Few years have been busier than 2017 at the Sacramento Zoo. Innovations and attractions spiced up the present and reimagined the future: the draft of a new Master Plan, a rebranding program that brought a whole new look to our website and grounds, a new Mary Healy Memorial Pathway beside the zoo pond, and an array of newborn animals joined the zoo’s collection.

Perhaps most prominently, the first hatch of flamingo chicks at the Sacramento Zoo in nearly two decades was celebrated in the summer. And in June, we celebrated the 90th anniversary of the Sacramento Zoo in William Land Park with a group of community members and dedicated supporters.

The biggest news, however, was our selection of a new zoo director following the departure of Kyle Burks to the Audubon Nature Institute in New Orleans. After a nationwide search that screened nearly 40 prospects and five final candidates, the Sacramento Zoological Society selected Jason Jacobs, the director of the Reid Park Zoo in Tucson, AZ, to become the Sacramento Zoo's CEO.

Jason brings decades of experience, including stints at Walt Disney’s Animal Kingdom and the Los Angeles Zoo, in addition to zoos in Tucson and South Bend, IN.

We chose Jason because of his impressive accomplishments, especially the amazing job he did upgrading the Tucson Zoo. He clearly shares our vision for reimagining the future Sacramento Zoo, with improvements that will make it even better for the animals in our care and the half-million visitors who come through our gates every year. We’re excited about our future. Come to the zoo and see it now!
2017 was an amazing year at the Sacramento Zoo, full of celebration and transformation. We celebrated the zoo’s 90th anniversary and reflected on the generations of families that have enjoyed our zoo over the years. Home to more than 500 native, rare and endangered animals, the non-profit Sacramento Zoo is one of the region’s most well-loved amenities. We welcomed nearly 500,000 guests in 2017 alone.

We also welcomed new animal additions. For the first time since 1999, Caribbean flamingo chicks were hatched at our zoo. These chicks were hand-reared by our incredible veterinary and animal care teams and continue to be a big hit with guests, many of whom return to the zoo repeatedly to observe the chicks as they grow and develop. In September, we celebrated the birth of a beautiful eastern bongo and a playful Wolf’s guenon and we also welcomed Sumatran orangutan, Indah, who came to us from the Houston Zoo.

We depend on generous donors and dedicated staff and volunteers to transform and modernize the zoo. In 2017, facility enhancements included the completion of the new lake and big cat row fencing, new aviaries near the veterinary hospital and lemurs, and the construction of a new climbing and shade structure for the lions. The Mary Healy Lake Path is a beautiful renovation to the zoo, dedicated to the memory of Mary Healy, the zoo’s director from 1999 until she passed in 2014. We also marked the occasion of our 90th anniversary with a vibrant, colorful re-branding which expresses an imaginative vision for the zoo. All of these enhancements focus on improving and prioritizing guest experiences, animals and conservation.

I have always been proud to be part of the dedicated team of staff, trustees and volunteers that make the Sacramento Zoo a success. I was especially proud to serve as interim director for the second half of 2017, and I now look forward to the bright future that the zoo will have under the direction of our new CEO, Jason Jacobs.
The Sacramento Zoo has been a popular amenity in the region for over 90 years, and 2017 was no exception. The zoo saw 490,424 visitors, including visitors to special family events such as Ice Cream Safari, Boo at the Zoo and Star Wars Day. After-hours fundraising events included Wild Affair, Wine & Brew at the Zoo and at the inaugural Wild Games, guests tried their hand at giant beer pong, sumo wrestling, jousting and much more! 2017 was a great time to be a zoo visitor!

Spring and summer births at the zoo this year included several Endangered and Critically Endangered species, including a mongoose lemur, three black and white ruffed lemurs, a thick-billed parrot and an eastern bongo calf. Late summer brought the hatching of six Caribbean flamingo chicks, the first successful hatching of this species at the Sacramento Zoo since 1999, as well as the birth of a third Wolf’s guenon infant.

The Sacramento Zoo also welcomed several newcomers from other zoos, including two North American river otters, two red kangaroos, phantasmal dart frogs and a critically endangered Sumatran orangutan female to join the two other resident Sumatran orangutans.

In conjunction with its 90th birthday celebration, the Sacramento Zoo unveiled a new brand that comprehensively streamlined the zoo’s look both on the grounds and out in the community. The striking orange logo, complete with giraffe profile, brings a cohesive and modern look to the zoo’s brand. As part of the rebrand, the zoo’s Green Team tasked itself...
with repurposing old Sacramento Zoo branded items including name tags, uniforms, letterhead and more to keep as much of it out of the landfill as possible. In the end, 74% of items collected were either repurposed or reused, all the way down to the buttons on old zoo uniforms.

