



2020
ANNUAL
REPORT

FRIENDS
OF THE
ROSAMOND GIFFORD ZOO

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



The year 2020 was undoubtedly the most challenging in our history. However, we can celebrate many successes which proved that perseverance, teamwork and, most importantly, a supportive community can see us through anything.

Over the past year, our amazing Friends of the Zoo community truly went above and beyond for your zoo. You let us know how much you missed visiting while we were closed, you came back as soon as you could, and you contributed to several campaigns to help the zoo recover from the pandemic.

When we substituted a fundraising campaign - \$50K for 50 Years - for a Friends of the Zoo 50th anniversary celebration, you pitched in to help us raise more than \$20,000 over our \$50,000 goal. When we offered a two-month extension on memberships to cover the COVID closure, most of you donated it back to the zoo. When we asked our volunteers to help the zoo acquire more flamingos to expand our flock, you donated to the Fund for Flamingo Flamboyance. Or, you gave to our Annual Appeal on behalf of a baby patas monkey named Iniko -- "born during troubled times."

When, at the end of an already difficult year, we lost our two youngest elephants to another deadly virus, you mourned with us, sent messages of encouragement and donated to the Ajay and Batu Memorial Fund to help the new Animal Health Center test for and treat EEHV.

As we compile this report, things are looking up. There's a COVID-19 vaccine making its way into people's arms and consciousness, a glimmer of light at the end of the tunnel, an optimistic sense that we'll be back to "normal" soon.

We hope so! But we'll never forget that when the most trying year ever put our support system to the test, our members, friends and community stood behind us for the sake of the animals and the conservation mission that unite us as Friends of the Zoo.

Yours,

Carrie Large
Executive Director

Heidi Holtz
Chair of the Board

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Facebook followers increased from 61.3K at the start of 2020 to 65.8K on December 31, 2020, adding

4,500 followers.

Surpassed
25,000
followers on Instagram,
a huge milestone.



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



Friends of the Zoo celebrated its 50th Anniversary year with a \$50K for 50 Years fundraising campaign that ultimately raised:

\$70,045



NAVIGATING A PANDEMIC

CLOSING...AND REOPENING

After the retirement of former Friends of the Zoo President Janet Agostini in 2019, the board of directors enlisted Quentin “Skip” Lockwood III to oversee the organization until a new executive director was hired. Skip led the team through an unexpected and unprecedented period of time during his 10 months of service.

We entered 2020 with high hopes and exciting plans for the zoo. However, everything changed on Tuesday, March 16.

As was true for many organizations, companies and workplaces, the zoo had to close abruptly when COVID-19 struck our region. When Onondaga County closed the zoo to all but essential staff that day, the Friends team pivoted to work remotely from their homes for as long as would be needed.

While the Friends always worked as a team with our county counterparts, we collaborated even more closely, communicating daily via phone, text and email to keep our members, volunteers, community and tens of thousands of social media followers abreast of what was happening and how the animals were faring during the closure.

On May 23, the Rosamond Gifford Zoo became the first zoo in New York state to reopen, thanks to an intensive plan submitted by the zoo and approved by County Executive Ryan McMahon and the Onondaga County Health Department. On Memorial Day weekend, the zoo opened with new safety protocols including:

- Installing plexiglass safety barriers at the membership desk and ticket booths.
- Closing indoor exhibits, concessions and high-touch areas to the public and configuring a one-way touring route through the outdoor zoo.
- Developing a new online reservations system via the Onondaga County Parks website and creating a dedicated member reservation phone line managed by our membership staff.
- Enforcing an attendance cap of 15 percent capacity for most of 2020.
- Implementing mask and social distancing requirements enforced with signage, ground and floor directionals and safety tape. Friends staff as well as volunteers were enlisted to greet and manage visitors and oversee compliance.

Despite the restrictions, most visitors to the zoo were grateful and happy to observe protocols to enjoy a much-needed excursion after the lockdown. By fall the Social Animals wing had reopened, followed by the gift shop, and our attendance cap was raised from 500 to 750 people per day.

NAVIGATING A PANDEMIC

LEARN AT HOME

Without missing a beat, Friends of the Zoo developed special programs in an effort to keep our constituents connected and engaged during the shutdown.

Friends staff created a Learn at Home web page designed to assist families who suddenly found themselves home with children whose schools were closed.

Education Director Kim Coons read animal-themed children’s books we shared on social media. These Story Times were soon joined on the Learn at Home page by recorded keeper chats as well as activity and craft videos contributed by our educators.

In April, a contract for three Zoo to You programs for the Jamesville-Dewitt schools was fulfilled by Education Coordinator Leo Rode, who presented Animal Adaptations classes via laptop. Senior Education Coordinator Ben Trowbridge went to WCNY studios to film two segments of a PBS TV Classroom series to meet our annual commitment to provide on-site science classes for first and second graders in the Syracuse city schools.

These programs were just the beginning of what became

VIRTUAL ZOO TO YOU

As soon as the zoo reopened, our education team’s need to fulfill summer contracts for Zoo to You programs at Onondaga County Public Libraries meant the program had to go virtual immediately. The Friends purchased video, computer and lighting equipment needed to create two virtual learning studios and our educators worked to reformat programs and hone their video presentation skills. In July, they developed 19 virtual programs for OCPL locations.

As their virtual classes proved successful, the zoo joined the Center for Interactive Learning and Collaboration (CILC), a non-profit offering live online learning opportunities. In October, our Halloween-themed program, “Ooky Spooky Animals,” **received an amazing 23 bookings**, serving schools in several states and Canada.

In January and February, the education team provided **118 onsite programs for 2,901 participants and 44 off-site Zoo to You visits with a total of 4,196 attendees.** From July through December, they provided **63 virtual programs seen by 2,043 participants in three states and Canada.** With these efforts, the team compiled an extensive archive of video presentations for future education programs.



Above: Senior Education Coordinator Ben Trowbridge presents a virtual class at WCNY studios for the PBS TV Classroom.



Education coordinator Leo Rode teaches a Virtual Zoo to You class on Animal Adaptations.



NAVIGATING A PANDEMIC

MEMBER LOYALTY

Loyal zoo members remained our strongest support system in 2020. Due to the zoo closing from March 16 to May 23, a two-month membership extension was offered to members whose terms fell within that time period. Only 6 percent of our members took advantage of the offer. The remainder kept their original expiration dates, thereby donating the loss back to the zoo.

We are aware that COVID-19 created hardships for our member families just as it did for the zoo, and we are truly grateful for this show of support.

