

North Carolina Zoo Society

Our Future is in Sight!



2021
Annual
Report

Thanks to you and all the Society members and donors, 2021 was a record breaking year! High attendance and remarkable giving made 2021 a year that highlighted the love and commitment our friends, members and donors have for the North Carolina Zoo.

Last year, as pandemic related restrictions were lessened, the North Carolina Zoo welcomed the return of guests, who came out in large numbers to enjoy all the wonder, beauty and fun the Zoo has to offer. For the first half of 2021, visitors were still required to preschedule their Zoo admission with timed ticketing — this was primarily done to increase the physical space between visitors, by reducing time spent waiting in line, and by staggering entry to the park. In June, the Zoo returned to walk-up admissions, paving the way for 2021 to see one of the highest levels of attendance in the park's history. By the time 2021 came to a close, 857,119 people had visited your North Carolina Zoo! Only 2019 saw more guests, with 917,309 visitors coming during that calendar year.

As the Zoo and Society ramped up operations to entertain and educate the returning crowds, we also continued to focus on the future. The capital campaign, to fund the

Zoo's expansion to include Asia and Australia, enjoyed great success as generous donors pledged their support for this transformational project. Charitable foundations, civic minded corporations and visionary individuals together contributed over \$10 million to the capital campaign in 2021. By the end of last year, Society had raised a total of \$20,238,473 towards the campaign. We are amazed by the generosity of our members and donors!

In November of last year, the North Carolina General Assembly approved \$75 million for the construction of Asia and Australia at the Zoo. We at the Zoo and Society are deeply grateful for this demonstration of the General Assembly's commitment to supporting and expanding our state Zoo. This is a timely reminder that as large and diverse as our state may be, North Carolina is our greater community, and when we come together and dedicate ourselves to a cause, there is nothing we can not accomplish. We are not done yet, with nearly \$30 million remaining to be raised for the campaign. But, we are confident that we will get there, with friends like you on our side.

The memories and experiences you have shared at the Zoo are the return on your investment.

Capital contributions, gift shop sales, and membership revenues combined to make 2021 an absolutely extraordinary and record breaking year for the Zoo Society! With total revenues of \$17.9 million, 2021 was the single highest grossing year Society has had since its founding in 1968! Of course, that was all made possible by our wonderful members and fabulous donors — thank you!

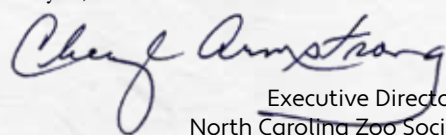
Society membership numbers and revenues rebounded strongly in 2021, after dropping off the previous year due to the pandemic. A total of 32,166 households were a part of our Zoo family by year's end, the highest number ever! Membership revenues brought in nearly \$2.3 million to support Zoo programs and projects. Membership dues are one of the ways that your dollars provide much needed funding for the Zoo, year after year—*thank you!*

Society's gift shop revenues also hit record numbers last year, bringing in just over \$2 million after expenses. Corporate membership also continued to be a strong source of support in 2021. Last year, 172 businesses joined or renewed their partnership with the Zoo Society. Corporate members understand the vital role the Zoo plays in bolstering the economy of our region and improving the quality of life for its residents.

In 1968, the Zoo Society was founded to encourage, promote and support the establishment and maintenance of a "state-wide zoo." The commitment and vision that led to the Zoo's creation has continued to fuel its growth into the wonderful place we all know and love. For half a century, members and donors like you have provided vital support to the North Carolina Zoo. Over the life of the organization, Society members and donors have provided an impressive \$146,993,100 for the Zoo's projects and programs!

The memories and experiences you have shared at the Zoo are the return on your investment. Now, with Asia and Australia on the horizon, and with your help, we look forward to a bright future and the chance for your families, children, and grandchildren to make new memories filled with joy and wonder.

Thank you,



Executive Director –
North Carolina Zoo Society

Thank you to all the donors that supported our Zoo and its initiatives, wildlife and wild places during 2021.

\$1,000,000 +

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Wake Stone Corporation
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Consolidated Statements of Financial Position

	2021	2020
ASSETS		
Cash and Investments	\$ 39,700,413	\$ 29,805,481
Pledges and Other Receivables	3,619,977	2,887,531
Inventories and Property/Equipment	4,380,310	4,623,526
Other	66,522	42,606
Total Assets	\$ 47,767,222	\$ 37,359,144
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts Payable and Accrued Expenses	\$ 519,725	\$ 464,939
Liability Under Agency Relationship	689,120	967,432
Liability Under Unitrust Agreement	1,099,106	1,090,190
Deferred revenue	2,636,336	1,871,703
PPP loan	–	266,600
Notes payable	1,151,416	1,316,984
Total Liabilities	6,095,703	5,977,848
Net Assets		
Without Donor Restrictions	23,635,788*	18,673,908*
With Donor Restrictions	18,035,731	12,707,388
Total Net Assets	41,671,519	31,381,296
Total Liabilities and Net Assets	\$ 47,767,222	\$ 37,359,144

*Includes \$110,198,975 in 2021 & \$6,139,968 in 2020 Board-designated reserves for specific Zoo Purposes

