited to continue expanding our technologies, diversity, access, and conservation education, to bring about an immersive guest experience and a visionary future for the zoo.

We would like to express our gratitude to all of our supporters, volunteers, and team members who made this year such a success. We couldn't have done it without you.

With gratitude,

Carrie Large
Executive Director

Al Gough
Chair of the Board

TABLE OF CONTENTS

- 4 Friends Board of Directors
- 5 Fulfilling Promises: Animal Health Center Opens
- 6 Development and Fundraising
- 10 Making Memories that Endure
- 12 Education and Community
- 14 Dedicated Volunteerism
- 15 Our Growing Membership
- 16 The Curious Cub Gift Shop
- 18 The Honey Bee Café
- 19 Catering at the Zoo Expands
- 21 Celebrating Unique Partnerships
- 22 A Fresh Perspective
- 23 Capital Investments
- 24 Future Focus
- 25 Animal Updates
- 35 Statement of Operating Finances
- 36 2021 Donor Roster



Nearly **9,140**
children and adults actively participated in
conservation education learning programs



OUR BOARD OF DIRECTORS

RECOGNIZING THE FRIENDS OF THE ZOO BOARD

The Friends of the Zoo Board of Directors are among the most involved and dedicated supporters of the zoo. Our board members attended monthly meetings, served on various planning committees and served as individual sources of expertise, advice and support for the Friends as well as the zoo on the major initiatives and projects that were successfully completed in 2022.

The Board of Directors provided crucial stewardship and consistent mentorship to our organization, and their dedication has proven invaluable. We thank them for their dedicated service.

2022 Board of Directors

Al Gough, <i>Chair</i>	Dan Jenkins
Terry Hopkins, <i>Vice Chair</i>	Ryan Lynch
Jamie Card, <i>Treasurer</i>	Bishop Colette Matthews-Carter
Peter Belyea, <i>Secretary</i>	Kathy O'Connell
Dr. Zina Berry	Melissa Oliver
Debra Cody	Austin Philleo
Joanna Dennis	Melissa Piper
Heidi Holtz	Jean Marie Russo
Jaime Hunsicker	Natalie Scavone
Laura Iorio	Megan Thomas

Friends of the Zoo board welcome six new members for 2023:

Andrew Brazill
Tim Crosby
Melissa Hicks
Suzie Lobdell
Jody Manning
Debbie Messina

2023 Officers:

Chair: Terry Hopkins, Administrative Principal for C&S Companies
Vice Chair: Megan Thomas, Director of Public Education at OCWA
Treasurer: Jamie Card, Partner and Financial Institutions Team Leader for The Bonadio Group
Secretary: Natalie Scavone, Owner, OMN Consults

FULFILLING PROMISES

THE LONG-AWAITED ANIMAL HEALTH CENTER OPENS!

After more than a decade of preparation and over a year of construction, the long-awaited 20,000 square-foot Animal Health Center was officially opened to the public on April 12 with a ribbon-cutting led by Onondaga County Executive Ryan McMahon.

The Friends campaign was successful, bringing in \$1.1 million – all thanks to the generous support of community members, organizations and foundations earmarked to furnish the health center with high-tech, state-of-the-art medical equipment.

Situated near Primate Park, the Animal Health Center — the second-largest facility of its kind in New York state — was constructed to provide quality care for all of the zoo's animals. The center offers visitors easy viewing into treatment rooms, a surgical suite, a nursery, an intensive care unit, an animal diet kitchen, and a research laboratory.

Meeting and Exceeding AZA Standards

The Rosamond Gifford Zoo is accredited by the Association of Zoos and Aquariums, an organization that applies rigorous, science-based standards in examining the zoo's entire operation, from animal welfare, veterinary care, and conservation, to education, guest services, and safety. The new Animal Health Center not only meets the standards of accreditation issued by AZA, it exceeds them. With a dedicated laboratory and increased space, the center expands the zoo's ability to treat more animals on-site and contribute to research advancing animal science. It also includes an animal quarantine facility with four specialized areas to meet the needs of carnivores, primates, aquatic animals, and birds. The space ensures the health and safety of all zoo inhabitants when new animals arrive.

To inspire the next generation of veterinarians, The Animal Health Center also includes an interactive Jr. Veterinary Clinic play space for children. The play space allows learners of all ages and abilities to imagine and mimic careers in animal care by using pretend medical tools to examine and treat plush animals.

The Animal Health Center provides educational opportunities to guests of all ages, while also contributing critical and groundbreaking research to the conservation of the various species in our care. The Friends of the Zoo are immensely proud to have commenced this new era of our conservation mission.





DEVELOPMENT AND FUNDRAISING

Monies received from grants and sponsorships more than doubled in 2022

We continue to develop and host engaging events that help raise funds for the zoo's mission while expanding our events to include other non-profit organizations such as Symphoria, the United Way of CNY, and many more through collaboration and prize gifts.

We also work with local schools to bring the talents, skills and creativity of their students to enhance our events, such as our annual holiday celebration Holiday Nights. The light exhibit designs provided by the SCSD P-Tech students for Holiday Nights resulted in engaging and rewarding educational experiences for the students in a real-world setting and contributed significant enhancements to our event – which greatly improved the guest experience.



COMMUNITY EVENTS

Our development team loves nothing more than seeing a crowd of our zoo friends and family gathered at the zoo, and last year's slate of fun-filled events engaged guests of all ages and interests. Classic events like Asian Elephant Extravaganza and Zoo Boo attracted their usual crowds, and our famous penguin chick Bruno breathed new life into our already exciting Penguin Palooza. The miracle birth of Asian elephant twins Yaad and Tukada came just in time to celebrate National Twin Day!

Party for the Planet — This two-day event celebrating planet Earth included a returnable can and bottle drive, a volunteer cleanup at the zoo and a dedicated work party that brought volunteers from various local businesses to spend a day sprucing up the zoo. On Friday, April 22, the zoo's annual Earth Day celebration brought dozens of conservation groups and thousands of visitors to the zoo to spotlight nature conservation and saving species. Our Conservation Stations and Eco-partners offered fun activities, giveaways and tips on how we can all help protect our planet.

Penguin Palooza — On Sunday, July 10, Friends of the Rosamond Gifford Zoo hosted our annual Penguin Palooza event with **over 2,000 guests!** The penguin party included **complimentary ice cream donated from Stewarts Shop.** Children of all ages could be seen with painted faces and smiles as they enjoyed keeper chats, rock painting and a Storytime session around our Humboldt Penguin Coast exhibit. Some guests took this occasion as an opportunity to show their support for our penguins by wearing our Penguin Family Pride t-shirts, which celebrate **Bruno**, our first Humboldt penguin chick to be raised by a pair of male penguins.



