

ZOOLOGICAL SOCIETY OF MILWAUKEE 2007-2008 ANNUAL REPORT

The mission of the Zoological Society of Milwaukee is to participate in conserving endangered species, to educate people about the importance of wildlife and the environment, and to support the Milwaukee County Zoo.

“Live it. Learn it. Love it.” The Zoological Society of Milwaukee (ZSM) used that theme last year to recruit new members because we’ve found that those steps are how people come to appreciate animals and conservation. They enjoy visiting live animals at the Milwaukee County Zoo. They seek to learn more about wild creatures and how to protect them. They develop a bond with the Zoo. The theme must have worked. The last fiscal year we brought in more than \$4.3 million in Zoo Pass memberships (more than in 2006-07) from 11,800 new Zoo Pass members and 40,612 renewing members.

The ZSM helps make the Zoo a place to love. Every year we raise funds to add something new to the grounds. Last May we opened a new flamingo exhibit and a new entrance to the Zoo. Called the U.S. Bank Gathering Place, the new entrance was the last of nine projects in a \$30.5 million public-private capital campaign, run by the ZSM with Milwaukee County, to improve the Zoo. The ZSM raised a total of \$15,513,958 since the campaign started in 2001. The ZSM also recruits sponsors so the Zoo can offer attractions such as the MillerCoors Seal/Sea Lion Show. We run an Annual Appeal to add Zoo enhancements. Last year the appeal brought in \$191,598 from donors for the U.S. Bank Gathering Place, for new animal-identification signs and for benches throughout the grounds. Also, our animal-sponsorship program brought in more than \$192,000 last year from 2,672 animal sponsors for direct support of the Zoo’s animals. Our total Zoo support in 2007-08 was almost \$6.3 million.

The ZSM’s \$8.8 million in revenue, detailed on page 23, included \$717,651 from our Platypus Society members. Sponsors and grantors, including Serengeti Circle members, helped us provide numerous programs, events and education classes. Our 510 active Zoo Pride volunteers donated 37,379 hours to the Zoo and ZSM last year. We’ve added more videos, podcasts, and activities connected with our publications to our Web site, and we have our own YouTube channel. We’ve made our two bird guides available as free downloads from our site. Our conservation programs received a lot of media attention as the ZSM and its partner, the Foundation for Wildlife Conservation, Inc. (FWC), capped its international Birds Without Borders-Aves Sin Fronteras® (BWB-ASF) project by publishing a major guide for Wisconsinites on how to help conserve birds. Our bonobo-conservation programs also have been in the news.

In the following pages, we thank many of our specific donors, grantors, sponsors and other contributors who help us achieve our mission. First, let’s review 2007-2008’s achievements in each part of our mission:

CONSERVATION

The Zoological Society (ZSM) supports important conservation projects and research internationally, in Wisconsin, and at the Zoo:

I. Birds Without Borders – Aves Sin Fronteras®, our international bird conservation-research-education project, published “The BWB-ASF

Recommendations for Landowners: How to Manage Your Land to Help Birds (Wisconsin, Midwest, and Eastern United States edition).” This guide summarizes five years of field research in Wisconsin and years of follow-up data analysis. In September 2008, we began distributing printed copies (starting in Land O’ Lakes, Wis.) and made a free download available on the ZSM’s Web site; go to www.zoosociety.org/wilandowner.



■ *Conserving bonobos in Africa and at our Zoo (left) is a big part of the Zoological Society’s conservation mission.*

BWB-ASF staff participated in several events, both for scientists and the general public. In October 2007, BWB-ASF International Coordinator Vicki Piasowski was the banquet speaker and helped present an owl-banding demonstration at the Inland Bird Banding Association meeting in Ozaukee County (Wis.). In February 2008, BWB-ASF staff participated in Wehr Nature Center’s BirdFest in Franklin. In April 2008, Piasowski spoke to the Wisconsin Metro Audubon Society at Wehr. In May, at the Zoo’s International Migratory Bird Day celebration, BWB-ASF staff “banded” about 300 children as part of the Migration Game. In September 2008, BWB-ASF staff gave presentations and a bird-watching walk in Land O’ Lakes. Also, both Wisconsin and Belize staff authored a poster presentation at the Association of Zoos and Aquariums Conference in Milwaukee in September. The poster, subtitled “Involving Landowners in Belize and Wisconsin in Bird Conservation,” discussed both the Wisconsin and Belize bird guides that BWB-ASF has published. In Belize, BWB-ASF staff distributed 378 printed copies of the Belize and Mesoamerica edition of the guide and 540 summary brochures to environmental groups, schools, libraries, landowners, collaborators, tour guides, businesses, and individuals (schools and tour guides use it as a reference book). The Belize guide received 43,521 page views during the first seven months it was available on the ZSM’s Web site. Some people report using it to make decisions about which plants to preserve, protect or introduce on their property.

