



2021
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



A year ago in this space, we described 2020 as “the most trying year ever.” Thankfully, 2021 was a most ambitious year for Friends of the Rosamond Gifford Zoo, a year when we overcame many challenges to achieve just about every goal we set. It was a year of new ideas, new leadership, new partnerships, new events and a renewed commitment to reflecting our conservation mission in everything we do.

Our first action in 2021 was to launch our One Health | One Mission campaign to raise \$1.1 million to give the zoo’s new Animal Health Center all the equipment needed to provide top-notch health care for every animal at the zoo. The campaign was based on the One Health concept that animals, people and the environment are all connected, and the health of one impacts the others.

By year’s end, we were extremely close to meeting our goal. Thanks to our donors and supporters, the health center is not just a top zoological medical center, it’s also a teaching hospital for our Cornell University College of Veterinary Medicine partners, a research institute advancing knowledge to aid animals in human care and in the wild, and a place where even our youngest visitors can learn about animal care and conservation first-hand.

Our Friends of the Zoo Board of Directors began their term with a retreat that invited Friends staff and our Onondaga County partners to spend a day envisioning our shared goals and missions. One objective we targeted is strengthening our relationship with our community, both by welcoming people of all ages, abilities and backgrounds to the zoo and by being actively involved with other institutions, organizations and businesses that make CNY a great place to live.

We also embraced the goals of forging more partnerships to involve our community in the important work on behalf of animals and conservation taking place at their zoo and ensuring that our actions support our missions by practicing sustainability in our infrastructure improvements, our events, the products we sell in our gift shop and even the food we serve at the zoo and our events venue, Catering at the Zoo.

As one of only 240 zoos and aquariums in North America to meet the rigorous requirements for accreditation by the Association of Zoos & Aquariums (AZA), we represent “the Gold Standard” for animal care, nature conservation, education and guest experience -- and we want our community and our visitors to take full advantage of this world-class institution and share our work to make the world a better place for animals, people and the planet.

Thanks to all of you for supporting so many of the amazing goals, achievements and animals described in this report. We couldn’t have done it without you.

Yours,

Carrie Large
Executive Director

Al Gough
Chair of the Board

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ONE HEALTH | ONE MISSION

By the end of 2021 the One Health | One Mission campaign for the Animal Health Center reached

\$890,000 of its \$1.1 million goal



FORGING A NEW FUTURE/INSPIRING A NEW VISION

The Friends of the Rosamond Gifford entered 2021 with new leadership, a new vision and new strategies to strengthen our zoo and what it stands for in every way.

Friends of the Zoo Executive Director Carrie Large came aboard in fall 2020 and inspired many ambitious initiatives in her first full year by challenging every department and team member to review and reimagine every program, event and offering to make it more engaging, more focused on our conservation and education missions, more accessible and more relevant to every segment of our community.

The 2021 accomplishments described in these pages reflect the executive director's new focus on community outreach and enhanced partnerships with schools, agencies, organizations and companies to better serve the zoo and our community.

KEY ACHIEVEMENTS IN 2021 INCLUDED:

- **The Education department forged new partnerships** with local schools and arts organizations to provide hands-on STEAM learning opportunities that benefited students and the zoo.
- **Zoo education programs and events were adapted to reflect changing COVID protocols** and enable exceptional in-person experiences in a safe and fun environment.
- **The Friends Board formed a new Community Outreach and Volunteerism Committee** to engage more organizations serving all segments of our community in zoo events and activities.
- **The Friends Development team launched a successful One Health | One Mission capital campaign** to complete the new Animal Health Center at the zoo and introduced a new slate of exciting fundraising events.
- **Volunteer Services recruited dozens of volunteers** to assist the zoo with new events and projects, including several new corporate teams.
- **The Curious Cub Gift Shop partnered with small, local entrepreneurs** to offer “Made in CNY” products on our gift store shelves and introduced a new line of items to benefit conservation in the wild.
- **The Membership department brought our member numbers up to new levels**, set a gift membership record and introduced enhanced membership opportunities and benefits.
- **The new Catering at the Zoo team created new concepts, venues and fresh, healthy menus** and event packages to take zoo events and food to new heights

OUR BOARD OF DIRECTORS

RECOGNIZING THE FRIENDS OF THE ZOO BOARD

Friends of the Zoo Board of Directors are among the most involved and dedicated supporters of the zoo. Our board currently has 19 members who attend monthly meetings, serve on various planning committees and serve as individual sources of expertise, advice and support for the Friends and the Zoo.

The board started their new term of service on June 11 with a daylong retreat in the zoo banquet room to meet with Friends of the Zoo and county staff to envision their missions for the future. The end result mapped out their “visual vision” for the zoo, including:

- Meeting the zoo's missions from a business perspective
- Connecting more with guests of all ages and abilities
- Embodying the One Health philosophy
- Increasing community engagement and partnership
- Providing education for everyone, including the underserved, all ages and all abilities
- Inspiring people to take action for conservation
- Inspiring people to support their zoo.

The Friends of the Zoo board welcomed four new members and selected new officers for the new term.

Bishop Colette Matthews-Carter – Senior Pastor of Zion Hill World Harvest Baptist Church, President of the Syracuse/Onondaga NAACP, Director of Interfaith Initiatives at InterFaith Works of Central New York.

Melissa Oliver – Hotel manager at the Marriott Syracuse Downtown, local leader for animal rescue organizations.

Jean Marie Russo – Director of Marketing and Operations at Alkaline for Life and Betterbones.com, registered yoga teacher and founder of the Breath Body Community Yoga Program in North Syracuse.

Natalie Scavone – Executive Director of BASCOL, Before and After School Childcare on Location, former teacher at the elementary, middle, high school and teacher levels, former principal and data administrator at Cayuga-Onondaga BOCES.

The new officers:

Chair: Al Gough, Chief Accounting Officer for Widewaters Hotels

Vice Chair: Terry Hopkins, Administrative Principal for C & S Companies

Treasurer: Jamie Card, Partner and Financial Institutions Team Leader for The Bonadio Group

Secretary: Pete Belyea, President and CEO at CXtec





ANIMAL HEALTH CENTER

ONE HEALTH | ONE MISSION

Throughout 2021, the Friends team was keenly focused on our capital campaign to outfit the zoo's new Animal Health Center with \$1.1 million in state-of-the-art diagnostic and medical equipment to enable our veterinary team to provide the best care possible to every animal at the zoo.

Marketing and Communications collaborated with Development to design a campaign and case statement based on the One Health philosophy that embraces the intrinsic connection between people, animals, plants and our shared environment to achieve optimal global wellness.

The One Health | One Mission campaign included opportunities for individuals and organizations to sponsor a significant space or piece of equipment or to contribute to the Ajay and Batu Memorial Fund to provide EEHV testing and treatment equipment (See page 7). **By the end of 2021, the campaign had raised \$890,000 of its \$1.1 million goal.**

For every donor that contributed to the campaign, there seemed to be an inspiring personal story that made these gifts even more meaningful. Michael Sperling, who uses oxygen himself, donated \$5,000 for an oxygen holding cage at the health center. Barbara Jean Coffey's children honored their late mother's interest in science by raising \$10,000 to dedicate the necropsy room in her memory. Longtime zoo supporters Zalie and Bob Linn, whose names grace the Zalie and Bob Linn Amur Leopard Woodland at the zoo, contributed \$50,000 to sponsor the Animal Health Center lobby, with its expansive windows looking in on rooms where animal health care happens. Many individual donors also contributed to bring us within reach of our goal.

One Health is an approach that recognizes that the health of people is closely connected to the health of animals and our shared environment. One Health has become more important in recent years with the increase in zoonotic illnesses, antibiotic resistance, climate change and habitat destruction, among other factors. The One Health philosophy encourages collaboration and communication among local, national and global leaders and practitioners in human, animal, plant and environmental health with the goal of achieving health optimal outcomes for all.



