The Bonobo & Congo Biodiversity Initiative (BCBI) has worked to conserve bonobos in the Democratic Republic of Congo (DRC) since 1997. The initiative, funded by the Zoological Society of Milwaukee, operates out of the Salonga National Park in the DRC to train guards, survey and research bonobos and other animals, and educate residents of nearby villages — all without the benefit of a permanent building.

Until now. Dr. Gay Reinartz, the Society’s conservation coordinator, led a team to the DRC in spring 2014 to build the first permanent house at Etate, BCBI’s research and patrol station inside the Salonga. It wasn’t easy — the team had to transport 15 tons of parts for a prefabricated house by river on a makeshift barge made of lashed-together pirogues, or dugout canoes. The sturdy structure will last for years to come, symbolizing our long-term commitment to the area.

At the Zoological Society of Milwaukee, we’re all about building strong foundations — whether it’s the foundations of a house in the DRC, foundations for our children to learn about the natural world or foundations of support for the Milwaukee County Zoo. This year, our Conservation Education Department launched a new program, Stroller Safari. The program allows parents to take their children under age 2 on a guided tour around the Zoo, offering young families a perfect introduction to the Zoo and Zoological Society. The Education Department also celebrated the 25th anniversary of its Animal Ambassador Program, which brings children from schools in disadvantaged neighborhoods to the Zoo to learn about animals and conservation. For many, it’s their first trip to the Zoo, opening their eyes to this wonderful place in their own hometown.

Finally, this year the Society signed a new memorandum of understanding with Milwaukee County. This memorandum strengthens our relationship with the county and the Zoo and ensures that we will continue to help meet the Zoo’s needs in caring for the animals and providing one of the finest family attractions in the state.

We couldn’t have done any of this without you, our donors, members, volunteers and supporters. Your contributions to the Zoological Society allow us to fulfill our mission to conserve wildlife and endangered species, educate people about the importance of wildlife and the environment, and support the Milwaukee County Zoo. You truly are our solid foundation.
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Isaac E., 2, of Milwaukee, gets some help with his giraffe puppet from mom Crystal during Zootastic, sponsored by Grow Hope @ SaintA. The event is a fundraiser for the Zoological Society.

Photo by Richard Taylor
Bonobo Conservation

Bonobo preservation, through the Bonobo & Congo Biodiversity Initiative (BCBI) and the Bonobo Species Survival Plan (SSP), is the Society's signature conservation effort. Bonobos are an endangered species of great ape found only in the Democratic Republic of Congo (DRC). The Society has managed and coordinated the Bonobo SSP since 1988 under the direction of conservation coordinator Dr. Gay Reinartz. SSPs are programs run through the Association of Zoos and Aquariums to manage captive populations of endangered or threatened animals. BCBI, also led by Dr. Reinartz, has worked since 1997 to study and protect bonobos in the DRC. It operates out of a research and patrol station called Etate in the Salonga National Park, an immense forest ecosystem home to the country's largest bonobo populations and a stronghold for the threatened forest elephant.

BCBI

BCBI reached major milestones in 2013-14 with the support of its donors and partners including ICCN, the DRC's park and wildlife authority; the World Wildlife Fund-U.S.; and the U.S. Agency for International Development. Renewed support from The Felburn Foundation allowed Salonga guards to conduct groundbreaking patrols into the previously unpatrolled Dar Dar region in the heart of the Salonga. This vast, lawless no-man's-land is home to concentrated populations of the endangered forest elephant and bonobos. The patrols destroyed more than 100 illegal poaching camps and arrested 38 poachers. They seized eight elephant tails, two ivory tusks and many caches of bushmeat.

In spring 2014, the BCBI team constructed an elevated wooden house at Etate with the assistance of Jean Mbangi, a local building contractor. After shipping 15 tons of a prefabricated building by pirogues (dugout canoes) along hundreds of miles of river, the team erected the first permanent structure at Etate. This house is designed to withstand periodic flood conditions and will serve as a headquarters for research activities. To local communities, the house symbolizes the permanence of the Zoological Society's support of ICCN and its investment in long-term conservation in the park.

