



N.E.W. ZOOLOGICAL  
SOCIETY, INC.™



# ANNUAL REPORT

ACCREDITED BY THE  
ASSOCIATION  
OF ZOOS &  
AQUARIUMS



## ■ LETTER FROM THE **PRESIDENT**



The year 2020 was challenging for the NEW Zoological Society, the Zoo, and many non-profits. Like many groups, cancellations were common for the year. Although the Zoo was shut down for 84 days, Neil and his Team did a fantastic job managing through the shutdown and the safe reopening plan. There was a significant loss of revenue for the Zoo but higher attendance numbers later in the year helped limit the losses. Here are the Society's two fundraisers that were affected in 2020 and their status for 2021:

Skunks Are Beautiful Cribbage Tournament - this event is held in early April. Because of that timing, we had to cancel the tournament for 2020 as well as 2021. We plan to bring this event back bigger and better for

2022. Please consider being a sponsor for this event or participating in the event.

Feast With The Beasts - this is our largest fundraising event of the year. We have been co-sponsors of this event with the Brown County Restaurant Association. The 2020 event was cancelled because of the pandemic. We thank the Restaurant Association for their support of this event for the past 20 years as we continue this event in 2021 with a new format. Please stay tuned to our website for details of the 2021 event scheduled for August 9.

We've launched a Capital Campaign for a new visitor experience at the Zoo. The Canopy Tour is a walkway that will be at tree top level in the Zoo. It will give a new perspective of the Zoo and have many educational components during the tour. If you're interested in supporting this amazing experience, please contact the Society at [newzoosociety@gmail.com](mailto:newzoosociety@gmail.com). Thank you to the groups that have already jumped in and donated to this experience.

We lost several long time supporters of the Society during 2020. We offer our condolences to their families and know they will be missed.

A special thank you to the Society Board. Your hard work, creativity and perseverance is greatly appreciated. Also, thank you to the donors and volunteers of the Society. We could not have made it through 2020 without your support.

### **Gary Ehrbar**

*President*



### **CURRENT BOARD OF DIRECTORS**

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Karl VanRoy

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**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**

## Statement of Activities for the Year Ended Dec. 31, 2020

	Without Donor Restrictions	With Donor Restrictions	Total
<b>REVENUE AND OTHER SUPPORT</b>			
Contributions	\$ 538,962	\$ 71,817	\$ 610,779
Special Events, Net	17,702	–	17,702
Miscellaneous Income	3	–	3
Net Assets Released from Restrictions	5,058	(5,058)	–
<b>TOTAL REVENUES AND OTHER SUPPORT</b>	<b>561,725</b>	<b>66,759</b>	<b>628,484</b>
<b>EXPENSES</b>			
Program Services	97,066	–	97,066
Management and General	26,123	–	26,123
Fundraising	13,998	–	13,998
<b>Total Expenses</b>	<b>137,187</b>	<b>–</b>	<b>137,187</b>
<b>CHANGE IN NET ASSETS FROM OPERATIONS</b>	<b>424,538</b>	<b>66,759</b>	<b>491,297</b>
<b>NON OPERATING ACTIVITIES</b>			
Gain on Investments	62,098	–	62,098
<b>CHANGE IN NET ASSETS</b>	<b>486,636</b>	<b>66,759</b>	<b>553,395</b>
<b>NET ASSETS – BEGINNING</b>	<b>668,489</b>	<b>56,310</b>	<b>724,799</b>
<b>NET ASSETS – ENDING</b>	<b>\$ 1,155,125</b>	<b>\$ 123,069</b>	<b>\$ 1,278,194</b>

## Statement of Financial Position as of Dec. 31, 2020

### ASSETS

#### Current Assets

Cash	\$ 659,410
Bequest Receivable	50,517
Pledges Receivable	5,000
<b>Total Current Assets</b>	<b>714,927</b>

#### Property and Equipment

Furniture and Equipment	12,851
Less: Accumulated Depreciation	(11,598)
<b>Net Property and Equipment</b>	<b>1,253</b>

#### Other Assets

Investments	548,570
Pledges Receivable	
Greater than One Year, Net	13,616
<b>Total Other Assets</b>	<b>562,186</b>

### **TOTAL ASSETS**

**\$ 1,278,366**

### LIABILITIES AND NET ASSETS

#### Current Liabilities

Other Liabilities	\$ 172
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#### Net Assets

Undesignated	606,555
Designated for Endowment	548,570
Designated for Moose Exhibit	–