DEVELOPMENT AND FUNDRAISING

Asian Elephant Extravaganza — Friends of the Zoo and the zoo's elephant team hosted a daylong slate of activities for our annual Asian Elephant Extravaganza, an event celebrating our Asian elephant herd and the cultural traditions of their native countries in South Asia. The day included performances of traditional Indian music and dance, an Indonesian orchestra called a gamelan, demonstrations with our six-member elephant herd and birthday celebrations for our two eldest elephants, Siri and Romani. Precious artwork and crafts created from our elephants were featured in a silent auction that people could take part in both in-person and online. More than **2,000 people** attended the celebration. **The event was supported by a grant from CNY Arts.**

National Twin Day/Holidays with the Animals — On December 18, the zoo recognized National Twin Day by hosting a free event in celebration of the miracle elephant twins born to mother Mali just seven weeks prior. **Micron sponsored the event and paid admission for all 1,886 guests.** The zoo “doubled” the celebratory experience with the annual Holidays with the Animals event. Throughout the day, visitors watched on as zookeepers “gifted” the animals enrichment boxes filled with their favorite tasty treats. **Thanks to Micron, everyone in our community had the opportunity to enjoy the dual excitement of the day free of charge.**



Zoo Boo — Zoo Boo returned in October with an enhanced kooky-not-spooky Halloween celebration. Guests dressed to impress in their best costumes and enjoyed trick-or-treating around the zoo. The new Spooky Stroll along the Wildlife Trail wowed guests with eerie fog and haunting music. A green screen photobooth allowed guests to capture their favorite poses with a backdrop unique to each weekend. **The weekend series attracted 4,500 guests and raised \$40,326. We thank New York Life Finger Lakes, Syracuse Othopedic Specialists, PC, Vaughn Baio & Partners, and Girl Scout Troop 60500 for their support.**

Holiday Nights presented by Amazon — The zoo transformed into a winter wonderland with dazzling lights and entertainment for Holiday Nights. **More than 6,500 guests** celebrated the holidays with friends, family, and the furry and feathery residents of the zoo! For three weekends in December, the zoo became a snow globe of sorts, playing host to live holiday carolers, visits from Santa, ice sculpting, a magical light display in Primate Park specially designed and assembled for Holiday Nights by local SCSD engineering students, and plenty of cozy fire pits to stay warm by. Thanks to local sponsors, (and an army of volunteers sporting elf hats), the seasonal celebration was a great success! In the spirit of giving, the Friends donated \$1 from every hot chocolate sold throughout Holiday Nights to its new partner United Way of Central New York. **120 gallons** were sold, amounting to **\$1,542 raised for United Way.** **Holiday Nights was presented by Amazon with support from Community Bank N.A., Hueber-Breuer Construction Co., Wegmans, Excellus Blue Cross and Blue Shield and TOPS Friendly Markets. The event generated \$77,693 in revenue.**





DEVELOPMENT AND FUNDRAISING

WE PUT THE "FUN" IN FUNDRAISERS

The Friends of the Zoo enhanced its event schedule in 2022, updating fan-favorite events like Brew at the Zoo, Asian Elephant Extravaganza and Zoo Boo which brought in great crowds. Fundraisers like our charity golf tournament Tee Off FORE the Animals, the Fall Conservation Ball and the all-new Zoo Run Run 5K provided an opportunity to connect with our zoo family in new ways.

Inaugural Zoo Run Run — The Friends of the Rosamond Gifford Zoo held its first-ever 5K run/walk on Saturday, April 23 with **more than 380 runners of all ages** participating. The run included a Hatchling Hustle 1K for the little ones. Zoo Run Run kicked off at 7 a.m. in the zoo courtyard with multiple waves of running through the zoo's Wildlife Trail past camels, penguins, wolves, elephants, snow leopards and red pandas. Finishers received medals with additional prizes for those finishing in first, second and third place. The Komodo dragon-themed run raised **\$32,597** in support of animal care and conservation education. **We thank Woodlawn Cemetery, Fleet Feet, GHD, TOPS Friendly Marketing, Lamar Outdoor Advertising, Blnik Fitness, Cumulus Radio and Empower Federal Credit Union for their support.**

Tee Off Fore the Animals — Friends of the Rosamond Gifford Zoo held its second-annual charity golf tournament in June, raising **\$54,375** in support of animal care and conservation. On June 20, **88 golfers** joined us at the historic Bellevue Country Club for 18-holes of championship golf, with animal ambassadors present on the course to "bring the zoo to Bellevue." Guests were served breakfast off the cart, lunch and a post-tournament dinner in Bellevue's luxurious Clubhouse. **Thank you to our golf tournament sponsors, 1 World for All, OneGroup, RBC Wealth Management, Dannible & McKee, LLC, Fishers Island Lemonade, Hancock Estabrook, LLP, LPA Software Solutions, LLC, TJ Sheehan Distributing and The Image Press for your support.**



DEVELOPMENT AND FUNDRAISING

Brew At the Zoo — More than **2,153 brew lovers** came to our annual Brew at the Zoo fundraiser. Guests enjoyed local beer and wine tastings and live music while viewing our animals on evening exhibit. The event included a silent auction that featured animal artwork, collectibles, dining experiences and movie/rock star memorabilia. Brew at the Zoo raised **\$139,352.50** in support of our mission of animal care and conservation education. Brew at the Zoo was made possible by **sponsors CXtec, Hayden Jewelers, Construction Associates, LLC, Nave Law Firm, Hancock Estabrook, LLP, NBT Bank, Bousquet Holstein, PLLC, Grossman St. Amour CPAs, PLLC, C&S Companies, Tops Friendly Markets, TJ Sheehan Distributing, Onondaga Beverage, 93Q and 95X. Thank you for your support!**

Fall Conservation Ball — On Friday, September 23, Friends of the Zoo hosted its second-annual Fall Conservation Ball. An abundance of gourmet food, champagne and live music was enjoyed in celebration of all the zoo's achievements throughout the past year – including the grand opening of our new Animal Health Center. Guests enjoyed a phenomenal spread of gourmet food from our catering team, including delicious fall desserts that incorporated honey from the zoo's beehive. This event raised **\$34,787** toward our animal care and conservation mission. Thank you to our **sponsors Triad Foundation, C&S Companies, Bousquet Holstein, PLLC, Holtz Family Fund, Community Bank, Visual Technologies and WAER 88.3.**



BY THE NUMBERS
Our events generated more than
\$379,130
to support the zoo
and conservation education.





MAKING MEMORIES THAT ENDURE

DREAMNIGHT ENGAGING AND SUPPORTING OUR SPECIAL NEEDS COMMUNITY

Every year, the Rosamond Gifford Zoo participates in Dreamnight – an evening dedicated to children with special health care needs and disabilities to experience the zoo. Originating in the Netherlands at the Rotterdam Zoo in 1996, Dreamnight is celebrated in 23 countries around the world. In New York, the Rosamond Gifford Zoo is the only zoo to participate. On June 10, **680 people** came to our zoo to enjoy a sensory-inclusive after-hours walk around the zoo with keeper chats, games and various performances after a two-year hiatus due to the COVID-19 pandemic. Children received a stuffed animal upon their arrival and families were provided dinner and snacks throughout the night. We partnered with many local organizations to provide free tickets for the fun-filled evening. In exchange, these organizations provided volunteers to help run the event. This night was made possible with support from **Mohawk Global Logistics Corp., The Marsellus Family, The O'Donnell Family, Tops Friendly Markets, Wild Republic, ACCESS, Exceptional Family Resources, Elmcrest, Liberty Post, ACR Health, ARISE, Upstate University and many more.**



SENIOR CITIZEN APPRECIATION DAY

Nearly 200 seniors registered for our first Senior Citizens Appreciation Day **presented by Nascentia Health** on May 11. Seniors came out early to enjoy free zoo admission and a complimentary continental breakfast. The morning included senior-specific booths and vendors and seniors enjoyed a scenic, peaceful walk to the Helga Beck Asian Elephant Preserve for an elephant yoga demonstration by the zoo's oldest elephant, Siri. A series of informative keeper chats were also held throughout the morning. The event was so well received that there are plans for Senior Citizens Appreciation Day to happen annually.

STORYWALK AT THE ZOO

In June, Onondaga County Executive Ryan McMahon joined us at the zoo for a special StoryWalk® launch event by Onondaga County Public Libraries (OCPL), and Talk, Read, Sing Onondaga in celebration of Father's Day, Pride Month, and families of all kinds! Young and old read the heartwarming story of baby penguin chick Tango and her family as we celebrated our own penguin chick Bruno and his family.



