



Dear Zoo Friends:

Thanks to your partnership and generous support, the Henry Vilas Zoo had a tremendous year in 2014! We welcomed over 725,000 visitors – all of whom experienced our world-class, AZA Accredited zoo completely free, just as all visitors have for our 104-year history! **Your support makes this tradition possible.**

We welcomed many new additions to the Henry Vilas Zoo family in 2014. Pelo, a male lion, joined our big cat collection. Rock hyrax can now be seen with the colobus monkeys at the primate building, and ornate box turtles, several new species of birds, and additional education animals were added to expand our family.

The most exciting and visible change to the Henry Vilas Zoo in 2014 though was the major construction project of the new Arctic Passage, which broke ground in March. A project that has been ten years in the making, the Arctic Passage is the largest renovation in our zoo's history! When the Arctic Passage opens in 2015, we promise you'll be wowed by the naturalistic habitats for the bears and seals, the interactive educational experiences, and the sustainable design features. And you'll have the chance to dine in the zoo's first ever indoor restaurant!

Through generous donations, we were also able to secure our first new residents for the Arctic Passage – two grizzly bear sisters, who are awaiting their move from a zoo in North Dakota.

It takes support of all kinds to make the Henry Vilas Zoo great. **We are stronger because of the 850 volunteers who gave over 17,000 hours to our zoo this past year.**

All of us here are committed to conservation at home and abroad and actively work with conservation partners to ensure species for future generations. One result of this commitment is the addition of two critically endangered Somali wild asses and two additional red pandas which were made possible through community support on Giving Tuesday in November.

As we look ahead to 2015, the momentum keeps building toward new animals and our new Arctic Passage. **Your continued partnership will help the Henry Vilas Zoo thrive as a true community treasure.**

Sincerely,



Alison Prange

Alison Prange
Executive Director



Ronda Schwertz

Ronda Schwertz
Zoo Director

606 South Randall Avenue, Madison, WI 53715 t: 608.258.9490 f: 608.258.1490 www.vilas zoo.org

▼ Please return form in enclosed envelope. ▼

✓YES, I want to continue my support of the Henry Vilas Zoo!

Please accept my contribution of:

\$25 \$50 \$100 Other \$ _____

E-mail: _____ Phone: _____

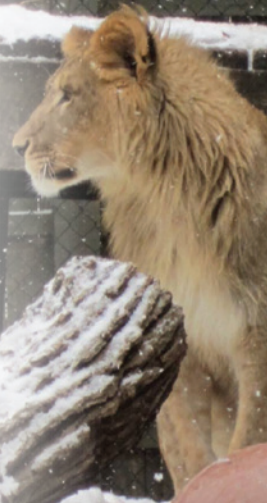
PAYMENT: Check Enclosed* MasterCard Visa American Express Discover

CARD #: _____

EXPIRATION DATE: ____ / ____ CARD SECURITY CODE: _____

SIGNATURE: _____

*Please make checks payable to the **Friends of the Henry Vilas Zoo**. • You can also donate online at vilas zoo.org



Friends of the Zoo is a 501(c)(3) non profit organization and your gift is tax-deductible.

FINANCIALS

Henry Vilas Park Zoological Society 2014 Financial Summary for period ending December 31st.

MEMBERSHIP – For the period April 1, 2013 to December 31, 2014, the Society maintained a membership base of more than 1,600 member households.

FUNDRAISING PROGRAMS – Henry Vilas Park Zoological Society operates all revenue programs associated with Henry Vilas Zoo. These ongoing programs include but are not limited to: Fundraising Revenue, including: Annual Giving, Membership, Fundraising events, Capital Campaigns and Conservation. In addition, the Society also receives bequests, memorial contributions and in-kind gifts of goods and services. All on-grounds revenue sources including: the Zoo Restaurant, Concessions and Gift Shops as well as Education Program Funding.

STATEMENT OF ACTIVITIES:

Support and Revenue

Contributions, Special Events & Memberships	\$2,937,064
Concessions Receipts (net of cost of goods sold)	\$ 897,411
Education Programs and Other income	\$ 49,145
Investment Income	\$ 15,415
Total Revenues.....	\$ 3,899,035

Expenses

Program Services, Concessions & Supporting Activities..	\$1,647,856
Capital Improvements to Henry Vilas Zoo	\$ 3,784,379
Total Expenses and Additions	\$ 5,432,235

*Audited statement available upon request

STATEMENT OF FINANCIAL POSITION:

Assets

Cash & Short Term Bank Savings	\$4,603,907
Certificates of Deposit	\$ 502,480
Pledges Receivable	\$ 466,837
Inventories	\$ 67,917
Property Less Depreciation	\$ 62,811
Total Assets	\$ 5,703,952

Liabilities

Accounts Payable	\$ 797,612
Committed to Zoo Renovation Projects	\$ 1,544,770

Net Assets

Reserves for Future Capital Improvements	
Unrestricted	\$ 2,642,184
Temporarily Restricted	\$ 719,386
Total Assets	\$ 5,703,952

CHIEF ADMINISTRATIVE PERSONNEL

Alison Prange	Executive Director
Brent Walter	Director of Operations
Dan Olszewski	Board Chair

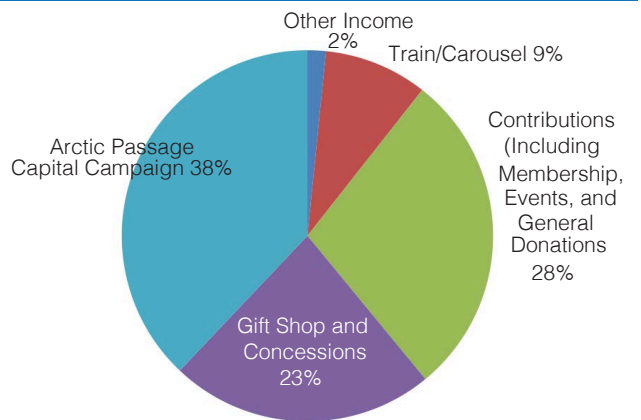
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YOUR GIFT HELPS TO ENSURE:

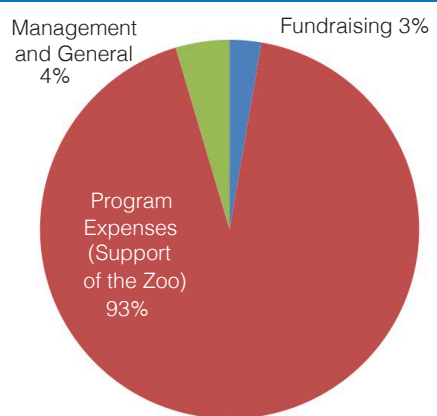
- ✿ The best in care for all of our animals.
- ✿ A direct connection for all guests to all zoo animals.
- ✿ Improvements to existing animal habitats and construction of new exhibits.
- ✿ The best possible guest experience and interactive learning opportunities.
- ✿ The legacy of your Henry Vilas Zoo for generations to come.



2014 REVENUE



2014 EXPENSES



Conserving Resources – In an effort to fulfill our mission to conserve our planet's valuable resources, we are sending you a shortened annual report. If you have questions, please give us a call at 608-258-9490.