### **Total Without Donor Restrictions**

1,155,125

With Donor Restrictions

123,069

### **Total Net Assets**

1,278,194

### **TOTAL LIABILITIES AND NET ASSETS**

1,278,366



## Schedule of Functional Expenses for the Year Ended Dec. 31, 2020

EXPENSES	Program Services	Management and General	Fundraising	Total
N.E.W. Zoo.				
Improvements	\$ 93,018	–	–	\$ 93,018
Memorial Garden	460	–	–	460
Brick Expense	–	–	1,282	1,282
Giving Tree	–	–	9,546	9,546
Membership Dues	650	–	–	650
Advertising	–	–	2,295	2,295
Office Supplies	–	1,469	61	1,530
Credit Card Fees	–	723	30	753
Professional Fees	–	5,600	–	5,600
Depreciation	–	480	–	480
Insurance	–	1,245	–	1,245
Outside Services-Wages	2,938	15,866	784	19,588
Miscellaneous Expense	–	740	–	740
<b>TOTAL EXPENSES</b>	<b>\$ 97,066</b>	<b>\$ 26,123</b>	<b>\$ 13,998</b>	<b>\$ 137,187</b>



# ■ SOCIETY DONORS

## **\$10,000.00 and Up**

Rosemary Sarkis Trust  
Ron C. and Pauline P. Heim Charitable Fund, a fund of the Greater Green Bay Community Foundation  
Norbert Will  
Mary Matzke  
Bernard & Alyce Dahlin Foundation  
Greater Green Bay Community Foundation  
George Kress Foundation Inc  
Capital Credit Union

## **\$5,000.00 - \$9,999.00**

Freund Family Foundation  
Ruth & William Merkey Foundation  
Greater Green Bay Community Foundation  
Norbert Will  
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Morley-Murphy Foundation  
E.B. & P.J. Hendrickson Foundation, LTD  
Lumiere Investments  
**\$2,500.00 - \$4,999.00**  
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Tracey Gilbert  
Red Oak Foundation  
Wochinske Family Foundation

## **\$1,000.00 - \$2,499.00**

June Ehrbar  
E.W. & Margaret Leicht Family Fund, a fund of the GGGBCF  
PDQ  
David Pozniak Trust  
Scott & Cindy Wochos Family Fund, a fund of the Greater Green Bay Community Foundation  
Let Me Be Frank Productions

Dr. Wm. David and Mary Jones  
Karl Van Roy  
Green Bay Packers Foundation (GB Packers Give Back)  
CoVantage Credit Union  
Alliance Industries  
BEACHME LLC

## **\$500.00 - \$999.00**

Arthur & Judy Oshefsky  
B Mayflower Farm Family Fund, a fund of the Greater Green Bay Community Foundation  
Tom & Jill Decker  
Margaret Douglas  
George & Beverly French  
Daniel & Martha Gray  
Bill & Jo Guenzel  
Roger Kane  
William Kress  
Jerilyn Mackey  
Beth Riebe  
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Bob & Tina Wagner Charitable Fund  
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## **UP TO \$499**

David Brown  
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Terry & Kris Fulwiler  
Lynette Malcore  
Thomas Meinz  
Wayne & Barbara Mohr  
Lori Schettl  
David and Patricia Van Gheem  
Capital Credit Union  
Associated Bank N.A. Fund a fund of the Greater Green Bay Community Foundation  
Wendy Larson  
American Family Insurance Employee Match  
Frank & Geri Czarnecki

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Steven Veith  
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Patrick Clancey  
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Colleen Fuhrman  
Brendy Hermes  
Mary & Alan Hettiger  
Janet & Benjamin Hiebing  
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Linda Sanderfoot  
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Kelly & Lori Shaw  
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Thomas Butler  
Joan Hogan Fund  
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Joni Reed  
Debbie Hansen  
Thomas Aerts  
Glenda Alvarez  
Richard & Grace English  
Rhoda Esson



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Howard "Mike" and  
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Wanda Hill  
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Norb & Ann Poupore  
In Memory of  
Arnie Rentmeester  
Walter Rickert  
Mary Russart  
Sharon Schultz  
Michelle Thomas  
Tina Timmerman  
Joseph Wucherer  
Brian Henschel  
Robert Merrill  
Bruce & Lois Reineck  
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Malinda Zumer  
Robert Adler

Your generosity allows the NEW Zoo to continue offering excellent animal, education, and conservation programs, to provide an exemplary visitor experience, and to assure a clean and safe environment for our animal collection, staff, and guests from all over Wisconsin and the region.

Our genuine thanks go to you, our faithful friends, who year after year support the NEW Zoo with your philanthropic donations, enabling us to make the wonders of wild life accessible to the entire community.