Thanks to a generous donation from a family foundation established in Stockton, the zoo received some needed updates this year. A new perimeter fence was constructed around both lakes at the zoo’s entrance, including a path between the lakes, allowing visitors to see the animals from an entirely new perspective. New fencing was added around the big cat exhibits, and two new aviaries were added: a home for the crested coua pair near the sifaka lemur exhibit, and an aviary near the giraffes.

Additional changes to the zoo included some new “furniture” upon which the African lions are often seen basking in the afternoon sun, and a fresh new coat of paint at the front entrance to coincide with the zoo’s new and colorful brand.

The Veterinary Department continues to provide lifelong compassionate care to the zoo’s animals. Veterinarians and registered veterinary technicians partner with keepers and animal care supervisors to ensure that every animal at the zoo is provided with excellent health care. The zoo’s successful partnership with the UC Davis School of Veterinary Medicine enables us to utilize world-renowned experts in caring for the animals at the zoo. Training programs for veterinary students and residents ensure that the animals will be well cared for today and in future generations.

The Sacramento Zoo family continues to grow, with 98 dedicated staff, 22 Board Trustees and hundreds of volunteers. As a nonprofit organization, the zoo could not do its important work without the help of its 140 docent educators, 165 teen volunteers, 38 keeper aides, and hundreds of event volunteers. For their dedication to the zoo and its animals, we extend our sincerest gratitude.
A visit to the zoo is an immersive experience, connecting visitors with wildlife and nature. Educational programs are designed to comply with California Science Standards and incorporate education, recreation and the unique setting of the zoo. From the over 50,000 schoolchildren that visited the zoo on a field trip to the over 100,000 individuals engaged in a Wildlife Stage Show, Animal Encounter or Keeper Chat, messaging about animals and conservation of species and their habitats continues to be a key component to the visitor experience.

As part of our efforts to remain accessible to the community, proceeds from the half-priced 2017 Sacramento Area Museum Day went directly to fund a scholarship for educational programs. In addition to funds received from private and corporate foundations, this fund will provide resources to thousands of children and families, enabling them to visit the zoo each year from the 24-county region we serve.
As a conservation organization, the Sacramento Zoo is committed to supporting wildlife conservation through financial and in-kind support. In 2017, the Sacramento Zoo contributed over $150,000 to wildlife conservation. Funds support field conservationists, local population management, working with communities to mitigate their impact on species, and habitat protection and restoration. In addition to the 2017 Quarters for Conservation program that supported Union Island Gecko Conservation, Red Panda Conservation and locally, the Mountain Lion Foundation, the Sacramento Zoo provided funding for the following projects:

1. Abbott’s Starlings Research, Kenya
2. African Association of Zoos and Aquaria (PAAZAB), Africa
3. African Grey Parrot Conservation, Kenya
4. Amphibian Ark, Minnesota
5. Asian Hornbill Nest Boxes, Thailand
6. Bay Area Puma Project, California
7. Community Education Workshops, Cameroon
8. Community Empowerment Conservation, Uganda
9. Conservation Biologist Support, California
10. Conservation Breeding Specialist Group, Minnesota
11. Conservation Education and Bird Survey, Cameroon
12. Elephant Shrew Conservation, Kenya
13. Giant Anteater Collar Project, Brazil
14. Giant Garter Snake Field Status, California
15. Giraffe Conservation Foundation, Kenya
16. Greater Sandhill Crane Conservation, California
17. Grey’s Zebra Project, Kenya
18. Gyp’s Vulture Conservation, Pakistan
19. International Snow Leopard Trust, Mongolia
20. Leopard Tortoise Conservation, Kenya
21. Lion/Human Conflict Mitigation, Tanzania
22. Mabula Ground Hornbill Project, South Africa
23. Madagascar Fauna Interest Group, Madagascar
24. Masai Giraffe Conservation, Tanzania
25. Mountain Lion Foundation, California
27. Nido Adoptivo Blue Macaw Conservation, Bolivia
28. North American River Otter Research, California
29. Primate Education Network, Africa
30. Red Panda Network, Nepal
31. Roan Antelope Conservation, Kenya
32. Sahara Conservation Fund, Niger/Chad/Tunisia
33. Seafood Watch Program, California
34. Sea Turtle Education and Conservation, Nigeria
35. Small Cat Conservation, Borneo
36. Snow Leopard Conservancy, Nepal
37. Tangkoko Conservation Education, Indonesia
38. Union Island Gecko Conservation, Saint Vincent and the Grenadines
39. Vaquita Rescue, Mexico
40. Vulture Conservation, Botswana
41. Vulture Conservation, Botswana
42. WCN Field Work Sponsorship, California
43. West African Primate Conservation, Ghana
44. Wildlife Care Association, California
45. Yellow-billed Stork Conservation, Kenya
46. Zoo Conservation Outreach Group, Worldwide

Support for conferences, workshops and worldwide programs are not listed on the map.

