Greetings

Conservation, education, community and celebrate are our core values and the means by which we achieve our mission. These words will guide you through our 2018 Annual Report.

I hope you are as proud and inspired as we are with the many accomplishments and areas of impact achieved both inside and beyond our metaphorical walls.

Accomplishments including advocating and networking with other zoos and the Michigan legislature to ensure the passage of the Large Carnivore Act (HB 5778). This legislative victory will allow us and other zoos across the state to actively save animals from extinction through the safe breeding of large carnivores, such as Amur tigers, snow leopards, and lions.

From educating guests to cleaning our aquarium tanks, our volunteers help inspire our guests and community to join us in the conservation of wildlife and our environment. We are thankful for our volunteers who gave 20,084 hours of their time to John Ball Zoo!

Since 1998 and thanks to Ruth Jones-Hairston’s vision, the JUMP program has given hundreds of thousands of families the opportunity to create lifelong memories with a family trip to the Zoo. In 2018, the JUMP program gave over 20,000 families this meaningful opportunity.

We also had to overcome some challenges in 2018. The unpredictable and unseasonably rainy and humid weather hit zoos nationwide, and especially in the mid-west, which resulted in decreased attendance. With that said, I am incredibly proud of how our teams collaborated and responded with the creation of new events such as Princess Days which garnered a lot of excitement in the community and helped us to engage new guests in a meaningful way.

In the end, your incredible support sees us through ups and downs by providing stability while inspiring growth! Your partnership has long-lasting impact on the animals in our care and the guests we serve.

Through your continued generous support, John Ball Zoo is growing and poised for a bright future! Thank you!

Peter D’Arienzo, Chief Executive Officer

John Ball Zoo

inspires people to be active participants in the conservation of wildlife and our natural environment.

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Conservation

Advocacy Moves Michigan Zoos Forward

John Ball Zoo proudly advocated and actively worked with other zoos and the Michigan legislature to ensure the passage of the Large Carnivore Act (HB 5778). The passage helps us and other zoos across the state to actively preserve endangered species, including large carnivores, such as Amur tigers, snow leopards, and lions.

The changes to the Large Carnivore Act are an important step towards increased public safety, along with enhanced animal welfare. And, most importantly, a positive step forward in the conservation of endangered species. These changes mandate that institutions requesting to breed large carnivores must meet strict criteria of public safety, animal welfare, and responsible conservation minded breeding.

With our top-notch facility Crawford Tigers of the Realm, including a cub den ready for babies, we already exceed criteria and are very excited at the prospect of breeding our endangered Amur tigers.

The passage of Large Carnivore Act was a true concerted effort by many who understand the act’s positive implications. John Ball Zoo thanks Representative Thomas Albert for sponsoring the bill, along with former Governor Rick Snyder, former Lieutenant Governor Brian Calley, Senator Joe Hune, Senator Tom Barrett, and Diane Thompson CEO of Binder Park Zoo for their efforts.

Wildlife Conservation Fund

Conservation is at the core of the Zoo, and our efforts to save animals from extinction continue to grow. Conservation starts at home but our impact reaches far beyond the Great Lakes watershed. For a Zoo of our size, we are making a significant impact.

Thanks to John Boyles and Dick Faber for starting the conservation fund in 1985 and to our continued support from Animals! Animals! sponsors and other donors, we provided financial support for conservation projects around the globe, including:

- Leopard conservation clubs in India
- Community conservation at Limbe Wildlife Centre in Cameroon
- Camera traps for cheetah conservation in Kenya
- Red panda guardians in Nepal
- Vaccinations to prevent disease transmission to endangered wildlife in Botswana
- Training for primate sanctuary staff in Gabon
- Rangers and equipment to protect Amur tiger in Russia
- AZA’s Saving Animals from Extinction (SAFE) program

John Ball Zoo staff also directly participate in regional field conservation programs in the Great Lakes region.

- Kirkland’s Warbler Census Project
- Frogwatch USA
- Sturgeon Monitoring
- Osprey Nest Monitoring
- Eastern Massasauga Rattlesnake Conservation
- Great Lakes Piping Plover
- Wood Turtle Head Starting Project
- Eastern Box Turtle Tracking and Monitoring
- Monarch Release and Education
- Michigan Butterfly Network

Consortium Member of the Year

The Aquarium & Zoo Facilities Association (AZFA) works to build better zoo and aquarium habitats for animals, and unique visiting experiences for people, while maintaining sustainable practices.