## ■ LETTER FROM THE ZOO DIRECTOR

The NEW Zoo began the year with what looked like a great start for attendance, then the Covid-19 pandemic swept across the country and the Zoo closed to visitors on March 17th. Our industry like so many industries was hit hard, and the financial and related epidemic tolls will be felt for years to come. The staff met so many challenges with the closing and re-opening with Covid-19 new and innovative procedures in place and operating in this environment. Their efforts and can-do attitude were inspirational, words cannot describe. Like many of you we had to learn how to live in a pandemic world with no script but continuing to write and rewrite the script along the way.

Our colleagues in the AZA (Association of Zoos & Aquariums) provided so much support to each other. With the entire industry hit so hard, zoos and aquariums across the country continued to communicate and collaborate with each other on ways to open and operate our facilities and keep animal welfare up to the gold standard of our industry. New best practices were shared, what was and wasn't working, to general support from a community of just being together. I guess we all learned to distance learn, zoom, attend numerous virtual meetings and really feel how valuable communication with our family, friends, visitors and

community is. Checking in with each other had even more meaning.

Accreditation is the "gold standard" of our industry. There are over 2800 wildlife exhibitors in the country and only 240 are and have received AZA Accreditation. AZA accreditation ensures that the animals you visit at accredited zoos and aquariums receive excellent care and our animal welfare standards are at the very top of the industry. Visitors should be proud to know that this organization has met mandatory, rigorous, professional standards for animal welfare and management, veterinary care, behavioral enrichment, nutrition and staff training. We continued to deliver on our promise as we found out even during a pandemic.

The zoo was closed for a total of 84 days from March until June. I never thought we would see Spring's arrival without visitors to experience the renewing of another year. The sights and sounds of Spring were different without the sounds of visitors. May is usually filled with bus loads of children enjoying the zoo and this year it was so quiet. Finally, in June, it was exciting to re-open with new procedures in place for a safe visit that staff so diligently and creatively found ways to make it happen. Even the animals missed the visitors, one especially, "Aldo" our



black bear when he finally saw visitors he ran around his exhibit in and out of his pool and doing somersaults across his habitat. His jubilation was certainly "a sign of life enjoying life."

We have included in each section of the annual report the many accomplishments of our NEW Zoo staff, N.E.W. Zoological Society, and all the volunteer efforts which without each other we could not provide our community with an accredited zoo and opened during a pandemic. We can't wait for 2021 to also reconnect with our volunteers here on site. We certainly missed them during 2020's covid related restrictions. Congratulations to all their efforts and accomplishments even during





## LETTER FROM THE ZOO DIRECTOR ■

the pandemic that are also highlighted in the 2020 annual report!

The N.E.W. Zoological Society is our official support organization and their ongoing support and efforts are crucial towards the success of the zoo as well as connecting the community with their zoo. The Zoo Society is continually raising funds for new capital improvements. Without a support organization, we would lack the connection to the fiscal support and fundraising opportunities within the community that we reside. The Zoo Society and the many donations received for various projects from their outreach to donors continued to provide new and exciting visitor related experiences. It continues to serve as a great example of a successful public-private partnership that continues to improve your community zoo.

We couldn't have done it without great community support from our donors. When the dust finally settled, the zoo will have realized over \$500,000.00 in revenue loss in 2020. A list of all our donors is included in the report and please thank them for making your NEW Zoo a community treasure built on community support. Remember it is never too late to get involved as well as become a donor; we would love to connect you with an opportunity just right for you!



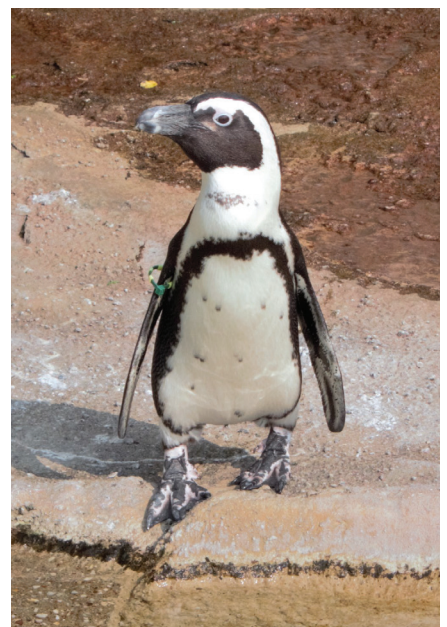
I would also like to thank our governing authority Brown County government. The support from the County Executive and Brown County Board of Supervisors over the years has been wonderful. Support also from other areas of Brown County government and staff has been instrumental in the accomplishments of 2020. Zoos truly are a reflection of their community!