MAKING MEMORIES THAT ENDURE

ANIMAL ENCOUNTERS

Animal encounters give animal lovers a chance to experience the good work, devotion and expertise of our animal care team while seeing and learning about the animals in our care up close and/or behind the scenes for an educational, exciting, inspiring, and often moving experience. **A total of 177 Animal Encounters were purchased in 2022, generating \$28,645.** Last year, a waterfowl encounter expanded our animal encounter offerings to five. Our guests purchased:



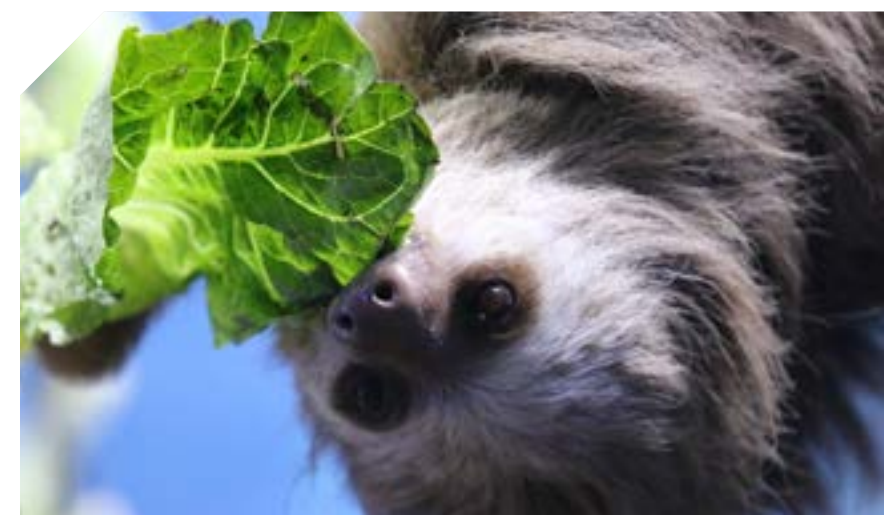
Penguin Encounters, which take guests behind the scenes at Penguin Coast to see the infrastructure and question our expert keepers about the care, feeding and training received by our colony of Humboldt penguins, our zoo's participation in the Species Survival Plan to increase the population of this vulnerable species and, of course, meet a penguin up close.

Sloth Encounters, which brought our guests inside our nocturnal Hoffmann's two-toed sloth exhibit. Guests have the opportunity to feed our sloths while learning more about the daily care of these animals. Our expert keepers also share details about the two-toed sloth's behaviors (such as eating, sleeping, and processing waste), unique adaptations and specialized diet.



Hawk Walks through the wooded grounds where our bird team does free-flight training with our raptors. The experience includes a 30-minute walk with the team and our two majestic Harris hawks, Anakin and Alex, as the hawks fly to the trees and back to the falconer's glove — all while learning about the specialized care these birds receive and how they are trained in the ancient sport of falconry.

Elephant Bath Encounters, which allow guests to go behind the scenes at the Helga Beck Asian Elephant Preserve, experience how our expert elephant team cares for this critically endangered species, the science behind our participation in the Species Survival Plan for Asian elephants and important research for helping them survive in the wild – all while helping give an elephant a bath, a daily practice that keeps our elephants healthy and allows their keepers to check out every inch of every elephant as part of their care.



Waterfowl Encounters that introduce guests to the breathtaking inhabitants of our bird pond. Featured so prominently in the center of our courtyard, it can be easy to forget that, just like all the other exhibits at our zoo, the pond hosts complex and majestic creatures. The encounter lets guests get up close and personal with our waterfowl, participating in their daily care and learning more about their species in the process.



EDUCATION AND COMMUNITY

EDUCATIONAL PROGRAMS GROW TO MEET DEMAND

The education team spent last year expanding the ways in which they deliver conservation education — ensuring science, technology, engineering, arts, and mathematics (or STEAM) are the primary focus of our conservation education offerings. The holistic approach combines each discipline to promote creative-thinking and problem-solving skills for young learners. STEAM aims to convey how interconnected our world is — it teaches students to see the science in art, and the inherent art in science.

Understanding that conservationists come in all ages, the Education team reimaged zoo camps by creating ECOSYSTEM and Adult Camps — ensuring that conservation education is not only fun but accessible to learners of all ages.

Summer Zoo Camp saw its most successful year with 715 participants (229 more participants than in 2021) representing a 47% increase. An additional week of zoo camp and new sessions were created to accommodate the growth trend.

Our Educational outreach programs returned to in-person sessions. The Education team celebrated this return to in-person instruction by adding new ambassador animals — including hermit crabs, upside-down moonfish, and chocolate sea stars — to our Zoo to You program:

Likewise, new technology is revolutionizing the department’s practices and streamlining its data collection. The Education Department purchased CampBrain, which is digitizing and increasing the efficiency and safety of our camps.

The Onondaga County Agriculture Department granted Farmbot to our Education team, which would allow students with limited physical capacities to participate in gardening by using the software on an iPad, and would also provide a raised bed for harvesting. Farmbot will help the Education team bring gardening to all abilities while using STEM to connect students to nature in an engaging way.

An aquaponic system was acquired from the Onondaga Health Department. The implementation of this new technology has allowed the Education Department to bring the timeless principles of agriculture into the digital age, promoting the benefits and rewards of gardening and farming to a new generation of conservationists.



EDUCATION AND COMMUNITY

CULTIVATING A CONSERVATION COMMUNITY

Our Community Partnerships Bring Everyone Into the Fold: With community outreach and educational programs such as Zoo to You, we have developed more ways to strengthen and expand the bonds between us and our ever-growing community of conservation-minded animal lovers.

We held our first-ever autism outreach event and implemented sensory inclusion days, held the first Tuesday of each month from April through August.

The completion of the Junior Vet Clinic, and the creation of Senior Citizen’s Appreciation Day on May 11, expanded our educational opportunities to all ages.

Friends of the Zoo tabled a booth at the CNY Pride Festival and Parade on June 25, recognizing the LGBTQ+ members of our zoo family, and celebrating Bruno, our first successful penguin hatch by same-sex Humboldt penguin couple Elmer and Lima. T-shirts featuring our penguin dads proved to be popular with parade attendees, and the Friends were grateful for this chance to strengthen our community bonds.

The Friends of the Rosamond Gifford Zoo partner with many schools, local agencies and other non-profits in a variety of ways.

Examples of these partnerships include:

- Our Zoo Guides Summer program provided training and summer employment for dozens of Syracuse City High School students who worked as education ambassadors interacting with zoo visitors. Zoo Guides staffed Curiosity Carts displaying animal biofacts, shared animal information with visitors and assisted with zoo education programs and events.
- Collaborated with SUNY ESF to provide work-study positions at the zoo for horticulture or education.
- Partnered with BOCES, OPWDD and ARC of Onondaga to provide job skills and volunteer opportunities for people with disabilities.
- For the second year, we partnered with local schools like OnTech Charter, Parkview Jr. Academy, Seven Valleys New Tech Academy, Syracuse City School District’s CTE program, and Syracuse Academy of Science Charter School on project-based learning opportunities that leave a lasting footprint at the zoo.
- Partnered with Syracuse Stage to host a production of The Miraculous Journey of Edward Tulane at the zoo — an incredible blending of our local theater and conservation communities.





DEDICATED VOLUNTEERISM

VOLUNTEER TEAMWORK MADE THE DREAM WORK:

With a full slate of new events and programs plus 43 acres to maintain at the zoo, the Friends needed a helping hand or two — or hundreds. We could not have achieved so many goals without the help of our **369 volunteers**, who contributed **more than 7,980 hours** of hard work to projects around the zoo throughout, (an average of 22 hours per active volunteer). The challenges of the pandemic were not lost on us, and that's why we were proud to see so many of our volunteers actually return to help the zoo post-covid quarantine.

It's a good thing that our volunteers are so dedicated — more events means more volunteers needed, and they rose to the challenge presented by our busy event schedule. Volunteers contribute more than just physical labor, and they helped our Zoo to You team educate our community with tables at events.

Our trained volunteers gave informative tours around the zoo and were on hand at exhibits to answer questions and help educate the community on endangered species and conservation.

