



Henry Vilas Park Zoological Society

Annual Report

2010 - 2011



Financials 2011 Financial Summary for period ending March 31, 2011

Membership – For the period April 1, 2010 to March 31, 2011, the Friends maintained a membership base of over 2,200 member households.

Fund Raising Programs – In addition to membership and fundraising events, the Friends on-going fundraising programs include: Befriend An Animal; Zoo Bench purchases; rentals of the main Zoo Tent; Zoo Concessions; Gift Shop and other special campaigns. The Friends also receives unsolicited donations, bequests, memorial contributions, and in-kind gifts of goods and services.

STATEMENT OF ACTIVITIES:

Support and Revenue

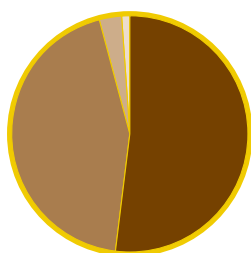
Contributions, Special Events & Memberships	\$ 969,201
Concessions Receipts (net of cost of goods sold)	\$ 819,394
Education Programs and Other income	\$ 26,415
Investment Income	\$ 59,450
Total Revenues.....	\$ 1,874,460

Expenses

Program Services, Concessions & Supporting Activities	\$ 1,274,832
Capital Improvements to Henry Vilas Zoo.....	\$ 2,054,985
Additions	
Additions to Reserves for Future Capital Improvements.....	(\$ 1,455,357)
Total Expenses and Additions	\$ 1,874,460

*Audited statement available upon request

2010 - 2011 Revenue



- 52 % Contributions, Special Events & Memberships
- 44 % Concessions Receipts (net of cost of goods sold)
- 3 % Investment Income
- 1 % Education Programs and Other Income

STATEMENT OF FINANCIAL POSITION:

Assets

Cash & Short Term Bank Savings.....	\$ 1,374,159
Certificates of Deposit	\$ 2,303,378
Accounts Receivable	\$ 19,162
Pledges Receivable.....	\$ 1,265,088
Inventories.....	\$ 135,535
Property Less Depreciation	\$ 63,469
Total Assets.....	\$ 5,160,791

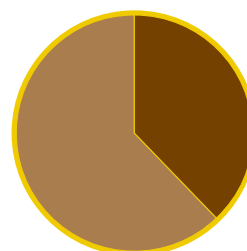
Liabilities

Accounts Payable	\$ 136,946
Committed to Zoo Renovation Projects.....	\$ 179,379

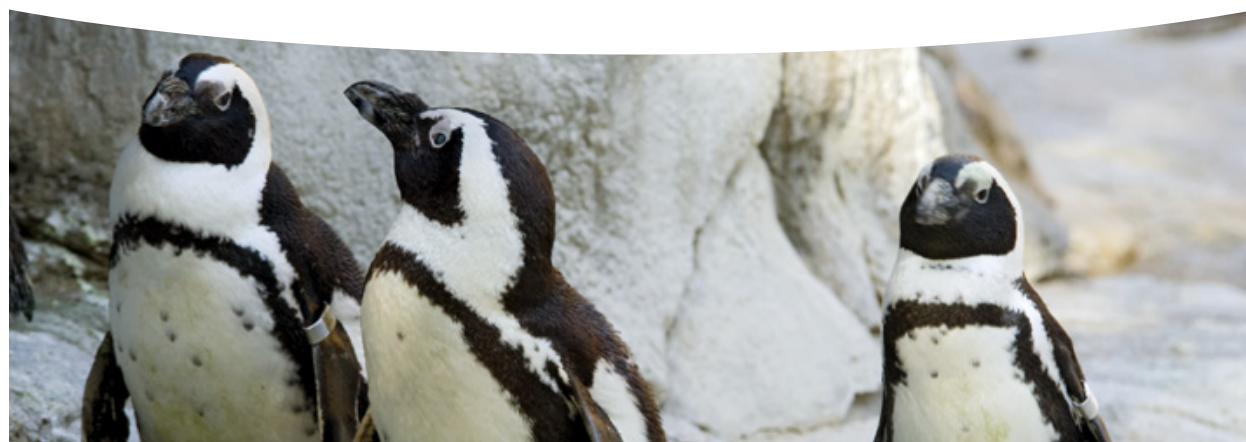
Net Assets

Reserves for Future Capital Improvements	
Unrestricted	\$ 3,596,305
Temporarily Restricted.....	\$ 1,248,161
Total Net Assets and Liabilities.....	\$ 5,160,791

2010 - 2011 Expenses



- 38 % Program Services, Concessions & Supporting Activities
- 62 % Capital Improvements to Henry Vilas Zoo



Supporters Strengthening the Bond for Future Generations

\$25,000 and up

Anonymous
Grace Adler
Friends of UWHC
IMS, Inc. (in-kind)
Pat & Shirley Kubly
Mid-West Family Broadcasting
The Oscar Rennebohm Foundation
Swiss Colony Foundation

\$10,000 – \$24,999

Associated Bank
Bob & Jean Clack
Epic Systems Corp
Bryce & Gail Fish
Harris Bank
John H. Lussier
Pepsi-Cola of Madison
Swiss Colony
Thomas & Jill Walker

\$5,000 – \$9,999

Ken Ballweg
Bill & Jan DeAtley
Excellence in Dentistry
Great Lakes Educational Loan Services, Inc.
Donna Michele Katen-Bahensky
Kohl's
Kraft Foods Global, Inc.
Madison Community Foundation
Arline Paunack
Physicians Plus Insurance Corporation
Town Bank of Madison
Unity Health Insurance

\$1,000 – \$4,999

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American Girl
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Celebrations Entertainment
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Synergy Events
Tens/Tenths, LTD: Isthmus Sailboards
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Wingra Canoe & Sailing Center
Christine Witherill
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Black Belt America
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Cave of the Mounds
Culver's
Dane County Credit Union
Alain De Leon
Endres Manufacturing Company

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Kathleen Chandler
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Laura Chastan
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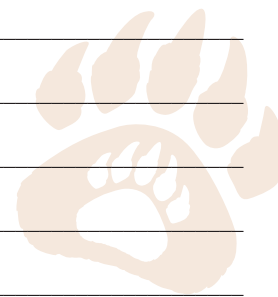
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