At the Cincinnati Zoo & Botanical Garden, our goal is “to inspire every visitor with wildlife every day.” We believe a big part of inspiration is getting people close enough to care, and in this annual report for fiscal year 2015 (April 1, 2014 – March 31, 2015), you will read about the ways your Zoo worked hard and also had lots of fun bringing up-close opportunities to 1.5 million visitors!

You – our visitors, our members, our donors, our friends – came to enjoy the Zoo’s nationally awarded education programs, spectacular gardens, and animal exhibits, encounters and shows, all designed to connect people with wildlife and wild places. You followed your adventures here at the Zoo with visits to our website and social media. You engaged in conservation actions inspired by your visits. And you gave with remarkable generosity. Because of your support, the Zoo remains at the top of visitor destinations in Cincinnati, throughout our region, and across the country.

Thank you for keeping the Zoo close to you and getting us ever closer to meeting that goal of “inspiring every visitor with wildlife every day.”

Thane Maynard
Zoo Director
From Our Chairman

I want to add my thanks to Thane’s, on behalf of the Zoo’s Board of Trustees, to the Greater Cincinnati community for the tremendous support provided to the Zoo during another year of banner growth and achievement.

Our theme for this annual report, Getting Close Enough to Care, reflects that growth, as the fiscal year saw the opening of Phase IV of Africa, with expansive new African painted dog and meerkat exhibits that offer visitors close-up views. And the Zoo’s achievements in getting visitors close enough to care were nationally recognized by the Association of Zoos & Aquariums with its 2014 Education Award for the Inspiring Action through Wildlife Encounters program, citing outstanding achievement in program design, ability to promote conservation knowledge, and inspiring families to bring an appreciation for wildlife into their everyday life.

In these pages, you will read many more examples of the year’s growth and achievements at the Cincinnati Zoo & Botanical Garden. I am pleased to report that we continue to grow soundly in both business practice and financial standing.

In closing, in addition to everyone who decided to support the Zoo in FY 2015, I want to thank those whose dedication every day brings us all close enough to care: the Zoo’s extraordinary staff as well as our 600+ volunteers, including the young professionals serving on our Ambassador Council, the Board of the Cincinnati Zoo Foundation, and finally, my fellow Trustees.

Martin Rahe
Chairman

FY 2015 Board of Trustees

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Ex-Officio Members:
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Another Big Year in Africa

Africa, the largest exhibit in the history of the Zoo since original construction in 1875, is being built in phases and with the intent of getting visitors close to an amazing array of African species. In June 2014, when we opened Phase IV of Africa, our lion pair, John and Imani, got some new neighbors as the savannah next to their exhibit came to life with African birds, gazelles, antelopes, and two new major exhibit areas. Perhaps one of the most beautiful habitats ever built at our Zoo is for our African painted dogs, with up-close glass wall viewing for visitors and an open landscape of streams, trees, and rocky outcrops for the dogs. Phase IV also brought a popular exhibit for our new mob of meerkats, with a pop-up bubble in the middle for children to get up close to these highly social and endearing animals.

And then, It Rained Cats and Dogs!

It was November 2014, and first-time lion parents John and Imani brought three new cubs into the Zoo family, the first lions born in Cincinnati since 2001. Zoo lovers took to social media to name the three female cubs: Huruma (Uma for short), Kya, and Willa. Not to be outdone, painted dog Imara gave birth to 10 pups in January. These rare, endangered dogs number only 3,000 in the wild and have a 64% mortality rate within the first year of life. If all continues to go well, this will be the first successful painted dog pack at the Cincinnati Zoo. Visitors flocked to these exhibits for up-close views of some truly spectacular Zoo babies.
Growing Our Gorilla Troop and Contributing to Conservation

Outside the Africa exhibit, the year was significant also for the growth of our western lowland gorilla troop. On August 4, first-time mother Asha and second-time father silverback Jomo produced baby Mondika, bringing the Zoo’s gorilla population to ten and giving gorilla “toddler” Gladys a new companion.

Mondika was named for an area in the Republic of Congo where western lowland gorillas are habituated for up-close observation, research and eco tourism, and where the Cincinnati Zoo has supported wild gorilla conservation for over 20 years through the Mbeli Bai Study, the world’s longest-running research study being done on wild western lowland gorillas. Our Zoo has recently committed continued support for the habituation of a third group of gorillas, giving researchers greater access, raising critical revenue to support their operations, and providing lucky people the inspirational opportunity to see these magnificent animals in their natural habitat.