The zoo’s local chapter of AAZK (American Association of Zookeepers) also works to advocate for conservation, donating $6,631.63 to nineteen organizations in 2017.
The Sacramento Zoo is home to 567 animals representing 128 species. Of that number, 78 species have been listed by the International Union for Conservation of Nature (IUCN) as Critically Endangered, Endangered or Vulnerable. Of the species that are housed at the zoo, 60 are managed cooperatively as part of the zoo’s participation in programs of the Association of Zoos and Aquariums.
## 2017 FINANCIAL SUMMARY

### REVENUE

- **40%** | Admissions | $3,465,618
- **13%** | Memberships | $1,132,982
- **11%** | Contributions | $931,176
- **8%** | Train/Giraffe/Rentals | $705,618
- **8%** | Other Revenue | $656,342
- **7%** | Concessions | $605,838
- **5%** | City of Sacramento | $454,541
- **4%** | Education | $384,467
- **4%** | Special Events | $369,888

### EXPENSES

- **26%** | Animal Care | $2,148,699
- **23%** | Maintenance | $1,882,309
- **15%** | Visitor Services | $1,178,409
- **12%** | Administrative | $945,445
- **10%** | Education | $848,025
- **7%** | Fundraising | $597,256
- **7%** | Public Relations | $572,402

## STATEMENT OF FINANCIAL POSITION

**AS OF DECEMBER 31, 2017**

### Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets:</td>
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</tr>
<tr>
<td>Cash and equivalents</td>
<td>$2,328,277</td>
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<tr>
<td>Accounts receivable</td>
<td>82,179</td>
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<tr>
<td>Prepaid expenses and other current assets</td>
<td>99,594</td>
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<tr>
<td><strong>Total Current Assets</strong></td>
<td>$2,510,050</td>
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<tr>
<td>Investments</td>
<td>6,000,580</td>
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<tr>
<td>Property and Equipment – Net</td>
<td>6,337,258</td>
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<tr>
<td>Charitable Remainder Trust Assets</td>
<td>676,523</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td>$15,524,411</td>
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</table>

### Liabilities and Net Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Current Liabilities:</td>
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</tr>
<tr>
<td>Accounts payable</td>
<td>$204,193</td>
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<tr>
<td>Accrued and other liabilities</td>
<td>319,800</td>
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<tr>
<td>Deferred revenue</td>
<td>451,565</td>
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<td><strong>Total Liabilities</strong></td>
<td>$975,558</td>
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<tr>
<td>Net Assets:</td>
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</tr>
<tr>
<td>Unrestricted</td>
<td>8,459,664</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>2,700,429</td>
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<tr>
<td>Permanently restricted</td>
<td>3,388,760</td>
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<tr>
<td><strong>Total Net Assets</strong></td>
<td>$14,548,853</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>$15,524,411</td>
</tr>
</tbody>
</table>

This statement presents a brief overview of the Sacramento Zoological Society’s financial activities for the year ended December 31, 2017. To review a complete copy of the audited Financial Statements and Report of Independent Certified Public Accountants with all accompanying notes, please refer to the Society’s website at www.saczoo.org.
THE SACRAMENTO ZOOLOGICAL SOCIETY GREATLY APPRECIATES THE GENEROUS DONORS WHO SUPPORTED THE ZOO THIS YEAR THROUGH GRANTS, SPONSORSHIPS, BEQUESTS, CORPORATE CONTRIBUTIONS, IN-KIND DONATIONS, RECURRING DONATIONS AND OTHER GIFTS.

GIFTS OF $100,000 AND ABOVE
Anonymous
Barbara A. Carr
Carol Hunter
Estate of Frances A. Gittinger
GIFTS OF $50,000 TO $99,999
Contribution, In-Kind Donation, Recurring Donation, and Other Gifts. Supported the Zoo This Year Through Grants, Sponsorships, Bequests, Corporate Contributions, In-Kind Donations, Recurring Donations and Other Gifts.
GIFTS OF $250 TO $499