AJAY & BATU MEMORIAL FUND

Another portion of the One Health | One Mission campaign sought to honor our "little giants," Asian elephant calves Ajay and Batu, who we lost to EEHV in December 2020. Elephant endotheliotropic herpesvirus is the biggest killer of young elephants both in the wild and in human care, and the zoo is committed to supporting research for better treatments and, ultimately, an EEHV vaccine. The Ajay & Batu Memorial Fund was founded to raise funds for on-site EEHV testing and treatment tools at the Animal Health Center. **The fund raised \$36,000 in 2021 and remains an ongoing campaign at [justgiving.com/campaign/ajay-batu-memorial-fund](https://www.justgiving.com/campaign/ajay-batu-memorial-fund).**

MEMORIAL BENCH PROGRAM

The new Animal Health Center courtyard offered an opportunity to revive the Memorial Bench program and offer zoo supporters a way to memorialize a loved one by placing a bench in their name for 10-year renewable terms. We launched this program late in the year and received orders for three benches, **raising a total of \$15,000.**

ANIMAL HEALTH CENTER SIGNIFICANT SPACE/EQUIPMENT DONORS

Intensive Care Unit:
Central New York Community Foundation's
William and Mary L. Thorpe Fund and the Bilford Family Fund

Animal Health Center Lobby:
Zalie and Bob Linn

Operating Room:
The Dorothy and Marshall M. Reisman Foundation

Sample Drop-Off Room:
Carol and Norbert Spiegel

Pharmacy:
Claudia and Howard Preston

Director of Veterinary Staff Office:
Ellenrose Galgano

Food Prep Kitchen:
Deborah and Dennis Trepanier

Veterinary Technician Office:
Drs. Tod Leggat & Shannon Magari Leggat

Graduate Student Office:
Drs. Tod Leggat & Shannon Magari Leggat

Quarantine Treatment Room:
In loving memory of Marjorie Kane from her daughter Maria

Field Small Animal Anesthesia Machine:
Maria Kane

Oxygen Holding Cage:
Michael Sperling

Medical Books:
VIP Structures, Inc.

Senior Residents Office:
Peggy Ogden and Timothy Atseff

Staff Training and Development Room:
The Marsellus Family

Records Room:
In Loving Memory of Laura Estabrook Holcombe

Veterinary Staff Break Room:
Holtz Family Fund

Laboratory and Research:
M&T Bank

Necropsy Room:
In Loving Memory of Barbara J. Coffey

Case Review Room:
In Memory of Dr. Leslie N. Davis

Viewing Monitors and Virtual Capability Cameras:
In Honor of Mary Mathews

Junior Veterinary Clinic support:
The Herbert S. and Eleanor L. Howard Charitable Foundation

The Animal Health Center at the Rosamond Gifford Zoo will exemplify the ONE-HEALTH philosophy:

- Providing state-of-the-art health care for more than 215 animal species from prenatal to geriatric care
- Training future animal health practitioners from Cornell University and other national veterinary institutions
- Sharing data, research and best practices to further animal care and conservation in North America and worldwide
- Connecting people to animals, nature and our planet
- Educating people about the collective, connected health of all living things.



ONE HEALTH | ONE MISSION



DEVELOPMENT AND FUNDRAISING

ANIMAL ENCOUNTERS

After serving as one of the zoo's best-kept secrets for many years, we began promoting 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.

FOUR ANIMAL ENCOUNTERS WERE OFFERED IN 2021

A Penguin Encounter that takes 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.

A Sloth Encounter with our hand-reared Hoffmann's two-toed sloth Araña, one of our most charming animal ambassadors. Guests get a chance to meet Araña and one of her keepers up close and learn all about sloths in the wild, how we care for them at the zoo and Araña's story as the first sloth in North America to be raised in human care since infancy.

A Hawk Walk through the wooded grounds where our bird team does free-flight training with our raptors. It encompasses 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. This encounter includes lunch for two and admission to the zoo.

An Elephant Bath encounter that allows 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.

In 2021 we held a total of

111 animal encounters that raised a total of **\$17,840**.

BY THE NUMBERS

2 Hawk walks

6 Elephant bath encounters

45 Sloth encounters

58 Penguin encounters

DEVELOPMENT AND FUNDRAISING

“The new normal” ignited new programs, ideas and innovations.

With COVID protocols requiring masks indoors and continued social distancing, we looked at the great outdoors for inspiration to create new fundraisers and gate-drivers for our supporters and visitors. An ambitious slate of brand new, expanded or reimaged events made 2021 a very busy year.

GATE DRIVERS

Party for the Planet – We received an AZA grant of \$1,500 to hold a community conservation event as part of our annual Party for the Planet Earth Day celebration, which included our first returnable can and bottle drive, a volunteer cleanup at the zoo and a dedicated work party that brought 20 volunteers from four area Target stores to spend a day sprucing up the zoo. The Earth Day cleanup also received a \$250 grant from the Walmart Foundation.

Our April 24 Party for the Planet brought a dozen conservation groups to exhibit at the zoo and attracted more than 1,500 attendees. During the three-day event, 1,000 seed packets were distributed for native pollinator gardens (wildflowers), 400 families took home white pine saplings and were educated by Bartlett Tree Experts on how to plant and care for them, and close to 5,000 returnable cans and bottles were brought to our zoo drop-off site.

Penguin Palooza – In July we brought back an old family favorite – an ice cream party at Penguin Coast featuring complimentary ice cream treats, penguin-themed games, activities and penguin keeper chats and demos with our colony of Humboldt penguins. The three-hour daytime event on Sunday, July 11 contributed to zoo attendance of 1,481 that day. We plan to expand it in 2022.

Yoga with Elephants ... and Red Pandas! – A small but popular event – Yoga with Elephants (and one session with red pandas) premiered in summer 2021 with help from Friends of the Zoo Development Associate (and yoga instructor) Erin Sawyer. We offered morning yoga sessions before the zoo opened for participants to experience a gentle yoga class on the elephant overlook and near the red panda exhibit. Three sessions of Elephant Yoga attracted 63 participants and one at red panda drew 16, raising \$2,370 for the zoo and providing healthy, fun experiences that were greatly appreciated by our guests.





DEVELOPMENT AND FUNDRAISING

Asian Elephant Extravaganza – A CNY Arts grant of \$2,000 helped to enhance the art and cultural offerings at our annual Asian Elephant Extravaganza held on Saturday, August 14. This event celebrates the zoo’s Asian elephants – a critically endangered species -- and the cultures of their native countries in South Asia. The event offered a day full of elephant activities, enrichments, demonstrations and educational chats about the zoo’s role in elephant care, conservation and research, as well as performances of Indian and Indonesian art, dance and music. A birthday party for the zoo’s two eldest elephants, Siri and Romani, was a highlight of the event.

Activities supported by the grant included Nusantara Arts Buffalo Gamelan, an ensemble playing traditional instruments of Java, Bali and Sudan; Leanna’s Art Room providing face painting; Syracuse University’s South Asia Center presenting Bharatanatyam dance and an India-themed elephant mask craft for kids; and Dance Arts Advocates from The Ballet and Dance Center and CNS Musical Club performing Walking with Elephants, three presentations of elephant-inspired dance movement with audience interaction. **The event attracted 2,143 attendees and an online Elephant Art Auction raised \$1,000 for elephant enrichment at the zoo and \$5,000 for Asian elephant conservation in the wild via the AZA SAFE (Saving Species From Extinction) program for Asian Elephants.**

Noon Year’s Eve – We also brought back our popular in-person New Year’s Eve celebration including our noon countdown and ball drop on December 31. The event began with a dance party and photo ops leading up to the countdown in the zoo courtyard. Tops Friendly Markets provided party hats and noisemakers for the first 1,000 guests as well as sparkling juice and lemonade for the Noon Years toast. **The event drew more than 1,000 people to celebrate the new year and tour the zoo.**

DEVELOPMENT AND FUNDRAISING

FUNDRAISERS

Tee Off FORE the Animals – The Friends first 18-hole golf tournament at historic Bellevue Country Club brought 72 golfers out on Monday, June 7 for a day of championship golf, delicious meals, animal encounters on the links, fun contests and a silent auction featuring sports, movie and rock star memorabilia. **The tournament raised \$56,743 to benefit the zoo.**