100 years: The Legacy of Martha, the Last Passenger Pigeon

In 1813, naturalist John James Audubon calculated over a million passenger pigeons in just one flock. A hundred years later, they were gone – the first documented extinction of a species at the hand of humans. Martha, the last known passenger pigeon, died at the Cincinnati Zoo on September 1, 1914 after tireless efforts to find her a mate.

September 2014, 100 years later, we celebrated her legacy by renovating the Passenger Pigeon Memorial, one of the original buildings constructed for the opening of the Zoo in 1875. The renovation transformed the building from a single-species focus to an educational exhibit with a hopeful conservation message that segues from the story of the passenger pigeon to modern wildlife conservation efforts, including stories of animals like the cheetah and the macaw that have been brought back from the brink of extinction through intensive global conservation efforts.

At the entrance to the memorial, renovated through a generous grant from the H.B., E.W. and F.R. Luther Charitable Foundation, visitors now see a reproduction of the beautiful painting commissioned by The Smithsonian Institution from local artist John Ruthven that is duplicated in a mural in downtown Cincinnati. The 100th anniversary was marked with educational and commemorative events at the Zoo attended by people from across the U.S. and the world.
April 1, 2014
The Zoo’s new fiscal year begins after one of the coldest, roughest winters on record. The 100,000+ tulips are late in blooming but spectacular when they do, setting the stage for a record-breaking Tunes & Blooms concert series. On April 28, Maasai giraffe Nasha (“one who comes with the rains”) is born during record rains in Cincinnati.

May 2014
The American Alliance of Museums (AAM) awards its first-ever Excellence in Sustainability Awards, and against stiff competition from across the country, the Zoo wins in the Facilities category. The Zoo also wins the AAM 2014 Excellence in Exhibition Award for our reinterpretation of Jungle Trails.

June 2014
Africa Phase IV opens with expansive new exhibits for African painted dogs, bat-eared fox, an open savannah with ostrich, pink-backed pelican, Ruppell’s and lappet-faced vultures, African crowned crane, lesser kudu, impala, and Thomson’s gazelle. An evaluation team from the Association of Zoos & Aquariums (AZA) arrives to begin the every-five-years, rigorous reaccreditation process for the Zoo.

July 2014
The Zoo mourns the loss of one of its most important and beloved animals, Indian rhinoceros Nikki. The 23-year-old rhino was known worldwide for the first successful artificial insemination (AI) procedure in this endangered rhino species.
August 2014
Western lowland gorilla Asha gives birth to Mondika aka “Mona” on August 4.

September 2014
The Zoo commemorates the 100th anniversary of the death of Martha, the last passenger pigeon. Baby gorilla Kamina arrives from the Oklahoma City Zoo, and our staff undertakes its second 24/7 “gorillification” surrogacy. The AZA passes the Zoo with flying colors with accreditation renewed for five years. And the AZA announces the Zoo as the winner of its 2014 Education Award for our Inspiring Action through Wildlife Encounters education program, recognizing outstanding achievement in educational program design.

October 2014
ArtWorks and the Zoo dedicate a series of Charley Harper wildlife murals transforming City Barn into a welcoming gateway to Avondale and the Cincinnati Zoo.

November 2014
On November 13, lioness Imani gives birth to three healthy cubs.

December 2014
PNC Festival of Lights draws record crowds totaling 284,581. Ready to transition from caring humans to a forever gorilla surrogate mom, baby gorilla Kamina moves to the Columbus Zoo.

January 2015
The new calendar year begins spectacularly with the birth of 10 healthy African painted dog pups on January 5. Sexes of the lion cubs are revealed – all girls! – and they are named: Kya, Willa, and Huruma (Uma for short). At the end of the month, we celebrate the 45th birthday of Samantha, the oldest gorilla at the Zoo, born here January 31, 1970. Also on January 31, the Zoo hosts the Taking Root Summit, kicking off an initiative to plant 2 million trees by 2020 in the Cincinnati region.