BCBI continues to support primary-school education in villages near Etate, providing nine teacher salaries, books and materials to four local elementary schools. BCBI also offers adult literacy programs and guided visits to Salonga for children, parents and teachers. These efforts help foster conservation ethics and build the capacity of impoverished local primary schools.

SSP

In September 2014, the SSP published a revised Population Analysis & Breeding and Transfer Plan for North American Zoos. It found an urgent need for more accredited institutions to house and breed bonobos in order to retain population growth and genetic diversity within the captive population. The Milwaukee County Zoo hosts the largest captive bonobo population in the world with a troop of 21.

The Zoological Society of Milwaukee expended nearly $513,000 in 2013-14 for conservation and research internationally and at the Milwaukee County Zoo.
Milwaukee Ape Heart Project: The Society continues to fund efforts to study the similarities and differences between heart disease in apes and humans. A new electrocardiogram machine was purchased for the Zoo’s Animal Health Center to look for conduction abnormalities and cardiac arrhythmias in our apes. Arrhythmogenic Right Ventricular Cardiomyopathy (ARVC), previously identified in bonobo Lody in a post-mortem exam, has now been identified in bonobos, gorillas and chimpanzees. In humans, ARVC causes replacement of the normal heart muscle with fatty tissue in the right ventricle, leading to heart disease, fatal arrhythmias and early death. The Milwaukee Ape Heart Project is collaborating with the Medical College of Wisconsin, which will use genomic sequencing to look for mutations associated with ARVC and cardiovascular diseases in bonobos. The study has received a grant from the National Heart, Lung, and Blood Institute.

Grenada Frog Study: The Grenada frog, already threatened by the introduction of an invasive frog species, is in danger of extinction from chytrid, a frog-killing fungus. Craig Berg and Billie Harrison helped create a Conservation Action Plan for the frog, and they regularly travel to Grenada to monitor the situation. The frog population appeared to be rebounding a few years ago, but recent data indicate the species could be experiencing a second wave of decline.

Iguana Conservation: Zoo staff members Dawn Fleuchaus, Stacy Whitaker and Joan Maurer regularly travel to Jamaica and the Grand Cayman Islands for field work with the Jamaican iguana and the Grand Cayman blue iguana, both of which are close to extinction. The success of the blue iguana program has allowed the International Union for Conservation of Nature to upgrade its status from “critically endangered” to endangered.” The project plans to phase out future releases of captive iguanas and continue monitoring the iguanas to see if the population is sustaining itself.

Migratory Bird Projects: Since 2001, 182 species of birds have been documented on the Milwaukee County Zoo grounds. The Zoo provides essential habitat to many of these species as they migrate to their nesting grounds. Funds from the Society and Zoo have been used for applications of decals and other distractions to windows to reduce the number of bird deaths due to window collisions. Other projects include nest boxes, hummingbird feeding stations and bird banding.

Lola Ya Bonobo: The Society contributes money to this bonobo orphanage in Kinshasa, the DRC capital. It acts as a sanctuary for bonobos whose parents often were killed for bushmeat or so poachers could sell their babies as pets.

Society funds also went to Adopt an Ostrich in Niger, Kibale National Park conservation in Uganda and International Rhino Keepers in 2013-14.
Education

The Zoological Society of Milwaukee’s Conservation Education Department reached more than 300,000 people in 2013-14 through its school and scout programs, classes and camps for the public, and Kohl’s Wild Theater, its animal-focused theater group. The department helps the Milwaukee County Zoo meet its education requirements for accreditation through the Association of Zoos and Aquariums.

Classes and Camps
For many years, the Zoological Society has offered professionally designed classes and camps for children ages 2-14 and their families at the Karen Peck Katz Conservation Education Center at the Zoo. In 2013-14, it developed a new program for children under age 2 called Stroller Safari. Led by a Society instructor, parents or grandparents take their infants and toddlers through sections of the Zoo to learn about animals through play. This may include singing songs, playing games, reading books and playing with animal puppets. The program focuses on the social, emotional and intellectual development of infants and toddlers, offering resources to new parents and special bonding time with their babies. It also brings families with the youngest children to the Zoo and acquaints them with the Society’s educational offerings. The Education Department launched the programming in September 2014 with eight classes per month. The fall classes sold out immediately, leading the department to quickly plan expansion for 2014-15.