In closing I would like to thank you for your continued support and investment in your NEW Zoo. The bottom line: Without

you, there is no zoo. Visit, get involved, make a difference. Life depends on life. We have the opportunity here to make those connections. In the words of the late Christopher Reeve, "once you choose hope anything is possible". The future is looking brighter as we continue to work through the pandemic and we "hope" to see you in 2021!

**Neil Anderson**

*Director*





## ■ MANAGER REPORTS



### ANGELA KAWSKI

#### EDUCATION AND VOLUNTEER PROGRAMS COORDINATOR

Like for everyone, the year 2020 was a challenging one for the Education & Volunteer Departments. The year started off strong, with \$15,850 revenue earned with Summer Zoo Camp and Spring Break Camp reservations alone during the first three months of the year. However, just over \$12,100 of those funds were ultimately refunded due to cancellations caused by the pandemic. We worked hard to make changes and develop a new zoo camp program, called *Summer Safari*, and ended up earning just over \$7,000 total through the successful implementation of that program.

Due to the pandemic, Education Department staff worked hard to revamp nearly every program we offer, to make them safer for guests, staff, and our animals. Although our off-site, Zoomobile programs had to be suspended, we built a selection of alternative virtual programs. We have since provided programs to not only local groups, but to audiences as far away as California. Although we only earned a relatively small \$1,415 for those virtual programs during 2020, we saw an uptick in the requests for them at the end of the year and have already booked several for the 2021 season. We expect to see these programs grow in popularity

and are working to develop new program options and new strategies for promoting them.

Overall, the department's earnings for 2020 came to **approximately \$41,000**, which include both on-site and off-site programs, education merchandise items like Animal Adoptions, and our birthday parties. (Revenues were about \$98,000 and \$77,000 in 2019 and 2018, respectively.)

The NEW Zoo's **volunteers and interns** remained connected to us throughout the pandemic, although they were ultimately prohibited from being at the Zoo for the full duration of our closure, and several of our "regular" opportunities were suspended, like the Giraffe Feeding Experience supervision, and the corresponding weekly lettuce/browse preparation. Volunteer-delivered donations of produce from Costco was also suspended for a significant timeframe in 2020, as the grocery store simply did not have leftover produce to give us. When donations did resume, they were often random and sporadic, at least until later in the fall.

Perhaps one of the biggest challenges for us this year was the Zoo Boo event and corresponding preparations. With 2 of our 3 staff members either working primarily remotely or out on maternity leave for the fall, our Assistant Zoo Educator did a fantastic job working with our Animal Care team and our Administrative and Guests

Services teams to successfully decorate the Zoo and make the necessary preparations. We made quite a few changes to the event itself, and therefore, volunteer needs for the event were quite different from in the past – but our fantastic volunteers came through and helped us meet those needs enough to hold a successful event. A total of **7,245 recorded hours** were given by volunteers and interns during the year.

Of course, some successes are hard to measure with dollars and numbers of hours spent. The final "big" department accomplishment I want to share with you is the training we developed related to empathy at the NEW Zoo & Adventure Park. The Zoo Educator, Andrea, and I have attended symposiums the last two years on developing and implementing empathy best practices, and while we immediately incorporated empathy themes into our intern and volunteer trainings, it wasn't until this year that we were finally able to develop trainings for zoo staff. Empathy is an important tool in connecting people with wildlife and nature and in inspiring people in taking conservation actions. This directly ties to our Mission here at the zoo. Through a grant and many hours of work, we developed multiple "self-serve" trainings on how to use empathy and incorporate it into all zoo departments. We are excited to see these trainings implemented by staff soon, as we strongly believe they are important to the future of the NEW Zoo & Adventure Park.





**CARMEN MURACH**

CURATOR OF ANIMALS

We strive to ensure a high standard of Animal Welfare for the more than 200 animals residing at the Northeastern Wisconsin Zoo. Zookeepers are responsible for behavioral enrichment, feeding, cleaning, monitoring health status, implementing breeding recommendations, animal introductions and all other facets of the daily care of the animal collection. Animal care staff works closely with contracted veterinarian Dr. Tracey Gilbert, DVM to ensure the good health of the Zoo animals.

In addition to overseeing the animals and animal care staff, the Curator is responsible for ensuring USDA compliance; maintaining wildlife permits, licenses and animal records; managing the Animal Department budget; serving as Institutional Representative for AZA business; developing all Animal Department policy, procedure, protocol and programs; and serving as chairperson for the NEW Zoo Animal Welfare Committee.