February 2015
Lots of snow! And an endearing video of our red pandas playing in it immediately goes viral on YouTube. In City Beat magazine’s Best of Cincinnati polling, the Cincinnati Zoo once again receives recognition, including five first-place votes - #1 Best Friend to the Environment, #1 Best Old Thing, #1 Best Kid Friendly Attraction, #1 Best Twitter Feed, and #1 Best Charity Event (Zoofari).

March 2015
In a milestone for a critically endangered primate species, 16-year-old bonobo Zanga gives birth to a healthy baby boy on March 15. The Zoo continues its award-winning greening efforts by installing seven solar electric car charging stations in the Vine Street parking lot and reaches a goal of 1-billion gallons of water saved. The Zoo is named one of the Top 10 U.S. Animal Attractions by Family Fun magazine in its third annual Travel Awards. And the Zoo receives the 2014 Plume Award for Noteworthy Achievement in Avian Husbandry from the Avian Scientific Advisory Group of the AZA recognizing CZBG’s accomplishments in kea breeding.

On March 31, the Zoo’s fiscal year ends, with attendance again surpassing the 1.5 million mark.
Zoo Troop: Starting Young and Growing Up Close

When you think of your fondest childhood memories, chances are some of them were out in nature. The Zoo’s newest education program, Zoo Troop, is designed to build a community of adults and children who care about nature and have regular opportunities to connect. In Zoo Troop, children from 18 months old through 8th grade learn to understand and respect the world around them through age-appropriate, skill and wonder-building hands-on activities, close encounters with animals, zoo hikes, and child-led projects. By meeting once a week in month-long “courses,” Zoo Troopers build strong relationships with Zoo staff, Zoo animals, and each other. This progressive approach is a first in the country for Zoo education programming.

“The most significant thing my child gained from this experience,” said the parent of a kindergarten Zoo Trooper, “was feeling like he is part of the Cincinnati Zoo! When we left I asked him how he liked the class and he said, ‘I loved it. I felt like I was in a dream or in a movie!’ It now feels like ‘our’ zoo!”

Studies have shown that participatory nature play creates connections with the natural world and environmentally conscious attitudes that last into adulthood. Participation in such programs has also been shown to enhance self-esteem, self-confidence, independence, autonomy, and initiative in participants. Building on these concepts, Zoo Troop gives children opportunities to gain leadership skills and confidence along with a deeper connection to wildlife and wild places.

Zoo Troop celebrated its first full year in 2014, and since its inception, nearly 700 children have spent a collective 300 hours at the Zoo connecting with nature. When you compare that to our former model of programming, that’s twice the amount of time our participants get to spend at the Zoo engaging in intensive education, exploration, and fun. Zoo Troop offers over 12 years of in-depth programming, providing children the opportunity to start young and grow up close.

“By attending on a weekly basis, each week he grew more confident with the structure of the class and the teachers. He just turned 2 and would never leave my side, but after a few weeks was comfortable to venture on his own and join the teacher when encouraged. [The most significant thing my child gained in the class was] the sense of awe and amazement he would have seeing an animal so close in the classroom.” Mara Tudorovic
Three of the biggest animal stories shared on social media during 2014 were the births of our lion cubs, Uma, Kya, and Willa - the first lions born at our Zoo since 2001 - and of Mondika, the western lowland gorilla, as well as the sheer joy of our red pandas Homer and Lin playing in the great drifts of snow that marked the winter of 2014-2015. We thought you might like to meet some of the Keepers who work with these animals every day.

Wendy Rice, head keeper in Africa, came to our Zoo in 2013 after working with a variety of animals at the Memphis Zoo. When John and Imani’s cubs were born last November, Wendy wrote the wonderful blog that kept us up on their behind-the-scenes antics until it was warm enough for them to make their outside debut.

SOCIAL MEDIA AUDIENCE STATS

- Reached 200,000 Page Likes milestone on FB in FY2015. Our Friends jumped from 141,000 in April, 2014 to 200,000 in March, 2015, a 42% increase
- Twitter followers rose from 33K in April 2014 to 54K at the end of March 2015
- Total Instagram followers – 19,990. Likes received: 167,115
What does $2,000,000 in donated time look like? It looks like this…

678 volunteers donated 129,652 hours last year, adding 30% to Zoo staff capacity, an equivalent of about $2,000,000 in wage savings!