Member Highlights:

- A total of 285 memberships were renewed during our closure, resulting in \$21,155 in revenue.
- Supporters also purchased 30 Adopt-an-Animal packages during the two month closure, contributing another \$2,115 in revenue – even though recipients had to wait until the membership team could return to the zoo to assemble and ship them.
- Onondaga County reopened the zoo with an online reservations system that did not include member bookings. We responded by creating a dedicated Member Reservation Line and managing member reservations and check in. This proved to be a great opportunity to meet and engage with our members.
- We hosted a free virtual Zoo to You program exclusively for zoo members. It was very well received, with 100 attendees booking within 24 hours. A second session was added and reached 75 percent capacity for attendee reservations.
- A total of 552 gift memberships were purchased for the 2020 holiday season.

94% of our members declined our offer to extend their memberships to cover the time we were closed, choosing instead to donate that time to the zoo.

NAVIGATING A PANDEMIC

RISING TO THE OCCASION

As with other restaurants and catering venues, Catering at the Zoo was dramatically affected by the pandemic shutdown. In an effort to mitigate the situation, the catering team worked to retain wedding, social and corporate events and clients that had booked many months before – scheduling some for 2021 and having to let others go as the pandemic wore on.

- In addition, they repurposed refrigerated food items to prepare and deliver meals to front line workers at our partner hospitals, Upstate University Hospital and St. Joseph's Hospital.
- When the zoo reopened, they salvaged the stock of frozen food and fed animal care staff breakfast and lunch until the supplies were exhausted.

To maintain continuity, the Friends team reimagined the 2020 Brew at the Zoo as a virtual event -- receiving donations of craft beer and charcuterie from TOPS and Middle Ages Brewery. More than 300 “swag bags” were assembled for virtual attendees to pick up outside the zoo in preparation for the Friday night Syracuse Zoo Brew to You live stream event. The interactive video event included music, beer tastings, trivia and animal content, and was viewed live by more than 140 households.

Our popular Zoo Boo trick-or-treating weekends leading up to Halloween were replaced by a Halloween Scavenger Hunt that led participants around the outdoor zoo in search of animal friends and seasonal props. Many families dressed in costume to enjoy a much-needed fall outing at the zoo.



CATERING AT THE ZOO



Catering at the Zoo staff Dan Bosco and Brittany Waszkiewicz (center) drop off hot meals for front-line health care workers at Upstate University Medical Center.

“Bravo for providing us a safe, fun and informative Zoo Boo (Scavenger Hunt) during the pandemic. We had a wonderful time participating as a family at this year’s event. Yes, it was different from the past Zoo Boo events, but in some ways better as it was focused on learning about the animals.”

“Thank you. All of you made our Halloween celebration safe, fun and memorable.”

– Jill Sargent and Family



NAVIGATING A PANDEMIC

PAYCHECK PROTECTION PROGRAM

The Friends of the Zoo benefited from the federal PPP loans to keep staff on our payroll during the pandemic. We received a loan totaling \$256,385 that came with opportunities to apply for loan forgiveness if used solely for payroll purposes. We met the requirements and the 2020 loan was forgiven.

We are greatly appreciative of the PPP loans, which kept staff layoffs to a minimum despite losses in revenue.

VOLUNTEERS COME TO OUR AID

While the pandemic kept most of our zoo volunteers at home for the rest of 2020, many reached out to ask how they could help remotely, and those who were able returned as soon as allowed to assist with the reopening and new safety protocols through the summer and fall.

Zoo volunteers:

- Provided educational content including crafts and video Story Times for our Learn at Home page
- Served as greeters directing the public and monitoring masks/distancing for our May 23 reopening and beyond
- Masked up and came to the zoo every Thursday all summer to keep the zoo gardens looking their best
- Researched and wrote animal information pages on specific species in our care for the new zoo website
- Led our flamingo fundraiser, The Fund for Flamingo Flamboyance, to enable the zoo to acquire six new Chilean flamingos to expand our flock and boost chances for breeding.

MAINTAINING PARTNERSHIPS

STORYWALK

Early in 2020, Onondaga County Public Libraries invited the zoo to host the county's first StoryWalk, a concept begun in Vermont in 2007 that has spread via libraries in all 50 states. StoryWalks are installations of bigger-than-life children's books displayed page by page over the course of a walk to encourage families to read and exercise together.

The Friends worked with OCPL to create a StoryWalk of the book, "Good Night, Gorilla" from the zoo lobby through part of the outdoor zoo to the Social Animals Building, where siamang apes Abe and Fatima showed off their amazing resemblance to the gorilla in the book.

Onondaga County Executive Ryan McMahon led HeadStart children on the first StoryWalk on February 11, 2020, and it became a popular activity, including volunteer-led StoryWalks that ended with a Siamang Keeper Chat.



Onondaga County Executive Ryan McMahon leads Head Start children on the county's first StoryWalk at the zoo on February 11.

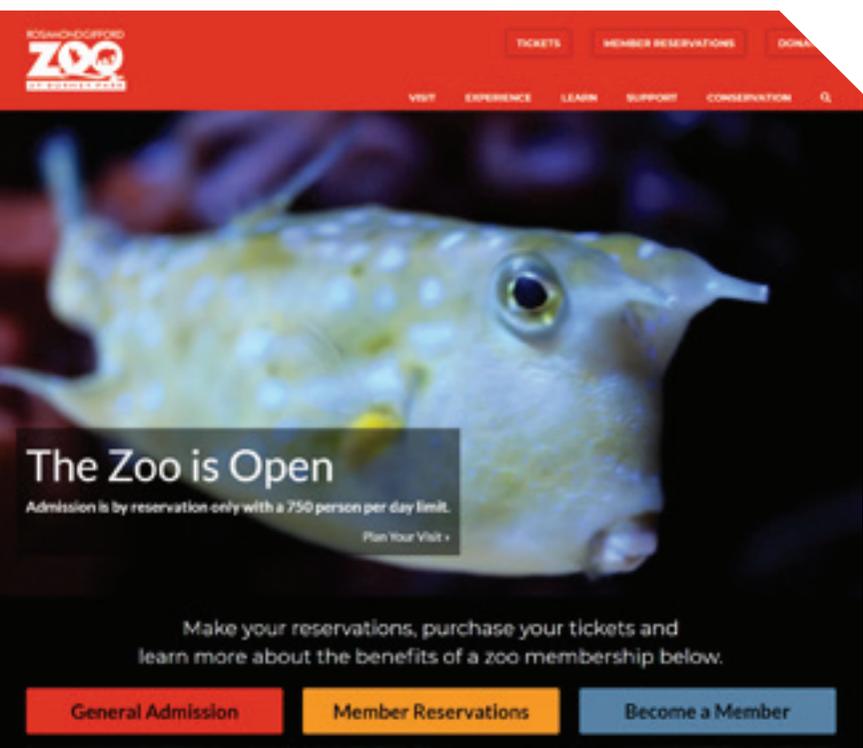
UPSTATE CANCER CENTER

We maintained our ongoing partnership with Upstate Cancer Center by providing extensive video content to turn their annual Cancer Survivor's Day event – usually held at the zoo – into a virtual experience. Video clips of animal antics, keeper chats and shout-outs from Zoo Director Ted Fox and his team were all featured as part of the online event.