Brew at the Zoo 25th Anniversary – It was a year of firsts for Brew at the Zoo, which came back bigger than ever for its 25th anniversary year. This long-awaited event offered more than 100 beer and beverage tasting opportunities and was the first Brew to feature live bands and musicians throughout the zoo as well as food trucks serving a variety of tasty local fare around the zoo courtyard. The event also featured a silent auction of celebrity collectibles and animal art and sales of Brew 25th Anniversary souvenirs. **Brew at the Zoo 25 raised more than \$125,000.**

Fall Conservation Ball – Our first Fall Conservation Ball replaced the winter Snow Leopard Soirée with an magical gathering in the serene and scenic a courtyard on a warm and balmy fall evening. The September 10 celebration included a cocktail hour, gourmet food stations, captivating live music, a celebrity roast of Zoo Director Ted Fox marking his 30 years at the zoo and a sunset champagne toast. **The Fall Ball raised over \$62,000 for animal care and conservation at the zoo, including \$18,000 via a live auction of exclusive animal items and encounters to benefit the new Animal Health Center.**

Zoo Boo – This family-favorite event returned with an expanded slate of four weekends in October, including Halloween day. Tops Friendly Markets helped supply candy and Beak & Skiff apple orchards donated cider for trick-or-treaters. A record number of volunteers helped with creepy crawly animal encounters, games, activities and photo ops. **A total of 3,258 participated in Zoo Boo 2021, raising \$27,602 to benefit the zoo.**

Holiday Nights – We launched a new holiday tradition by lighting up the zoo courtyard with festive displays and inviting our community out on Friday and Saturday evenings in December for hot chocolate and s’mores around several fire pits, ice-carving demonstrations, animal ambassadors, roving entertainers from CirqOvation and live choral performances from different CNY singing groups each night. Thanks to our animal care team, the Domestic Animal Barn and yard and the Social Animals wing were also accessible to guests at Holiday Nights. **The six nights attracted a total of 5,730 guests and brought in over \$50,000.**



Performances by CirqOvation



EDUCATION AND COMMUNITY

VIRTUAL EDUCATION PROGRAMS

On February 12, we held our first **Virtual Paint Night**, allowing 25 participants to pick up their art supplies at the zoo ahead of time and then tune in from home to virtually follow an educator through the project. Our February **Winter Break Zoo Camp** also was held virtually with a “camp-in-a-box” format complete with online meet-and-greets with animals, craft demonstrations, educational programming and games, work sheets and prizes.

Our **Virtual Zoo to You** program sparked by the 2020 pandemic shutdown remained a popular distance-learning option in 2021. **The education team held a total of 89 programs with a total of 2,455 participants** at locations including Ashland, KY; Memphis, TN; Turtle Lake, WI; Downey, CA; Harrisburg, PA; Princeton, MN; Toronto, Ontario; Baltimore, MD; Burlington, KS; Cleveland, OH, and Turin and Nedrow, NY.



CULTIVATING A CONSERVATION COMMUNITY

Thanks to the creativity and adaptability of our education staff, the zoo was able to hold both virtual and in-person classes and zoo camps, Zoo to You programs and new conservation education opportunities for all ages and abilities.

The incorporation of new spaces including the banquet room, the outdoor Explorer’s PlaySpace, the café terrace and the Northwestern Mutual Animal Encounter amphitheater allowed the team to accommodate newly created programs including adult Paint & Sip nights and parent-child painting classes, outdoor Edventure Days classes for homeschoolers and many other fun opportunities to learn about wildlife and nature.

EDUCATION AND COMMUNITY

IN-PERSON EDUCATION PROGRAMS MAKE A RETURN

On March 20, we held our first on-site paired painting class, the **Tickled-Pink Paired Painting Class**, with 15 couples attending to create a flamingo painting. In October and December, we held **Paint and Sip** classes with a Halloween and holiday theme, serving 20 and 23 participants respectively.

In March and April, we resumed in-person **Spring Break Zoo Camp** and began offering on-site **Edventure Academy** classes for ages 3-5 and 6-10, as well as **Wild Beginnings** for ages 1-3. Later in the school year, we resumed **Zoo Safari classes** for school groups on field trips to the zoo. **All told, we held a total of 141 on-site classes with 442 registrations.** Among the on-site classes were two five-week series of **Edventure Days classes for home-school families**, which served 13 families.

Summer Zoo Camp returned and expanded in 2021, offering more weeks of camp for each age group and a new Summer Zoo Camp Program for ages 14-16, Zoo Crew Counselors in Training (CIT). **We held 37 sessions of Summer Zoo Camp (up from 26 in 2019) serving 486 young people, up from 337 in 2019 – a 44 percent increase!**

In December, we brought our in-person mobile Zoo to You programs back to visiting schools and community centers, bringing eight programs to 130 participants in December alone.



2021 BY THE NUMBERS

2,546

Virtual Education Program Participants

1,448

In-Person Education Program Participants



EDUCATION AND COMMUNITY

EDUCATION PARTNERSHIPS

Education Director Kim Arnold forged several new partnerships with local arts and cultural organizations and school groups to expand learning opportunities via the zoo. Thanks to these partnerships, we:

- Collaborated with **Syracuse Stage** to offer free outdoor performances of a children’s play, “The Girl Who Swallowed a Cactus” on the courtyard terrace in September. Prior to the shows, the zoo set up a scavenger hunt challenging guests to look for the zoo animals that corresponded to characters in the play.
- Worked with the **Redhouse Arts Center** to set up an outdoor classroom and performance space at the Northwestern Mutual Amphitheatre for their nine-week theatre arts summer camp for ages 6-10.
- Partnered with **SUNY-ESF** to become a WorkStudy site for their students, enabling us to hire three ESF students for the summer season.
- Worked with Cornell Cooperative Extension to offer two **4-H Youth Leadership** seminars at the zoo.
- Partnered with **ACR Health’s Q Center** to add LGBTQ sensitivity training to our Summer Zoo Camp counselor training.
- Worked with a summer **STEAM In Service program at Grant Middle School** in Syracuse to bring a group of 6th, 7th and 8th-grade students to the zoo to learn about animal enrichment and design an enrichment item for our ball pythons. The students, all New Americans and English language learners, designed a snake Plinko board made of branches that provides enrichment to zoo outreach animals including the pythons, bearded dragons, skinks and North American porcupine.
- Partnered with high school tech students in the **Syracuse City Schools P-Tech program** to create a display for our first Holiday Nights.

A new Community Engagement Committee was formed and lead by new Friends board member Bishop Colette Matthews-Carter and Friends Director of Education and Volunteer Services Kim Arnold to engage with organizations and community members of all ages and abilities to get them involved with their zoo.



EDUCATION AND COMMUNITY

ZOOGUIDES

Our summer ZooGuides program returned to provide training and summer employment for 13 Syracuse city high school students who worked as education ambassadors interacting with zoo visitors. ZooGuides staffed Curiosity Carts displaying animal biofacts, shared animal information with visitors and assisted with zoo education programs and events.

With support from the Green Family Foundation, the ZooGuides program allows the zoo to partner with Syracuse City Schools, Hillside Work-Scholarship Connection and CNY Works to help underrepresented youth gain workplace readiness, leadership and public speaking skills at the zoo while educating our guests and increasing the diversity of zoo staff.

Our ZooGuides Class of 2021 included returning 2020 ZooGuides Carlos Carrasquillo and Lola Rivera, who served as Senior Zoo Guides helping to lead their peers. Two other prior summer ZooGuides, Ari Acevedo and Luis Guerrero, landed summer jobs as Summer Zoo Camp counselors, a first for this program and a great inspiration for future youth leaders!

An expanded partnership with CNY Works also allowed us to become a summer employment site providing work experience opportunities for youth who qualify under TANF (Temporary Assistance to Needy Families). We were able to hire two local youth through this program.