It wasn't just dedicated individuals that donated their time, talents and labor to the zoo. Prominent corporations in our community, such as Wegmans, National Grid and Ernst & Young, continued their tradition of providing the zoo with stalwart volunteers, while new corporations like Amazon sent us motivated volunteers to join the ranks.

Finally, our volunteers held their annual pound auction, raffling off various gift-wrapped items that each weighed a pound. Guests bid on items sight-unseen and hoped for the best in this fun-filled fundraiser. **The volunteers raised \$1,400 for animal care and enrichment.**



Zoo volunteers worked over **7980** hours in 2022.

OUR GROWING MEMBERSHIP

MEMBERSHIP MAKES THE MISSION POSSIBLE

Members are the beating heart of our zoo, and that heart grew a few sizes bigger in 2022. Our zoo family grew as we gained **2,547 new members** (representing a **16% increase** from the year prior). We ended the year with **9,008** active member households — and new members accounted for 30% of that figure. **75,000+ members visited the zoo in 2022**, and as a result, our membership database expanded to **more than 450 zip codes** across New York state and beyond.

Three membership campaigns throughout the year generated over **\$140,000** and secured almost **900 new memberships**. There were **1,138 gift memberships** purchased this holiday season — our **highest ever!**

We enhanced our membership package which included a free t-shirt, discounts, a subscription to *MyZoo Magazine* and more, to include new benefits such as:

- Advance access to limited-edition products
- Special member pricing on all ticketed events and programs
- Discounts at The Honey Bee Café and concessions
- Discount for stroller rentals

We launched "Senior Mornings" on the second Wednesday of every month, beginning in the spring. Senior members aged 62 years and older enjoyed early entry to the zoo at 9 a.m. through the fall.



Our Spring Member Acquisition campaign resulted in **668** memberships to the zoo — one-third of them brand-new members — and raised over **\$49,652.**





THE CURIOUS CUB GIFT SHOP

LIVING OUR MISSION

A successful year at the Curious Cub Gift Shop was marked with new equipment, new products, and new perks for members. New technology made the guests' experience at the register faster and easier.

A new line of **Ele-twin products** – including shirts, mugs, magnets and more — came in just in time to celebrate our miracle twins. We also introduced a line of postcards featuring various fan-favorite animals from around the zoo.

In response to guest feedback, a **long-awaited line of gift cards were launched** just in time for the gift-giving season — which have expanded options for our valued guests.

Our online store allowed guests to purchase exclusive items — like our limited-edition penguin family Pride t-shirt — before the products are sold in-person.



SHOP LOCAL

In an effort to support local businesses, our “Shop Local” campaign at the zoo included products from the following partners:

- Tyson Farm and Feed Marcellus, NY (goat milk soaps and lip balms)
- Cedarvale Maple Syrup Co. Syracuse, NY (maple syrup products)
- Kingsley Street Soaps Syracuse, NY (lotions and bath bombs)
- UpCycling4ACause Syracuse, NY (art made from recycled bicycle parts)
- Speach Candy Shoppe Syracuse, NY (zoo-themed chocolate and pretzels)
- Witty Wicks Candles Camillus, NY (scented soy candles)
- Syrachacuse Camillus, NY (hot sauces, olive oils and vinegars)



BY THE NUMBERS
The Gift Shop generated
\$678,451
in total sales in 2022.

THE CURIOUS CUB GIFT SHOP

CONSERVATION IN ACTION

The Conservation in Action products allowed us to further our conservation mission while providing our customers with high quality animal-themed merchandise.

For each of these special T-shirts, hoodies, hats and gift items you purchased, we donated 100% of the proceeds to specific conservation projects on the ground in the range countries of endangered animals that need our help most.

Each month, our sales of Conservation in Action items went to a different conservation cause, like the **Red Panda Network’s “Plant a Red Panda Home”** project to reforest hundreds of acres of red panda habitat, the **International Elephant Foundation’s** horse patrol teams to prevent elephant poaching in Africa, the **Snow Leopard Trust’s** work to protect snow leopards, and many more.

In total, the Friends of the Zoo donated more than \$138,500 to our conservation partners which also include the Wildcats Conservation, Komodo Survival Program, Amphibian Ark, and the Smithsonian Institution’s Conservation Biology Institute.

As an Association of Zoos & Aquariums (AZA) accredited zoo, we continue to innovate and seek new ways to help save endangered species and support our conservation mission.



The top 10 animals adopted in 2022

- | | |
|--------------|------------------|
| 1. Elephant | 6. Amur Tiger |
| 2. Otter | 7. Snow Leopard |
| 3. Wolf | 8. Sloth |
| 4. Penguin | 9. Flamingo |
| 5. Red Panda | 10. Amur Leopard |





THE WAY TO THEIR HEARTS

HONEY BEE CAFÉ

When the zoo closed down during the COVID-19 shutdown, the Friends of the Zoo took advantage of the opportunity to refresh and rebrand the café and determine how to better serve guests.

After an eight-month renovation, the HoneyBee Café officially opened on May 20 — World Bee Day. The café got a new look, new technology, and a new menu, and these fresh changes have made it is easier than ever for our guests to grab something good to eat after a day of hiking the trails around our zoo.

The café now boasts a new counter, electronic menu boards, and a point-of-sale system courtesy of The Gifford Foundation. The new menu features made-to-order sandwiches, salads, pizza, fresh fruit, cookies and more. Diners can also enjoy a new coffee bar featuring locally roasted coffee beans by Kubal.

Online ordering was implemented to speed customer service.

In keeping with the zoo's focus on conservation, all food packaging is eco-friendly, after the implementation of biodegradable cutlery and removal of plastic straws. The team updates their menu seasonally, as well as include local products whenever possible, such as Beak & Skiff apple cider, Cookie for Cookies, local honey and produce, among others.

Friends of the Rosamond Gifford Zoo partnered with Hofmann Sausage Company – a Central New York favorite treasured across the country – to bring their delicious hotdogs to our zoo. The ribbon-cutting ceremony in June launched the new partnership, with guests eagerly gathering to enjoy their favorite summer time feast!

The Hofmann Dog Haus — previously the Courtyard Café — sits in the zoo's courtyard where guests can lounge at shady picnic tables or under the gazebo with a direct view of the monkeys in Primate Park and the Chilean flamingos in the waterfowl pond. Since introducing the Hofmann Dog Haus in June, it has quickly become a popular stop for zoo visitors.

BY THE NUMBERS
 The Hofmann Dog Haus served more than
4,000
 Hofmann franks in 2022.



CATERING AT THE ZOO EXPANDS

Catering at the Zoo has expanded its team and implemented changes over the past year, all resulting in its most successful year on record.

In response to growing demand, the Catering team expanded its offerings to include holiday partys, sports banquets, non-profit, and corporate meeting packages. These changes were worth the effort — the Catering Department achieved an all-time high revenue of **\$737,000**, with an all-time high profitability of **\$138,000**.