Each year, AZFA members meet to train, idea share, network, and provide a glimpse of the future. They also give a number of awards. However, the Conservation Member of the Year award is only given in those years when a member “contributed the most towards the conservation objectives of the AZFA”.

We are proud to announce that in 2018 the prestigious Conservation Member of the Year award was presented to our very own Allmon Forrester, Director of Facilities, Planning and Sustainability.

Allmon was nominated by his peers, where one noted, John Ball Zoo “has made huge strides in water consumption reductions, implemented green roofs and green walls, installed geothermal technology… And, it all starts with Allmon.” Allmon joins a special group of awardees including members from the Shedd Aquarium, Cincinnati Zoo and San Diego Zoo.

Allmon has been with John Ball Zoo for over 18 years. During his tenure, notable highlights include a 72% decrease in water usage since 2002, saving 731 million gallons. Also, the Zoo’s compost and recycling efforts divert 80% of their waste stream from landfills or incinerators.

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- AZA’s Saving Animals from Extinction (SAFE) program
- Bees and habitat use in Florida

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Volunteer
By giving 20,084 hours to John Ball Zoo, our volunteers are truly VIPs! They inspire our guests and community to join us in the conservation of wildlife and our environment.

Special 2018 highlights are 6,764 volunteer hours to animal care and 4,521 hours to education. We also recognized three outstanding volunteers whose impact was outstanding.

Dive Team Appreciation Award 2018
Grant Pecor has been a volunteer diver in the Aquarium since 2010, diving about once a month for nine years. Grant has been committed longer than any other dive volunteer we have at John Ball Zoo.

Animal Care Volunteer of the Year 2018
Diane St. Pierre has been a volunteer at John Ball Zoo since 2013. Giving more than 1,490 hours to the Zoo over her six years here. Diane has been a volunteer in education, as well as animal care, and with the chimp keepers.

Sandy Wooldridge Memorial Award 2018
This award is traditionally given to an education volunteer for work that reflects the highest degree of knowledge, dedication, and enthusiasm at John Ball Zoo.

Since her first day, Joann Thompson’s enthusiasm, up for anything attitude, and overall kindness has shined here at the Zoo. She received a special merit award her first season and has received many outstanding customer service comments since. Joann started giving her time to the Zoo in 2016 and has not looked back.

Thank you to all of our amazing volunteers!

Parting with Plastic
John Ball Zoo’s teen volunteer program is an opportunity for teens with a love for animals to have an opportunity to join other like-minded teens. Zoo Teens focus on in-Zoo guest interactions, teaching youth, assisting keepers and team building.

In 2018, the John Ball Zoo teen volunteers helped spread the word about single use plastics and encouraged guests to make daily mindful choices to protect wildlife. From July through early August, the teens manned information tables each week within the Zoo dedicated to a different source of plastic and how easy it is to part with it.

Guests were encouraged to sign the “Part with Plastic” pledge and receive easy reminders throughout the program about ways to reduce plastic usage. Our Gift Shop also got into the action and supported the project by offering discounts which matched the weekly project topic.

Wheels on the Bus
There are many adults who remember visiting John Ball Zoo as a student. Through the opportunity afforded by the millage passing in 2016, any Kent County student can visit with their school for free. In 2018, 16,614 Kent County students visited John Ball Zoo, which is a 30% increase in the number of students in 2017.

John Ball Zoo is also an education destination for schools outside of Kent County, with 15,594 additional students visiting the Zoo with their schools.
The Zoo isn’t just for kids. Adults love John Ball Zoo, too! We hosted a great date and friend’s night out with special adult-only Rock, Roar + Pour events. The three-event series gave adults the opportunity to experience the Zoo like never before - at night, with adult beverages, and without any kids, along with live music, animal encounters, and much more!

We know there are many reasons why someone visits John Ball Zoo on a general day or to one of our many events. However, one couple’s note of appreciation for Rock, Roar + Pour was rather unexpected, but touching. The couple expressed their thanks for the adult-only evening. They previously would visit the Zoo with their son but sadly he passed away. They still wanted to enjoy the Zoo and think of him but a general day at the Zoo was too difficult with the other children. Rock, Roar + Pour gave them an evening together to enjoy the Zoo and also remember the Zoo visits with their son.

The JUMP program helps bridge the gap to make John Ball Zoo accessible for all families, as families. JUMP helps make John Ball Zoo a center for family togetherness, while helping to introduce and foster a love of nature, an appreciation for wildlife, and a lifelong passion for science and conservation.