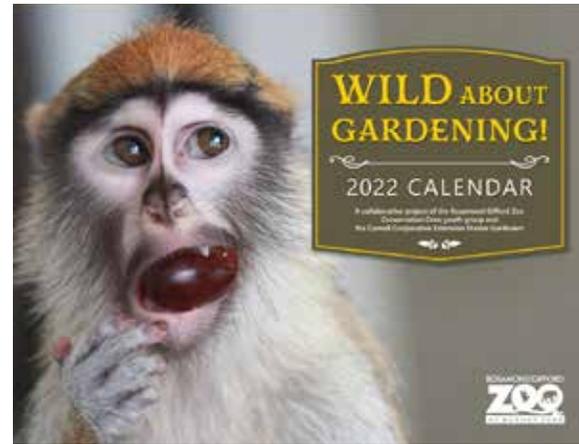
ZOO VOLUNTEERS MAKE AN IMPACT

Our increased slate of zoo events resulted in an increased need for volunteers to assist us in making them successful.

- **An updated Volunteer Handbook was published** and a new online platform, **Better Impact**, was implemented to make it easier for volunteers to sign up, schedule shifts, log their hours and keep abreast of volunteer meetings and training opportunities.
- **We grew our partnership with OnTECH Charter High School**, whose students assisted with our Earth Day, Penguin Palooza and Zoo Boo events, among others.
- **We partnered with new companies** who gave their employees community service time off to perform volunteer work at the zoo. Teams from Nexstar (NewsChannel 9), ACR Health and Ernst & Young pulled weeds in the waterfowl wetland, trimmed brush along the zoo perimeter, stained fences and more.
- **In July, our volunteer youth group for ages 10-16 renewed its mission and focus.** They adopted the name Conservation Crew, elected officers and assumed new goals and responsibilities, including educating the public about native and invasive species, building bat boxes and planting a pumpkin patch for 2022.
- **We grew our pool of volunteers** to 385 people who signed up to assist with zoo events and programs in 2021. To give just one example of the difference they made, **zoo volunteers worked a total of 434 shifts in October 2021 to help the zoo provide eight days of Zoo Boo!**

VOLUNTEERS COLLABORATE ON CALENDAR PROJECT

Two of our zoo volunteer groups, the Conservation Crew youth group and the Cornell Cooperative Extension Master Gardeners, joined forces to create the 2022 Wild About Gardening calendar. The young people took photos of zoo animals for each month of the year while the Master Gardeners – who plant and tend the summer vegetable garden that helps feed our animals – contributed their favorite recipes and gardening tips. The calendar was sold at zoo events, at The Curious Cub Gift Shop and online to benefit animal care and conservation at the zoo. **A total of 119 calendars were sold, raising \$1,666.**



Zoo volunteers worked a total of **3,454** hours in 2021.

STRENGTHENING OUR MEMBER FAMILY

Many of our zoo members remained loyal throughout the COVID pandemic, and we thanked them with new perks that also helped attract new members. By the end of 2021, our active memberships went from a COVID low of about 5,500 to more than 9,000.

During the first half of the year, when Onondaga County required reservations for all zoo visitors, we stepped up to assist our members with a dedicated Member Reservation Phone Line that was available daily through June 2021. We also staffed a Member Express Lane at the zoo entrance to expedite member entry to the zoo. This served as a great opportunity for the team to meet and mingle with our members as they checked in for each visit, which everyone enjoyed.

Concurrently, we worked to implement and train staff on a new member database program, ALTRU, to make online access, service and purchases far easier and faster for our members. ALTRU went live in June and feedback from members was overwhelmingly positive.

The annual Spring Acquisition campaign launched in May offering additional guest passes for new or renewing members and announcing a slate of added member benefits to enhance the value of zoo membership.

New member perks included:

- Member discounts on all food and beverage purchases at the zoo.
- Discounts on zoo events including Brew at the Zoo, Zoo Boo, Brunch with Santa and many others.
- Members-only coupons in the summer edition of *MyZoo Magazine*, allowing members to bring a friend for free, get a free medium soft drink and receive a 20 percent discount at The Curious Cub Gift Shop.

During the summer season, we introduced Organizational Memberships - a new membership option that allows companies and organizations to treat their staff to zoo visits. An Organizational Membership costs \$145 and allows up to five people to visit the zoo at a time. More than 100 organizations have taken advantage of this concept. Why not work from the zoo, or take your lunch break at the zoo!



To cap a memorable membership year, the 2021 holiday season was our most successful gift-giving season EVER! A total of 985 gift memberships were purchased for the holidays this year — a new record!

We also launched another new concept—membership gift bundles to accompany the purchase of a gift membership. These festive bundles included a selection of Rosamond Gifford Zoo souvenir gifts with a personalized holiday touch. More than 100 gift bundles were sold to enhance gift memberships purchased during the 2021 season.

Our Spring 2021 Member Acquisition campaign resulted in

720 memberships to the zoo -- about one-third of them brand new members – and raised over **\$54,000.**



THE CURIOUS CUB GIFT SHOP

LIVING OUR MISSIONS

The Curious Cub Gift Shop launched several new initiatives in support of our animal care, conservation and community outreach missions.

CONSERVATION IN ACTION

While The Curious Cub Gift Shop supports conservation projects in the wild via our Round Up for Conservation feature-- asking guests to round up their purchase to the nearest dollar to donate to conservation -- we felt it was important to create a dedicated line of products to strengthen support this mission. The Conservation in Action line of apparel and gifts directly benefits projects saving threatened and endangered species in the wild. Hoodies, T-shirts, hats and gifts branded with the new Conservation in Action logo are available in The Curious Cub Gift Shop and online store.

SHOP LOCAL

A desire to help other small, local businesses during the COVID-19 pandemic and our community outreach mission sparked a new emphasis on “Made in CNY” items sold in The Curious Cub Gift Shop. We created a “Shop Local” display and partnered with local entrepreneurs to showcase their products in a highly visible location in the gift shop.

Our “Shop Local” partners for 2021 were:

- Tyson Farm and Feed, Marcellus, NY -- Goat milk soaps and lip balms
- Cedarvale Maple Syrup Co., Town of Onondaga, NY -- Maple syrup products
- Kingsley Street Artisan Soaps, Wildflowers Armory -- Lotions and bath bombs
- UpCycling4ACause, Syracuse, NY Etsy shop -- Art made from recycled bicycle parts
- Speach Family Candy Shoppe, Syracuse, NY – Zoo-themed chocolate and pretzels
- Witty Wicks Candles, Camillus, NY – Scented soy candles
- Syracha'Cuse, Camillus, NY – Gourmet hot sauces, olive oils and vinegars

More than \$10,000 worth of “Shop Local” items were sold at the gift shop in 2021.



HOLIDAY ENRICHMENT TREE

The gift shop made it easy for visitors and the community to support animal care and enrichment during the holiday season. A holiday Enrichment Tree was displayed and decorated with ornament tags featuring individual zoo animals and enrichment items that people could donate \$5, \$10 or \$20 toward as a gift for an animal. Gifts included a food puzzle toy for the snow leopards, a big ball for the Komodo dragon, a relaxation raft for the North American otters and a giant donut toy for the elephants.

Enrichment Tree donations totaled \$1,786, enough to purchase all the gifts and more.

ADOPT AN ANIMAL MOVES TO THE CURIOUS CUB GIFT SHOP

The gift shop took over management of the Adopt an Animal program, allowing Adopt packages to have greater visibility on gift shop shelves and windows as well as be sold online. While the number of Senior Keeper Adopt (\$60) packages fell, the number of Junior Keeper Adopts (\$25) skyrocketed from an average of 300 per year to 1,282 in 2021. The Adopt an Animal program generated \$39,000 in gross revenue in 2021, up from an average of \$32,000 in previous years.

