MISSION STATEMENT
John Ball Zoo inspires our community to be actively engaged in the conservation of wildlife and our natural environment.

2017
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ACCREDITED BY THE ASSOCIATION OF ZOOS & AQUARIUMS &

JBZ Annual Report 2017 © John Ball Zoo 2018
Design and layout by Susan Hinkle
Photos by Susan Hinkle unless otherwise noted
DEAR FRIENDS,

It was a legendary year in 2017. The Zoo experienced record breaking attendance with 543,000 visitors. We welcomed our first red panda, Wyatt, who quickly adapted to his new home designed and built by our own staff. Wyatt instantly became an international star. He was even getting fan mail from as far away as Singapore.

The Zoo hosted the national conference for the Aquarium and Zoo Facilities Association. JBZ staff was thrilled to share our extensive green initiatives. The Food and Gifts departments had a record breaking year with their new and varied choices. You helped us complete the beautiful new Western Valley ADA pathway.

We also created two new events in 2017 - Rock, Roar, and Pour and Legends of the Zoo. Both were successful and both brought new and continuing supporters to the Zoo. The Legends event honored our first inductees - Bea Idema and David Frey. They are longtime supporters and both were invaluable in the 2012 Forest Realm expansion of the Zoo.

So many legends, so many people make the Zoo great. So many of you to thank. Enjoy a quick look back at 2017 in this annual report. Visit soon and enjoy the beautiful Zoo you have built.

Many thanks,

Peter D’Arienzo
Chief Executive Officer

Kyle Irwin
2017 Zoo Board Chair
It was a wonderful year at the Zoo!
Thanks to you - our guests, our members, our donors, and our community - John Ball Zoo experienced a year of many firsts and all-time highs. You make our Zoo a cherished treasure. It’s a place where all are welcome and West Michigan comes together to connect with our natural world.

Guests - 543,000
An all-time high for John Ball Zoo, making us the 5th most attended cultural institution in the state and 2nd most attended in West Michigan.

Members - 10,350
With more Members than ever before, you are truly the heart and soul of the Zoo.

Donors - 1,244
Another all-time high. Your generous support is crucial for all that we do and for our future growth.
Wildlife Education for All
Your support makes John Ball Zoo a unique and essential center for education. With programs for all ages, the Zoo offers something for everyone.

Students and Teachers
53,600 students and their teachers visited the Zoo. It is always a memorable class trip and, thanks to millage support, school visits became free for Kent County school groups in 2017.

JUMP - Kids and Families
More than 40,000 kids and their families visited the Zoo as part of the JUMP program. Now in its 21st year, JUMP is a donor supported program that provides a free day at the Zoo for economically disadvantaged youth and their families.

Programs - On and Off Site
915 educational programs took place in 2017. These include camps, day classes, workshops and educational tours. Through our Animal Ambassadors program the Zoo also ventures out into West Michigan to visit schools, day cares and other community centers.
ENGAGING OUR COMMUNITY...
We love finding more ways to have fun and bring people together at the Zoo!

RendeZoo 2017
Let’s Flamingle

John Ball Zoo’s largest fundraising event is a great evening out. Food, music and animals along with our awesome auction. Who wouldn’t want to party at the Zoo?!

Rock, Roar and Pour

A new event for 2017, Rock, Roar and Pour is a time for adults to experience the Zoo after hours and without children - all while enjoying a frosty beverage, music, and animal encounters.

Legends of the Zoo

Another first for 2017. It’s a gala celebration with a Zoo twist. We were honored to recognize Bea Idema and David Frey - our first two Legends - for all they do for the Zoo and our community.
Members Nights
Every spring and summer the Zoo hosts members-only events that bring John Ball Zoo members together for a special evening all their own. Entertainment and a sneak peak at the newest additions are featured activities.

Zoo Goes Boo and Monster Mash
Always a fall favorite - at Zoo Goes Boo, guests see the Zoo all decked out for Halloween. Adults and kids wear their costumes to trick or treat with the animals and enjoy the autumn colors. Monster Mash is a members-only, after hours version of the event.