School and Community Programming
More than 27,000 students and scouts attended Zoological Society education programs at the Zoo or in their schools this year. Another 90,000 had access to Society curriculum during field trips to the Zoo. Many of these children would not have been able to visit the Zoo without the Society and its partners.

This year, the Zoological Society celebrated the 25th anniversary of Animal Ambassador. The program offers students from schools in disadvantaged neighborhoods the chance to learn about animals, conservation and the environment through school visits and trips to the Zoo. Fourth-graders complete the program with a graduation ceremony at the Zoo, where they receive animal-science books and tickets to the Zoo. Each of the 26 participating schools is underwritten by a sponsor. Since 1989, more than 36,000 students have gone through the program.

In 2013-14, the Education Department expanded early childhood programming offered to Milwaukee Public Schools. The Extended Learning Program allows preschool children, each with a parent or family member, to attend a special Zoological Society class for free. Many of the children have disabilities or special needs. One father of a child with special needs said he’d never seen his son learning and engaging the way he was in the class, according to James Mills, director of conservation education. The program grew to six sessions this year, and Mills hopes to expand it more in the future.

The Society tweaked its program with Big Brothers Big Sisters this year. Instead of organizing a general Zoo-visit day for “Bigs” and “Littles,” the pairs were invited to complimentary animal-science classes through funding from U.S. Bank. The Society also offers free summer camps for disadvantaged youth from Milwaukee-area community centers with support from several organizations.

Kohl’s Wild Theater
Kohl’s Wild Theater (KWT), created in 2010 as a partnership between the Zoological Society and Kohl’s Cares, offers free performances at the Zoo and at schools, community centers and events within a one-hour radius of the Zoo. It has grown into the largest zoo-based theater program in the country. A new three-year grant of $1.5 million, announced in 2013, allowed for the expansion of the program and the 2014 renovation of the KWT space at the Zoo.

The KWT team spent 2013-14 creating a new show based on the work of Dr. Gay Reinartz, the Society’s conservation coordinator. The team used her work with the Bonobo & Congo Biodiversity Initiative as an example of the real-life applications of STEM — science, technology, engineering and math. The result was a new show, “The Congo Code,” created for grades four through eight that makes exciting use of technology to project scene settings and show offstage characters. Dr. Reinartz was brought to tears as she described the emotional impact of the play after watching a preview performance in August 2014. The play was ready for performances at schools around southeastern Wisconsin starting in October 2014.

In summer 2014, Kohl’s Wild Theater introduced the KWT Passport. Families visiting the KWT stage were given a free passport to collect stamps for all of the KWT experiences around the Zoo, with prizes for those who collected all the stamps. Visitors returned to the Zoo multiple times to collect the stamps, with more than 100 completing the passport.

In September, Society theater coordinator Dave McLellan led a session on theater performance in zoos for the annual Association of Zoos and Aquariums conference in Orlando, Fla. His presentation on the Kohl’s Wild Theater program further established the Zoological Society and Milwaukee County Zoo as leaders in conservation education.
Cameron, played by James Carrington, tries to talk to a bonobo named Lil’ Dude, operated by Samantha Sostarich and Marcus Beyer, in the Kohl’s Wild Theater play “The Congo Code.” The play uses a large screen to project scene settings and show offstage characters as it teaches kids about the applications of STEM.

Renovations to the Kohl’s Wild Theater area at the Zoo include a shade structure to protect the actors. Performances engaged more than 143,000 people at the Zoo and in the community this year. Photo by Richard Brodzeller

Dechia X. (left), 10, and Nevaeh M., 9, of Kluge Elementary School in Milwaukee, look through a microscope during an Animal Ambassador Program. More than 36,000 students have gone through the program since 1989. Photo by Richard Taylor
Since 1910, the Zoological Society of Milwaukee has been an integral partner with the Milwaukee County Zoo. The Society raises millions of dollars a year for support of the Zoo in unrestricted funds, sponsorships, exhibit support and capital projects.

The Society runs the Zoo Pass membership program, supports two veterinary residencies and a pathology residency, plans events for members and non-members, solicits sponsors for Zoo and Society events, and runs Zoo Pride, the volunteer auxiliary of the Society. It also provides support services in the areas of graphic design, information technology and more.