The top 10 animals adopted in 2021 were:

1. Red panda
2. Snow leopard
3. Asian elephant
4. Humboldt penguin
5. Gray wolf
6. Amur leopard
7. Hoffman's two-toed sloth
8. Amur tiger
9. Giant Pacific octopus
10. Chilean flamingo



BY THE NUMBERS

25,962 plush animals sold, totaling

\$407,058 in gross revenue

More than \$112,000 worth of toys

More than \$81,000 in zoo attire



CATERING FOR A CAUSE

CATERING AT THE ZOO RETURNS!

Early in 2021, the Friends assembled a new Food and Beverage team to bring Catering at the Zoo back better than before the pandemic. Our catering team offered new menu and event packages showcasing the zoo's scenic spaces and establishing the zoo as a top CNY dining and events venue for a good cause – animal care and conservation at our area's AZA-accredited zoo.

NEW VENUES

The demand for more outdoor venues was met by our team building several events around our scenic outdoor assets, including:

- Turning the main overlook at the Helga Beck Asian Elephant Preserve into a corporate dinner party venue for the staff of Bell's Brewing Co. and incorporating the company's beers into the food served at the event.
- Draping and decorating the elephant overlook as a wedding ceremony theme, dubbed "Ever After With Elephants." On September 25, Brian Bruckner and Kelly Warcup became the first couple to say "I do" there with elephants in view. The pair got engaged at an elephant encounter at the zoo in 2019 and were thrilled to learn they could have their wedding ceremony at the preserve, followed by a cocktail hour in the zoo courtyard and reception in the banquet room.



CATERING AT THE ZOO

CATERING FOR A CAUSE

FOOD FORWARD

With our main café closed for renovations, Catering at the Zoo kept our food service alive and elevated it to offer fresh, healthy, nourishing and delicious snacks and meals to our guests.

- Chef Dan created fresh, healthy Grab-and-Go salads and sandwiches that we packaged and sold at The Curious Cub Gift Shop daily, routinely selling out during the summer season.
- In fall 2021, we launched a new series of dinner and wine/beer pairings that garnered rave reviews and quickly sold out. The first three Harvest Dinners in October, November and December were five-course, limited-seating opportunities for diners to experience Chef Dan's culinary talents and knowledge of wine and beer pairing while learning about zoo animals and sustainable food. The first dinner paired South American inspired cuisine with Meiomi wines; the second, Bell's Big Cat Dinner, paired carnivore-inspired courses with Bells Brewery beers and the third, Penguin's Sustainable Seafood Feast, paired seafood courses with Kim Crawford Wines from New Zealand. The three Harvest Dinners sold a total of 130 tickets and raised \$10,000. We plan to continue with similar series through 2022.
- For the first time, we offered gourmet charcuterie trays artfully prepared by Chef Dan for Thanksgiving and Christmas. These could be ordered ahead and picked up the day before the holiday. Charcuterie sales raised \$480.
- The former Breakfast with Santa was reimagined as a Sunday brunch in order to offer a wider variety of healthy and delicious food options as well as additional seatings, at 9 and 11 a.m. and 1 p.m. Brunch with Santa sold out for every seating, serving a total of 1,001 guests and generating \$17,110 in revenue for the zoo.





SHARING OUR STORY

The Marketing and Communications team focused on content, design work, advertising and interpretive graphics for the zoo’s multiple communications outlets, publications, social media platforms, and exhibit spaces.

- **The new zoo website** launched in late 2020 to provide more engaging content, better navigation and greater interaction with the public. In 2021, it was populated with richer content including Creature Features about endangered species, Preservation Pointers, conservation feature stories and research updates.
- **MyZoo Magazine continued to present in-depth stories on the behind-the-scenes work taking place at the zoo** and was recognized in the Best Magazine category in the Syracuse Press Club 2020 Awards presented in 2021. The magazine also won First Place, Special Interest Feature, for “Mobilizing Marcy,” a story about our animal care team’s intervention to cure a snow leopard cub with a debilitating condition called Swimmer Syndrome.
- Zoo Director Ted Fox was featured on the cover of *55 Plus Magazine* with an article on his 30 years at the zoo leading up to his “Celebrity Roast” at our Fall Conservation Ball. The Ball included a video “roast” produced by the marketing and communications team and hosted by acclaimed CNY TV producer Tim Fox of NewsChannel 9.
- The team compiled and designed collateral materials for the One Health | One Mission campaign, programs for the Tee Off FORE the Animals golf tournament, Brew at the Zoo 25th Anniversary and the Fall Conservation Ball, new Catering at the Zoo event packages and summer billboards featuring our new Andean bear, Bjorn, among other projects.
- **A new interpretive signage committee** began prioritizing and updating animal and messaging throughout the zoo.
- **The Marketing Committee was formed** to help guide the zoo’s marketing strategy as well as identify opportunities for expanded reach within the region and beyond. As a result, Mar-Com made social media a stronger focus with the hiring of Camille Murphy as part-time social media manager.
- **As part of our enhanced storytelling**, the team regularly shared updates on hand-reared baby patas monkey Iniko on the website and social media. Posts about her story were popular and generated media attention, including in-depth stories on Syracuse.com and broadcast reports on CNYCentral. Iniko-themed merchandise was also created and sold the gift shop and online.

WE’VE GOT THE REACH!

Social Media Followers:

 Facebook – **66,500**

 Instagram – **26,100**

 Twitter – **8,800**

NEW TEAM MEMBERS SHARE THEIR TALENTS

Chuck Anthony, Director of Food and Beverage

Charles “Chuck” Anthony joined Friends of the Zoo as the new director of food and beverage in February 2021. Chuck graduated from Columbia College and owned and operated his own restaurant, the River Rock Bar and Grill in Phoenix, NY. He has worked as food and beverage manager at Turning Stone Resort Casino and the Marriott Syracuse Downtown (the renovated former Hotel Syracuse).

One of Chuck’s first actions at the zoo was to bring in a new executive chef, acclaimed local chef Dan Hudson, to present a new “chef-forward and food-forward” focus at the zoo and Catering at the Zoo.

Stephanie Brooks, Catering Sales Manager

Stephanie Brooks joined the Catering team in May 2021 as sales manager, tasked with spotlighting the zoo as a desirable event venue and booking new events utilizing new venue options.

Stephanie earned her bachelor’s degree in Hospitality and Tourism Management from the University of Massachusetts Amherst. She worked as assistant banquet manager at Doubletree by Hilton before joining Compass Rose Events in Boothbay Harbor, ME. She started her career in event operations before transitioning to sales. At the zoo, she has brought in several new corporate clients and helped launch the Helga Beck Asian Elephant Preserve as a new events venue.

Daniel Hudson, Executive Chef

Executive Chef Daniel Hudson joined the Friends team as the new culinary chief for Catering at the Zoo in May 2021. Dan worked at Phoebe’s Restaurant while studying Hospitality Administration/Management at Syracuse University. In his junior year, he worked with the late great chef Brian Shore at the Arad Evans Inn in Fayetteville. After graduating, he was hired as sous chef at the Sherwood Inn in Skaneateles, becoming executive chef in 2011 and Director of Food and Beverage in 2016. In 2019 he moved to the Marriott Syracuse Downtown as restaurant chef.

In his role at the zoo, Dan has created new catering packages and menus, healthy grab-and-go options at the gift shop and a hugely successful series of gourmet five-course dinner and wine/beer pairings.

Allison Walts, Sous Chef

Allison Walts joined the Friends team as Sous Chef for Catering at the Zoo in May of 2021.

Phil Austin, Director of Finance

Phillip “Phil” Austin joined the Friends of the Zoo as director of finance in June. He earned a bachelor’s degree in business administration at Oswego State University. He then trained in management and accounting at Wyndham Hotel’s Management in Development program in Dallas, TX, and became operations manager. He moved back to Syracuse as controller of a Wyndham Hotel.

In 2002, he was named controller for Oneida Publications, Inc., and rose to publisher and general manager. In 2010, Phil returned to hospitality as controller for the Crowne Plaza Syracuse hotel and three other Crown Plaza hotels. He served as Director of Finance for the Sheraton University Hotel and the Marriott Syracuse Downtown before joining Friends of the Zoo.