Our volunteers bring their expertise from businesses like P&G, the City of Cincinnati, Cincinnati Public Schools, local universities, colleges, and hospitals. They bring hugely varied skills, such as IT support, writing, education, master gardening, public speaking, building and carpentry, photography, customer service, sewing, design, and several languages.

Fully committed to the Zoo’s goal to inspire every visitor with wildlife every day, they work in nearly every department and area of the Zoo & Botanical Garden:

Ashley Ashcraft works on a team of five gorilla keepers and was part of our Zoo’s groundbreaking human-to-gorilla surrogacy of two baby gorillas, Gladys and Kamina. When asked her favorite part of her job, Ashley says “working with the team to give the gorillas the best and most enriched life they can have.”

Lissa Browning, a Wildlife Canyon senior keeper, has been with the Zoo for nearly 20 years – in fact since she started at Zoo Academy as a high school junior in 1995! Lissa was inspired to film our red pandas frolicking – and the rest is social media history! The video went viral instantly, racking up millions of YouTube views.

The entire Zoo community was saddened at the loss of one of our most seasoned and best loved volunteers, Madge VanBuskirk, this past December 2014. Madge had been a volunteer and a donor for half of her 100 years, sharing her time and expertise as an Educator and a ZVO, in cooperation with her partner, Clara Dantic. She leaves an amazing legacy.
Living Classroom Education Access Fund

Much research has looked at the “why” of school field trips, but the often more elusive piece of this puzzle is the “how.” Over the last several years, the ability of schools to provide funding for such trips has declined sharply, and this obstacle was motivation enough for zoo educators and donors to launch the Living Classroom Education Access Fund (LCEAF) to make sure every student has the opportunity to get close enough to care – for free!

One teacher from Highland Elementary School noted that one of her students was very excited about coming to the Zoo but also very anxious about paying for the trip and thought he would have to stay behind. “I told him not to worry because some really good people who want children to be able to see all the wonderful things at the Zoo have already paid for him to go! This child has had very few experiences during his short life so far that he can really feel good about.” For this student and thousands of others, this trip provides an opportunity to make connections with live animals and plants at the same time they have fun and broaden their understanding of community and the world around them. The gratitude from these groups is overwhelming, as this same teacher pointed out: “Such experiences tenderize even the smallest hearts that through hardships not of their own making might seem somewhat callous. This child’s heart was touched today.”

To qualify for these free field trips, a school must have 70% or more of their students on a free and reduced lunch program. During the Zoo’s 2015 fiscal year, the LCEAF was supported by the Zoo’s Ambassador Council, the Helen G., Henry F. & Louise Tuechter Dornette Foundation, the Virginia W. Kettering Foundation, the Mathile Family Foundation, the Procter & Gamble Fund, and Toyota Motor Engineering & Manufacturing.

LCEAF Participants in Fiscal Year 2015
(April 2014–March 2015)

<table>
<thead>
<tr>
<th>DAYTIME</th>
<th>OVERNIGHTS</th>
<th>ENCOUNTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,264</td>
<td>927</td>
<td>1,567</td>
</tr>
</tbody>
</table>
30 Zoo team members representing every department of the Zoo mentored 30 third graders from Avondale’s Rockdale Elementary through our Adopt-A-Class program. Our Zoo team, with help from some of our construction partners, built and landscaped 2 houses one block from the Zoo in partnership with Habitat for Humanity. In partnership with Arts Wave, 10 apprentices freshened up our Vine Street City Barn storage facility by replicating 18 famous Charley Harper animal works onto the building. For our neighbors, we provided patients and their families being served by Children’s Hospital, the Shriners Hospital, and the Ronald McDonald House with over 7,000 tickets. To support fundraisers and other projects, we provided over 22,000 additional tickets to fellow not-for-profits across the tri-state region. Zoo employees personally purchased, packed and delivered 150 complete Thanksgiving dinners to families at Rockdale Academy and South Avondale Elementary Schools. Zoo staff mentored, on average, 20 young people each week with the Avondale Running Club. We continue to support Gabriel’s Place, a community center dedicated to serving the Avondale community. The enter offers residents family services like health screenings, gives them the opportunity to learn how to grow vegetables in a community garden installed and supported by the Zoo’s horticulture and sustainability teams, as well as how to cook healthy meals. 4,194 healthy meals were served at Gabriel’s Place last year during the weekly Share a Meal program. We welcomed 23,914 young people and their families with $1.00 admission for Learning through Art’s Kids, Cultures, Critters & Crafts day. We hosted 7,887 students from Cincinnati, Covington and Middletown and their families as they received awards from Coach Marvin Lewis and Cincinnati Bengals players for exemplary school work through the Marvin Lewis Community Foundation’s “Learning is Cool” program. Together with the Reds Community Fund and P&G, we planted 75 trees and 40 shrubs in 200 yards of soil, and spread 90 yards of mulch for the Reds Community Makeover at the Millvale Recreation Center in South Cumminssville, completely transforming a space for a neighborhood that faces a lot of challenges. The Rec Center is a place of hope, safety, education, and recreation for the kids of the community. In the Zoo, we provided 129,652 community service hour opportunities for 678 youth and adult volunteers.
Our Continued Quest to Save Sumatran Rhinos

