where WILDLIFE thrives

2017 Report to the Community
dear FRIENDS

This past year, we spent considerable time thinking about how our changing world impacts the work of the Minnesota Zoo. Thankfully, because of generous support from the State of Minnesota and our members and donors, we were able to focus on our vision and plans for taking the Zoo in new directions well into the future. At the same time, we continued to deliver exceptional environmental education and wildlife conservation programs while providing our guests with an outstanding guest experience.

I am pleased to report the State continued its strong investment in the Zoo. We completed the fiscal year with strong financial results, and we are well positioned for the next biennium for which we received a 10 percent increase in our general fund appropriation. We also received Legacy Amendment Funds for special programs and lottery funds for the mussel conservation project—an exciting partnership with the Department of Natural Resources (DNR) to restore native mussels to our rivers and streams to ensure a healthy ecosystem.

We want to acknowledge you and other Minnesotans who sent 85,800 emails to Governor Dayton and Minnesota Legislators, thanking them for their support this year. Thank you! It is that kind of positive action that makes a difference for our Zoo.

We also want to thank our generous donors. We ended the year with the second largest annual fund in our history, raising $5,928,456. The Minnesota Zoo Foundation also launched a $3.8 million Wells Fargo Family Farm Revitalization Campaign and received two lead gifts totaling $1 million. And, we celebrated the most successful Beasty Ball in Zoo history.

Finally, our 2017 year-end results are strong because you visited our Zoo! This past year we attracted more than 1.35 million visitors, and we now boast more than 43,452 member households. While there are many reasons people visited our Zoo this past year, the seasonal exhibit Kangaroo Crossing was a blockbuster, and no wonder. Guests were invited into the exhibit without barriers on an Australian walkabout with kangaroos, wallabies, and emus.

Many visitors also participated in the new Backstage with Kangaroos program where they came face-to-face with these bounding, long tailed animals and fed them breakfast, while others spent the night in tents overlooking the exhibit on Family Overnights. Immersive educational experiences like these inspire our guests to develop a lifelong commitment to nature and wild animals - something we want all Minnesotans to enjoy.

That is why we launched Free to Explore, an initiative designed to attract ALL Minnesotans to the Minnesota Zoo regardless of their financial circumstances. Since the inception of Free to Explore, the Zoo realized a 29 percent increase in the numbers of guests who visited the Zoo free of charge simply by showing their public assistance cards—from about 57,000 people in 2016 to nearly 83,000 guests in 2017.

Clearly, our achievements this past year demonstrate Minnesotans' interest in wild animals, which inspires us to do more, do better in response to our changing world. To ensure our continued success, we approved a Revised Strategic Plan that specifically addresses a number of critical changes in our world—from the many hours children spend connected to technology to the changing views of zoos and aquariums.

We developed a multi-year plan through 2028 (the Zoo's 50th anniversary) that will revitalize the Zoo's assets and exhibits and provide new immersive experiences and exhibits like Kangaroo Crossing. In addition, we began work on a Nature Plan that will take advantage of our 485-acre site and create more opportunities for people to get out and explore nature. We will ensure that the Minnesota Zoo is not only a place to see wild animals but also a Gateway to Nature. Further, our Nature Plan will allow the Zoo to reach increased demographics, build new partnerships, and add many new additional products to the Zoo's expansive campus, resulting in a more sustainable business model.

We are proud of our 2017 accomplishments and we thank you for making them possible. As we consider our future and how we continue to respond to our changing world, we are as committed as ever to bring more people to the Minnesota Zoo, and in partnership with them, fulfill our vision: A future where wildlife thrives in Minnesota and beyond. Thank you for joining us!

Sincerely,

John Frawley
Director/President, Minnesota Zoo
President, Minnesota Zoo Foundation
We thank all donors to the Minnesota Zoo Foundation. While every effort is made to ensure the accuracy of our records, if our report contains errors or omissions, please contact us at 952.431.9237 so that we may extend our apologies and correct our records.