Zookeepers are dedicated to saving species through their work with many captive breeding conservation programs on site. They are also committed to conservation efforts beyond this facility. Typically, staff members travel throughout the country to participate in field conservation projects and AZA workshops, planning meetings and conferences. Unfortunately, most of this activity was curtailed by the COVID 19 pandemic during 2020

### **Notable Animal Dept. Achievements in 2020:**

#### **Collection**

New additions (births/transfers from other zoos) include:

- The resident blue duiker pair produced a calf as recommended by the AZA SSP for the species. The male offspring was born on 3/6/20.
- Several domestic rabbits were donated to the Zoo by local



breeders. Two rex rabbits joined the educational program collection and a young continental giant rabbit was added to the Children's Zoo rabbit exhibit. Additionally, a hedgehog and a chinchilla joined the educational program animal collection on 7/20/20.

- A female, named Cria, was born to the alpaca herd on 5/11/20
- Our trumpeter swan pair successfully hatched 4 cygnets on 5/30/20. One cygnet was transferred to a Zoo in North Dakota, another was donated to the Trumpeter Swan Restoration Program for release into the wild in the spring of 2021.
- A new exhibit was constructed near the Riley building in 2020 (in conjunction with fencing installation for moose exhibit). The exhibit features a highly endangered female whooping crane. The bird had been captive reared and released into the wild where she found a mate and raised eggs. Unfortunately, a predator attack killed her mate and chick and left her with an injury that ended her ability to survive without assistance. She arrived at the Zoo on 8/18/20.

- A female laughing kookaburra arrived from another Zoo on 9/4/20. She and our resident male have a breeding recommendation from the SSP for the species.
- Many planned animal transactions between AZA Zoos have been delayed due to travel restrictions and other COVID 19 related issues.

#### **Animal Welfare**

- Due to the pandemic, the USDA was not able to conduct an inspection during 2020.
- Refinement of Animal Care and Welfare Assessment Program ensures documentation of efforts to enhance the welfare of the zoo animals.
- Continued partnership with local private pilot to facilitate several animal transfers allowed us to complete a few animal transfers that would have been otherwise impossible due to the pandemic.
- A Zookeeper attended AZA Animal Training Workshop in San Antonio, TX from 1/13-16/20
- Curator participated in AZA Good to Great Welfare Virtual Workshop from 11/30/20 – 12/16/20

## ■ MANAGER REPORTS

### JERRY VINCENT & WAYNE NETZEL

ZOO FACILITY MAINTENANCE, GROUNDS AND HOUSEKEEPING

The New Zoo and Adventure Park Maintenance Department is run by Jerry Vincent under the direction of Zoo Director Neil Anderson. Maintenance is responsible for all the grounds upkeep from tree removal to lawn care to snow removal and everything related. The buildings and equipment maintenance are also the responsibility of the Maintenance Dept. We ensure that all life support systems are working properly and work to control wasteful spending and as always, we try to use green, earth friendly renewable materials wherever possible. The Maintenance Dept. also handles all security issues from alarms to traffic control during large events like Zoo Boo. 2020 was an unusual kind of year with many different challenges to face. We are looking forward to a productive and rewarding 2021 with new plans and initiatives to be implemented during the upcoming season. We have incorporated Care Cabins for nursing mothers and adult changing stations, as well as new concession buildings and some new animal shelter buildings in exhibits. We can hardly wait to see all the smiling faces in 2021. The list below are some of the main accomplishments by the Maintenance Department in 2020.

- Built several hand-sanitizer stations for around the zoo
- Took down the stroller corral and fencing by the visitor center to create a new safe outdoor entrance
- Built and painted a large shelter for the new crane at the Riley and installed electric fence
- Regular cleaning and sanitizing throughout the zoo
- Renovated the snow leopard exhibit to add new decks and platforms as well replacing panels for better guest viewing
- Removed outdated outdoor drinking fountains and terminated the drains and water lines
- Built a bear enrichment feeder on a winch/crane
- Installed pond fountains in elk, moose, and swan
- Cleaned the otter pond and got the waterfall pump primed and operating
- Drained and cleaned the penguin pool and set it up for summer penguin use
- Welded and fabricated new rims for large tires on the yard trailer to avoid buying new
- Made repairs to the Monfiles bridge railing
- Maintained lawns, hedges, trees, and bushes throughout the zoo
- Hung new signage throughout the zoo
- Repaired several keeper carts including oil changes, axel repairs, tire maintenance, etc.
- Cut up the downed trees in the moose yard for removal
- Built monkey feeder buckets
- Replaced filter media in the gator exhibit
- Cleaned, primed, and painted snow leopard cage sections
- Cleaned all A/C coils and cooler coils (cottonwood)
- Epoxied the floor of the stilt exhibit
- Added a hinge to the giraffe squeeze gate
- Cut down giraffe enrichment poles to fit the height of Nigel, the newest giraffe
- Built a head trap station for the pronghorn antelope
- Re-stained the playground equipment and the mining sluice
- Repaired blank Kronos time clock in the nutrition center
- Patched the Barth roof and fixed roof leak on Children's Zoo barn and gray storage shed
- Made repairs to a broken water main at giraffe yard
- Installed new boards on goat bridge
- Repaired loose panel and trim on the zoo train