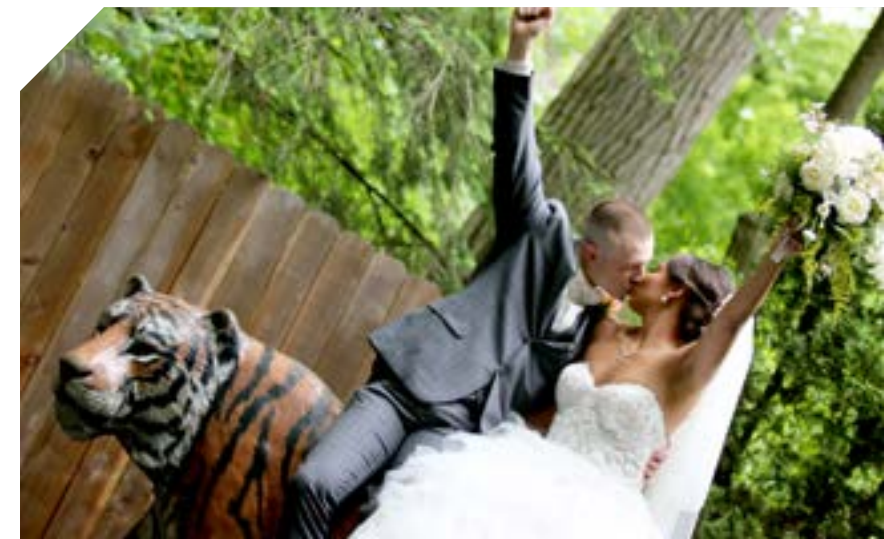
In Fall 2021, Catering at the Zoo launched a 12-month series of dinner and wine/beer pairings carefully crafted by Executive Chef Dan Hudson which garnered rave reviews and quickly sold out. The mission-based dinners were conservation-themed – featuring some of our endangered species and enabling guests to learn more about zoo animals, as well as sustainable food.

With our success as an inspiration, we doubled down on the gourmet dinner series in 2022, and the program has earned a following of loyal, repeat diners. A ticket to a pairing dinner has fast become a hot commodity, as the dinners frequently sell out weeks in advance. The success of the dinner series demonstrates that our zoo family has as big an appetite for animal education as they do for tasteful, five-course meals in unorthodox settings.

The zoo is a special destination of choice for families celebrating children's special milestones. After a downturn during the pandemic, were back in the swing of things and **hosted 76 birthday parties last year with a revenue of \$33,964**.



CATERING AT THE ZOO



We've made history! When we first announced the pregnancy of Asian elephant Mali, we assumed our herd of six Asian elephants would become seven. That's not quite what happened... because we not only welcomed the seventh member of our Asian elephant herd - but our eighth. Mali had twins! For the past two weeks, the elephant care team has been monitoring the twins around the clock to ensure both are thriving. Elephant twins comprise less than 1% of elephant births worldwide. To d... See more



828,081 People Reached | 158,112 Engagements | Boost post

Hilgen's Mad Hatter Adventures, Hey Rose and 12K others · 1.7K Comments · 7.1K Shares

BROADENING OUR REACH





In 2022, the Marketing and Communications department focused on expanding communications through multiple media platforms to disseminate zoo news to a broader, more diverse audience locally, nationally and beyond.

With a fresh, exciting year-round events calendar, milestone events — like the opening of the Animal Health Center, The Honey Bee Café and Hofmann Dog Haus — and unique, history-making news with the zoo's first penguin hatched by a same-sex couple and the birth of our miracle Asian elephant twins Yaad and Tukada, Marketing had a bounty of amazing happenings at the Rosamond Gifford Zoo to share with the public.

Working from a strong social media foundation, the department leaned in heavily to augment the quality and quantity of our messaging on social media, expanded platforms to include TikTok and also developed creative content and videos — like our Conservation Conversations — to creatively engage and educate audiences onsite as well as on a local, regional, national and international level.

In addition to creating in-house videos, Marketing also managed and facilitated film crews for various news outlets and production companies, among them a documentary on same-sex pairings in nature which featured a segment on Humboldt penguins Elmer and Lima. The documentary, produced by Plimsol Production from Bristol, England, will air in June of 2023.

Social Media Fans at the close of 2022:

-  **Facebook – 71,646 | 123.4% increase in engagement**
-  **Instagram – 28,963 | 33.3% increase in engagement**
-  **Twitter – 9,653 | 48.7% increase in engagement**
-  **TikTok – 4,161 | 70,000 likes**

CELEBRATING UNIQUE PARTNERSHIPS

Arts Stroll Through Wildlife Trail

Friends of the Rosamond Gifford Zoo brought the arts to the animals on the Wildlife Trail with the opening of Arts Stroll, a sensory experience featuring artistic sights and sounds. The installation comes through partnerships with Symphoria, Central New York's premier orchestra and local Syracuse artist Ally Walker. The Stepping Out of the Frame exhibit featured renderings of our zoo animals which appear to be stepping out of their frames and into the wilderness of our Wildlife Trail. Outdoor speakers played music of Symphoria, giving the guests a soundtrack to connect with the nature around them. The artwork was auctioned on September 23 at our Fall Conservation Ball.

Encouraging Kids to Get Active!

The Friends partnered with the Onondaga County Health Department over the summer to promote healthy choices and physical activity at the zoo. The team created an animal-themed activity trail across from Explorer's PlaySpace with twelve stations encouraging kids to embrace their wild side. The station signs encourage children to dance like a penguin, march like an elephant, stretch like a monkey and more! This collaboration was funded through the NY State Department of Health's initiative of Creating Healthy Schools and Communities. OCHD also provided our catering team with a gardening tower to grow our herbs indoors as well as funding to "wrap" the Honey Bee Café tables and recycling bins with conservation and healthy-eating messages.

An Elephantastic Partnership

The Friends partnered with Meier's Creek Brewing Company to create our own unique Elephantastic IPA which was introduced at Brew at the Zoo. The craft brew was so well received that it was featured at our August gourmet dinner pairing. Guests sampled craft beer while enjoying an elephant demonstration and keeper chat at the Helga Beck Asian Elephant Preserve, followed by a savory Asian-inspired vegetarian dinner in the banquet room. Funds went to support Asian elephant conservation efforts in the wild.



A FRESH PERSPECTIVE

NEW TEAM MEMBERS BRING NEW ENERGY AND IDEAS

Food Service Manager Cameron Price

The Friends hired Cameron as food service manager for the HoneyBee Café in March. Cameron graduated from Chenango Valley High School in Binghamton, NY, and studied Cultural Anthropology at Syracuse University, but always had a passion for food. He spent a couple years as the kitchen manager at Strong Hearts before spending the last nine years at The Sherwood Inn in Skaneateles. Cameron said he was drawn to this position because, “it was an opportunity to use my skill set in a fun and friendly environment and also because the ideals of conservation, community, and sustainability are actively promoted and practiced here. My favorite part of working here is seeing so many members of the community having a great day.”

Director of Philanthropy Gina Rapasadi

Gina was hired as director of philanthropy in June. She is responsible for cultivating and strengthening relationships with key stakeholders to build effective strategies and sustainable revenue for major gifts in support of the zoo's mission and strategic plan. Originally from Canastota, NY, Rapasadi attended Plattsburgh University. After college, she began working at the Rescue Mission Alliance of Syracuse, where she spent 17 years. She started her career in their development department – steadily working her way up, taking over events and volunteer services. While incredibly passionate about her work with the Rescue Mission, when she saw there was an opening for the director of philanthropy position, she jumped at the chance. With a passion for supporting non-profit organizations and an incredible ability to connect with people, Gina is the perfect addition to the Friends team.

Joel Fire, The Curious Cub Gift Shop Manager/Buyer

Joel has worked extensively in the retail industry (Aeropostale, Gertrude Hawk, and Starbucks) before becoming the new curator for The Curious Cub Gift Shop. In the past, Joel worked for big corporations, and the switch to a non-profit was like night and day. Since joining the team in November, Joel has revamped product offerings and has partnered with local vendors to offer their products in the shop — connecting and supporting our community, while also promoting our conservation mission. Joel's favorite part about running the Gift Shop is the sense of purpose he feels when he is able to spread joy and make people smile through the fun and vibrant products he has curated.



CAPITAL INVESTMENTS

INVESTING WITH AN EYE TO THE FUTURE

The Friends invested nearly \$650,250 to begin furnishing the new 20,000 sq. ft. Animal Health Center with state-of-the-art equipment, essential supplies as well as technology — including \$51,000 for ultrasound equipment critical to animal health monitoring and diagnosis. As part of this investment, \$10,000 was also allocated to design and furnish the Jr. Vet Clinic — providing a fun, interactive and educational playspace for children to engage in their animal care role-playing activities.