Communications, Marketing & Membership
The Society ended the fiscal year with 48,500 Zoo Pass member households. In 2014, the Zoological Society, Milwaukee County and the Milwaukee County Zoo signed an updated memorandum of understanding defining the roles of each entity in the public-private partnership. As part of this agreement, the Society agreed to give half of Zoo Pass revenue to the Zoo in unrestricted funds instead of paying the Zoo for parking for Zoo Pass Plus members. This is projected to increase the unrestricted funds given to the Zoo from $1.8 million to almost $3 million a year.

This year, the Society introduced the Zoo Pass mobile app. The app offers information about events and animals and uses GPS to help visitors navigate the Zoo. It’s free to members and non-members.

The Society raised $220,000 this year for its Annual Appeal to upgrade the outdoor Gorilla Exhibit. The money was combined with a $100,000 donation from Northwestern Mutual for the project. The new Gorilla Yard will include a water feature, berms to provide protection from the wind and elements, resting platforms to allow basking in the sun and people-watching, new landscape vegetation to provide browse treats in summer, and toys and activities that stimulate the gorillas’ natural curiosity. Construction of the new yard began in late 2014, and the gorillas will be able to enjoy it starting in spring 2015.

The Society had another successful events year, offering fun opportunities for members such as Kids’ Nights, Food Truck Safari and members-only field trips. Fundraisers organized by the Society’s Associate Board raised more than $980,000, including $606,000 from Zoo Ball, the Society’s largest fundraiser of the year.

The Sponsor an Animal program raised more than $168,000 through direct animal sponsorship, the Kids Conservation Club and events. The funds help improve exhibits, upgrade buildings and maintain quality habitats for the animals at the Milwaukee County Zoo. This year, Sponsor an Animal launched a new event, the Zumba® Fitness Party at the Zoo. The event, replacing the Beastly Bowl-a-Thon, was a sellout, raising $6,000. The Society also added food trucks to its member-preview nights for the special summer exhibit, with a portion of food sales going to Sponsor an Animal.

Northwestern Mutual for the project. The new Gorilla Yard will include a water feature, berms to provide protection from the wind and elements, resting platforms to allow basking in the sun and people-watching, new landscape vegetation to provide browse treats in summer, and toys and activities that stimulate the gorillas’ natural curiosity. Construction of the new yard began in late 2014, and the gorillas will be able to enjoy it starting in spring 2015.

Below: Workers from Hawks Landscape create platforms for the new Gorilla Yard, funded by the Annual Appeal and Northwestern Mutual.

Photo by Richard Brodzeller.
Zoo Pride
Zoo Pride’s 630 active volunteers contributed more than 50,000 hours of service to the Zoo and Society in 2013-14. That includes 13,000 hours of service for the Conservation Education Department, where volunteers assisted in classrooms and prepared classroom materials.

Zoo Pride spent a great deal of time in 2013-14 preparing for the Association of Zoos and Aquariums Docents & Volunteers conference, which was held in Milwaukee in October 2014 and drew more than 400 people from across the U.S., Canada and Australia. The organization also worked with Billie Harrison, area supervisor of the Zoo’s Aquatic & Reptile Center, and other Zoo staff to develop the Seafood Watch Committee. The committee educates visitors about the importance of selecting sustainable seafood products and conservation efforts for aquatic wildlife. To help support a new Wisconsin Department of Natural Resources urban forestry grant and other future forestry projects, Zoo Pride worked with the Development Department to create a new Forestry Committee.

Lynn Wilding, Zoo Pride volunteer coordinator, received the 2014 Wile Volunteer Management Award from the Nonprofit Center of Milwaukee. The award recognizes the accomplishments of paid volunteer-management staff who inspire enthusiastic participation by volunteers in an organization.