When the zoo reopened, Upstate Cancer Center donated three sunscreen dispensers that were installed around zoo grounds to protect guests against skin cancer. Upstate Cancer Center has agreed to supply sunscreen for the SPF30 dispensers for years to come.

Upstate Cancer Center officials Richard Kilburg, left, and Matthew Capogreco, right, present a sunscreen dispenser donated by Upstate to Zoo Director Ted Fox.





ENGAGING OUR COMMUNITY

STAYING CONNECTED

While the zoo was closed, the Friends staff worked closely with the onsite animal care team to provide daily content on our social media platforms that brightened our followers' days during the shutdown, provided Learn-at-Home opportunities for families home schooling children and kept our community connected to their zoo and the animals they love.

We joined an Association of Zoos & Aquariums (AZA) social media campaign to share animal content with the hashtag #ClosedButStillCaring that united us with our fellow top-tier zoos and aquariums and their followers. In April, we collectively invited our followers to share their zoo and aquarium memories with the shared AZA hashtags #ImissMyZoo and #ImissMyAquarium. We also held a children's Animal Art Contest with prizes for the best animal drawing and painting.

Throughout the year, we continued to increase engagement on our social media platforms, including surpassing 65,000 followers on Facebook and over 25,000 on Instagram.

When the zoo reopened, our social media updates were crucial in informing potential zoo-goers on what exhibits were open, how to make reservations and our COVID protocols.

As part of our reopening, regional billboards carrying the message, "We Miss You, Too" – with a photo of a red panda – conveyed our heartfelt message to the community and were warmly received.

At the end of 2020, we **launched the zoo's new website** with a much more user friendly, colorful and engaging format that represented our first website redesign in more than 10 years. New website features include dedicated information pages for zoo animals, a Zoo News blog and increased conservation content such as the Preservation Pointers compiled by the zoo's Conservation Committee. If you have not explored the website lately, please visit rosamondgiffordzoo.org.

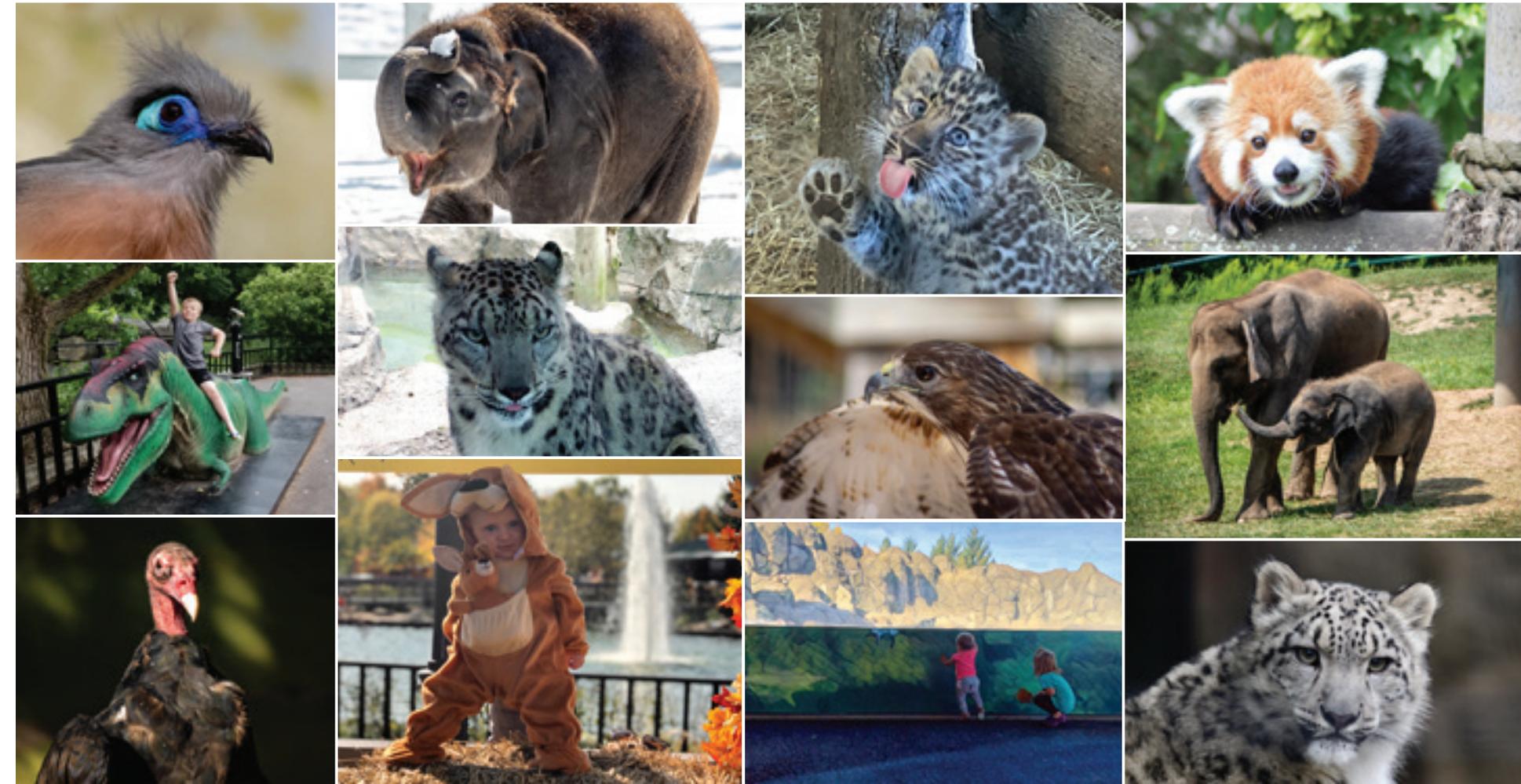
ENGAGING OUR COMMUNITY

PIC OF THE MONTH

In late 2019 we launched a new monthly photo contest, Pic of the Month, to encourage our community to take photos at the zoo and submit them year-round for recognition and prizes. Despite the pandemic, 2020 was our first full year of Pic of the Month, and it generated wonderful photos of our zoo animals, preserved joyful memories and engaged our visitors and social media followers.

For the two months the zoo was closed, we shifted Pic of the Month to invite photos of favorite animals or zoo memories taken anytime in the previous year, returning to the month-by-month theme upon reopening. Pic of the month continues to generate wonderful photos that our public looks forward to seeing on our social media platforms at the beginning of every month.