Christmas for the Animals
A visit with Santa, real reindeer, and holiday cheer - Christmas for the Animals is a great time at the Zoo for families and friends.
NEW IN 2017

Realm of Flight Bird Show

The conservation-themed free flight show featuring ten exotic performers was another big hit. The show is presented in a woodland amphitheater nestled in the Forest Realm. The facility was designed and built by Zoo staff and features a hand crafted backdrop and indoor/outdoor bird housing.

Wyatt the Red Panda

Our new red panda is a superstar. He’s even cuter in person and fascinating to watch. Wyatt’s state-of-the-art habitat was made possible, in large part, by the friends and family of local businessman and philanthropist, the late Ed Elderkin.

Backyard Butterflies

The butterfly exhibit on the South American boardwalk was completely renovated and expanded. It includes custom details crafted by Zoo staff and provides space to raise and display many more species native to Michigan.

Outdoor Living

Oscar, the black-footed cat, and our African spurred tortoises are enjoying outdoor living space at the entrance to the Treasures building. Oscar has free-choice access to his backyard through a tunnel which connects to his indoor habitat.
Western Valley Pathway
Through your generosity we were able to renovate the entire western valley. In our efforts to make the entire Zoo more accessible for everyone, this second to last remaining path was fully funded through charitable gifts.

Veterinary Equipment
Just like us humans, aging animals begin to experience some aches and pains. To ease and, in some cases, even fully alleviate discomfort, the Zoo purchased a therapy laser in 2017. This too was made possible by a generous donor gift.

Preservation of Species
At the heart of John Ball Zoo’s mission, as for all Association of Zoos and Aquarium institutions, is the preservation of species. The Zoo participated in 37 Species Survival Plans working to save endangered animals around the world. Participation in the Animals! Animals! sponsorship program was at an all time high. Gifts made to Animals! Animals! help fund these efforts and the Zoo’s Wildlife Conservation Fund.
**FINANCIAL REPORT**
Year Ending December 31, 2017

### ASSETS
- Cash and Equivalents $1,008,922
- Investments 388,626
- Accounts Receivable 14,188
- Pledges Receivable 86,400
- Inventory 156,049
- Prepaid Expenses 165,618
- Intangible Asset 19,167
- Capitalized Expenditures 1,160,123

**TOTAL ASSETS** $2,999,093

### Non Current Assets
- Investments $254,080
- Beneficial interest in assets held by others 98,678
- Property and equipment, net 3,015,993

**TOTAL ASSETS** $6,367,844

### LIABILITIES and NET ASSETS

#### LIABILITIES
- Line of Credit $650,000
- Accounts Payable 567,307
- Accrued Expenses 496,383
- Deferred Income 660,336

**TOTAL LIABILITIES** $2,374,026

#### NET ASSETS
- Unrestricted $2,739,060
- Temporarily Restricted 1,000,678
- Permanently Restricted 254,080

**TOTAL NET ASSETS** $3,993,818

**TOTAL LIABILITIES and NET ASSETS** $6,367,844

### REVENUES and EXPENSES

#### REVENUE and SUPPORT
- Guest Services $4,819,551
- Millage Funding 4,596,214
- Contributions 1,607,422
- Rentals 678,485
- Education 277,350
- Investments 94,845

**TOTAL REVENUES and SUPPORT** $12,073,867

#### EXPENSES
- Program Services
  - Guest Services $2,176,458
  - Animal Care 2,513,696
  - Education 523,801
  - Institutional Advancement 1,033,852
  - Zoo Operations 2,656,923
  - Management and General 1,872,308
- Fundraising 477,316

**TOTAL EXPENSES** $11,254,354

Financial information is from our audited financial statements available on our website at: jbzoo.org/about

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**Revenue and Support**
- Guest Services 40%
- Millage Funding 38%
- Contributions 13%
- Rentals 6%
- Education 2%
- Investments 1%

**Expenses**
- Zoo Operations 24%
- Animal Care 22%
- Guest Services 19%
- Management and General 17%
- Institutional Advancement 9%
- Education 5%
- Fundraising 4%

Photo by Kat Wille
John Ball Zoo is investing in its future. Since becoming a stand alone non-profit in 2014, we are building capacity for growth which will pay dividends for years to come.