Michelle & Paul Abe
Bobi Ace
Adrian Blanco Jewelry
Katherine & Jan Akins
Favianna M. Alvarez
Margaret & Harry Andersen
Julie Applegate & Paul Vega
Joanne & Robert Arellanes
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& Michael Baerresen
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Sharon & Steven Bogard
Vera Boychenko
Broadstone Racquet Club
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Steven & Julie Bruce
Daniel & Rhea Brunner
Sue & Dave Brunton
Paul & Christine Brust
Brookes & Max Byrd
Jennifer & Robert Chikasawa
Robert & Tracey Churchill
Kelly Circle
Victoria & Glenn Cline
Norman & Shannon Colby
Frances L. Coletti
Linda L. Copes
Carolyn & Steve Cranford
Kelly A. Cullers
Cathy Dal Ben
Antoinette & Ralph de Vere White
Kathleen & James Deeringer
Amber & Allen Delgado
Kimberly & Jim Dobrinski
Debbie & Mike Dunham
Gayle F. Eggleston
Carol Elliott
Donna Ellison & Charles Conley
Sylvia Enoch
Barbara L. Evans
Nancy & Kenneth Evans
Express Office Products, Inc.
Elizabeth A. Fassler
Katelyn Ferrie
Elizabeth Fiske
Theresa & Joseph Franks
Charles & Lori Franz
Rochelle Fulton
Tony Ganzer & Danise Seaters
Grace L. Garcia
Ann Geiger
Girl Scouts Heart of Central California Troop 1797
Janene Gordon & Carol Owston
David & Deborah Gordon
Anthony D. Grace & Jackie Lalier
Stuart & Rick Grant-Coons
Wanda L. Graves
& Stephen Duschka
Bonnie & Daniel Green
Elizabeth & Al Gress
Okasa Guy
William & Carolyn Hamilton
Jane Hansjorgen
& Alanson Hertzberg
Fedolia & Michelle Harris
Phyllis Heisler
Debbie & Robert Hess
Carmen & Lee Hiatt
John & Suzanne Hopkins
James & Leslie Houpot
Frederick L. Jacobsen
Kristine R. James
Tim & Alice Jarboe
Sandra Jenkins
Norma & Gerald Jones
Lial Jones
Eric Jungemann
Kaia FIT Sacramento,
Sunrise, Carmichael
Ranelle Kanouse
Dennis & Gina Kauffman
Stephen & Cynthia Kelly
Bill & Roseann Kerby
Esther Kerster
Robert T. Kingsley
& Melissa Thorne
Christina King-Talley
Mary L. Klein
Mary Koons
Greg M. Lang
Diane Larrey
Dr. Leland Lee
Mr. Wilson Lee
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Lone Buffalo Vineyards
Peter & Eliza Love
Michael & Deborah Luthi
Bea MacDermott
Wendy Maciack
Mango Beads
Jo Marie Marcozzi-Pirie
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Harry Meyers
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Ronald Middleton
Burnett & Miri m Miller
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& Elizabeth Zambrano
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Thomas & Maria Nobert
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Karen O’Haire
Lorraine Olsen
Daniel & Alma Paige
Amisha Patel
Bruce Penrose
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Dr. Margaret Portwood
& Steve McCormick
Linda & Royce Price
Deborah Prucha
John & Lauren Pullen
Gay & Kris Radovich
Remy Moore Manley, LLP
Renewal by Andersen
of Sacramento
Paul Richman
& Victoria Simmons
Douglas Richter
Brittney Ridge
Jill & Everett Robillard
Marisela Robin
Dr. Gayle Rodda Kurtz
Lizette E. Rojas
Sally Roloff
Tracy Romo
Jesse & Maryanne Rubalcaba
Anne Rudin
Betty & Patrick Ryan
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Frances M. Saner
David & Maurine Santiago
Susan Savage
Scott & Devonne Schmolke
Julia & Douglas Sharpe
Rosemary Sierras
Ms. Sandra Silva
Amanda & Brian Sittarich
Jean Skillcorn
Steven Smith
Hedda Smithson
Jean & Archie Sorenson
Albert Souza
Adrienne Spease-Kinke
Sprouts Farmers Market
Store #267
Torn & Meg Stallard
Linda & Chuck Stechman
Richard & Gay Steere
Sandra Stucke
Lynn Taron-Iingham
The Citizen Hotel
Joseph A. Thebeau
& Leah Antonetti
Deborah Thorburn
Nancy & Marcie Talk
Torchbearer Lambda
John & Fernando Torres
UBS Financial Services
Rosa Umbach
Janice Van Alstyne
Becky Van Nest
& Suleyman Kurtulus
Donna & Bruce Vann
Gloria and Dean Smith
Linn A. Tyler
Mike & Bobbie Voris
Pam Williams & Rick Johnson
*deceased

All supporters as of December 31, 2017. The Sacramento Zoological Society deeply regrets the omission of any individual, corporate or foundation names. Please inform the Development Department at (916) 808-8815 or acable@saczoo.org if there is an error or omission so we may update our records.
LEAVE A LEGACY THAT WILL MAKE A DIFFERENCE IN THE FUTURE OF THE SACRAMENTO ZOO.

Leave a legacy that will support the future of the Sacramento Zoo. The Wildlife Heritage Guild is a group of generous individuals who have remembered the Sacramento Zoo in their estate plans. The nonprofit Sacramento Zoo relies on private contributions from those who value the zoo and its role in the community.

For more information about how you can support the future of the zoo, call the Development Department at 916-808-3713.

saczoo.org