Pic of the Month winning photos by, L to R from top left, Nicole Hube, Chris Sinclair, Robin Monteleone, Crystal Jacob, Danielle Walrath, Ted Krenrich, Natasha Morrison, Michael Ball, Nick Panagakis, Laura Maynard, Erin Kolwaite and Phil Galuppi.





CAPITAL IMPROVEMENTS

Friends of the Zoo made the following expenditures in support of the zoo's animal care and welfare missions:

A total of \$258,250 went to renovate the zoo's former African lion exhibit to create the Zalie and Bob Linn Amur Leopard Woodland as a new and enriching habitat for our critically endangered Amur leopards.

More than \$46,000 was spent on equipment and improvements at the Helga Beck Asian Elephant Preserve, including:

- \$4,947 for a closed circuit camera system server to allow the elephant team to monitor the health and safety of our elephant herd
- \$11,214 for a new elephant scale installed in the floor of the elephant husbandry barn
- \$30,000 for renovations and lighting to expand our guests experience of our elephant herd

While the USS Antiquities cave exhibit was closed, the Friends made \$5,100 in wall repairs and reinforcements necessary for the installation of new aquarium tanks.

In support of animal health care, \$5,396 was spent to provide a state-of-the-art microscope for the zoo's veterinary clinic.

The Friends covered the zoo's need for extra veterinary support during the pandemic by contributing \$20,000 for Cornell Veterinarian Dr. Becky Eddy's work at the zoo.

"We wanted to give back to our community and we're so glad we were able to do this, because we love animals. I also hope that this worldwide pandemic will give people time to reflect and preserve what we have had in the past, not only in Central New York but around the world."

– Zalie Linn

2020 ACCOMPLISHMENTS

ANIMAL HEALTH CENTER LAUNCH

On September 10, Onondaga County broke ground on the long-awaited Animal Health Center on a hilltop site adjacent to the zoo parking lot. The county allocated \$7.5 million for the health center design, engineering, site work, construction, infrastructure and landscaping, while the Friends committed to contributing \$1.1 million to outfit the center with state-of-the-art diagnostic and treatment equipment.

The Friends development, marketing and communications departments worked together to create a detailed case statement and collateral materials for a capital campaign to launch in January 2021 with the goal of securing naming gifts, sponsorships and donations for the project.

When completed, the health center will be the largest zoological medical center outside of the Bronx Zoo. The 20,000-square-foot health center and quarantine facility will provide top-tier animal care and further the zoo's 22-year teaching partnership with Cornell University College of Veterinary Medicine, as well as enhancing the zoo's visitor education mission.



County Executive Ryan McMahon and county facilities staff break ground for the new Animal Health Center project.

ZALIE AND BOB LINN AMUR LEOPARD WOODLAND OPENS

On September 24, the zoo and Friends of the Zoo opened the Zalie and Bob Linn Amur Leopard Woodland, a new home for our critically endangered Amur leopards. Longtime zoo supporters Zalie and Bob of Manlius gave a generous naming gift to provide a complex and enriching outdoor habitat for these agile climbing cats. The Friends hosted a soft unveiling at the exhibit with the Linns and Onondaga County Executive Ryan McMahon.

In addition to a high mesh roof with logs, trees and climbing structures to elicit the natural climbing behaviors of Amur leopards, the exhibit boasts an indoor birthing area and den to accommodate the zoo's role in the Species Survival Plan to increase the population of the world's most endangered big cats.

Other key donors to the project include the Herbert and Eleanor L. Howard Charitable Foundation, Triad Foundation, Laura and Rick Iorio and the Rosamond Gifford Zoo Chapter of the American Association of Zoo Keepers (AAZK).



Zalie and Bob Linn unveil the sign commemorating their naming gift to the new Zalie and Bob Linn Amur Leopard Woodland exhibit.



\$50K FOR 50 YEARS!

DEVELOPMENT AND FUNDRAISING

Despite its many hardships, 2020 was a banner year for virtual fundraisers.

\$50K FOR 50 YEARS CAMPAIGN

When it became apparent that the Friends of the Zoo's 50th anniversary could not be celebrated with a traditional event, a fundraiser was launched to help the zoo heading into 2021. The goal of the \$50K for 50 Years campaign was to raise \$50,000 for the zoo by the end of our 50th year. A dedicated online fundraising page was created and promoted on our website and social media. An appeal letter was mailed to 20,000 people, many of whom had not donated to the zoo in several years. By the end of the campaign, **a total of \$70,045 was raised**, exceeding our goal by \$20,045.



THE FUND FOR FLAMINGO FLAMBOYANCE

When the zoo learned of a chance to double its flock of Chilean flamingos to increase the potential for chicks, our volunteers stepped in to help make it a reality. The Friends contributed half of the \$18,000 needed to bring new birds from the Fort Worth Zoo to Syracuse. **Our volunteers set about raising the remaining \$9,000 via T-shirt sales, online auctions and a dedicated donation page. More than \$14,000 was raised.** The zoo was able to acquire six new birds, leaving a surplus to provide for a larger flock in the future.

ANNUAL APPEAL

Our 2020 annual appeal letter focused on the story of Iniko, who became the first known baby patas monkey to be hand-reared after her mother passed away shortly after her June 8 birth.

General Curator Dan Meates and his wife, Zookeeper Leisje Meates, raised the baby at their home in the midst of the pandemic and named her Iniko, meaning "born during troubled times." Iniko's story reflected a microcosm of the zoo's devotion to animal care despite the hardships of 2020, and **our supporters responded with donations of more than \$33,000.**



NEW LEADERSHIP

FRIENDS OF THE ZOO GAINED A NEW LEADER



Carrie Large became the new executive director of Friends of the Zoo on November 2, bringing nearly two decades of non-profit experience to an institution she also cherishes as a member and mom.

Carrie joined the Friends after 17 years as a leader of ACR Health (formerly AIDS Community Resources) where she excelled at team building and generating community support for ACR's missions.

She holds a bachelor's degree from SUNY Brockport with a concentration in Sports Management. Right out of college, she helped start a professional arena football team, the Rochester Brigade, with a focus on game day operations and sales.

In 2003, she moved to Syracuse to join AIDS Community Resources (dba ACR Health) and rose through the management ranks from care manager to deputy director of development to director of development to her most recent role as deputy executive director of operations.

Carrie's accomplishments at ACR included overseeing daily operations in nine counties with more than 100 team members, mentoring 10 directors and managers and growing operations, marketing and funding partners. She is well-known in the CNY community for her enthusiastic leadership style and ready sense of humor.

Carrie's vision at the zoo includes ambitious plans to grow the Friends of the Zoo's support operations in new and creative ways. Among her first actions were hiring a new food and beverage team to reimagine Catering at the Zoo as a competitive CNY events venue and to completely revamp the zoo's food and beverage concessions.