The Friends invested \$36,000 in technology upgrades and TV monitors to improve our guest services and enhance the guest experience.

A seahorse nursery exhibit titled "Sea How They Grow" was installed at the cost of \$13,875. Pediatric Dentistry & Family Orthodontics committed to a \$10,000 gift for the exhibit to be allocated over the course of seven years.

A new point-of-sale system, Square, was installed and implemented at the Honey Bee Café and Gift Shop at a cost of \$9,700.

An investment of \$8,181 was made to purchase and install electronic menu boards and iPads for transactions as part of the renovations and upgrades for the new Honey Bee Café.

\$13,800 was invested in IT support.

FINANCIAL PERFORMANCE

Through innovative strategies, new programs and efficient cost-cutting measures, the Friends realized gains in revenue in all departments over the previous year.

Highlights include:

- Catering at the Zoo - 133% increase in sales
- Education – 82% increase in program revenue
- The Honey Bee Café – 29% increase in per capita spending
- Membership – 27% increase dues revenue
- Gift Shop – 18% increase in sales





FUTURE FOCUS

FUTURE FOCUS: WHY ZOOS MATTER

Accredited zoos have the unique opportunity to engage, inspire, and educate community members on conservation and sustainability. Above all, we seek to teach people about their potential to have a positive impact in their community, and be a force of good for the world. To advance this conservation education mission, we seek to provide a quality venue and services that are accessible to all – by improving our grounds, diversifying our workforce, expanding community offerings and engagement, and making our practices more sustainable – so we can create meaningful and lasting connections between people and the natural world. This is where our future focus lies:

Connecting Nature and the Arts: Botanical Gardens — Visitors of all ages will enjoy the beauty and features of the zoo’s botanical garden, exploring how plants connect to science, art, history, and culture. These gardens will add even more beauty and vibrance to wide array of complex creatures in our care.

Diversifying the Workforce — As a part of the Embracing Disruption program, we will be embarking on DEI training with a facilitator to improve how we recruit and retain talented, diverse employees. Our newly developed Community Engagement Board Committee shows our commitment to our outreach philosophies. The committee consists of a large group of community partners to plan activities and spread awareness for different needs in our community.

Conservation on Wheels

The Friends are working on plans for a full-service, mobile food truck (complete with a live herb garden) that will be utilized for cooking and education classes to promote vegetarian options and feature fresh, local ingredients from the community. The Friends have a special focus on bringing our message to areas with extreme poverty, where our team can educate residents on growing food and cooking healthier meals. The food truck will take the zoo’s conservation mission beyond zoo grounds, promoting healthier and more sustainable food options to our friends and neighbors.

Living the Mission: Green Team

The Green Team task force was created and charged with developing cleaner, greener procedures and initiatives for the Friends of the Zoo. The Green Team’s mission is to prioritize Conservation in Action, Resourcefulness, and Education (CARE) with a focus on promoting sustainable education, including the concept of the Green Golden Rule: to treat the planet the way we want to be treated. The Green Team will work to identify sustainability goals for the Friends, and ways to teach our zoo family how they can become greener in their daily lives.

Igniting the Five Senses

To provide a more meaningful and inclusive educational experience at the zoo, we will design our interpretive signage to involve all the senses, not just sight — incorporating educational and interpretive displays, such as braille and textures, art, poetry, scents and sounds at exhibits throughout the zoo. The Friends are also in the planning stages to implement the use of technology at the zoo to provide virtual reality and immersive educational experiences for our guests that will enable them to view our animals and the natural world with a fresh perspective.



ANIMAL UPDATES



SAME-SEX PENGUINS RAISE CHICK BRUNO,

A FIRST FOR THE ZOO

The Rosamond Gifford Zoo's internationally renowned Humboldt penguin program celebrated its first penguin chick to hatch from an egg cared for by a pair of male penguins who raised the chick together. Bruno's birth on New Year's Day was a good omen for a prosperous year at the zoo.

The new chick hatched to Elmer and Lima, two adult male Humboldt penguins who formed a pair bond for the current breeding season. Elmer hatched at the zoo in 2016 and Lima in 2019.

The same-sex foster couple are a first for the zoo, which has relied on foster parents to incubate eggs in the past. The zoo has at least two breeding pairs of penguins with a history of inadvertently breaking their fertilized eggs. To give the eggs a better chance of hatching a chick, keepers may swap a dummy egg for the real one and give it to a more successful pair to incubate.

After the keepers decided to make such a switch, Elmer and Lima became foster fathers. From then on, the penguin dads were exemplary in every aspect of egg care. The pair did a great job of taking turns incubating the egg until it hatched and have been brooding (warming) and feeding the chick since.

Same-sex penguin pairs show that the idea of "family" is not species specific and that in many cases, non-traditional families do a wonderful job of child-rearing. Judging from the wave of national and international media attention that Bruno's birth generated, the story of our penguin dads transcended species and cultures, touching hearts around the world. Elmer and Lima's success at fostering is one more story that our zoo can share to help people of all ages and backgrounds relate to animals.

HAND-REARED PATAS MONKEY INIKO JOINS THE TROOP

In January, patas monkey Iniko, the first baby patas monkey raised in human care, was integrated into her real family.

Iniko's story began June 8, 2020, when her mother, Becca, went into kidney failure during labor and underwent an emergency C-section. When Becca didn't make it, Zoo Curator Dan Meates opted to bring the baby home along with an isolette, bottle feeding supplies and determination to help the 12-ounce infant survive.

Dan and his wife, Collection Manager Leisje, spent the pandemic shutdown caring for the baby monkey as Central New Yorkers followed her story. They named her Iniko, a Nigerian word meaning "Born during troubled times." They knew the big challenge would come when Iniko was weaned and it was time to introduce her into the social hierarchy of the zoo's patas monkey troop.

Patas monkeys tend to form groups of all females led by a dominant male who keeps the peace. The zoo opted to hold off until a young male patas monkey named Mac arrived from a zoo in California on June 15. By then it was clear they would need to split the group, at least temporarily. There were now four monkeys in the troop: older females Sarah and Addie and young females Kasi and Etta. Sarah, the dominant female, was losing her vision, but had strong bonds with Kasi and Etta, who served as her protectors. That left Addie on the outs. The team decided the best course would be to group Iniko and Addie with Mac so they would have support and protection.

The most important thing was to introduce Iniko to Mac so she would have someone to protect her when they both interact with the other females. He and Iniko hit it off pretty quickly. The next step was to introduce Iniko to Addie through a mesh barrier. When that went very well, they let Addie in with Mac and Iniko. The trio were then placed in the former lemur exhibit, while Sarah, Etta and Kasi remain in the patas monkey habitat.

This complicated situation has posed a steep learning curve for the zoo's primate care team, and they have documented it from Day One to share with other Association of Zoos & Aquariums (AZA) accredited institutions around the world. The information we have accumulated has implications not just for increasing what we know about patas monkeys, but similar species of Old World monkeys as well.

Her troop will provide her with constant interaction and activity with other monkeys. To see this very detailed plan, which involved so many of our dedicated animal care staff, come to fruition has become one of the zoo's best stories.





ANIMAL UPDATE HIGHLIGHTS

RAJI'S RARE GENETICS GIVE VULNERABLE SPECIES A BOOST:

The Rosamond Gifford Zoo announced in November that our red panda Simone had her first cub – an incredible achievement for her endangered species. The adorable female cub, named Raji, was born on July 31 and was so tiny, she could fit in the palm of your hand. She is Simone's first baby and continues a crucial bloodline for the survival of red pandas.

Seven-year-old Simone and ten-year-old Ketu were recommended to breed by the Association of Zoos and Aquariums' Species Survival Plan when Simone came to the zoo in 2018. Ketu has previously fathered several red panda cubs at the zoo.