Rachel Leonardo, Director of Human Resources

Rachel Leonardo joined Friends of the Zoo as director of human resources in September. Rachel is a graduate of Onondaga Community College and SUNY Brockport, where she earned a BA in Communications, and Syracuse University’s Newhouse School of Public Communications, where she earned a master’s degree.

In 2015, she joined ACR Health, formerly AIDS Community Resources, and rose from administrative assistant in Human Resources/Finance to director of human resources over the next five years. At Friends of the Zoo, she has been instrumental in introducing new benefits options and the first onsite flu shot clinic while keeping staff abreast of changing pandemic protocols and directives.



CAPITAL INVESTMENTS

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

The Friends contributed a total of \$210,975 in 2021 for state-of-the-art equipment at the new Animal Health Center, including \$66,000 for a Vet Rocket digital radiography system and MinXray portable digital radiography kit, \$85,320 for a ceiling mounted Del medical radiographic suite (including two days of on-site technician training) and \$22,238 for a Tec Solutions security system.

A total of **\$8,925 was invested in HealthWay air purification systems** to provide added COVID safety measures in zoo offices, event and education spaces.

The Friends spent **\$34,927 to help renovate the USS Antiquities cave** with new aquarium tanks and other marine life support systems.

The Friends provided **\$15,112 in support for our Asian Elephant herd** – including a network of elephant cameras for observing them 24/7, bamboo plantings and other enrichments, storage for elephant supplies, television monitors for guests visiting the Helga Beck Asian Elephant Preserve and gates/fencing to facilitate elephant encounters.

We invested **\$50,133 on renovations to the café and \$35,065 in equipment for Catering at the Zoo banquet space** including replacing the old carpeting with 2,100 square feet of laminate vinyl flooring for easier clean-up, versatile room set-ups, lower maintenance and more stylish aesthetics to serve a wider range of high-quality events.



FUTURE FOCUS

ENGAGING AND INSPIRING A CARING COMMUNITY

The year 2021 laid the groundwork for many new opportunities to engage with our community, our guests, our volunteers and partners in support of animal care and wildlife conservation and education that we hope will spread our conservation mission and inspire the next generation of environmentalists, animal health care practitioners and conservation leaders.

AMONG OUR KEY INITIATIVES IN 2022 ARE:

Junior Veterinary Clinic

A key component of the new Animal Health Center for the public is the new Junior Veterinary Clinic, a play space for learners of all ages and abilities to engage in imagining careers in animal care while using pretend medical tools to examine and treat plush animals. The “clinic” is furnished with play stations modeled on a typical veterinary clinic, including waiting room, check-in, exam, diagnosis, surgery and grooming/boarding. In December 2021, Friends of the Zoo received funds from the Herbert S. and Eleanore L. Howard Charitable Foundation to outfit the new space in early 2022.

Stay tuned for Teddy Bear Clinics, junior vet-themed education programs and opportunities for young people to meet our veterinary and animal care teams at this new addition to the zoo!

HoneyBee Café

The new café offers a refreshingly bright honeycomb décor and many features designed to make it a coffee shop/lunch spot/meetup destination that happens to be at an internationally accredited zoo. New amenities include:

- A coffee bar featuring local Café Kubal coffees and a full-service barista making espressos, lattes, cappuccinos, iced coffees and more, with an outdoor walk-up window in warm weather.
- New technology allowing guests to order food ahead of time online and pick it up wrapped and ready to go – thanks in part to a technology grant from the Gifford Foundation.
- Eco-friendly food packaging, biodegradable cutlery and no plastic straws, in keeping with our conservation mission.
- More local offerings such as Beak & Skiff apple cider, Dinosaur BBQ sauces and Byrne Dairy chocolate milk as well as a variety of foods for all tastes and diets.
- Member discounts on every food or beverage purchase.
- On-site WiFi to make the café a convenient location for our members and guests to enjoy coffee and a snack while staying in touch with family, friends or work.





FUTURE FOCUS

Zoo-wide WiFi and TV

We will be expanding our WiFi service to encompass main guest stops on 43 acres of zoo grounds and install TV monitors at the Helga Beck Asian Elephant Preserve, the Animal Health Center and other locations around the zoo to be able to offer educational content about our animals, keep our visitors up to date on announcements and upcoming demonstrations or events, and more.

Expanded Dining Experiences

We will continue to add more concessions serving fresh-made and/or unique local food items to our visitors and partner with area vendors to offer a wide variety of healthy, delicious and nourishing food options at the zoo.

Enhanced Guest Experiences

Planning is underway to provide zoo visitors with interactive hands-on activities as well as educational experiences enhanced by visual technology accessible to all ages and abilities with a focus on youth.

African Savannah

Early stages of planning will kick off for a mixed-species African Savannah exhibit to include hoofstock, giraffes and the possible return of lions to the zoo.

Wild Explorers' Path

Kids of all ages and abilities will be able to walk a rope bridge, trek through the woods, climb, play, nurture their curiosity and learn about nature and wildlife.

Botanical Garden

Visitors of all ages will enjoy the beauty and features of the zoo's botanical garden and explore how plants connect to science, art, history, and culture.

Food Forward – Into the Community

The Friends and Catering at the Zoo food truck will bring savory delights into the community connecting people with healthy foods and inspiring sustainable choices.

Diversity and Inclusion

We will ensure our team members reflect the diversity of our community and that guests from all backgrounds and abilities enjoy a great experience. We will nurture a caring atmosphere where our community neighbors feel invited and welcomed.



ANIMAL UPDATES

THE SCIENCE BEHIND ANIMAL CARE

RAISING INIKO

After spending the second half of 2020 raising Iniko, a baby patas monkey whose mother died in childbirth, the primate team tackled the delicate process of integrating her into her real family, the zoo's troop of patas monkeys. Iniko is the first known baby patas monkey to be hand-reared in human care, so every step of her care broke new ground and offered new knowledge about her species.

Patas monkey troops are made up of all females (and their young offspring) led by a dominant male who keeps the peace. The patriarch at the zoo was MJ, the father Iniko never met. As the zoo team was starting to introduce Iniko to her peers through a glass barrier, MJ passed away due to an untreatable gastrointestinal ailment.

MJ's death temporarily derailed Iniko's introduction to the troop. Lacking a male peacekeeper, the zoo held off while awaiting a young male patas monkey from a zoo in California. Mac arrived on June 15 and spent a month in quarantine. The new plan was to split the group in two and reintroduce them in a neutral spot in the future when both groups were stable.

Thanks to the team's patience and knowledge of each animal, they successfully introduced Iniko to Mac and then an older female, Addie, who went on exhibit together in late December. The other group consists of dominant female Sara, who has lost vision due to old age, and two juvenile females, Kasi and Etta, who bonded with Sara when they were babies.

The next step, introducing the two groups in a neutral setting will take place in the quarantine facility of the new Animal Health Center. The team has been documenting their experiences every step of the way to share with other accredited zoos and expand information about patas monkeys and other primate species.





ANIMAL UPDATES

ZOETIS VACCINE TRIAL

Upon learning that a new COVID vaccine for animals was being distributed to zoos as part of a trial in summer 2021, the zoo applied to participate. The vaccine was developed by Zoetis, a world leader in animal health that has provided vaccines and diagnostic tests for several other emerging infectious diseases in animals.

After receiving approval from Zoetis, the zoo went through a lengthy state approval system to be part of the trial. The zoo received enough doses to vaccinate 21 animals, including primates, big cats and other mammals in the first round of the trial. Thanks to daily training sessions that allow our animals to participate in their own health care, most are accustomed to getting vaccines or allowing blood draws in exchange for their favorite treats and positive reinforcement.

All the vaccinations went well with no ill effects. Since COVID-19 began as a zoonotic illness and is related to other viruses that first appeared in animals, the new vaccine will help stop the spread of COVID to other mammals, including domestic cats and dogs, and may even be used in the wild in the form of baits that wild animals can ingest orally to protect them from the virus.