Carrie conceived the idea to add a Children's Veterinary Clinic to the new Animal Health Center being built at the zoo so youngsters can "play vet" with plush animals and toy medical tools based on what they learn on their visits.

One of her main goals is "to bring our neighboring community into the zoo more often and to expand the zoo's connections with people of all walks of life and all abilities."

HIRED A NEW DIRECTOR OF DEVELOPMENT



Heidi Strong joined Friends of the Zoo as Director of Development in September after 13 years at Turning Stone Resort Casino, most recently as director of events and entertainment. Heidi hit the ground running, immediately organizing several fundraisers including the volunteer-led Fund for Flamingo Flamboyance to increase the zoo's flock of Chilean flamingos.

She also took over the Friends' \$50K for 50 Years campaign, reaching out to the zoo's largest pool of potential donors in 10 years and raising more than \$70,000.

Heidi has a bachelor's degree in marketing from SUNY Oswego. She spent six years as event and marketing manager for Oswego Harborfest before joining Turning Stone in 2007 as tournament services manager for the resort's PGA TOUR event.

In 2013 she was named director of events for the resort, creating and executing fundraising and consumer events, sporting events and casino VIP events, including celebrity featured events from Buddy Valastro (the Cake Boss) to Mike Tyson.

In 2018 her role was expanded to director of events and entertainment, overseeing booking, scheduling, box office and crew for an 800-seat Showroom and 5,000 seat Event Center presenting 750+ live performances annually, including Reba McEntire, Hozier, Pentatonix, Bret Michaels and Boz Scaggs.

Since joining Friends of the Zoo, Heidi has launched the zoo's One Health | One Mission capital campaign for the new Animal Health Center and introduced several new events including the Fall Conservation Ball and the 5K Zoo Run Run. Her goals are to elevate Friends of the Zoo events to new heights and bring exciting new entertainment options to boost the zoo's status as a year-round regional attraction.

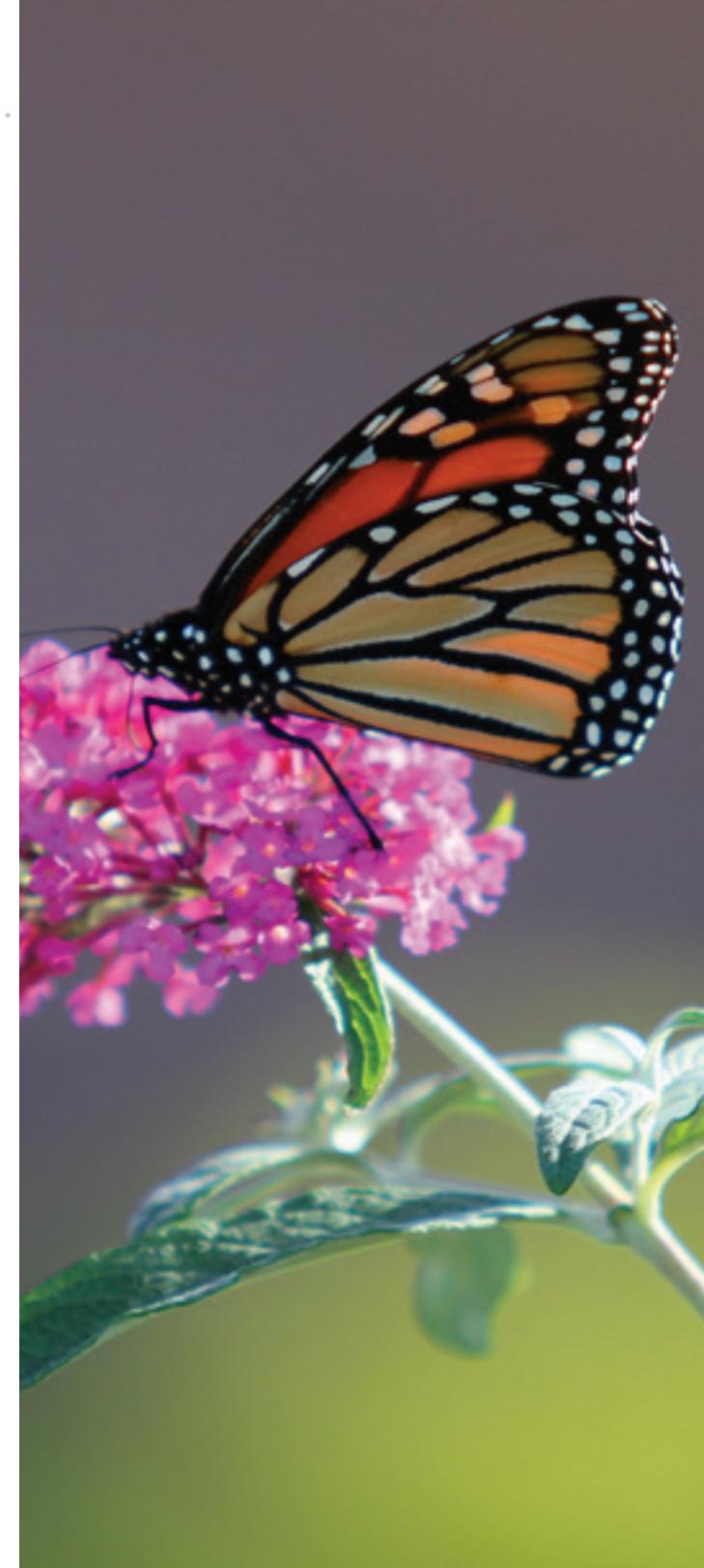


FUTURE FOCUS

RENEW, REVITALIZE, RECOVER

Even as we reflect on 2020, we are forging ahead with new leadership and senior staff, new opportunities and a new outlook that will revitalize the zoo and the Friends of the Zoo's support in a variety of ways.

- **The long-awaited Animal Health Center is taking shape and is slated for completion in fall 2021. In January, the Friends launched the One Health | One Mission capital campaign to furnish it with the latest medical equipment, and this will remain a focus for the remainder of 2021.** The campaign's goal is to raise \$1.1 million to equip the center as a state-of-the-art animal health care and quarantine facility that can provide for the medical needs of every species at the zoo, from prenatal to geriatric care. The Friends also will create a Children's Veterinary Clinic in the health center where youngsters can "examine" plush animals with play medical tools to inspire future careers in animal health care. See the campaign at syracusezooevents.org/one-health-one-mission.
- **Our new and improved slate of events for 2021** include our first ever Tee Off FORE the Animals golf tournament on June 7 at Bellevue Country Club, the 25th anniversary of Brew at the Zoo on August 6, a Fall Conservation Ball in September and the Zoo Run Run 5K run/walk in October.
- **A new director of food and beverage, executive chef and catering sales manager will revamp our Catering at the Zoo event offerings** and provide a new look and menu for a revitalized café and expanded offerings at outdoor concessions kiosks to enhance the guest experience.
- **New perks for our members** will include more discounts, coupons and exclusive member programs throughout the year.
- **Technology upgrades including zoo-wide Wi-Fi and TV monitors** will add to our visitors' educational experiences at the zoo, create new connections with our guests and community partners and offer more accessible information and service to people of all abilities and languages.
- **We will expand our partnership with local advocacy groups and influencers** to increase our outreach to and opportunities for ALL of our neighbors to engage with their community's zoo.