Creative Department
The Society’s Creative Department of five artists and a researcher provides graphics and design support to the Zoo as well as to the Society. Their vast array of projects range from full-color magazines and invitations to banners and interactive exhibits. In the 2013-14 fiscal year, the department produced multiple print pieces and more than 200 signs in preparation for the Association of Zoos and Aquariums Docents & Volunteers conference held in Milwaukee in October 2014. It also produced video and interactive exhibits for the dairy barn and Florence Mila Borchert Big Cat Country. Together with the Society’s publications team, the Creative Department produces Alive, a seasonal magazine for Zoo Pass members, and Wild Things, a member newsletter published six times a year.
The Development Department serves as the major-gift fundraising arm of the Zoological Society of Milwaukee. In 2013-14, the department welcomed a new vice president, Penny Gutekunst. Here are some of the department’s highlights for the year:

- The Zoological Society received an anonymous $110,000 gift allowing the Zoo’s Animal Health Center to buy new, digital X-ray and ultrasound equipment to replace its analog equipment. This will significantly improve the quality, safety and efficacy of medical care for the more than 2,700 animals at the Zoo. The equipment arrived in winter 2014-15.

- Long-time Society supporters Quinn and Jane Martin donated $25,000 to create the Zoo’s new Red River Hog Exhibit.

- American Transmission Co. (ATC) granted the Zoological Society $5,000 to plant native trees and shrubs in an area by Lake Evinrude that had been cleared of invasive species. The Boy Scouts helped with the planting during Party for the Planet, which is also sponsored by ATC.

- The Society was awarded a matching grant of nearly $13,800 from the state to remove some ash trees at the Zoo and replace them with other tree species to mitigate the effects of emerald ash borer. The urban forestry grant came from the State of Wisconsin Department of Natural Resources Forestry Program as authorized under s.23.097, Wis. Stat.

- Northwestern Mutual contributed $20,000 toward the design phase of the outdoor Gorilla Yard renovation. The company contributed an additional $80,000 for the construction phase in 2014-15.

- Olshan Outreach - Bayshore Town Center awarded Zoo Pride $10,000 for the Association of Zoos and Aquariums Docents & Volunteers conference, held in Milwaukee in October 2014. The money came from change in the parking meters at Bayshore Town Center in Glendale.

Platypus Circle members Quinn and Jane Martin sponsored the new Red River Hog Exhibit. The hogs, Radish and Mango, arrived in summer 2014. Photo by Bob Wickland
Platypus Circle

The Platypus Circle includes individuals, corporations and foundations who share our passion for supporting the Milwaukee County Zoo, conserving endangered animals, and teaching the importance of preserving wildlife and its natural environment. This list includes Platypus members as of Sept. 30, 2014.

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Don and Nora Dreske, of Elm Grove, received the Emu Egg Award, the Zoological Society’s highest honor, at the Platypus Circle Recognition Dinner on Sept. 23, 2014. They have supported the Society for 30 years individually and through their company, Clinicare Corp.

Photo by Richard Brodzeller

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Sendik’s Food Markets/Balistreri
Owned & Operated
Server Products
Mark Shouard
Billie Jean Smith
S.M.M.S. 7th Graders
Jonathan & Kristin Sohn
Stafford Rosenbaum, LLC
Steele Solutions Inc.
Strattec Security Corporation
TVA
Tennessee Family
Thomson Management Services, Inc.
Rick & Carol Treadwell
Tri City National Bank
U.S. Bank
U.S. Cellular
U.S. Foods
Erik Ulvog & Jes Klimas Reish
United Heartland, Inc.
Barbara E. Van Engel
VMP
Lowell Warshawsky
WaterStone Bank
Jim & Jane Wierzb
Wildkat Wellness
Raymond & Kelly Wilson
Dr. Craig Young & Sharon Busey
David & Dorothy Zellmer
Zimmer Thomson Associates, Inc.
Zookeeper Heather Neldner introduces a Humboldt penguin to Betsy and Bill Rezel, Platypus Circle members and Zoo Pride volunteers, at the 2014 Platypus Circle Recognition Dinner.

Photo by Richard Brodzeller
Simba Circle

The Simba Circle is a special group of donors who have included the Zoological Society of Milwaukee as a beneficiary of a planned gift through a will, charitable trust, retirement plan or life insurance policy. Gifts, once received, become a permanent asset of the Society’s endowment fund. We gratefully acknowledge their legacy of support.

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Endowments

The following donors are individuals whose legacies demonstrate their commitment to the Zoological Society in its support of the Milwaukee County Zoo.