ELEPHANT COGNITION RESEARCH

Our elephant team also spent much of 2021 engaged in important research on behalf of the species in their care, critically endangered Asian elephants.

As part of a partnership with the Comparative Cognition for Conservation Lab (CCC Lab) at New York City's Hunter College and The Graduate Center, our elephant herd participated in a new study on how elephants see the world – by smelling it.

Animal behavior researcher Matthew Rudolph of the CCC Lab spent many hours working with the keepers and elephants at the Helga Beck Asian Elephant Preserve to gather data for his study, which asked elephants to detect smaller and smaller amounts of a chemical compound using their noses alone.

The team had previously participated in a study of elephant problem-solving using steel puzzle boxes that required the elephants to figure out how to unlock various compartments to find treats.

When published and shared, the research will help conservationists in the range countries of Asian elephants develop better strategies for protecting wild elephants, whose knack for figuring out how to detect agricultural crops and unlock barriers to raid them tends to get them in trouble – and sometimes killed – in places like Thailand.

Contributing information on how elephants think will shed light on better ways to mitigate elephant-human conflict in the wild, and our elephant team and herd found it enriching to participate in this research.



ANIMAL UPDATES

TALL DARK AND HANDSOME – AND SUPER ACTIVE! WELCOME BJORN!

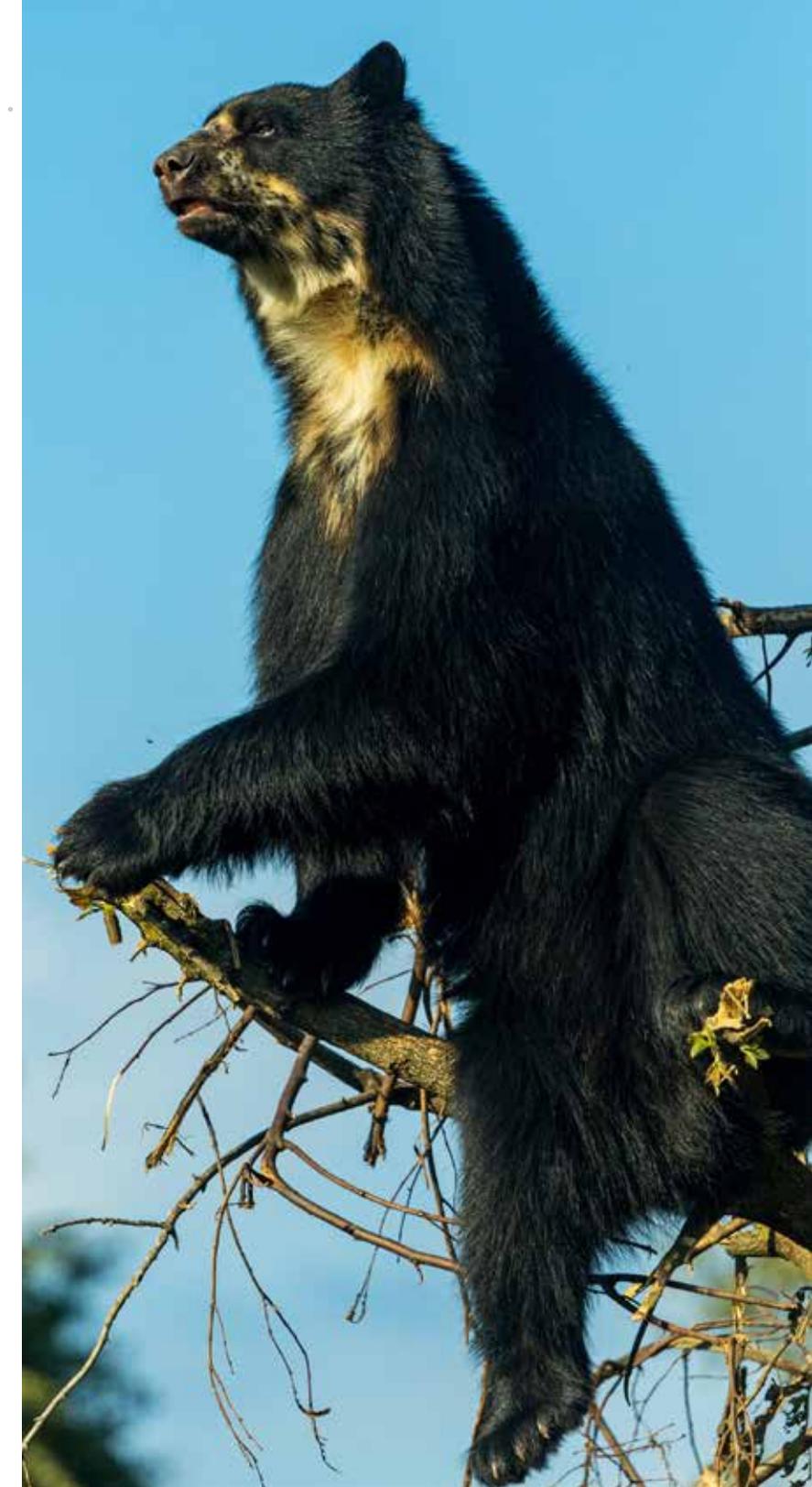
On June 17, 2021, Onondaga County Executive Ryan McMahon came to the zoo to introduce a new resident who has generated a lot of excitement at the zoo. Bjorn the Andean bear weighs 250 pounds, stands 6 feet tall and is so handsome that we put his face on billboards for the summer season.

Bjorn was born at the Queens Zoo in 2016 and came to us via the St. Louis Zoo to move into our spacious Andean bear exhibit. The zoo had lost our elderly Andean bear siblings, Kahless and Morath, in 2019 and 2020 at the old ages of 25 and 26 – so zoo staff and visitors had not experienced a young, agile, active Andean bear in many years.

Andean bears are native to the Andes Mountains of South America and are the most arboreal species of bear. Not only do they climb trees, they rearrange them to make nests that they use for sleeping, eating and surveying their territory.

As a young bear who turned 5 this past December, Bjorn has been wowing visitors with his activity level. He can often be seen perched high in a tree, attacking whatever enrichments he is given – including live fish in his pond and stream – and rearing up on hind legs to his impressive full height.

To keep him busy, Friends of the Zoo held an online fundraiser, Bjorn's Housewarming Bonanza, to allow his fans to donate toward some new enrichment items including a ball feeder, pool float, tire feeder and other food puzzles. The fundraiser raised \$700 to provide gifts for Bjorn, which he has been enjoying to the fullest.





Thanks to our fall 2020 volunteer-led fundraiser, the Fund for Flamingo Flamboyance, **six young Chilean flamingos** from the Fort Worth Zoo joined our older flock of seven in early January to increase our chances of hatching flamingo chicks at the zoo

Humboldt penguin chicks Opal and Inti hatched in February and March.

Baby Chinese muntjac Mustard was born on March 15 to mother muntjac Rosalyn and father Alfred.

A female black and white ruffed lemur, Andapa, came to us from the Henry Vilas Zoo in Madison, WI, on April 26 to join our male, Kinte, per the Species Survival Plan for their critically endangered species.

The first baby gila monster to hatch at the zoo emerged on May 21.



Male patas monkey Mac arrived from Safari West Wildlife Park in Santa Rosa, CA, on June 15 to take over as patriarch for our troop of patas monkeys.

A female Thorold's White-lipped deer fawn, Juniper, was born on June 21 to mother Tashi and father Stag.

A new Giant Pacific octopus, Salty, took up residence in the zoo's GPO exhibit in July.

The zoo's herd of Turkmenian markor had a baby boom over the summer. Three out of four of our Golden Girls – Dorothy, Rose and Blanche – had male-female twins, all fathered by our male markhor, Thor. Dorothy's twins are Poppy Seed and Wasabi, Rose's are Clove and Sesame, and Blanche's are Cayenne and Saffron.

A male golden lion tamarin, Dourado, arrived at the zoo from the Kansas City Zoo on August 3 to be a companion to our female GLT, Elsie.