- Installed a new drive belt on the train
- Built a new den for the red fox
- Coordinated repairs on the Mayan freezer and the Edu. and Conserv. Center A/C units
- Worked with county electrician to fix lights in the Mayan kitchen
- Installed an electric fence around the animal quarantine area
- Met with the state ride inspector for zoo rides
- Extended the overhang on the fox exhibit fence
- Picked up a donated forklift from Fox Specialties
- Changed oil in all the generators

- Made new railings and installed mesh on the aviary west side walkway
- Worked on the carousel electrical panel after a power surge with the county electricians
- Cut down gazebo legs in the Children's Zoo to bring it back down after the frost heaved it
- Installed back flow preventers on hydrants
- Built a wood frame for the penguin hill zoo boo welcome
- Reinforced the ECC classroom door with a steel plate to support the closer
- Assisted with the placing of the new NWTC buildings

- Replaced bulbs and ballasts in the Mayan Restaurant and other buildings throughout zoo
- Repaired all pole lights with new bulbs or ballasts
- Help with set up and building of props for zoo boo
- Took out the fence at fallow deer for the NWTC build
- Replaced two overhead LED light fixtures in the Nutrition Center
- Installed a new 240-volt electric furnace in the monkey well house
- Completed routine monthly work orders
- Sold the old zoo mobile and other old equipment at auction

## PATRICIA JELEN

OPERATIONS MANAGER

## DEENA COUTLEY

GUEST SERVICES COORDINATOR

*Operations oversees special events, admissions, the gift shop, restaurant, guest services and financial areas of the Zoo.*

2020 was an interesting year. We had to reinvent how we serve our guests because of COVID-19. The Zoo was closed from mid-March through the first week of June. During that time, guest services staff was laid off except for one day a week to keep up with necessary job duties and to rethink how we will serve our guests upon reopening.

Managers of the Zoo reviewed recommended COVID protocols passed to us from the CDC as well as the Brown County Health Department. As a result, numerous changes were made to provide a safe and comfortable experience for our staff and guests. Operations staff were responsible for purchasing and installing plexiglass, social distancing markers, exterior exit, and entrances to the Zoo, etc. prior to our opening.

Numerous retraining opportunities took place for current staff and new staff were trained in the new COVID procedures.



### 2020 Revenue Generators (most events were cancelled)

- Since the world was closed for 2 weeks in March to “flatten the curve” we created and sold approximately \$12,000 worth of customized Easter Baskets with curbside pickup (or shipping).
- We added an extra weekend to North Shore Bank Zoo Boo – our largest fundraiser of the year. Many aspects of Zoo Boo were reconfigured, and we ended up with an extremely successful event!
- We held Holiday Fest with amazing results! Like North Shore Bank Zoo Boo, it was reconfigured and

reinvigorated and was our most successful Holiday Fest in years.

After months of planning, NWTC's carpentry and electrical trades classes **built 2 new Care Cabins** for use in the Zoo. Because of the numerous changes with COVID and the lack of staffing in numerous areas, we did not open them for use in 2020. In 2021 those Care Cabins will offer our guests a private, clean, and comfortable place for nursing moms, breast pumping, a changing station for people of all ages, and a quiet place for individuals and families who may need a place to decompress. Care Cabins will be fully stocked and ready for use before our busy 2021 summer season.



## ■ MANAGER REPORTS



**BARBARA BASTEN**

MEMBERSHIPS AND DONATIONS

Our members are wonderful and continued to support the NEW Zoo through the three-month COVID-19 closure. To compensate for the closure, we extended all memberships that were active during the months we were closed. The extension covered 3,182 memberships and, at the end of 2020, we maintained 3,000+ annual memberships. While the challenges of the year caused a dip in membership renewals during March, April, and May, the months with the most uncertainty, once a re-opening date was set for early June, renewals and new membership purchases bounced back to pre-closure levels. Many of our members decided to donate during that time as well to help care for our animals.

The NEW Zoo received several monetary and in-kind donations in 2020. Donations that are directed towards animal care and enrichment are always strong and with COVID 19 closures, we saw an increase in small donations by first-time donors towards animal care. The greater Green Bay community supports the NEW Zoo in so many ways and during this challenging year, the community has continued its great support. We look forward to 2021 and a busy, but safe, summer season.