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Richard Wren
Jeremy Wunsch and Cherie Mitchell
Susan and Michael Wuollett
Fuyi Xaykaothao and Shary Vang
Mark and Sarah Yamaguchi
Holden and Mary Ann Feldman
Arline B. Dimond Trust
Anonymous
Arny anc Jeremy Zwart
Kathryn and James Green
Kittie Falley
Ken Darling
Kimb erly J. Bowman
Joseph and Ashley Tweten
Kristen and Matt Young
Peter and Susanna Young
Theresa and Paul Youngblom
Zani Family
Nick Zeitler and Essie Geiger
Joseph Zenz and Ashley Tweten
Kirsten Zerhusen
Mike and Teri Ziegler
Joan and Larry Zielke
Stephanie and Jake Zojonc
Aniya Zurich
Amy and Jeremy Zwart

**CIRCLE OF LIFE**

Anonymous (5)

Denise P. Allbrecht
Darrel Akire*
Marilyn C. Benson*
Debbie J. Biddick
Kimberly J. Bowman
Dr. vy Hill Celender
Leona M. Clark Estate
Robert and Sandra Claussen
Ellie and Tom* Crosby
Kenneth and Linda Cutter
Ken Darling
Arline B. Dimond Trust
Estate of Lora M. Dittbenner
Jennifer L. Engl*
Edith Ernst
Susan Ertl
Kittie Falley
Harold and Mary Ann Feldman
Rodney H. Forsistall
John and Anita Frawley
Kathryn and James Green
Sheldon L. Greenberg*
Tony and Cathy Grundhauser
Margaret H. Gruver*
Donald H. and Ruth A. Hageman Trust
Rae Nan Harmon
John Frederick Hayes Estate
Robert W. Hedge
Joyce L. Hufn
Karen Hummer
Bruce E. and Terry L. Hutchins
The Estate of Kay Kamps
Sara Klasky
Estate of Merril H. Knottts
Chris and Stephanie Kohler
Mary L. Kolderie*
Pat Koors
Debra Ludwikowski
Eric and Christine Martick
Dick and Joyce McFarland
Mary Ann McNeil and David Higgins
Susan Morisato and Tom Remec
Wallace and JoAnn Niklaus
Paul F. Olson
Karl-Thomas Opem*
Petersen Sisters Charitable Trust
Phyllis S. Poeher*
Helen Pohl*
Laurie Pumper
The Estate of Dr. R. H. Reimer
Ellis B. Rittmaster*
Alison E. Roberts
Beck A. Sanford
Mendon F. Schutt Family Fund of The
Minneapolis Foundation
The Living Trust of Sue Schwartz
Jane J. Sparks
Natalie Stephens
Stephanie Sykes
Alfred E. and Margaret J. Syring*
Mark S. and Brenda J. Teats
Estate of Margaret M. Theisen
Christopher and Jeralyn Thelen
John E. Tilton Trust
Maud A. Trask Fund
Hugh A. Tyndall
Caroline Vernon and Bruce Holcomb
Jeanette L. Wall*
Donald Weesner Charitable Trust
Karel M. Weigel
Estate of George Weiss
Joseph and Pat Yenkosky
Steven J. Zellmer Estate

**CORPORATIONS, FOUNDATIONS, AND GOVERNMENT**

$100,000+

Anonymous (1)
Flint Hills Resources
Houston Zoo
Target
Wells Fargo/Wells Fargo Foundation—Minnesota

$50,000–$99,999

Cargill
Service Systems Associates
Think Mutual Bank
Wings Financial Credit Union

$25,000–$49,999

Fred C. and Katherine B. Andersen Foundation
Cub Foods/Cub Cares Community Foundation
Delta Air Lines, Inc.
Ecolab, Inc./Ecolab Foundation
Hormel Foods Corporation
Land O’Lakes Foundation
Nashville Zoo
The Taishoff Family Foundation
Donald Weesner Charitable Trust

$10,000–$24,999

Ameriprise Financial, Inc.
Aveta Corporation
Caroline’s Kids Foundation
Columbus Zoo and Aquarium
Dakota Electric Assn
Emerson
Frontier Communications Inc. of Minnesota
Henry Doorly Zoo
Hy-Vee, Inc.
Macy’s
Medtronic Communities Foundation
Minnesota College Savings Plan
The Pentair Foundation
Popp Communications
Post Consumer Brands
Richard M. Schulze Family Foundation
Shakopee Mdewakanton Sioux Community
Union Pacific Foundation
UnitedHealthcare
Uponor, Inc.
The Valspar Foundation

$5,000–$9,999

Bank Park Zoo
Burlington Northern Santa Fe Foundation
The Cities 97 Sampler
Cleveland Metroparks Zoo
Connecticut Zoological Society
The Dellwood Foundation
Donaldson Company, Inc.
Dougherty Funding LLC
EY
Fort Wayne Zoological Society
H.B. Fuller Company Foundation
Hubbard Broadcasting Foundation
KPMG LLP
Mayo Clinic
Messerl & Kramer, P.A.
Minnesota Portfolio Management Group
Phoenix Zoo—Arizona Center for Nature Conservation
Potawatomi Zoological Society
Securian Foundation
Sepideh County Zoological Society
Tiny Footprint Coffee
Tulsa Zoo
Virginia Zoo
Zoo Miami