The Bertagnolli Endowment
• Zoo Support

The Lynde & Harry Bradley Foundation, Inc.
• Grants for Graduate Student Research

Roland & Florence Schroeder Cron Charitable Unitrust
• Bonobo Species Survival Plan Endowment

Gretchen & Andrew Dawes Endowment Fund
• Veterinary Intern Program

Dohmen Family Foundation
• Hippo Home Exhibit

Robert T. Foote Charitable Trust
• Zoological Society Support

Halbert & Alice Kadish Foundation Inc.
• Student Intern Program Endowment

Mary Ellen Bush & Donna Larsen Estate
• Ornithological Intern

Bill Borchert Larson
• Florence Mila Borchert Big Cat Country
• Idabel Wilmot Borchert Flamingo Exhibit and Overlook

Liz Little Endowment
• Student Intern Program Endowment

Herbert & Nada Mahler Family Aviary Endowment Fund
• The Aviary

McGourthy Family Endowment
• Giraffe Exhibit

The Dorothy J. Nelson Living Trust Endowment
• Student Intern Program Endowment

The Philip Orth Family Fund Endowment
• Annual Appeal Support

Gordana & Milan Racic Endowment
• Education Interns

Reticulated Giraffe Endowment
• Giraffe Exhibit

Elizabeth LaBahn Roesler Endowment
• Zoo Support

Roswell N. & Leona B. Stearns Foundation, Inc.
• Apes of Africa

Liz Ziegler Giraffe Endowment
• Giraffe Exhibit

Zoo Pride Endowment
• Zoo Pride Support

Zoological Society General Endowment
• General Support
The Serengeti Circle is a special group of corporations and foundations that support the Milwaukee County Zoo and Zoological Society of Milwaukee through major gifts, grants and sponsorship of special events, traveling exhibits, attractions, education and conservation programs, and promotions at the $2,500 level and above.

Priceless
Zoo Pride
• Zoo & Zoological Society events and programs

$1,500,000+
Kohl’s Department Stores through Kohl’s Cares
• Kohl’s Wild Theater

$250,000-$499,999
MillerCoors
• Birdies & Eagles Golf Tournament
• Black Bear Exhibit Renovation
• Puttin’ on the Ritz
• Wines & Beers of the World
• Zoo Ball
• Zoo Brew

$100,000-$249,999
Anonymous
• Bonobo & Congo Biodiversity Initiative

Dohmen Family Foundation
• Operational Support

World Wildlife Fund
• Bonobo & Congo Biodiversity Initiative

$50,000-$99,999
Clear Channel Media + Entertainment
• Ride on the Wild Side

Journal Sentinel, Inc.
• Milwaukee Journal Sentinel a la Carte

The Lynde & Harry Bradley Foundation
• Operational Support

Sendik’s Food Markets/Balistreri Owned & Operated
• Halloween at the Zoo
• Summer Special Exhibit – Sting Ray & Shark Bay

Fred Young
• Bonobo & Congo Biodiversity Initiative

$20,000-$49,999
Antonia Foundation
• Animal Ambassador Continuum
• Student Intern Program

Beer Capitol
• Milwaukee Journal Sentinel a la Carte

BMO Harris Bank
• Zoo Map & Information Brochure

Briggs & Stratton Corporation
• Briggs & Stratton Big Backyard at Zoo Terrace

Everett Smith Group
• Zoo Ball

Felburn Foundation
• Bonobo & Congo Biodiversity Initiative

FOX 6
• Family Free Days

Jerome J. & Dorothy H. Holz Family Foundation
• Animal Ambassador
• Animal Ambassador Continuum
• Student Intern Program

Jones Family Fund
• Bonobo & Congo Biodiversity Initiative

Ladish Co. Foundation
• School Programs

ManpowerGroup
• Zoo Ball

Jane & Quinn Martin Charitable Fund
• Red River Hog Exhibit

North Shore Bank
• Family Free Days
• Safari Train

Northwestern Mutual Foundation
• Outdoor Gorilla Exhibit Transformation-Design Phase
• Operational Support