Conservation programs in Belize focused on the 6,125-acre Runaway Creek Nature Preserve (called a Reserve in Belize and abbreviated RCNP), which is owned by the FWC in partnership with the ZSM. The programs, most managed by university researchers and done in collaboration with the BWB-ASF Belize staff, included: 1) **Tracking jaguars and pumas** on RCNP. From January through Sept. 30, 2008, nine different jaguars were photographed, five jaguars and three pumas were radio-collared, and three more pumas were tagged. The FWC also supported jaguar rehabilitation at the Belize Zoo and helped arrange transfer of a jaguar to the Milwaukee County Zoo. 2) **Studying, for the second year, the ecology and sociology**

of spider monkeys on RCNP in a project run by University of Calgary (Canada) researchers with BWB-ASF staffer Stevan Reneau, a Belizean who is an associate research fellow (funded by a grant from Larry and Cindy Law and University of Calgary). 3) **Expanding a study on mercury levels in birds to mercury in bats.** 4) **Starting surveys for carbon-unit analysis** on RCNP and neighboring lands as a potential fund-raiser. 5) **Making another significant archeological find on RCNP:** a second cave with Maya paintings in spring 2008 (an earlier cave was found in 2005).

2. Wild bonobos: Dr. Gay Edwards Reinartz, ZSM conservation coordinator, gave five presentations in Wisconsin in fiscal year 2007-'08 on the ZSM's Bonobo and Congo Biodiversity Initiative (BCBI) and its ongoing efforts to protect and conserve bonobos, a highly endangered ape found only in the Democratic Republic of Congo (DRC). She made two trips this past year to Etate, the ZSM's research station in DRC, delivering guard salaries, equipment, and an annual supply of fuel for the motorized anti-poaching patrol. She and the ZSM team brought tools, supplies, seeds and three pirogues to villages near Etate participating in the agricultural cooperative the ZSM helped set up. The agricultural program has succeeded as villagers grew disease-resistant manioc, and, for the first time, upland rice. In the field, the team expanded guard surveillance around Etate by 100 square kilometers, including a nearby area where major poaching was occurring. As part of our ongoing community-outreach efforts, the ZSM continued to support schools near Etate by providing teacher salaries and teaching materials. In March 2008, the ZSM hosted a meeting in Kinshasa, DRC, for bonobo researchers to draft a new action plan for bonobo conservation in the DRC's Salonga National Park (Dr. Reinartz co-edited and the ZSM published the first action plan in 1995). Dr. Reinartz wrote a series of eight "Dispatches from the Field" reports on BCBI, published in Milwaukee's Shepherd Express newspaper.

3. Captive bonobos: The population of bonobos at North American institutions was 86 as of Sept. 30, 2008, an increase of two from 2007. Ten institutions are part of the Association of Zoos and Aquariums (AZA) Bonobo Species Survival Plan (SSP), headed by Dr. Reinartz. The SSP cooperates with the European Endangered Species Programme (EEP), which manages 85 bonobos in 9 European zoos. Globally, the bonobo has the smallest captive population (171)

of all great apes. The June 2008 Bonobo SSP meeting in Milwaukee drew 30 SSP or EEP representatives from 12 institutions (including two from Europe) to discuss bonobo breeding, care and management.