$2,500–$4,999

Best Buy Co., Inc.
Brandywine Zoo
BRECS’s Baton Rouge Zoo

$1,000–$2,499

AFSCME Local 1929
Akron Zoo
ALLETE Clean Energy
Audubon Nature Institute
Buffalo Zoo Zoological Society
Cameron Park Zoo
Chuck & Don’s Pet Food Outlet
Fair State Brewing Cooperative
Friends of the Alexandria Zoo Inc.
Goodrich Sensors and Integrated Systems
Hard Rock Cafe
Honolulu Zoo
Kansas City Zoo
Kohl’s
Lee Richardson Zoo
Little Rock Zoo
Mesker Park Zoo
Milwaukee County Zoo
Morgan Stanley
Naples Zoo
Nilan, Johnson and Lewis PA
Oregon Zoo
Pecos Zoo
Sacramento Zoological Society
San Francisco Zoological Society
Community POWER / Solid Waste Management Coordinating Board
Solos Pizza Cafe
Thomson Reuters
Toronto Zoo
United Technologies
Wendland Utz

**GIFTS IN KIND**

Aegis Partners
Animal Adventure
Bjork Portraiture
Bluepearl Veterinary Partners
Cargill Inc.
Classics by David
Cream of the Cakes
CREATE Catering & The Dining Studio
Chad and Maggie Dayton
Delta Air Lines, Inc.
Dorsay & Whitney
Event Lab, LLC
Fin Studio

*Deceased
OUR VISION IS A FUTURE WHERE WILDLIFE THRIVES IN MINNESOTA AND BEYOND.

Remembering with love all my past & present pets
Happy Birthday to Darryn Records
Manuel Esperon Rodriguez
Ellie and Lance Siler
Stella
Rebecca and Guy Stinson
To my grandmother Edna Stone who accompanied me on my first Zoo walk in 1975 (?) (before the Zoo even opened!)
Nora Straquadine
Brenda Teats
Kyle and Autumn Roth
James Van Der Bark
The marriage of Emily Wacker and Mike Simmons
Diana Weintart's successful teaching of parenting skills to Sundari
Ken Wiesenerberger
In honor of Sophia Wytenback's First Birthday!

Gifts Made In Memory Of
Darrel Alkire
Thomas Allstopp
Velton "Andy" Anderson, the smiling man in the overalls at the Zoo farm
Robert Barry
Milton Bauer
Sam Beattie
Candace E. Beaulieu
Noel Beneke
Ann Marie Benusa, 30 year employee at the Zoo
Eleanor Branham
Robert Brennan
Our sweet daughter Vivienne Claire Burgess
Andrew and Shane Cadwell
Virginia Carlson
Robert Clarkson, Jr.
Raymond E. Dahl
Laura Fitzgerald
George. He was a good guy.
Anne Hatch
Eric Edwin Hayes
Duane Bernard Held
Scoutmaster Gary Holstad
Chris Hultgren
Danielle Mary Jelinek
In loving memory of former Minnesota Zoo volunteer and dear friend Eric Kilberg
Karen Kittel
Kari Ann Koskinen
Eli Michael Krisnik
Vicki Lansky
Gregory Scott Larson
Char Lempe
Betty Luedke
Cynthia Alice Lundheim, who loved zoos, wherever she traveled
Kenneth Madole
A beautiful and magnificent tiger gone too soon. Love you, Max.

ENDOWMENT FUNDS
Candace Beaulieu Memorial Endowment Fund
Bradley C. Boardman Memorial Endowment Fund
Matthew James Boenigk Memorial Endowment Fund
General Endowment Fund
Bernard and Ferri Granum Exhibit Endowment Fund
Sheldon I. Greenberg Endowment Fund
Eric Edwin Hayes Memorial Endowment Fund
Jones Family Zoomobile Endowment Fund
Kay L. Kamps Endowment Fund
William David Romans Memorial Endowment Fund
Volunteer Endowment Fund