## ■ RESEARCH & CONSERVATION EFFORTS

The NEW Zoo continued its commitment to research and conservation in 2020. Conservation and research projects included field work locally and across the nation, development of conservation partnerships, donations to international conservation projects, Species Survival Planning meetings and AZA SAFE (Saving Animals from Extinction) conservation programs. The list includes...



- America's Keystone Wildlife Zoo/Park Partnership with Badlands National Park has been established to work together on conservation initiatives
- Mayan restaurant continues to include biodegradable and compostable products, along reduction of one-time use plastics including straws
- Plastic Film recycling program – Zookeepers continue a plastic film recycling program at the zoo to collect plastic bags and similar plastic film to keep it out of landfills. The zoo is a public drop-off site for plastic film as well. Additional recycling of toothpaste tubes, batteries and more are also being handled by Zookeepers.





### \$10,000.00 and Up

Dr. William D. Jones  
Grace Ebert Revocable Trust

### \$5,000 to \$9,999

Norbert J Will Estate

### \$2,500.00 - \$4,999.00

Diana Rockhill  
Norman Jensen Trust

### \$1,000.00 - \$2,499.00

Mary Foster  
Janet Lange  
Green Bay AAZK Association  
Linda Immel  
Janice Hutjens  
Mark Manske  
Nancy Kwaterski  
Char Waldscharadt  
Robinson Family Foundation

### \$500.00 - \$999.00

Jessica Hutjens

Ashwaubenon Lioness Club

Jane Anderson  
Bev Liebhauser  
Marliss Sobczak  
De Pere Area Men's Club  
Verna Smith

### UP TO \$499

James Cuene  
Gina King  
Anne Conger  
Marie Cork  
Christina Johnson  
Bev Liebhauser  
Patricia O'Hearn  
Linda Fowles  
Gail Landers  
Machine Service, Inc.  
Sherri Glennon  
Deborah Ewer  
Wynetta Morgan  
Kathleen Weimer

Janet Stevens  
Giving Tree -  
Anonymous Donors  
Mary Emerson  
Pamela Hopps  
Jane Uecker  
Susan Simenz  
Karen Foelker -  
In Memory of Mary Matzke  
Jane Munro -  
In Memory of Mary Matzke  
Joan Korbas -  
In Memory of Mary Matzke  
The Pancake Place  
Anonymous  
Mary Kay Hanamann  
Jean Matzke  
Deborah Ewer  
Careen Pribyl -  
In Memory of Gregg Pribyl  
Jill Jeanquart  
Harold Peterson  
Marilyn Lambert

First United Church of  
Christ Women's Fellowship  
Cynthia Spangler -  
In honor of Jamie Spangler  
Patricia Lehman

### IN KIND

Austin's Grocery Store  
Carol Dill  
Costco  
Dan Moreau  
Fox Specialties  
Gentle Vet Animal Hospital  
Heather Burton  
Jeremiah Plansky  
Jessica Hutjens  
John Sikorski  
Linda Immel  
Mary Hille  
Thomas & Nancy Heindel  
Tom Kohl



## ■ SOCIETY PROGRAMS



### GIVING TREE

Personalized NEW Zoological Society Giving Tree leaves make great gifts for a birthday, wedding, anniversary, employee or boss appreciation, remembering a loved one, or for the person who has everything! Your engraved leaf will be placed on the NEW Zoological Giving Tree located near the Lion Exhibit. Installation dates vary throughout the year.

### ENDOWMENT FUND PROGRAM

This fund was established to ensure that the growth and quality of the NEW Zoo will continue to expand well into the future. The earnings, invested through the combined efforts of local investment institutions, will be used as needed to support the mission of the Society.

### WALL OF HONOR PROGRAM

\*LOCATED IN THE MAYAN RESTAURANT\*

Please consider supporting this program with your financial gifts, time, talent, materials, or supplies. We will acknowledge your gift of \$500 or more by placing a plaque, with your name, on this wall.

\$ AMOUNT	PLAQUE COLOR
\$500 - \$999	CRANBERRY
\$1000 - \$2499	CREAM
\$2500 - \$4999	BROWN
\$5000 - \$9999	GRAY
\$10000 - & up	BLACK

\*Donors that give to specific exhibits/buildings may be recognized on an individual wall inside of that building.