Photo by Margo Pectanac

■ *Zoological Society summer camps drew nearly 12,000 attendees in 2008.*

4. Amphibians, birds, reptiles: Since the 1998-'99 year, the ZSM has given \$161,223 to Zoo-staff research on Humboldt penguins in Chile and at our Zoo (\$4,277 in 2007-'08); and \$65,337 to research on endangered rattlesnakes (\$3,876 in 2007-'08). Last year, also, the ZSM supported Zoo staff conducting research or conservation in the field, including \$9,000 for research on the Butler garter snake in southeastern Wisconsin; \$6,000 for frog research in Grenada; \$2,500 for Blanchard cricket frog research in Wisconsin; \$2,741 for iguana research and conservation in Jamaica and on Grand Cayman Island; \$1,000 for piping plover conservation in Michigan; \$2,000 for a whooping crane recovery program and another \$620 for a study of crane blood-handling techniques; and \$65 for ornate box turtle release in Wisconsin.

5. Gorillas, elephants, black rhinos, tigers & other international animal projects: In joint ventures with the Foundation for Wildlife Conservation, Inc. (FWC), the ZSM provided \$15,000 for the protection of black rhinos and elephants on Lewa Wildlife Conservancy in Africa and \$5,000 to the Dian Fossey Gorilla Fund International to help save mountain gorillas in Rwanda. In joint projects with the Zoo, the ZSM gave \$2,250 for cotton-topped tamarin research in Brazil; \$2,000 to elephant conservation in Tanzania; \$2,000 to tiger conservation

in the Russian Far East; \$2,000 to a tree-kangaroo study in Papua, New Guinea; \$1,000 for fuel-efficient stoves and tree planting in Uganda; \$500 to help transport a jaguar from Belize to Milwaukee; and \$500 toward an apes-cognition study.

EDUCATION

Outstanding programs, an impressive education building and key support to the Zoo through providing classes and camps – these aspects of the Zoological Society's education mission drew praise in 2008. By offering extensive education programs nearly year-round, the ZSM helps the Zoo qualify for national accreditation by the Association of Zoos and Aquariums (AZA). That five-year accreditation was achieved in September 2008 at the AZA national convention in Milwaukee. A keynote speaker there praised our Animal Ambassador programs, which last year reached more than 2,500 elementary-school students from diverse backgrounds, exposing them to careers in the sciences and to wildlife conservation. Other conference attendees admired the ZSM's eight-classroom facility, its prominent position at the front of the Zoo, and our summer camp program (highlighted in an AZA session on camps, hosted by ZSM's Conservation Education Department). ZSM 2008 camps drew 11,982 participants: 8,925 children and 3,057 parents in a record 507 camp sessions.

The Animal Ambassador program, in its 19th year, served students from 21 schools, many in economically disadvantaged neighborhoods. Nearly 1,200 graduated in June after learning how they and their families could help endangered wildlife. Thanks to corporate, foundation or civic-group sponsors for each school, the program reached 601 second-grade students and 597 third-grade students at 12 schools, and 1,166 fourth-grade students at 21 schools. An additional 264 students in five schools with smaller classes experienced a modified program.

Summer camps: Children who normally couldn't afford to attend summer camps came to our camps, thanks to support from U.S. Cellular, an anonymous donor, the Peters Foundation and Milwaukee County's Safe Alternatives for Youth fund. We served 416 children from seven neighborhood and community centers. Our summer college intern program provided 20 students (including three teaching interns) hands-on job training, thanks, in part, to generous support from the Alice Kadish Foundation, the Antonia Foundation and an anonymous donor.

September-May programs:

We served 14,013 people in individual child or parent-child classes. During our fiscal year, 22,868 schoolchildren learned about animals and science through ZSM-run programs at the Zoo or presented at schools. An additional 112,377 schoolchildren used the Zoo as a science laboratory on field trips and had ZSM curriculum available to them during self-directed tours. Programs for schoolchildren were funded in part by gifts from the Ladish Company Foundation; U.S. Cellular; A.O. Smith Foundation, Inc.; Brady Corporation; Mortgage Guaranty Insurance Corporation; Orth Charitable Lead Trust; Posner Foundation; and Badger Meter Foundation.



Visitors could pet leopard sharks at the Sting Ray & Shark Reef summer exhibit, sponsored by Sundance Vacations.