"Deceased"
<table>
<thead>
<tr>
<th><strong>By the NUMBERS</strong></th>
<th><strong>By the NUMBERS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>485</td>
<td>4,531</td>
</tr>
<tr>
<td>Number of acres of entire Zoo campus</td>
<td>Total number of donors</td>
</tr>
<tr>
<td>4,880</td>
<td>5,928,456</td>
</tr>
<tr>
<td>Total number of animals</td>
<td>Total amount of charitable gifts</td>
</tr>
<tr>
<td>1,350,000</td>
<td></td>
</tr>
<tr>
<td>Total number of visitors</td>
<td></td>
</tr>
<tr>
<td>82,707</td>
<td></td>
</tr>
<tr>
<td>Number of free admissions from the Free to Explore program</td>
<td></td>
</tr>
<tr>
<td>64</td>
<td>1,318</td>
</tr>
<tr>
<td>Total number of threatened and endangered species at the Minnesota Zoo</td>
<td>Number of volunteers donating time to the Zoo</td>
</tr>
<tr>
<td>34.9</td>
<td>109,601</td>
</tr>
<tr>
<td>Total percent of admissions that are free or reduced</td>
<td>Number of volunteer hours donated</td>
</tr>
<tr>
<td>27</td>
<td></td>
</tr>
<tr>
<td>Number of countries visited by Zoo staff participating in the Ulysses S. Seal Conservation Grant Program</td>
<td></td>
</tr>
<tr>
<td>1.4 MILLION</td>
<td>94,710</td>
</tr>
<tr>
<td>Views of Facebook Live tiger broadcast in partnership with Animal Planet</td>
<td>Total number of participants in School Programs</td>
</tr>
<tr>
<td>196</td>
<td>13,215</td>
</tr>
<tr>
<td>Number of descendants from an Asian wild horse stallion sent from the Minnesota Zoo to Mongolia</td>
<td>Total number of participants in Community Programs</td>
</tr>
<tr>
<td>140,806</td>
<td></td>
</tr>
<tr>
<td>Facebook fans</td>
<td></td>
</tr>
<tr>
<td>40,521</td>
<td></td>
</tr>
<tr>
<td>Instagram followers</td>
<td></td>
</tr>
<tr>
<td>140,806</td>
<td></td>
</tr>
<tr>
<td>Facebook fans</td>
<td></td>
</tr>
<tr>
<td>13,215</td>
<td></td>
</tr>
<tr>
<td>Total number of participants in Community Programs</td>
<td></td>
</tr>
</tbody>
</table>
Revenue
- Earned Revenue: $15,584,820
- State Appropriation: $8,410,000
- Legacy Appropriation: $1,750,000
- LCCMR Appropriation: $568,000
- Federal Grant: $14,138
- Contributions: $1,776,521

**TOTAL** Revenue $28,103,479

Operating Expenses
- Operations, Facilities & Capital: $8,456,307
- Animals & Conservation: $7,973,917
- Guests, Sales & Marketing: $3,727,568
- Education: $2,646,217
- Administration & Finance: $3,700,312

**TOTAL Operating Expenses** $26,504,321

Net Cash
- **$1,599,158**

Fund Balance June 30, 2016
- $4,431,973

Fund Balance June 30, 2017
- **$6,031,131**
MINNESOTA ZOO FOUNDATION
FINANCIALS
Statement of Revenue and Expenses for the Fiscal Year Ending June 30, 2017, Unaudited

Revenue

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals</td>
<td>$2,383,287</td>
</tr>
<tr>
<td>Corporations</td>
<td>$1,234,300</td>
</tr>
<tr>
<td>Foundations</td>
<td>$1,104,211</td>
</tr>
<tr>
<td>Government and Groups</td>
<td>$311,295</td>
</tr>
<tr>
<td>Events, net of direct benefit</td>
<td>$591,522</td>
</tr>
<tr>
<td>Other</td>
<td>$303,841</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$5,928,456</strong></td>
</tr>
</tbody>
</table>

Operating Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants to the Zoo*</td>
<td>$1,992,620</td>
</tr>
<tr>
<td>Other Grants</td>
<td>$391,036</td>
</tr>
<tr>
<td>Program Expenses</td>
<td>$354,683</td>
</tr>
<tr>
<td>General Operations</td>
<td>$1,257,873</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$3,996,212</strong></td>
</tr>
</tbody>
</table>

Net Expense Over Revenue ** $1,932,244

Net Assets, June 30, 2016 $3,620,654

Net Assets, June 30, 2017 $5,552,898

*Includes in-kind contributions and capital grants.

**The Foundation has accumulated net assets in prior years due to the recognition of multi-year pledges. These net assets are used in the years that pledge payments are received and expended for grants, program expenses, and operations.