As the most successful breeding center in the world for Sumatran rhinos, the Cincinnati Zoo has a lot to offer others currently trying to propagate this critically endangered species. CREW Director Dr. Terri Roth traveled to Indonesia for a 5-week visit in the winter of 2015 to assist the new veterinary team at the Sumatran Rhino Sanctuary (SRS) with their reproductive assessments and breeding efforts. The goal was to share all that has been learned through CREW’s research with this species at the Cincinnati Zoo and to guide the team through a couple of rhino breeding attempts, a task made challenging due to this solitary species’ aggressive tendencies when faced with another of its kind. “I was so pleased by what was accomplished during this visit,” said Dr. Roth upon her return, “The new veterinarians proved to be highly skilled and quick learners, and the team effort culminated in a successful rhino mating – the first at the SRS in four years!” Training others and building capacity are two of CREW’s most important roles, especially with regard to saving the Sumatran rhino, since the breeding program on the island of Sumatra is the last of its kind for this critically endangered species.

Glass Babies and Other Cat News Flashes from FY2015

In February, scientists at CREW achieved pregnancy in two domestic cats with a breakthrough artificial insemination technique using vitrified sperm (semen preserved as glass instead of ice). The kittens are the first non-human offspring of any species known to be born using vitrification. Cryopreservation of cat semen for as-

Two healthy kittens, a male named “Vito” (short for vitrification) and a female named “Elsa” (after the character in the movie Frozen), were born to two different mothers at CREW in early April 2015.
A New Twist on Grass Roots Conservation Action and Animal Welfare

Sometimes amazing partnerships can be built between seemingly different organizations when the two share a common goal. The Cincinnati Zoo, and CREW in particular, have found exactly that type of relationship with a generous local cat welfare organization called the Joanie Bernard Foundation. The Foundation’s vision is to stop the killing of cats in shelters in the Cincinnati area, and then beyond. A big part of achieving that vision is through the reduction of feral, or community cat, populations by promoting neutering and spaying. The Zoo and CREW also believe strongly in improving the welfare of all animals, pets and wildlife alike. CREW's commitment to its small wild cat conservation program and its scientists’ expertise in monitoring and controlling felid reproductive processes made for a great new partnership between CREW and the Joanie Bernard Foundation. Shared goals include evaluating nonsurgical sterilants for use in feral cats and conducting studies that may help improve cat welfare in shelters, zoos or private homes.

“Reduction of feral cat numbers translates into less animal suffering, decreased predation on wild birds, and lower risk of disease outbreaks,” said Dr. Bill Swanson, “these are potential outcomes that all animal lovers and conservationists can get behind.”

Working to Bring Back the American Chestnut

The American chestnut tree once ranged over the entire eastern United States, but was nearly eradicated during the 20th century. This past spring, supported by funding from the Institute of Museum and Library Services, CREW researchers collaborated with the American Chestnut Foundation to pollinate chestnut trees on their farm in Virginia using pollen from there that had been frozen in CREW's CryoBioBank in 1993. After several months, news arrived that the pollinated trees had indeed formed nuts! Although paternity testing is still being completed, signs are good that cryopreservation can maintain pollen viability for at least 20 years. Said Dr. Valerie Pence, CREW's Plant Research Director, “The ability to cryopreserve this normally short-lived pollen is a significant step in providing tools for researchers working to bring back this iconic tree to American forests.”

sisted reproduction can be challenging, requiring technical expertise and specialized equipment. Vitrification simplifies the process and makes it possible for almost anyone with minimal training and supplies to freeze semen. “This breakthrough could allow us to expand semen banking of endangered cats throughout the world to aid in their conservation,” said Dr. Bill Swanson, CREW's Director of Animal Research and one of the world's authorities on breeding endangered small cats.

