



Dear Friends,

Why do you love the Henry Vilas Zoo? Is it the animals – seeing your favorites, like the tiger, lions, reptiles, lemurs, or polar bears? Is it the proximity – a few blocks away from your home in Madison or a short drive from your hometown in southern Wisconsin? Is it the mission – the zoo's commitment to conservation and preservation? Is it the cost of admission and parking – which is, as you know, free and accessible to all?

Whatever the reason you support the zoo, we are extremely grateful! And here's one more reason the Henry Vilas Zoo is a good charitable investment: we take great care of your financial contributions. **I've included a 2015 financial overview with this letter, and the numbers show we're in a strong fiscal position.** With your continued support, the zoo is poised for long-term stability and growth. And to further strengthen our solid financial situation, we are establishing an endowment at the zoo this year. We're very pleased, and you should be too! Thank you!

Have you visited the Arctic Passage exhibit that opened in 2015? It has enhanced the zoo experience, and it's clear that visitors enjoy it! Our new polar bears, the grizzly bear sisters, and our beloved harbor seals have attracted thousands of visitors. The Arctic Passage was a popular destination in the summer of 2015 when it opened, and it was thrilling to watch the polar bears play in their natural habitat as the snow fell in the winter. **We set a new record for attendance last year, receiving over 930,000 visits!**

Looking ahead, the spotlight will shift from the Arctic to our home state of Wisconsin. As the beloved zoo in our state's capital, it is only fitting that we provide education about and an experience with the wildlife that make our state great. The Henry Vilas Zoo took in the original Bucky Badger from the University of Wisconsin when it became too fierce to patrol the sidelines as a mascot. **We will extend that legacy in 2016 when we "Bring Bucky Home" by welcoming a new Bucky Badger to a brand-new exhibit!** Bucky will join our current badger brothers, Kaminsky and Dekker, and sandhill cranes in a new home called the Wisconsin Heritage Exhibit, set to open this fall.

We want to hear what you think! Please take a moment and fill out the brief survey about your experience with the zoo. Your continued support is so important to sustaining the Henry Vilas Zoo and its programs for all to enjoy. We want to find out what you would like to see here at the zoo and how we can best serve you as a zoo supporter.

Your continued support and partnership makes us stronger.

Go Bucky,

A handwritten signature in blue ink that reads "Alison Prange".

Alison Prange  
Executive Director

# FINANCIALS

Henry Vilas Park Zoological Society 2015 Financial Summary for period ending December 31, 2015.

**MEMBERSHIP** – For the period January 1, 2015, to December 31, 2015, the Friends increased our number of member households to 2,250 (an increase of almost 30%!).

**FUNDRAISING PROGRAMS** – In addition to membership and fundraising events, the Friends ongoing fundraising programs include: Befriend 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) .....	\$3,129,254
Net Sales (Gift Shop, Concessions, Train, and Carousel) .....	\$1,182,896
Investment Income and Other .....	\$ 19,206
<b>Total Revenues</b> .....	<b>\$4,331,356</b>

### Expenses

Program Services:	
Henry Vilas Zoo Programs .....	\$1,808,214
Visitor Services .....	\$ 730,498
Educational Programs .....	\$ 96,340
Volunteer Programs .....	\$ 7,633
Supporting Activities:	
Management and General .....	\$ 291,341
Fundraising .....	\$ 190,639
<b>Total Expenses</b> .....	<b>\$3,124,665</b>

\*Audited statement available upon request

## STATEMENT OF FINANCIAL POSITION:

### Assets

Cash and Cash Equivalents .....	\$4,750,301
Accounts and Pledges Receivable .....	\$ 505,376
Inventories .....	\$ 79,934
Paid Expenses .....	\$ 500
Equipment (Net) .....	\$ 127,485
<b>Total Assets</b> .....	<b>\$5,463,596</b>

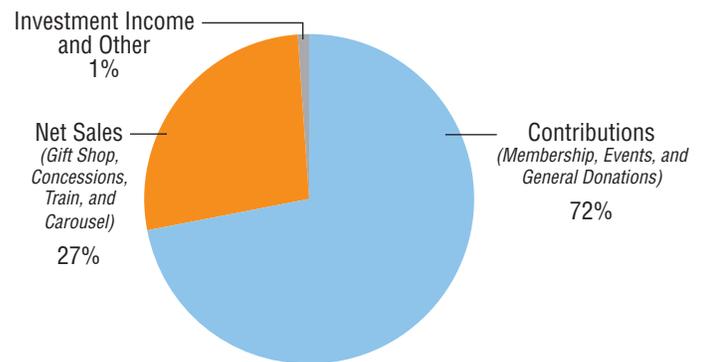
### Liabilities

Accounts Payable .....	\$ 35,822
Accrued Payroll and Related Expenses .....	\$ 20,690
Henry Vilas Zoo Contributions .....	\$ 833,823
Deferred Revenue .....	\$ 5,000
<b>Total Liabilities</b> .....	<b>\$ 895,335</b>

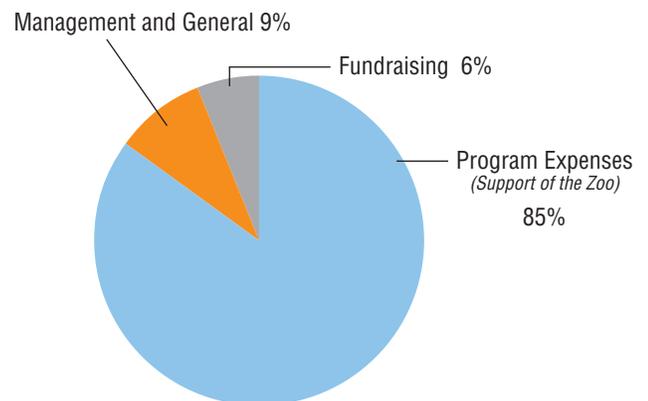
### Net Assets

Undesignated .....	\$ 576,665
Board Designated (Operating Reserve) .....	\$3,000,000
<i>Total Unrestricted</i> .....	<i>\$3,576,665</i>
Temporarily Restricted .....	\$ 991,596
<b>Total Net Assets</b> .....	<b>\$4,568,261</b>
<b>Total Net Assets and Liabilities</b> .....	<b>\$5,463,596</b>

## 2015 REVENUE



## 2015 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.