Not only does time spent with one another strengthen families, in doing so it also strengthens our community. Many children visit the Zoo as part of school trips. But for many, economic realities make it difficult for the entire family to come together outside of school. Ruth Jones-Hairston, a former John Ball Zoo board member and principal for Grand Rapids Public Schools, imagined a program that would make the Zoo accessible to families regardless of income. In 1998, the JUMP program was piloted and hundreds of thousands of families have had the opportunity to create lifelong memories with a family trip to John Ball Zoo. In 2018 the JUMP program gave over 20,000 families this opportunity.

As an outdoor party with food, music, silent auction, and animal encounters, RendeZoo is truly the wildest party in town! Themed “Welcome to the Jungle”, 492 guests rocked out to Bren and raised $207,134. Proceeds from this year were dedicated to implementing projects outlined in the Zoo’s Master Facilities Plan in support of the Zoo’s mission, along with supporting projects to save endangered species, provide educational opportunities to children and families, and celebrate wildlife and our community.

Created in 1990, RendeZoo has raised millions of dollars funding many projects and improvements throughout the Zoo. RendeZoo is a critical event which contributes to the Zoo’s annual operating fund and the success of its mission.

With a three year average attendance of 500,000, John Ball Zoo continued as the 2nd most-attended cultural institution west of Detroit. This attendance generated an amazing $40 million in economic impact to the businesses and the communities surrounding the Zoo.

Guests visited John Ball Zoo from all 83 counties in Michigan and every state, including Hawaii and Alaska.

And, thank you for supporting and following us online! The jbzoo.org website had over 1.3 million total page views. With social media also having great growth of 12% on Facebook with nearly 71,000 followers, a 34% growth on Instagram with 11,500 followers, and a 9.6% increase on Twitter with 3,598 followers.

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Canada Lynx
### Financials

**Statement of Activities**
**Year Ending December 31, 2018**

#### ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash &amp; Cash Equivalents</td>
<td>1,740,512</td>
<td>1,008,922</td>
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<tr>
<td>Investments</td>
<td>364,119</td>
<td>386,626</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>2,481</td>
<td>14,188</td>
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<tr>
<td>Pledges receivable, current portion</td>
<td>818,527</td>
<td>86,400</td>
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<tr>
<td>Inventory</td>
<td>168,179</td>
<td>156,049</td>
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<tr>
<td>Prepaid Expenses</td>
<td>91,855</td>
<td>165,618</td>
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<td>Intangible Asset – liquor license, net</td>
<td>17,167</td>
<td>19,167</td>
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<tr>
<td>Capitalized Expenditures</td>
<td>16,172</td>
<td>1,160,123</td>
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<tr>
<td><strong>Total Current Assets</strong></td>
<td>3,219,012</td>
<td>2,999,093</td>
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<tr>
<td><strong>Noncurrent Assets</strong></td>
<td></td>
<td></td>
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<tr>
<td>Pledges receivable, net of current portion</td>
<td>1,960,987</td>
<td>0</td>
</tr>
<tr>
<td>Investments</td>
<td>254,080</td>
<td>254,080</td>
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<tr>
<td>Beneficial interest in assets held by others</td>
<td>87,997</td>
<td>96,678</td>
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<tr>
<td>Property &amp; equipment, net</td>
<td>2,888,691</td>
<td>3,015,993</td>
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<tr>
<td><strong>Total Noncurrent Assets</strong></td>
<td>5,191,755</td>
<td>3,368,751</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>8,410,767</td>
<td>6,367,844</td>
</tr>
</tbody>
</table>

#### LIABILITIES & NET ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Line of Credit</td>
<td>500,000</td>
<td>650,000</td>
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<tr>
<td>Accounts Payable</td>
<td>397,103</td>
<td>567,307</td>
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<tr>
<td>Accrued Expenses</td>
<td>523,047</td>
<td>496,383</td>
</tr>
<tr>
<td>Deferred Income</td>
<td>251,950</td>
<td>660,336</td>
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<tr>
<td><strong>Total Current Liabilities</strong></td>
<td>1,672,100</td>
<td>2,374,026</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Without Donor Restrictions</td>
<td>1,968,636</td>
<td>2,739,060</td>
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<tr>
<td>With Donor Restrictions</td>
<td>4,770,031</td>
<td>1,254,758</td>
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<tr>
<td><strong>Total Net Assets</strong></td>
<td>6,738,667</td>
<td>3,993,818</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES &amp; NET ASSETS</strong></td>
<td>8,410,767</td>
<td>6,367,844</td>
</tr>
</tbody>
</table>