Consolidated Statements of Activities and Changes in Net Assets

	2021	2020
REVENUES		
Contributions, grants, and special projects	\$ 3,488,344	\$ 3,371,713
Capital campaign contributions	7,861,109	2,803,276
Membership Dues	2,277,721	1,664,879
Gift Shop Revenue, Net of Direct Costs of \$2,066,659 (\$989,725 in 2020)	2,004,083	271,437
Employee retention credit	137,738	–
Investment Return	2,138,160	1,861,374
Change in value of unitrust	1,996	(102,753)
Total Revenues	17,909,151	9,869,926
EXPENSES		
Program services:		
Program Support (on behalf of NC Zoological Park)	5,201,632	2,737,927
Membership and Special Project Services	1,710,647	1,295,196
Total Transfers and Services	6,912,279	4,033,123
Supporting services:		
Fundraising	403,256	376,376
Special Projects - Other	109,536	93,942
Management and General	193,857	172,796
Total Expenses	7,618,928	4,676,237
Change in Net Assets	10,290,223	5,193,689
Net Assets at Beginning of Year	31,381,296	26,187,607
Net Assets at End of Year	\$ 41,671,519	\$ 31,381,296

The following friends gifted

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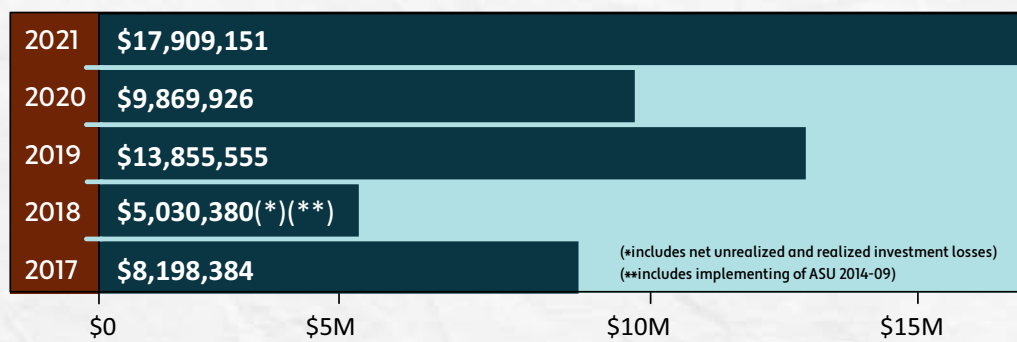
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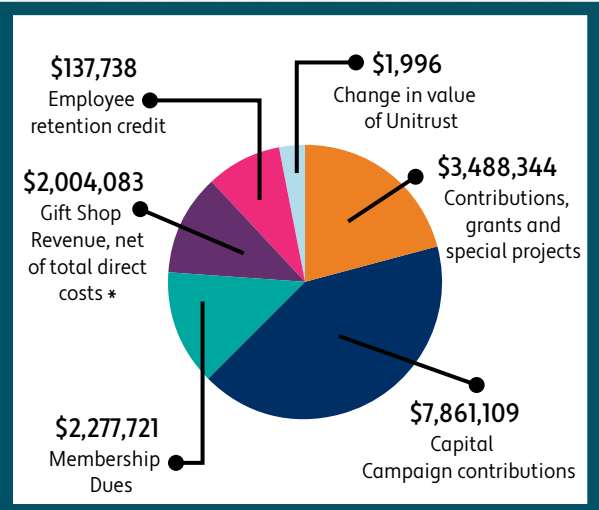
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**ZOO SOCIETY
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**2021 total excluding investment return*
 \$15,770,991**



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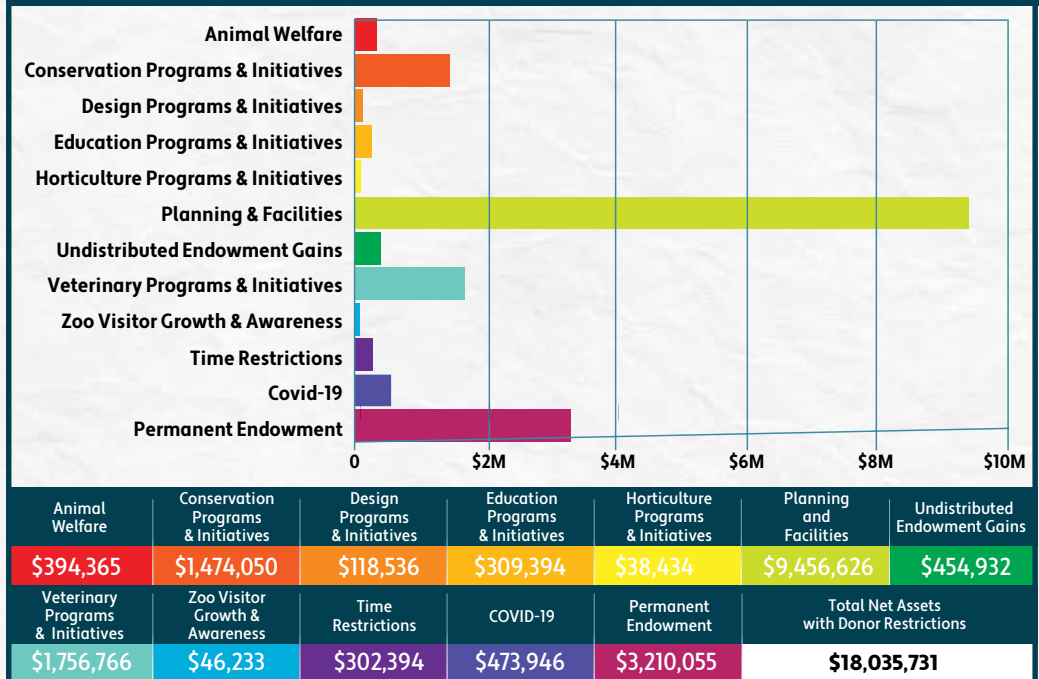
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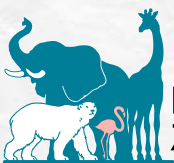
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