ZOO SUPPORT

Our public-private partnership with Milwaukee County included ZSM support of almost \$6.3 million in several areas. The ZSM acquires sponsors for most of the Zoo's major events and attractions, and its 2007-'08 direct cash sponsorship support to the Zoo was \$313,133. The ZSM also gave direct cash support to Zoo exhibits, including \$197,473 (\$703,806 over two years) to build the flamingo exhibit and \$64,457 for the 2008 summer touring exhibit: Sting Ray & Shark Reef, sponsored by Sundance

Vacations. Zoo Ball, sponsored by American Airlines & American Eagle, raised over \$514,000, and the 19th Annual MillerCoors Birdies and Eagles Golf Tournament raised over \$106,000. In all, Zoo Ball, the golf tournament and other special events run by the Associate Board raised more than \$838,430. In addition to Zoo support through education and conservation programs and events, the ZSM provided graphics support through a Creative Department of five artists and promoted Zoo events and projects through ZSM publications, our Web site and e-mail updates. Behind the scenes, the ZSM continued to pay for maintenance contracts on 10 Zoo buildings and some equipment (\$180,270) and for veterinary and pathology residents from the University of Wisconsin-Madison to work at the Zoo (\$23,671).

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2007-2008 BOARD OF DIRECTORS

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**FWC funds help the Zoological Society to carry out and advance some of its major conservation, education, and research programs.

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SERENGETI CIRCLE

FISCAL YEAR 2007-2008

Hundreds of companies, foundations, and groups contribute each year to the Zoological Society's mission. They sponsor Milwaukee County Zoo exhibits, education programs at the Zoo and off site, research projects ranging from birds to bonobos, special events at the Zoo such as Behind the Scenes Weekends, and fund-raisers such as Zoo Ball. Thanks to all these contributors:

PRICELESS Zoo Pride

- Zoo and Zoological Society events and programs

\$100,000-\$999,999

Anonymous

- Bonobo & Congo Biodiversity Initiative

\$50,000-\$99,999

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- General Operations

FOX 6

- Family Free Days

MillerCoors

- Birdies & Eagles Golf Tournament
- Oceans of Fun Seal & Sea Lion Show
- Wines & Beers of the World*
- Zoo a la Carte

Milwaukee Journal Sentinel

- Ride on the Wild Side*
- Zoo a la Carte*

Sundance Vacations

- Summer Exhibit: Sting Ray & Shark Reef

World Wildlife Fund - U.S. (part of Congo Basin Forest Partnership)

- Bonobo & Congo Biodiversity Initiative

\$20,000-\$49,999

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- Birdies & Eagles Golf Tournament*
- Playhouse Raffle*
- Puttin' on the Ritz*
- Super Summer Raffle*
- Zoo Ball*

Anonymous

- Bonobo & Congo Biodiversity Initiative
- Student Intern Program
- Programs for Disadvantaged Youth
- General Operations

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- Animal Ambassador Program
- Student Interns
- Birds Without Borders - *Aves Sin Fronteras*®

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- Father's Day at the Zoo*
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- Digital Entryway Signs
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FM 106.1

- Ride on the Wild Side*

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- Animal Ambassador Program

Fields Jaguar Land Rover Volvo Waukesha

- Zoo Ball Late-Night Venue

GG Golden Guernsey Dairy®

- Family Farm Weekend
- Kids' Nights Entertainment
- Pancake Breakfast*
- Snooze at the Zoo*

New electronic information signs sponsored by U.S. Cellular display animal and event information at the Milwaukee County Zoo's indoor entrance, the U.S. Bank Gathering Place, which opened in 2008.



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- School Programs

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- Egg Day

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- Snooze at the Zoo

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Wolf Creek Charitable Foundation

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CNH Case New Holland

- Family Farm Weekend Tractor Pull Contest

Cooper Power Systems

- Animal Ambassador Program

Ebenezer Child Care Centers

- Kids' Nights Entertainment

Gatorade

- Samson Stomp & Romp

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*In-Kind Sponsorships

SIMBA SOCIETY

The Simba Society was created by the Zoological Society to recognize and thank those donors, during their lifetimes, who remember the Zoological Society in a will or with a legacy gift. With this type of gift, you create a legacy of support that lasts through your lifetime and beyond. When we receive your gift, it becomes a permanent asset of the

Zoological Society's Endowment Trust. Each year, the earnings from your gift, along with other contributions to the fund, ensure that the Zoological Society is able to continue its mission to conserve wildlife, educate the public, and support the Zoo for future generations.