Red pandas are an endangered species whose populations are threatened by deforestation of their nesting tree habitats and bamboo food sources. Furthermore, poachers hunt red pandas for their red coats. Their current estimated population in the wild is less than 10,000 individuals.

Raji will remain at the Rosamond Gifford Zoo for at least a year as she matures, but will eventually move to another zoo to participate in the SSP. Simone and Ketu will remain at the zoo, and hopefully continue to have adorable new cubs. Raji and her mother Simone have now been declared the most valuable female red pandas in North America.

ANIMAL UPDATE HIGHLIGHTS

EXCEPTIONAL ELEPHANT MOM MALI MAKES HISTORY, BIRTHS MIRACLE TWINS

Two male Asian elephant calves were born to parents Mali and Doc on October 24. Yaad and Tukada have been dubbed the "miracle twins," as elephant twins comprise less than 1% of elephant births worldwide. Of elephant pregnancies, twins are often stillborn or too weak to survive. Sometimes the mother elephant does not survive.

To date, there has never been a recorded case of surviving elephant twins in the Americas/US. The few successful twin births have only taken place in elephant range countries in Asia and Africa.

Weighing 220 pounds, the first calf, Yaad, was born perfectly healthy and quickly began to nurse from Mali. Tukada weighed 237 pounds when he emerged 10 hours later, but was noticeably weaker than his brother.

While the first calf happily nursed from Mali, the second struggled to figure out how. Our animal care team began to supplement with a milk formula and worked around-the-clock to monitor the calves. After two weeks of constant care, Mali's second calf began to nurse from her. It was an incredible achievement for the elephant care team and drastically improved Tukada's chances of survival.

While most of our keepers scrambled to stabilize Tukada's vitals and get him nursing, others quickly collected Mali's placentas, which were transferred to an out-of-state facility for research. The placentas are rich with stem cells that will help researchers to create a treatment and vaccine for EEHV — so the twins' birth, already an achievement for their species, has the potential to do even more for the planet's Asian Elephant population.

The team's successful handling of an extraordinary and unprecedented event demonstrates their expertise and thorough knowledge of Asian elephant care, and helped Mali make history.

Yaad and Tukada bring our herd at the Helga Beck Asian Elephant Preserve to eight, and represent the third generation of their family – mirroring natural herd compositions in the wild.



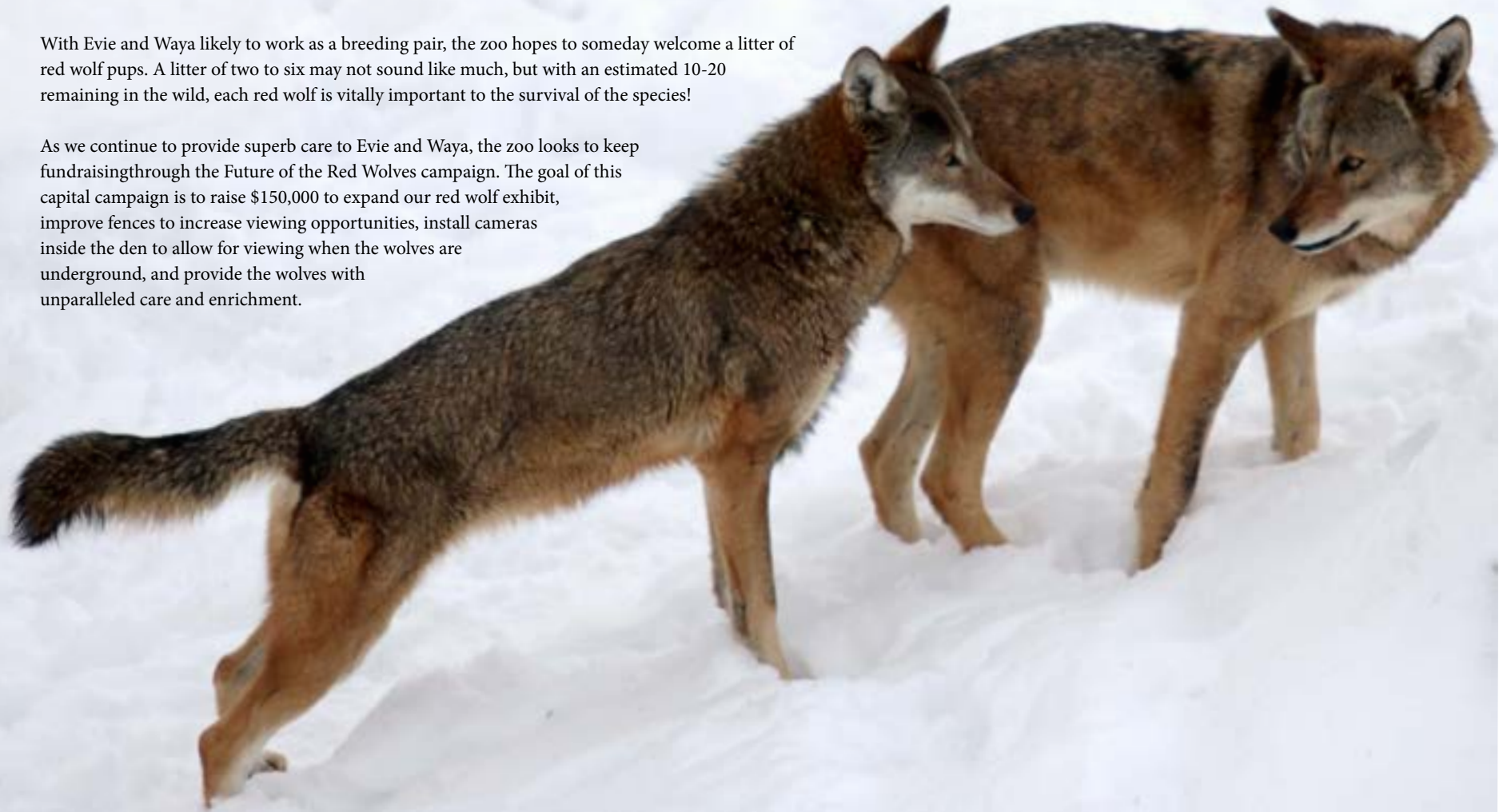
RED WOLF EVIE JOINS WAYA, GIVING HOPE FOR THE FUTURE

With only 200 red wolves in human care and an estimated 10-20 remaining in the wild, the species is the most endangered canine on earth. The acquisition of Evie from Point Defiance Zoo in Tacoma, WA on December 5 continues the zoo's conservation efforts and increases the likelihood of eventually bolstering the wild red wolf population.

It is possible to introduce red wolf pups from human care to wild red wolf mothers, so the goal is to develop and maintain a stable, captive population of red wolves to introduce back into the wild. Because of this, keepers limit their interactions with our red wolves in an effort to preserve the red wolves' "semi-wild" mentality so they can thrive if and when they are reintroduced to the wild.

With Evie and Waya likely to work as a breeding pair, the zoo hopes to someday welcome a litter of red wolf pups. A litter of two to six may not sound like much, but with an estimated 10-20 remaining in the wild, each red wolf is vitally important to the survival of the species!

As we continue to provide superb care to Evie and Waya, the zoo looks to keep fundraising through the Future of the Red Wolves campaign. The goal of this capital campaign is to raise \$150,000 to expand our red wolf exhibit, improve fences to increase viewing opportunities, install cameras inside the den to allow for viewing when the wolves are underground, and provide the wolves with unparalleled care and enrichment.



Two Luzon bleeding-heart dove chicks hatched on February 14, and two more chicks hatched on March 17. These birds get their name from a dark, red patch of feathers on their breast that looks like a bleeding wound.

Fifteen upside-down jellyfish arrived on February 22. These unusual jellyfish spend most of their time resting on their back over sediment, giving them an upside-down appearance.

We welcomed five new baby lambs this spring. Male Mokah and sister Biscotti were born on February 22, female Blackberry was born on March 11, and male and female Twigs and Sunrise were born on April 5. These sheep represent a threatened species of Heritage Breed livestock that originated in Wales.