CREW's cat scientists had even more than the glass kittens to celebrate this past year. In early 2015, the team conducted several artificial insemination procedures in Pallas’ cats maintained at three zoos. One cat gave birth - this kitten was produced from frozen semen that had been collected from a wild-caught male Pallas' cat from Mongolia 22 years ago! Not only was this the first Pallas’ cat pregnancy produced with frozen-thawed sperm, but the birth also may establish a new longevity record for fertility of frozen semen in any wildlife species. CREW's CryoBioBank is proving itself invaluable for the genetic management of endangered species.
FY 2015 by the Numbers
SUMMER CAMPERS 3,080
OVERNIGHT STUDENTS 7,239

EDUCATION OUTREACH PROGRAMS 1,562
EDUCATION OUTREACH PROGRAMS Exceeded goal by 6%

PARK ATTENDANCE 1,505,395
PARK ATTENDANCE Exceeded 2014’s record of 52,041

GIRAFFE FEEDINGS 64,486
CAROUSEL RIDERS 313,815

POUNDS OF E-CYCLED ELECTRONICS DIVERTED FROM LANDFILLS 6,911
POUNDS OF E-CYCLED ELECTRONICS DIVERTED FROM LANDFILLS Exceeded 2013’s record of 54,486

LIGHTS HUNG FOR PNC FESTIVAL OF LIGHTS over 2 million
LIGHTS HUNG FOR PNC FESTIVAL OF LIGHTS Exceeded goal by 20%

MONEY RAISED FOR LCEAF (VIA ZOOLALA) $113,526
MONEY RAISED FOR LCEAF (VIA ZOOLALA) EXCEEDED GOAL BY 20%

MEMBER HOUSEHOLDS 53,280
MEMBER HOUSEHOLDS Exceeded 2013’s record of 14,039

KEAS HATCHED 7
KEAS HATCHED Exceeded goal by 15%

TRAIN RIDES 479,286
TRAIN RIDES Exceeded 2014’s record of 52,041

ANIMAL BIRTHS 115
ANIMAL BIRTHS Exceeded goal by 20%

TULIPS PLANTED 109,000
TULIPS PLANTED Exceeded goal by 20%

ANIMAL TRANSFERS IN TO ZOO 574
ANIMAL TRANSFERS IN TO ZOO Exceeded goal by 20%
## Statement of Financial Position
as of 3/31/15 and 3/31/2014

### Assets

<table>
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<tr>
<th>Category</th>
<th>March 31, 2015</th>
<th>March 31, 2014</th>
</tr>
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<tbody>
<tr>
<td>Cash</td>
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<tr>
<td>Trade &amp; Other Receivables</td>
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<td><strong>$129,065,692</strong></td>
<td><strong>$129,997,479</strong></td>
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### Liabilities and Net Assets

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<td>Gift Annuity Obligations</td>
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<th>Category</th>
<th>March 31, 2015</th>
<th>March 31, 2014</th>
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<tbody>
<tr>
<td>Unrestricted Net Assets</td>
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<tr>
<td>Temporarily Restricted Net Assets</td>
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<tr>
<td>Permanently Restricted Net Assets</td>
<td>2,780,992</td>
<td>2,775,140</td>
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<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>$129,065,692</strong></td>
<td><strong>$129,997,479</strong></td>
</tr>
</tbody>
</table>

### Revenue

- **Admissions & Parking**: $10,823,937 (27%)
- **Gifts, Grants & Donations**: $9,673,634 (24%)
- **Membership**: $7,855,554 (20%)
- **Tax Levy**: $6,496,175 (16%)
- **Commissions**: $1,929,405 (5%)
- **Programs**: $1,245,647 (3%)
- **Investment Income & Gains (Losses)**: $1,123,827 (3%)
- **Other**: $915,733 (2%)

### Expenses

- **Animal & Plant Care**: $14,406,598 (37%)
- **Park Operations**: $5,184,789 (13%)
- **Events & Group Functions**: $4,896,564 (13%)
- **Administration**: $4,052,498 (10%)
- **Education**: $2,141,886 (6%)
- **Conservation & Research**: $1,488,685 (4%)
- **Fundraising**: $1,230,711 (3%)