Anonymous
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• Apes of Africa

Special donors of the Zoological Society are recognized through membership in the Platypus Society and are considered a vital link in the Zoological Society's mission. At the end of the 2007-2008 fiscal year, 384 businesses, foundations and individuals in our community were active Platypus Society members. Through their generosity and philanthropic leadership, which provide unrestricted operational support, the Zoological Society continues to carry out its mission to conserve wildlife, educate the public, and support the Zoo.



Platypus Society members James Godsil (left) and Louis Fortis are in-kind donors to the Zoological Society's Bonobo and Congo Biodiversity Initiative (BCBI). This array of conservation programs for the bonobo, a highly endangered great ape, includes a research station in Africa's Democratic Republic of Congo. Fortis is publisher of the Shepherd Express newspaper in Milwaukee. Godsil is an activist and owner of Milwaukee's Community Roofing and Restoration, Inc.

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Mike Jones/MillerCoors
O'Dess & Associates, S.C.
Rockwell Automation
Schregardus Family Foundation
Stein Gardens and Gifts
Stereon McDonalds Restaurants
J.A. Taylor Family Foundation
West Bend Community Foundation's Ziegler Family Foundation Fund
Wisconsin Veterinary Referral Center ★

SUSTAINING CORPORATE PARTNER \$2,000-\$2,499

BBj Linen ★
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Leann Beehler ★
PBBS Equipment Corp.
T.J. Printing ★
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West Bend Mutual Insurance Company

SUPPORTING CORPORATE PARTNER \$1,500-\$1,999

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Church Metal Spinning Company
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Dedicated Computing LLC
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Gonzalez, Saggio & Harlan LLP
InPro Corp.
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Northern Trust
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ASSOCIATE CORPORATE PARTNER \$1,000-\$1,499

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Doral Dental, a Denta Quest Ventures Company
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Fruit Ranch Market, Inc. ★
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Heinemann's Restaurants ★
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PAK Technologies ★
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TLC-Milwaukee Logistic Center
TMP Worldwide
United Heartland, Inc.
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U.S. Foodservice
Western Lime Corp.
Wild Impact Marketing ★
Wildkat Enterprises
Woller-Anger & Company
Zimmer Thomson Associates, Inc.

PATRON MEMBERS

PLATINUM CIRCLE

\$15,000+
Abby O'Dess
Nicholas Family Foundation

GOLD CIRCLE

\$10,000-\$14,999
Anonymous

SILVER CIRCLE**\$5,000-\$9,999**James Godsil ★
Carole F. Houston**BRONZE CIRCLE****\$2,500-\$4,999**Anonymous (2)
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Michael & Judy Fitzpatrick
Greater Milwaukee Foundation
Luedke-Smith Fund
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Journal Foundation/Thomas &
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Alan J. & Karen P. Katz
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Keyes Charitable Trust
Maria E. Gonzalez KnavelRobert & Sandra Koch
Caroline Krider
Dr. & Mrs. Michael C. Kubly
James Kuehn
Jay & Lisa McKenna
Don & Shelley Mechenich
David G. Meissner
George & Julie Mosher Family
Foundation
Peter & Deborah Musante
Lynn Nicholas
John Oster Family Foundation
Dr. Laura Owens
Jodi Peck & Les Weil

■ ■ The *Brossmann family of Wauwatosa* - (from left) Cheryl, Fred and Marge - support the *Zoological Society* both as active members of *Zoo Pride*, the volunteer auxiliary, and as *Platypus Society* members.

Jill Pelisek
Joan Prince
Scott & Melinda Redlinger
John & Linda Sapp
Judy & Barry Sattell
Andy & Karen Sawyer
Randy Scoville
Allan H. & Suzanne L. Selig
John & Tricia Shinnars
C. Edward & Eleanor Stevens
Rich & Jean Tennesen.
Mr. & Mrs. William Van Dyke
Barbara Van Engel
Lowell Warshawsky
Joan C. Wiegand
Jim & Jane Wierzba
Dr. Craig Young & Sharon Busey**AMBASSADOR'S CIRCLE****\$500-\$999**Ace World Wide Moving & Storage ★
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Mercer Human Resource Consulting
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Samuel Wann, M.D.
Chuck & Trish Wikenhauser
Wisconsin Pharmacal Company ★
Wyrostek Family
Charles & Sandra Yanke
Your Nurse Home Health, Inc.
Dave & Dorothy Zellmer

★ Members who have made in-kind gifts of products or services.