African Cape porcupines Holley and Bristle welcomed their second set of porcupette twins on April 20!

Twenty-three guinea fowl arrived at our zoo on June 7. Guinea fowl are endemic to Africa and rank among the oldest of the gallinaceous birds. They are often domesticated because they act as natural pest control, feeding on mice and insects.



Twenty-four yellow-spotted Amazon river turtles were hatched on June 11. This species of turtle is among the largest in South America and can live up to 70 years.

One male Fiji banded iguana arrived from the San Diego Zoo on June 15. Fiji banded iguanas are bright green lizards and male lizards have blue stripes on them. They are an endangered species only found on the Fiji Islands.

Female Chinese muntjac fawn, Violet, was born at the zoo on June 19! The Chinese muntjac is one of the world's smallest species of deer and is known as the "barking deer" because it can make a dog-like sound when alarmed by a predator.

Two female meerkats, Ducky and Little Foot, arrived from the Caldwell Zoo on September 29. They are on exhibit in the Social Animals Building. Meerkats are a type of mongoose, famous for their upright postures. They are about the size of a squirrel and have gray to tan colored fur.



One male and six female Black Welsh Mountain sheep were acquired on October 5. They represent a threatened species of Heritage Breed livestock that originated in Wales and was prized by spinners for its naturally black wool.

A male white-lipped deer was born to parents Kaila and Stag on November 13.

Irwin the Rhinoceros iguana has retired off of exhibit. Irwin, 36, has been a popular ambassador for his species but prefers quieter quarters and less activity as he ages. He will continue to receive top-notch care and daily enrichment in his golden years.

Monty the green tree python has retired off exhibit. He is 18 years old and still enjoying good health and great care. His former exhibit in the Social Animals wing has become a new habitat for our prehensile-tailed skink, Seinfeld.

IN MEMORIAM



OUR FEMALE RED WOLF CHEYENNE passed away on July 6. She was born at the Wolf Conservation Center in South Salem, NY, in November of 2015 and came to the Rosamond Gifford Zoo in 2019 as part of the Species Survival Plan (SSP), a population management and conservation program designed to save critically endangered animals.



ARAÑA, THE ROSAMOND GIFFORD ZOO'S BELOVED HOFFMANN'S TWO-TOED SLOTH, was humanely euthanized due to a congenital illness. Born on August 1, 2013, Araña is among the very few hand-raised sloths in North America and made an impact serving as an ambassador animal for zoo education programs as well as events. In 2017, Wall Street Journal videographer Adya Beasley came to Syracuse to do a story on the "slothmania" sparked by several movies including "Ice Age" and "Zootopia." The WSJ.com video that Adya produced starred Araña and increased her fame in the world of slothdom.



OUR MALE HUMBOLDT PENGUIN JOSE was humanely euthanized due to cancer on September 6. Jose came to us from SeaWorld in 2005, making him one of the first penguins at our Penguin Coast. He was 25 years old and one of the oldest penguins at our zoo.



TRIA, THE ROSAMOND GIFFORD ZOO'S BELOVED AMUR LEOPARD, passed away on September 23 from a viral infection. Tria came to our zoo with male Amur leopard Rafferty in 2019. The two were recommended to breed by the AZA's Species Survival Plan. The zoo's participation in the program was crucial as Amur leopards are dangerously close to extinction with a population of just 300 individuals. During her time with us, Tria and Rafferty had two Amur leopard cubs, Milo and Mina – the first of their kind ever born at our zoo. It was an extraordinary day for Amur leopard conservation efforts and our zoo's history. We were honored to help give the Amur leopard population two more of the rarest cats in the world.



MALE MOHOLI BUSHBABY LANNISTER passed away on September 30. He arrived at our zoo in June of 2017 from the Lincoln Park Zoo in Chicago. For such a diminutive creature, Lannister managed to make a pretty big impact, charming visitors of all ages. Lannister is survived by female bushbaby Athena and remembered fondly by our zoo family.



MALE SICHUAN TAKIN BO passed away on December 24. Bo came to us in March of 2016 from the Albuquerque BioPark. He fathered the zoo's first Sichuan takin cub, a critical milestone in the conservation of his endangered species. Bo was a great leader for our Sichuan takin herd, and he will be missed by staff and guests alike.

ANIMALS ON THE MOVE



Our male Netherland Dwarf rabbit was donated to the Maritime Aquarium on January 27.

A variety of snails, crabs, coral, and fish arrived from A&M Aquatics on February 16.

One male American common goldeneye and one male emperor goose were sent to Livingston Ripley Waterfowl Conservancy on March 9.

A male San Clemente Island goat arrived at the zoo on March 22. San Clemente Island goats are a critically endangered Heritage Breed of livestock that originated from a herd left to run feral on San Clemente Island off the coast of California.



A male heritage breed Scottish Highland calf, Fergus, was acquired by the zoo on April 28 on loan from a local farm.

One male juvenile Von der Decken's hornbill was sent to Safe Haven Animal Discovery Experience on September 8.

Two male Northern lined seahorses were sent to the Columbus Zoo on September 28.

Six female Northern lined seahorses were sent to the Virginia Aquarium on September 28.



Fifteen juvenile yellow-spotted Amazon River turtles were sent to the Catocin Wildlife Preserve and Zoo on October 5.

A juvenile banded gila monster was sent to the Henry Vilas Zoo on October 6.

Eight female Northern lined seahorses were sent to the New England Aquarium on October 26.

Eight juvenile whitebelly reed frogs were sent to Abilene Zoological Gardens on November 1.

Four Panamanian golden frogs were sent to the Audubon Zoo on November 9.



STATEMENT OF OPERATING FINANCES

SUPPORT AND REVENUE	2022		2021	
	\$	%	\$	%
Membership	\$580,160	15%	\$458,199	13%
Retail operations	996,193	26%	688,130	20%
Program fees	343,421	9%	209,652	6%
Contributions and grants	930,591	25%	1,353,756	39%
Fundraising and events	215,256	6%	190,959	5%
Rental and catering income	599,310	16%	236,475	7%
Interest income	120,689	3%	103,837	3%
Paycheck Protection Program Loan Forgiveness		0%	256,385	7%
Total Support and Revenue	\$3,785,620	100%	\$3,497,393	100%
EXPENSES	\$	%	\$	%
PROGRAM SERVICES				
Zoo support	\$1,667,217	42%	\$916,788	32%
Gift shop	219,545	6%	197,738	7%
Educational programs	367,167	9%	335,529	12%
Facility rentals/catering	460,723	12%	341,947	12%
Total program services	\$2,714,652	69%	\$1,792,002	63%
SUPPORTING SERVICES				
Administration	\$671,902	17%	\$659,651	23%
Fundraising and Membership	573,299	14%	410,330	14%
Total supporting services	\$1,245,201	31%	\$1,069,981	37%
+++++Total expenses	\$3,959,853	100%	\$2,861,983	100%
INCOME (LOSS) FROM OPERATIONS	\$(174,233)*		\$635,410	
Net change in market value of investments	\$(857,311)		\$442,801	
Increase (Decrease) in net assets	(1,031,544)		1,078,211	
Net assets at beginning of year	7,685,415		6,607,204	
Net assets at end of year	\$6,653,871		\$7,685,415	

*Net loss includes \$185,755 of renovation expenses for The Honey Bee Café which was gifted to Onondaga County.

A full set of financial statements, including a report of independent auditors, is available for review during normal business hours at the Rosamond Gifford Zoo.

*The commitment and generosity of the individuals, groups, corporations and foundations listed here help make the Rosamond Gifford Zoo a national leader in animal care, conservation and guest experience.
We thank you for your support.*

2022 DONOR ROSTER

\$25,000-\$125,000

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\$2,500-\$4,999

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