STATEMENT OF OPERATING FINANCES

SUPPORT AND REVENUE	2020		2019	
	\$	%	\$	%
Membership	\$467,807	28%	\$582,998	17%
Retail operations	240,545	15%	779,111	23%
Program fees	54,332	3%	319,612	10%
Contributions and grants	500,939	30%	960,257	29%
Fundraising and events	38,755	2%	191,022	6%
Rental and catering income	26,478	2%	358,187	11%
Interest income	100,979	6%	166,215	5%
Paycheck Protection Program Loan Forgiveness	232,693	14%	-	-
Total Support and Revenue	\$1,662,528	100%	\$3,357,402	100%
EXPENSES	\$	%	\$	%
PROGRAM SERVICES				
Zoo support	\$903,943	38%	\$1,061,453	38%
Gift shop	140,360	6%	205,969	7%
Educational programs	286,987	12%	253,494	9%
Facility rentals/catering	237,370	10%	392,015	14%
Total program services	\$1,568,660	66%	\$1,912,931	68%
SUPPORTING SERVICES				
Administration	\$495,118	21%	\$559,719	20%
Fundraising and Membership	327,192	13%	342,591	12%
Total supporting services	822,310	34%	902,310	32%
Total expenses	\$2,390,970	100%	\$2,815,241	100%
INCOME (LOSS) FROM OPERATIONS	(\$728,442)		\$542,161	
Net change in market value of investments	\$402,749		\$535,247	
Increase (Decrease) in net assets	(\$325,693)		\$1,077,408	
Net assets at beginning of year	6,932,897		5,855,489	
Net assets at end of year	\$6,607,204		\$6,932,897	

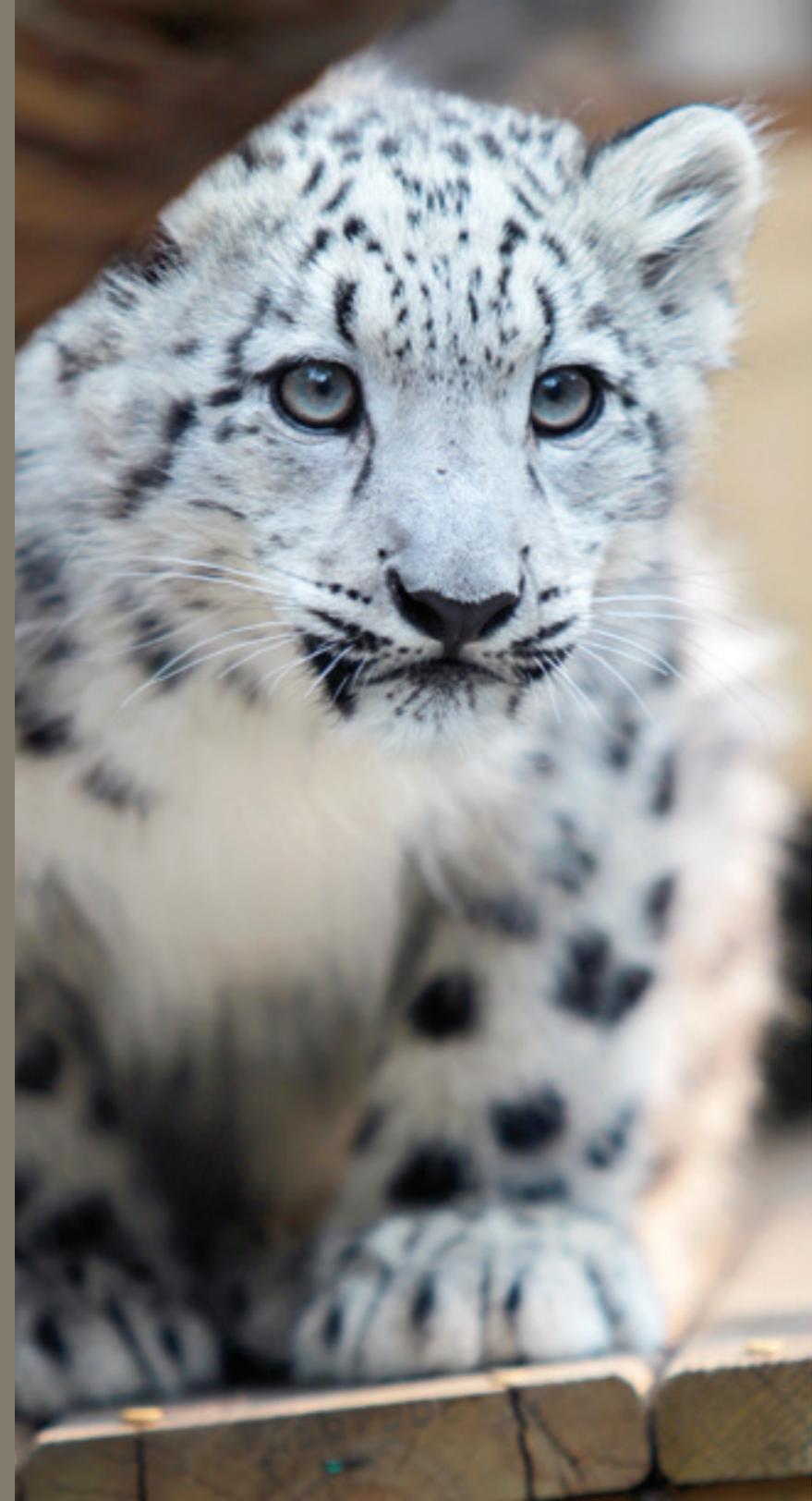
A full set of financial statements, including a report of independent auditors, is available for review during normal business hours at the Rosamond Gifford Zoo.



ANIMAL UPDATES: BIRTHS HATCHINGS

Every year we look forward to welcoming new arrivals to the zoo – be they through zoo births and hatchings or new animals and species coming to us from other accredited institutions.

More than ever, the Rosamond Gifford Zoo is established as a top-tier zoo entrusted with caring for and helping to save some of the world's most endangered species. Thank you for helping the Friends of the Zoo support this crucial mission.