### PET MEMORIAL GARDEN

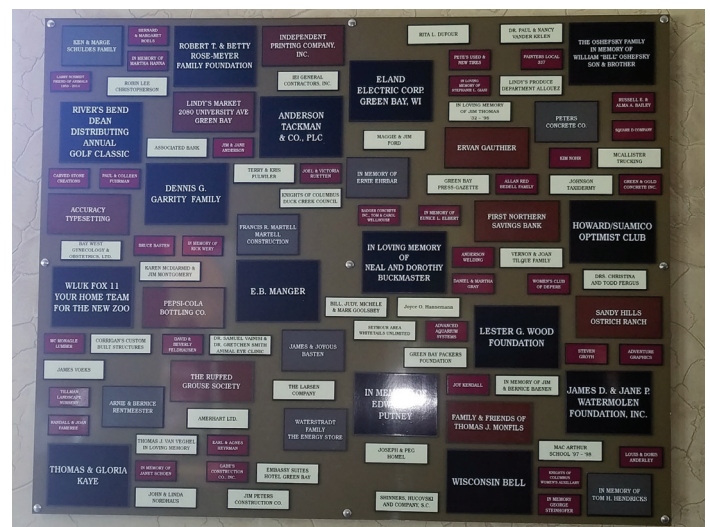
*A final resting place for your special companion...*

Beautiful landscaped natural area available where pet owners can memorialize their pet with the burial of pet cremains and/or recognized with the purchase of a Memorial Garden natural river stone. The stones can be engraved with Pet's name, dates, or other brief message of commemoration.

### PLANNED GIFTS

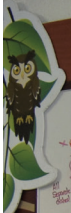
Please consult with your attorney or financial advisor regarding the following gifts to the N.E.W. Zoological Society, Inc:

- General Bequest
- Residual Bequest
- Specific Bequest
- Life Insurance



Please contact the N.E.W. Zoological Society, Inc. for more information about any of the programs offered at 920-434-6814 or online [newzoosociety.org](http://newzoosociety.org)





A 3D pie chart illustrating the frequency of internet usage. The chart is divided into five segments of varying sizes and colors. The largest segment, colored yellow, represents 73% of the total. Moving clockwise, the next segment is purple (1%), followed by brown (5%), light blue (4%), and a small green segment (2%). A separate, larger blue segment is also visible on the right side of the chart, but it is not labeled with a percentage.



Employee Salaries & Benefits	\$ 1,212,242
Cost of Sales	\$ 155,832
Depreciation	\$ 205,968
Operating Costs	\$ 162,947
Animal Care	\$ 129,721
Utilities	\$ 93,294
Intra-county Expense	\$ 115,288
Indirect Costs	\$ 89,908
Repair & Maintenance	\$ 43,999
	<b>\$ 2,209,199</b>

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	<b>\$ 2,209,199</b>

Admissions & Membership	\$ 819,197
Food & Retail	\$ 369,444
Special Events	\$ 102,440
Vending	\$ 56,363
Education Programs	\$ 41,163
Other	\$ 205,746
Donations/Conservation	\$ 220,573
Transfer In	\$ 5,072
	<b>\$ 1,819,998</b>

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# N.E.W. ZOOLOGICAL SOCIETY, INC.

P.O. Box 12647, Green Bay, WI 54307-2647



## N.E.W. ZOOLOGICAL SOCIETY, INC.

**A gift of any amount will be greatly appreciated. Your donation will help the N.E.W. Zoological Society Inc., a 501 (c) 3 non-profit organization, continue its mission of supporting our beautiful NEW Zoo.**

I would like to donate \_\_\_\$25.00 \_\_\_\$50.00 \_\_\_\$100.00  
\_\_\_ \$500.00 receive recognition on the Wall of Honor-Cranberry  
\_\_\_ \$1,000.00 receive recognition on the Wall of Honor-Cream  
\_\_\_ \$2,500.00 receive recognition on the Wall of Honor-Brown  
\_\_\_ \$5,000.00 receive recognition on the Wall of Honor-Gray  
\_\_\_ \$10,000.00 receive recognition on the Major Wall of Honor-Black  
\_\_\_ Other

Enclosed is my check for \$\_\_\_\_\_payable to the N.E.W. Zoological Society, Inc.

Name of Donor\_\_\_\_\_ Address\_\_\_\_\_

City\_\_\_\_\_ State\_\_\_\_\_ Zip\_\_\_\_\_ Phone\_\_\_\_\_

I prefer you bill my \_\_\_Visa \_\_\_MasterCard Account Number\_\_\_\_\_ Exp. Date\_\_\_\_\_

Signature\_\_\_\_\_ Date\_\_\_\_\_

Please fill out card and remit with payment to

**N.E.W. Zoological Society, Inc., P.O. Box 12647, Green Bay, WI 54307-2647**