A male Northern tree shrew, Turmeric, was acquired from the Peoria Zoo in Peoria, IL, on October 28. Northern tree shrews are native to the rainforests of Southeast Asia and resemble long-nosed squirrels, although they are not rodents. This species is a new addition to the zoo!

The zoo acquired a pair of Victoria crowned pigeons, a new bird species here. A female arrived from Zoo Miami on November 29 and a male from the Columbus Zoo on December 7. These beautiful birds are blue in color and have large lacy crests on their heads.

A female helmeted curassow, another new bird species, came to us from White Oak Conservation preserve in Florida on November 30. This endangered species from South America is a large terrestrial bird with a bluish grey casque on its head that resembles a helmet.



Two baby African Cape porcupines – called porcupettes – were born December 3 to our Cape porcupine pair Holley and Bristle. An online naming vote chose the name Nettle for the male porcupette and Fennel for the female.

A colony of 30 Damara mole rats took over the former naked mole rat exhibit in December. This species is very similar to naked mole rats – except they are not naked! Our three remaining elderly NMRs retired off exhibit. The new colony of Damara mole rats are very actively enjoying the exhibit.



Fourteen male feather tail gliders arrived on December 7 from the Columbus Zoo. These tiny marsupials are the smallest gliding mammal in the world, able to glide up to 70 feet. Their feather-like tail acts as a rudder during flight and serrated toe pads help them climb virtually any surface, including smooth-barked trees and even panes of glass. They will go on exhibit in Adaptations of Animals in early 2022.



OUTREACH ANIMALS:
We received eight Touch-Me-Not stick insects arrived from the Toledo Zoo and they have produced 15 babies since.

We acquired two new leopard geckos that we named Curry and Sazoñ.

We also welcomed an Ornate Mastigure – a species of spiny tailed lizard – named Cajun.



ANIMAL UPDATES: ON THE MOVE IN 2021

Several animals that were awaiting a lull in the pandemic to travel to other AZA partner zoos to participate in Species Survival Plans were finally able to relocate in 2021.

Snow leopard Strut went to the Great Plains Zoo in Sioux Falls, SD, on January 21.

Red pandas Tabei and Nutmeg went to the Charles Paddock Zoo in Atascadero, CA, on January 21.

Amur leopard cub Milo went to the Lee Richardson Zoo in Garden City, KS, on January 28.

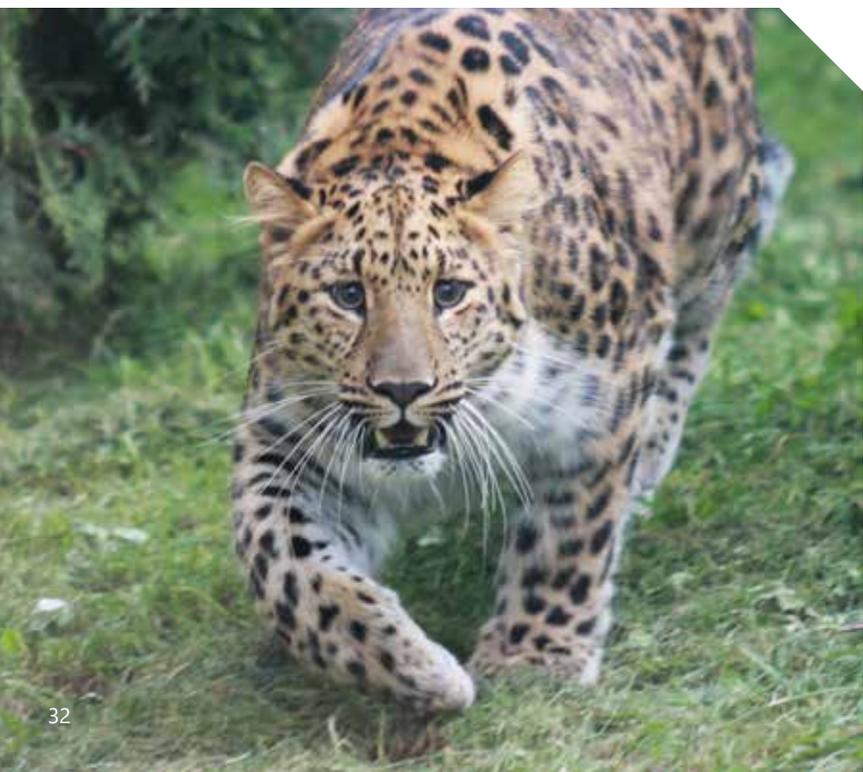
Male white-lipped deer Chomper and Colden also went to the Hemker Park Zoo on July 12.

Our American bison were rehomed to the Toledo Zoo and the exhibit reworked to allow our Bactrian camels, Patrick and George, to be seen close up and be fed carrots by our guests (for a donation) over the summer.

Male Sichuan takin A.C. and Windsor went to the Hemker Park Zoo in Minnesota.

Male snow leopard Ozzy went to Chicago's Lincoln Park Zoo on September 2.

Female Amur leopard Mina, 2, was transferred to the Brookfield Zoo in Brookfield, IL – also known as the Chicago Zoological Park – as part of the Species Survival Plan for her critically endangered species.



IN MEMORIAM



GUINEA HOG GUS

One of our two guinea hogs, Gus, passed away on November 1 at age 14. Gus and his brother, Briggs, came to us as piglets in 2007 and have been popular residents of the Domestic Animal Barn at the zoo. They were considered elderly for pigs, and Gus had been suffering from congestive heart failure in recent months.



PATAS MONKEY MJ

Patas monkey patriarch MJ passed away on February 26. MJ was the father of several offspring who went onto other zoos as part of the Species Survival Plan for patas monkeys, as well as three daughters who are still at the zoo. We don't know how old MJ was because he was among a group of patas monkeys rescued from Puerto Rico by the Lowry Park Zoo in Tampa, FL, in 2010.

Black and white ruffed lemur Fiori passed away on March 23 due to renal failure.

Male golden lion tamarin Picante was humanely euthanized on July 13 due to chronic renal failure. He was 15 years old.

The zoo's remaining guanaco, Gilbert, was humanely euthanized on August 31. He was 26 and in declining health due to advanced age.



TURKEY VULTURE VIC

Male turkey vulture Vic passed away on April 16 due to old age. He was over 40 years old.

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.

STATEMENT OF OPERATING FINANCES

SUPPORT AND REVENUE	2021		2020	
	\$	%	\$	%
Membership	\$458,199	13%	\$467,807	28%
Retail operations	688,130	20%	240,545	15%
Program fees	209,652	6%	54,332	3%
Contributions and grants	1,353,756	39%	500,939	30%
Fundraising and events	190,959	5%	38,755	2%
Rental and catering income	236,475	7%	26,478	2%
Interest income	103,837	3%	100,979	6%
Paycheck Protection Program Loan Forgiveness	256,385	7%	232,693	14%
Total Support and Revenue	\$3,497,393	100%	\$1,662,528	100%
EXPENSES	\$	%	\$	%
PROGRAM SERVICES				
Zoo support	\$916,788	32%	\$903,943	38%
Gift shop	197,738	7%	140,360	6%
Educational programs	335,529	12%	286,987	12%
Facility rentals/catering	341,947	12%	237,370	10%
Total program services	\$1,792,002	63%	\$1,568,660	66%
SUPPORTING SERVICES				
Administration	\$659,651	23%	\$495,118	21%
Fundraising and Membership	410,330	14%	327,192	13%
Total supporting services	1,069,981	37%	822,310	34%
Total expenses	\$2,861,983	100%	\$2,390,970	100%
INCOME (LOSS) FROM OPERATIONS	\$635,410		(\$728,442)	
Net change in market value of investments	\$442,801		\$402,749	
Increase (Decrease) in net assets	\$1,078,211		(\$325,693)	
Net assets at beginning of year	6,607,204		6,932,897	
Net assets at end of year	\$7,685,415		\$6,607,204	

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.

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Onondaga County Executive

Brian Kelley
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