ANIMAL UPDATES: BIRTHS AND HATCHINGS

MOBILIZING MARCY

A high point of 2020 was the birth of a snow leopard cub on May 18, five days before the zoo reopened to the public. The zoo and the Friends held a media event on June 24 for Onondaga County Executive Ryan McMahon to introduce the female cub and announce a naming vote. What the public didn't know is that the zoo's veterinary team had diagnosed her with a debilitating condition known as Swimmer Syndrome that would have prevented her from ever walking without intensive intervention.

The condition surfaced when the cub was 3 weeks old, and our team reacted quickly, reaching out to two fellow AZA zoos that had treated snow leopard "swimmers" with physical therapy, the Bronx Zoo and the San Diego Zoo. (In fact, the Bronx Zoo's experience was featured in an episode of "The Zoo" on Animal Planet.)

Scientists are not sure what causes Swimmer Syndrome, but it affects "singleton" cubs more often than multiples who have to share the mother's milk supply, so they believe extra weight gain is a factor that causes single cubs to have trouble lifting themselves at a growth stage when their leg muscles need to strengthen, not weaken.

Cornell Veterinarian Dr. Becky Eddy and the zoo carnivore team devised a physical therapy schedule that required them to remove the cub from her mother, Daania for a few minutes at first, building up to three hours a day as therapy progressed. Thanks to years of training with Daania that forged a strong bond with her caregivers, Daania allowed the team to remove her cub some three dozen times, knowing they would return her safely.

At the time of the cub's naming vote, she was still in treatment – but it turned out to be amazingly fitting that the winner was Marcy, the name of New York state's highest mountain.

Marcy's success story was the cover feature for our Fall 2020 issue of *MyZoo Magazine*. It can be found online at rosamondgiffordzoo.org/myzoomagazine.



ANIMAL UPDATES: BIRTHS AND HATCHINGS

RAISING INIKO

One little monkey in particular won the hearts of CNY and beyond in 2020. Iniko was born on June 8 to mom Becca and father MJ. But although Becca had several previous births with no complications, this one was different. Becca went into renal failure and our team had to call in an animal obstetrics expert to perform a C-section. They successfully delivered Iniko, but Becca succumbed shortly after. Now it was up to the zoo to hand-rear her tiny baby.

Zoo Curator Dan Meates and his wife, Zookeeper Leisje Meates, took on the task of bringing Iniko to their home to foster her, accepting that they would eat, breathe and sleep baby monkey care for months.

The couple had 20 years' experience raising newborns and hatchlings of various species at zoos around the world, and they had the benefit of the zoo's accreditation by the Association of Zoos & Aquariums (AZA), whose 240 member institutions share health records, research data and best practices for thousands of species. But a search for protocols on hand-rearing a baby patas monkey, or even a similar species, came up empty.

The job of raising Iniko turned out to be the first recorded instance of a baby patas monkey being hand reared by humans – during a pandemic no less. Leisje gave her the Nigerian name Iniko because it means “born during troubled times.”

Dan and Leisje turned a room of their home into a sterile nursery and took turns feeding her every two hours for her first 3 months of life, keeping detailed notes on everything for a future scientific paper. At about 4 months old, they began bringing her to the zoo regularly to expand her world and allow other keepers to help care for her.

As Iniko thrived and grew more active, the team allowed her to play in the zoo conference room while they outfitted a monkey playroom in the glassed-in studio in the zoo's upper lobby. Zoo visitors got a chance to see her up close in action last fall and winter.

More recently, the team began the gradual process of introducing Iniko to her real family, the zoo's troop of patas monkeys. If all goes well, Iniko will move in with the troop in 2021.

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Our animal care team continued their “I Love New York” naming theme, so most of our new arrivals were named for places in New York state.

A male baby Sichuan takin was born April 6 to mother Jiao and father Bo. He was named for our state capital and nicknamed “A.C.” The calf represented the second birth of this vulnerable species of Asian mountain goat at the zoo. Onondaga County Executive Ryan McMahon announced the birth at his daily COVID-19 briefing on April 23.

Four baby Black Welsh Mountain sheep were born, all fathered by our ram, Beast. Mother ewe Belle had a boy and a girl named Bronx and Brooklyn on January 20, and our other ewe, Beauty, gave birth to boy and girl twins, Brutus and Bristol, on April 22. Brutus is a town in Cayuga County and Bristol is a town in Ontario County.

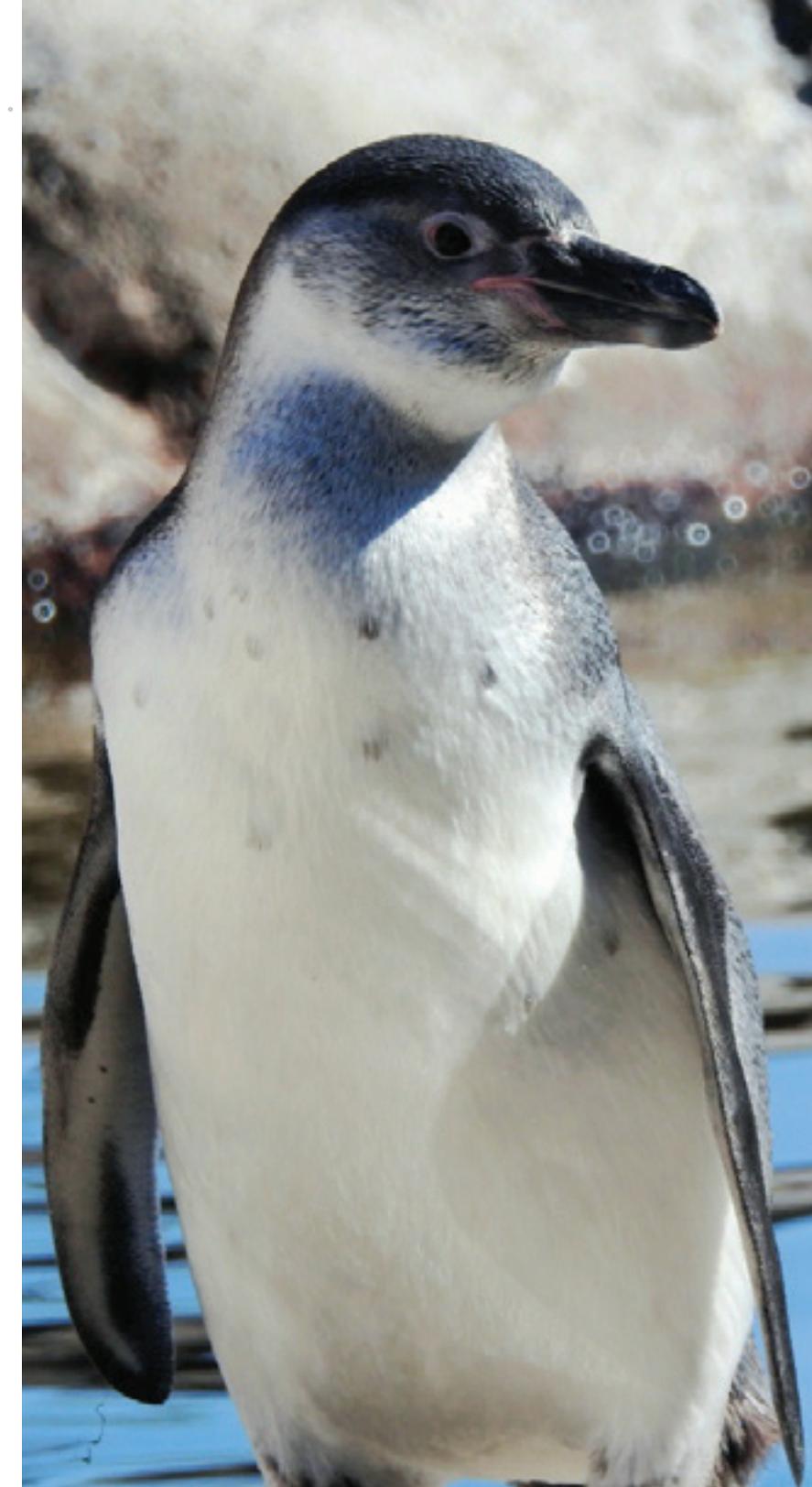
Three baby San Clemente Island goats were born in 2020, all fathered by male goat Pop. Mother goat Lydia gave birth to a male kid on February 13. He was named Clyde after a village in Wayne County. Female goat Ruby had twin male babies on May 27. They were named Chester and Sterling for the towns in Orange County and Cayuga County respectively.