### Total Revenue**: $40,063,912

### Total Expenses**: $38,628,154
## Statement of Activities for the Year Ended 3/31/15 with Comparative 3/31/14 Totals

<table>
<thead>
<tr>
<th></th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>Total March 31, 2015</th>
<th>Total March 31, 2014</th>
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<td><strong>Revenues</strong></td>
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Betsy and Peter Niehoff support the Zoo as Andrew Erkenbrecher Society members (annual operating gifts of $1,000 or more), with gifts through the animal A.D.O.P.T. program and in support of the care and feeding of the Zoo's elephants. In addition, Betsy serves on our Ambassador Council, the young professionals board of the Zoo.

Betsy says: “Having grown up in Cincinnati, we both have fond childhood memories of the Zoo, including riding the train and hanging out with the turtles. It is important to us that the Cincinnati Zoo is available to our community for generations to come and this is why we continue to support both the Zoo and the elephants each year. Through the animal adoption program, Peter and I have had the opportunity to become part of an incredible community, meet people with common interests, and feel a sense of ownership in this world-class organization.”

And Peter adds: “We feel a strong connection to the zoo for its ability to be one of the premier educational institutions in Cincinnati. By supporting the zoo, we believe we are creating invaluable opportunities for Cincinnatians to learn from some of the best teachers around – the animals – as everyone deserves to admire their lessons. The zoo belongs to all of us.”
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84.51°

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Thank You,
Annika!

Instead of asking for standard birthday gifts last year, Annika Kulkarni wanted her family and friends to donate to the Zoo’s hippo fund. In September, she presented a $1,000 donation to Thane Maynard at the future site of the hippo exhibit.

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Denotes a fund of The Greater Cincinnati Foundation
In Memoriam  June Hosick

In November 2014, the Zoo lost a good friend and volunteer, June Hosick. June served long and well at CREW and subsequently left three different estate gifts. She donated to a planned gift program that paid her income for over 16 years, with the balance at her death coming to CREW. In addition, her IRA account balance as well as four-fifths of her remaining estate was also left to CREW. Clearly, she loved her charitable family and saw to it that CREW was taken care of.

“We benefit from our volunteers in so many ways at CREW, and June is a wonder-ful case in point - a longtime cheerful CREW receptionist, loyal ambassador, generous supporter and creative thinker when it came to raising public awareness about CREW. June hosted one of the Cincinnati Symphony's “Party of Notes” at CREW, which served as a catalyst for a string of CREW deck parties that followed. Perhaps most important of all, June was a dear friend to me and many of the CREW staff.”

Terri Roth  - Vice President for Conservation & Science and CREW Director
Launched in 2009, the Ambassador Council supports the mission, vision and values of the Cincinnati Zoo & Botanical Garden and seeks to cultivate and grow the next generation of Zoo engagement through education outreach, fundraising and volunteerism. Composed of a diverse group of 32 young professional and community leaders committed to furthering and financially advancing the mission of the CZBG, the Council has provided past support to such projects as the Zoo’s cell phone recycling program and annually hosts Zoo La La, a springtime fundraising event that has raised $214,801 collectively over 2012-2014 to support the Zoo’s Living Classroom Education Access Fund, which provides FREE Zoo field trips to schools in need. In 2014, this mission-driven cohort also launched the Ambassador Council Future of the Zoo Fund, which will provide funding to preserve the Zoo for generations to come.

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Brett Parrish
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**Gifts In-Kind**

Ms. Ali Armstrong
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Bronx Zoo
Tim and Kelly Brown
The Cincinnati Arts Association
Cincinnati Ballet Company
Cincinnati Facial Plastic Surgery
Cockerill
Meredyth and Clayton Daley, Jr. Embers Restaurant
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Dr. Nan Schaffer, DVM
Mr. and Mrs. Murray Sinclair, Jr.
Smithsonian National Zoological Park
Trio Restaurant
U.S. Bank Arena
Walt’s Hitching Post
Cover photo of Mondika and Asha by Jeff McCurry.

All photos in this Annual Report are of Cincinnati Zoo animals, taken by Zoo volunteers and staff, with exception of Rosa the Sumatran rhino.