The Zoo’s economic impact on West Michigan is more than:

$40,000,000 ANNUALLY

Zoo visitors come from all 83 counties in Michigan and all 50 states.

Our strength is evident in our growing number of members and donors.

John Ball Zoo Membership

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<tr>
<td>2013</td>
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John Ball Zoo Donors

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<td>2016</td>
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<tr>
<td>2017</td>
<td>1,244</td>
</tr>
</tbody>
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Our conservation values are having real impact. Even as attendance grows, we are achieving ever more sustainable ways to manage your zoo.

Changes in water use have saved over 300 million gallons in the past 5 years.

LED light upgrades have saved enough power to pull 10 homes off the grid.

80% of all Zoo waste is recycled or composed and kept out of landfills.
Linda DeJong

by Brenda Stringer

I've known Linda DeJong since 1985. That year she and her husband, Les, joined me on a John Ball Zoo sponsored Kenya Photo Safari. They caught Africa fever. Translated that means they fell in love with Africa. They simply fell in love with the wildlife, the landscape, and the people.

Linda is a kind woman with a big heart. Whenever she makes a donation to the Zoo she always wants to make sure it’s going to do something for the animals. She enjoys making a gift to support our Christmas for the Animals event and providing some funding to buy enrichment items.

One time at a Members Night, I thanked her again for her generosity. As always she looked embarrassed and said, “Oh, I wish I could give more. My gifts are so small. I mean I’m not giving you a million dollars.” This time I was ready for that answer. I asked her how much she thought she had donated since she started making small gifts over 30 years ago. She shook her head no and said she had no idea. When she heard the answer, she nearly fainted. “Really?” she asked. “Really” I said. She had no idea of the total of all those gifts. She was so pleased when she looked at it all adding up to a sizable contribution.

Donors like Linda are precious. They sustain us over time. What seems like not much becomes a lot. Of course, it would be wonderful if every donation was a $1,000,000 but those kinds of gifts don’t happen very often. The $25 gifts, $250 gifts, and $2,500 gifts - month after month or year after year - are very important. The Zoo depends on them. As they add up, they make a huge difference.

Thank you, Linda, for caring so much. You have always wanted to help the animals and believe me you have.
THANK YOU!

$100,000 and above
Michigan Council for Arts and Cultural Affairs
National Endowment for the Arts
Kate Pew Wolters

$25,000 - $99,999
Anonymous
Morrison Family Foundation
Gary and Peg Novosad
The Steve & Amy Van Andel Foundation

$10,000 - $24,999
AMWAY
BISSELL
Dennis and Karen Booth
Marilyn and Bill Crawford
Mimi Cummings
Third Bank
Irwin Seating Company
Daniel and Lucy Johnson
Meijer
The Louis & Helen Padnos Foundation
Louis Padnos Iron & Metal Company
Fund of the Grand Rapids Community Foundation
Pepsi
Pioneer Construction
Sharron Reynolds Elderkin
WGVU Public Media

$5,000 - $9,999
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Gregory and Susan Young
Robert and Mary Younger
Russell and Pamela Yuhas
Rob Zaagman
Ronald Zeep and Nancy Adams
Bill Zinser
M. Jay and Margie Zylstra

JUMP - 21 years of providing free admission for economically disadvantaged students and their families in our community

AMWAY
Krys Bylund
Irwin Seating Company
Keller Foundation
Michigan Council for Arts and Cultural Affairs (MCACA)
National Endowment for the Arts
The Louis & Helen Padnos Foundation
Summer Solstice Party
The Rapid

RENDEZVOOZ 2017 –Let’s Flamingle
The wildest party in town is also a major annual fundraising event

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Fifth Third Bank
Lacks Enterprises
Pepsi

Flock Sponsors
Meijer
Pioneer Construction

Troop Sponsors
BDO
Car City
CLR Design, Inc.
Mimi Cummings
Kyle and Win Irwin
Jack Dykstra Excavating, Inc.
Smith Haughey Rice and Roegge

Herd Sponsors
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Matt and Kristy Becker
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Community Choice Credit Union
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