A female Humboldt penguin chick hatched at the zoo on May 22 to parents Malia and Hugo. Onondaga County Executive Ryan McMahon named her Cuatro as a nod to the four-phase reopening of New York state. Our zoo was the first to reopen on May 23, the day after Cuatro hatched!

A male baby American bison was born to mother bison Sue and father Harley on Memorial Day, May 25, just as the zoo closed for the day. He was named Liberty after the village in Sullivan County.

Two Kimberley rock monitors hatched at the zoo on July 5, the second and third of this species to hatch at a zoo in the United States. This is even more consequential because the first Kimberley rock monitor to hatch at a U.S. zoo also hatched here in 2019! The Rosamond Gifford Zoo is one of only three zoos in North America to care for this species of lizard native to Northeastern Australia.

A male baby Chinese muntjac was born July 28 to mother muntjac Rosalyn and father Alfred. Chinese muntjac are the world's smallest species of deer. He was named Campbell after the town in Steuben County (as well as hoofstock keeper Theo Campbell).





THE GOLDEN GIRLS

Four female Turkmenian markhor known as “the Golden Girls” came to us from the Columbus Zoo on March 26. Their names are, of course, Blanche, Rose, Dorothy and Sophia.

Did You Know?

The Rosamond Gifford Zoo is in charge of the studbook for Turkmenian markhor as part of the Species Survival Plan to maintain an assurance population of this threatened species in human care, to prevent them from going extinct. Studbooks contain the genetic and breeding history for the entire population in human care at accredited zoos in North America.



ZEYA, AMUR TIGER

A female Amur tiger, Zeya, came to us from Connecticut’s Beardsley Zoo on September 29 to be introduced to our male Amur tiger, Thimbu. Zeya and her sister, Reka, were born at the Beardsley Zoo on November 25, 2017 and hand-reared after their mother failed to care for them. The AZA Species Survival Plan for Amur tigers recommended introducing Thimbu and Zeya at our Amur tiger facility in Syracuse after our pair of elderly Amur tigers passed away in 2019. Introductions are occurring in hopes for Amur tiger cubs in the future.



TELLARO, GIANT PACIFIC OCTOPUS

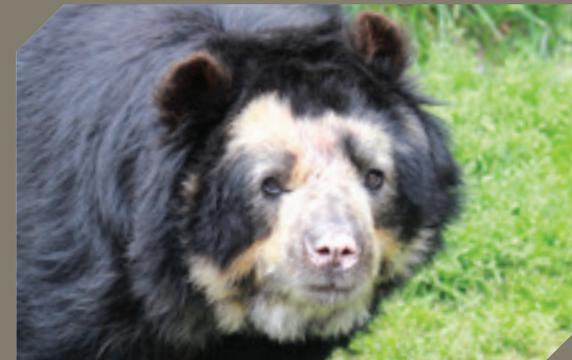
After male Giant Pacific octopus Ollie passed away from natural causes in March 2020, **the Friends of the Zoo invested \$1,500 to bring a new Giant Pacific octopus from Canada to inhabit our GPO exhibit.** The new female’s travel was delayed for the summer due to COVID, but she arrived here in time to go on exhibit on World Octopus Day October 8. Our animal care team named her Tellaro after a tiny seaside town in Italy that, legend has it, was saved from a pirate invasion by a heroic octopus.

IN MEMORIAM



OCELOT LISA

Lisa the ocelot, a longtime zoo resident, passed away on June 30 at age 18. She was a favorite of zoo visitors and a popular subject for photographers for many years before retiring off exhibit due to old age in 2018.



ANDEAN BEAR MORATH

Andean bear Morath, whose twin brother passed away in late 2019, died on July 21 at age 26 ½. He and his twin brother, Kahless, were born in January 1994 at Chicago’s Lincoln Park Zoo and came to Syracuse in 2005. They were named for mythical Klingon warrior brothers of Star Trek lore and were close companions for life. Kahless passed away in December 2019 at age 25. Both lived well beyond the average lifespan for their species thanks to the exceptional care they received at the Rosamond Gifford Zoo.



AJAY AND BATU

In early December, tragedy struck the zoo in the form of a deadly virus that targets young Asian elephants, Elephant Endotheliotropic Herpes Virus (EEHV). All of our elephants are routinely tested for EEHV because of its severity and unpredictability. Five-year-old Batu tested positive on December 3 and was in treatment when his younger brother, Ajay, died suddenly of EEHV on December 8.

An outpouring of grief, sympathy and support from the public as well as the Association of Zoos and Aquariums (AZA) community helped our elephant team stay focused on trying to save Batu. Sadly, he succumbed to the virus three days later, on December 11. Neither calf showed any symptoms until shortly before they passed away, underlining the importance of rapid testing and treatment. As a result, we decided to honor them with a fundraising campaign, **The Ajay and Batu Memorial Fund, to provide on-site EEHV testing and treatment equipment for the new Animal Health Center. So far, the fund has raised \$32, 235, or 25 percent of our goal.**

To donate to the fund, visit [justgiving.com/campaign/ajay-batu-memorial-fund](https://www.justgiving.com/campaign/ajay-batu-memorial-fund)



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.

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