

FINANCIALS

Henry Vilas Park Zoological Society 2016 Financial Summary for period ending December 31, 2016.

MEMBERSHIP – For the period January 1, 2016, to December 31, 2016, the Friends increased our number of member households to 2,417.

FUNDRAISING PROGRAMS – In addition to membership and fundraising events, the Friends ongoing fundraising programs include: Adopt an Animal; Zoo Bench purchases; rentals of the main Zoo Tent; Corporate Night at the Zoo rentals; Zoo Concessions; Gift Shop; and other special campaigns. The Friends also receives donations, bequests, memorial contributions, and in-kind gifts of goods and services.

STATEMENT OF ACTIVITIES:

Support and Revenue

Contributions (Membership, Events, and General Donations).....	\$2,479,797
Net Sales (Gift Shop, Concessions, Train and Carousel).....	\$1,076,647
Investment Income and Other.....	\$41,617
Total Revenues.....	\$3,598,061

Expenses

Program Services:	
Henry Vilas Zoo Programs.....	\$1,841,923
Visitor Services.....	\$877,454
Educational Programs.....	\$107,558
Volunteer Programs.....	\$6,429
Supporting Activities:	
Management and General.....	\$332,491
Fundraising.....	\$288,750
Total Expenses.....	\$3,454,605

*Audited statement available upon request

STATEMENT OF FINANCIAL POSITION:

Assets

Cash and Cash Equivalents.....	\$6,494,605
Accounts and Pledges Receivable.....	\$328,801
Inventories.....	\$102,511
Paid Expenses.....	\$2,756
Equipment (Net).....	\$127,584
Total Assets.....	\$7,055,757

Liabilities

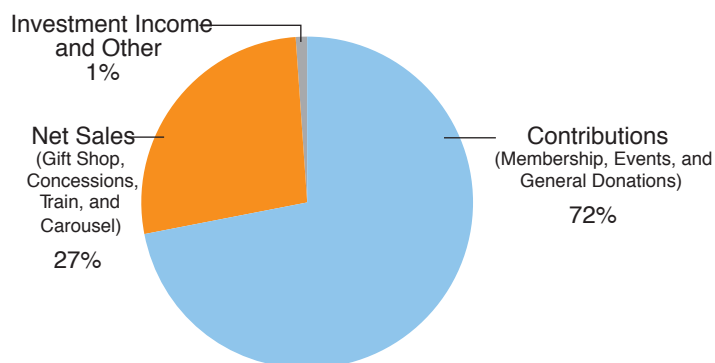
Accounts Payable.....	\$454,667
Accrued Payroll and Related Expenses.....	\$66,152
Henry Vilas Zoo Contributions.....	\$854,180
Deferred Revenue.....	\$-
Total Liabilities.....	\$1,374,999

Net Assets

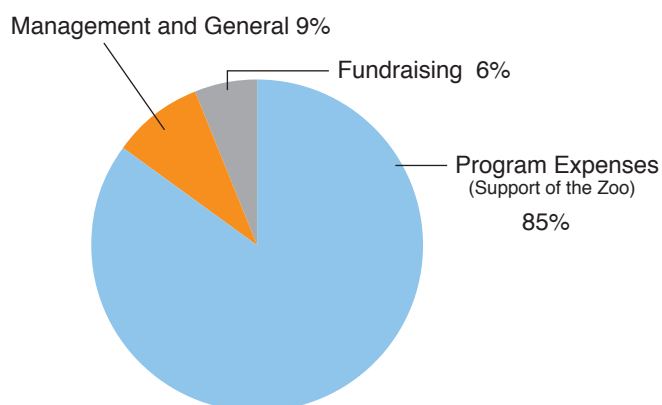
Undesignated.....	\$1,130,446
Board Designated Operating Reserve.....	\$3,000,000
Board Designated Endowment.....	\$630,122
Temporarily Restricted.....	\$550,312
Permanently Restricted.....	\$369,878
Total Assets.....	\$5,680,758

Total Net..... **\$7,055,757**

2016 REVENUE



2016 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**