The preceding list is comprised of all friends contributing to the *Platypus Society* from October 1, 2007, through September 30, 2008.

2006-2007 ANNUAL APPEAL

The Zoological Society of Milwaukee's Annual Appeal raises money to support the Milwaukee County Zoo. In the 2007-'08 fiscal year our appeal included support for the new Zoo indoor entryway, the U.S. Bank Gathering Place; for new animal-identification signs throughout the Zoo; and for benches that visitors can use. Below are listed people who donated \$100 or more to the Annual Appeal:



Rosalie & Donald Uebelacker stand at the Humboldt penguin sign they dedicated to their late son, Steve Uebelacker, a longtime Zoo Pride volunteer who passed away in 2008. Supporting new animal signs at the Zoo was part of the Zoological Society's Annual Appeal.

Lowell & Fran Adams
 Karen Akers
 Karen Ambrosic-Tolf
 Christine Anderson
 Kenneth & Lois Artlip
 Bonnie & Mike Asbury
 Sue Austin
 Richard Baldwin
 Michael Banco & Hope Heaster
 Leo & Brenda Bargielski
 Kari Bauer
 Carol & Richard Bayerlein
 Patricia & Charles Becker
 Colleen & Eugene Benjamin II
 Marlys Bennett
 Susan R. Bennett
 Georgiane & Nick Berich
 Keith & Carol Berres
 Evelyn Boettcher & Beverly Boettcher
 John Bohler
 Gerry & Carol Bonin
 Patti Bringe-Blomquist
 Benny & Jessica Brojde
 Greg & Mary Budde

Karen L. Buelow
 Lieselott Buettner
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 Scott & Michelle Duncan
 Toni & Paul Dunnwald

Charles DuPont & Jeanne Smrz DuPont
 Dianne Dziengel
 William Eastham
 Jon & Catherine Elert
 Elizabeth & Herodotos Ellinas
 Catherine Erdmann
 Roland & Joan Faas
 Kathy & Robert Faber
 Jeffrey S. & Jennifer A. Fait
 Carlyle W. & Marjorie S. Fay
 Sue & Chris Fisher
 Brian & Jackie Fitch
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 Dennis Fitzpatrick
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 Cyndi Fortier
 The Fotsch Foundation
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 Ellen Jane Fulton
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 Timothy & Terri Giese
 Heather & Daniel Givich
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 Terry L. & Gary D. Gonter
 Justin Gottfreid
 Kathleen Graham
 Jeff & Deborah Granger
 Corinne Gross
 Neal & Nancy Gunderson
 Cassie & Dave Gunsburg
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 Charlotte & Richard Halfman
 H. Lowell Hall & Jeanne A. Bowman
 Arlene Hansen
 Tim & Vicky Hanson
 Mary Hasslinger
 Thomas J. Hauske Jr. & Katherine D. Hauske
 Michelle & Tom Havas

Rick & Deanne Hawthorne
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 Maria & Robert J. Herrera Sr.
 Hersloff Optical Company Inc.
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 Lukas & Heidi Jeter
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 Lisa M. Jostsons
 Gary & Marge Jungbauer
 Carol & Darrell Kaehler
 Thomas & Ann Kamasky
 John & Kim Karls
 Lee Kass
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 Neil & Kari Oliver
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 Lygere Panagopoulos
 Terrance Perlick
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Flamingos at the Zoo. ■■

Gerard & Patricia Pfannenstiel
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 Nell Inc.
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 Dick Seiberlich
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 Marlene S. Starcznski
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Maria Story & Micheline Story
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 Dennis & Robin Zdroik
 John Zellmer
 Z.F. Electronics Corporation
 R. Douglas & Sharon Ziegler
 Gene & Sandy Zimdars
 Hilda Zoeller

SPONSOR AN ANIMAL

Anyone can sponsor animals at the Milwaukee County Zoo. Animal sponsorships range from \$20 for membership in the Zoological Society's Kids Conservation Club to \$2,500 for individuals who sponsor just one animal. In the 2007-'08 fiscal year, 2,672 people participated in the Zoological Society's Sponsor an Animal program, raising \$192,000 for all the animals at the Milwaukee County Zoo. Following are sponsors who supported animals at the \$250 or above level:

Carl & Jeanie Ahrens
 Kelly Balliet
 Carol & Richard Bayerlein
 Debbie & Edward Conrad
 Marilyn Corlew
 Thomas Demke
 Robert Dohmen
 The Dyer Family
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Thomas & Mary Ann Gordon
 Steven & Teresa Herbst
 Scott Jackson
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 Thomas Kunath
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 Michael Lasser
 Ruth Lawson
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 Phyllis Luff

Mother of Good Counsel -
 4th Grade
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 Lea & Brian O'Day
 Palmyra Elementary School
 Susan & Ben Pepper
 Roberta Psichulis
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 Daniel & Michou Reichelsdorfer

Barbara Reimer
 Sheree Reiningger
 Cornelia & John Riedl
 Sisters of Holy Nativity
 Judy Sodemann
 Lowell Warshawsky
 Steve Weber
 Wisconsin Jaguars Ltd.
 Pat Wolfe

FINANCIAL SUMMARY

ZOOLOGICAL SOCIETY OF MILWAUKEE COUNTY (ZSM) - YEAR ENDING SEPTEMBER 30, 2008

SUPPORT & REVENUE

MEMBERSHIP DUES

from all Zoological Society
and Platypus Society members\$5,044,245

CONTRIBUTIONS

toward projects and specific programs \$852,250

SPECIAL EVENTS/PROGRAMS/ SPONSORSHIPS

including animal sponsorship, Zoo Ball, education,
ZSM and Zoo special events and sponsorships \$2,191,499

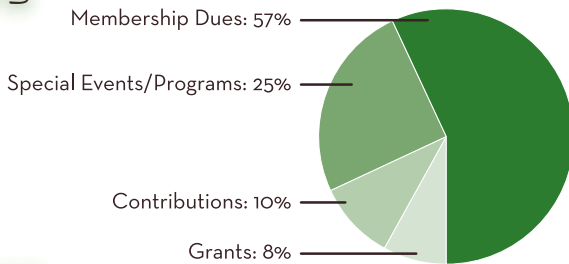
INTEREST INCOME \$14,847

GRANTS \$736,178

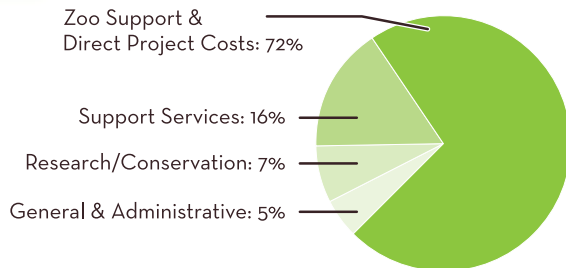
TOTAL SUPPORT & REVENUE

\$8,839,019

RECEIPTS



EXPENSES



COST OF SUPPORT AND REVENUE (Support Services)

MEMBERSHIP DUES

Expense of providing benefits to all Zoological
Society and Platypus Society members\$845,156

SPECIAL EVENTS/PROGRAMS

Expense of providing and promoting ZSM
special events/programs \$475,143

TOTAL COST OF SUPPORT & REVENUE (Support Services)\$1,320,299

EXPENSES

DIRECT PROJECT COSTS

Expenses relative to projects
and specific programs \$72,177

ZOO SUPPORT

Expense of providing, promoting and supporting education,
graphics, and conservation programs, special exhibit projects,
and ZSM and Zoo special events; reimbursing the Zoo for
all membership events; parking for Zoo Pass Plus;
and coupons \$6,122,742

RESEARCH/CONSERVATION

Expenses relating to state, national and international
programs supporting species preservation \$551,842

GENERAL AND ADMINISTRATIVE

Expenses relating to daily ZSM operations \$395,712

TOTAL EXPENSES \$7,142,473

TOTAL COST OF SUPPORT, REVENUE AND EXPENSES\$8,462,772

2007-2008 SUMMARIES

ZSM CASH-FLOW SUMMARY

Cash & cash equivalents at start of the year \$628,698
Cash & cash equivalents at end of the year \$1,120,240
Net increase in cash & cash equivalents \$491,542

CAPITAL CAMPAIGN PROJECTS SUMMARY

Revenue 2007-2008 \$254,196
Expenses for U.S. Bank Gathering Place new
Zoo entryway (current & reserve funds used) \$5,216,519