OneTouchPoint Communications Group
• Membership & Marketing Support

Penzey’s Spices
• Carousel
• Summer Camps

Roundy’s Supermarkets, Inc.
• Animal Safari
• Egg Day

Marlene Smith
• Education Support
• Student Intern Program
• Zoo Pride AZADV Conference

Tri City National Bank
• Sky Trail® Ropes Courses & Zip Line
• Sunset Zoofaris

David & Julia Uihlein Charitable Foundation
• Operational Support

Wildlife Conservation Network - Mary S. Boardman Conservation Fund
• Bonobo & Congo Biodiversity Initiative

U.S. Bank
• Big Brothers Big Sisters of Metro Milwaukee Collaboration
• School Programs
• Zoo Ball Dining Venues

U.S. Cellular®
• Animal Ambassador
• Summer Camps for Disadvantaged Youth
• Zoomobile

$10,000-$19,999
Anonymous
• Animal Ambassador Continuum

Aldi
• Lakeview Patio Umbrellas
• Senior Celebration

American Transmission Co.
• Party for the Planet
• Tree Planting Program

Above: Zoo Ball, sponsored by ManpowerGroup and Everett Smith Group, was chaired by Jeff and Sarah Joerres (left couple) and Kathy and Tom Hauske. The theme was “Summertime in the Serengeti.” Right: Maya S., of Shorewood, asks a question during the “What’s Up, Doc?” summer camp. Camps, along with the carousel, are sponsored by Penzey’s Spices. Photos by Richard Taylor

The Serengeti Circle is a special group of corporations and foundations that support the Milwaukee County Zoo and Zoological Society of Milwaukee through major gifts, grants and sponsorship of special events, traveling exhibits, attractions, education and conservation programs, and promotions at the $2,500 level and above.
Siblings Austin (left), 6; Jack, 9; and Sierra, 11, touch a sting ray at the summer exhibit, Sting Ray & Shark Bay, sponsored by Sendik’s Food Markets. Sendik’s also sponsors Halloween activities at the Zoo.

Photo by Richard Taylor
Financial Summary
Zoological Society of Milwaukee County – Year ending Sept. 30, 2014

Support & Revenue

MEMBERSHIP DUES
from all Zoo Pass and Platypus Circle members .................. $6,734,049

CONTRIBUTIONS
toward capital projects, specific programs and support ........ $861,962

SPECIAL EVENTS/PROGRAMS/SPONSORSHIPS
including animal sponsorship, Zoo Ball, education, Society and Zoo special events, and sponsorships ........... $2,293,883

INTEREST INCOME .................................................. $129,238

GRANTS ................................................................. $1,171,197

TOTAL SUPPORT & REVENUE ...................................... $11,190,329

Cost of Support & Revenue
(Support Services)

MEMBERSHIP DUES
Expense of providing benefits to all Zoo Pass and Platypus Circle members ................................. $1,832,542

SPECIAL EVENTS/PROGRAMS
Expense of providing and promoting Society special events/programs .............................................. $533,538

TOTAL COST OF SUPPORT & REVENUE
(Support Services) ...................................................... $2,366,080

Expenses

DIRECT PROJECT COSTS
Expenses relative to capital projects and specific programs .......................................................... $490,967

ZOO SUPPORT
Direct cash and in-kind support to the Milwaukee County Zoo, including expense of providing, promoting and supporting education, graphics, special-exhibit projects, and Zoo special events ................................. $6,818,370

RESEARCH/CONSERVATION
Expenses relating to state, national and international programs supporting species preservation .................. $512,854

GENERAL AND ADMINISTRATIVE
Expenses relating to daily ZSM operations .......................................................... $436,133

TOTAL EXPENSES ...................................................... $8,258,324

TOTAL COST OF SUPPORT AND EXPENSES ............................................. $10,624,404

Receipts

MEMBERSHIP DUES: 60%
SPECIAL EVENTS/PROGRAMS: 21%
CONTRIBUTIONS: 8%
GRANTS: 11%

Expenses

ZOO SUPPORT, CAPITAL & DIRECT PROJECT COSTS: 69%
SUPPORT SERVICES: 22%
RESEARCH/CONSERVATION: 5%
GENERAL & ADMINISTRATIVE: 4%

Grenada frog. Photo by Roger Thorpe