#### REVENUE

- Contributed Revenues – 4,747,543
- Millage Funding – 4,732,184
- Earned & Other Revenues – 6,883,368

#### EXPENSES

- Guest Services – 2,353,478
- Animal Care & Conservation – 2,698,431
- Education – 579,222
- Marketing & Membership – 873,753
- Buildings and Grounds – 4,295,326
- Administration – 2,249,915
- Fundraising – 566,121

### By the Numbers

- **68,983** Hours of Direct Educational Learning
- **28,400** Pounds of Meat Our Big Cats Consumed
- **11,922** John Ball Zoo Memberships
- **57,033** Budgie Feed Sticks Sold
- **20,084** Volunteer Hours Adults & Teens
- **22,758** Ice Cream Cones Enjoyed
- **1,602** Ears of Corn Consumed by Chimps
- **6,286** Guests Who Zipped Across the Top of the Zoo
Thank You

Your generous support of John Ball Zoo makes it possible for us to fulfill our mission. We appreciate each and every gift!

**2018 DONORS**

$100,000 & above
- Anonymous
- Ken Betz
- Michigan Council for Arts & Cultural Affairs
- Dan & Kathleen Molhoek
- Bob Richmond
- Sacred Heart of Jesus Catholic Church
- Wege Foundation

$25,000 – $99,999
- Anonymous
- Kyle & Wen Irwin
- Gary & Sue Milligan
- Gary & Peg Novosad
- Tim & Barbie Schowalter

$10,000 – $24,999
- AMWAY
- Mimi Cummings
- Grand Rapids Community Foundation
- Guardian Alarm
- Dick Hansen & Nannie Ruth Matt & Mabel Heitmeier
- Tracey & Jon Hombrek
- The Hunting Foundation
- Lacks Enterprises
- Rachel & Mike Mraz
- Lori & Kevin Smith
- Brenda & Earl Stringer

$2,500 – $4,999
- Caroline Albano
- American Endowment Foundation
- BDO
- Janet & John Boyles
- Brian S. Nylas, DDS

$500 – $999
- Matt & Sabrina Kind
- Meijer Inc.
- Dean & Nicole Pacific
- Pioneer Construction
- Sharon Reynolds Ederkink
- Mike & Sue Taylor
- WGVU Public Media

$25,000 – $99,999
- Wege Foundation
- Michigan Animal Health Foundation
- Peter C. & Emajean Cook Foundation
- Priority Health
- The Breton Group
- Marilyn A. Tilche
- Tom & Laurie Welch
- Werveine Building Group

$1,000 – $2,499
- 20 Monroe Live
- David & Heather Alfonsi
- All-Weather Seal of West Michigan
- Association of Zoos & Aquariums
- B & V Mechanical Inc.
- Cathy & Mark Bissell
- Janice & Ted Boers
- Cathy & Mark Bissell
- John & Susan Borgman
- Jon & Joyce Bower

$500 – $999
- Tim & Mike Aldrich
- Heather & David Alfonsi
- Ama Alice
- Carol Aline
- Phil & April Alt
- Philip Alt
- Williams & Tracy Althouse
- AMA Yoga
- AmazonSmile Foundation
- American Girl
- A. BROOKE ANDERSON
- Zach Anderson
- Anonymous
- Terry Armstrong
- Mason ARTZ
- John Asplund
- Richard Atha
- Kelly Austin
- Richard Austin
- Bridg Avery
- B.C. Piza
- Daniel & Susan Babin
- Tim Bach
- Gail Bagale
- Allison Baker
- Ashley Baker
- Dan & Kendall Banks
- Paige Barber
- Sarah Barber
- Judith Barnard
- Tommy Barnes
- Stacey Baron
- Lisa Bartrum
- Chad Bassett
- Greg Bassett &
- Katie Polasek
- Kate Patheiever
- Jessica Baxter
- Tim & Joanna Bayle
- Lyn Beaussoleil
- Claudia Becker
- John Bedard
- Michelle Beebe
- Wayne Beehler
- Kristen Begum
- Kate Bekins
- Kristi Bekats
- Mary Lyn & Paul Belden
- Thomas Bement
- Misa Bonsen
- Sandra & Renee Bennett
- Thomas & Elaine Bertram

Thank You

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We appreciate each and every gift!
If your name was omitted please accept our sincere apology & we ask that you bring it to our attention at 616.336.3309 or donate@jbzoo.org.
Amur Tiger