Community Treasure
With more screen time than down time these days, it’s reassuring to learn that even a few hours spent in nature can help hit the ‘reset’ button that brings us back into balance. In study after study, research is revealing that spending time in a garden, visiting a zoo, or simply strolling under an open sky can lower stress, elevate mood, strengthen bonds with the people we love, and make us feel more connected to our community.

Plants, animals and people are a powerful combination.

Of course, we see proof of it every day at Como Park Zoo and Conservatory, when the doors open at 10 a.m. to welcome visitors from every corner of the region, and every walk of life. From the St. Paul second graders hopping off the school bus for their first Como field trip, to the young parents playing and learning with their toddlers at Lil’ Explorers, to the tireless volunteers planting tulip bulbs bound for the Sunken Garden, Como is a destination that invites every visitor to take a deep breath and dive into nature.

Como’s early founders believed that creating a community treasure in the heart of the Twin Cities would contribute immeasurably to our quality of life, and a century later, that original investment has only grown in value. Today, the generous community of individuals, corporations and foundations whose names you’ll see in this Annual Report are the stewards of that ambitious collective vision, protecting the free admission that’s made Como Park Zoo and Conservatory the backdrop for five generations of family memories, while continually improving every corner of Como’s campus.

Always Minnesota’s most visited cultural destination, Como’s curb appeal got a big boost in 2017 thanks to the gorgeous new Minnesota Garden that welcomed more than 1.8 million visitors to Como’s front door with inviting pathways and abundant native plants. Your generosity also helped give Como Zoo’s historic Large Cat building a fresh new facelift with thoughtfully designed lighting, seating and interpretive features that encourage nose-to-nose encounters between cats and kids. Your continuous show of community support also convinced Minnesota lawmakers to approve bonding dollars for a splashy new Seals and Sea Lions habitat that will be paired with private contributions through Como Friends.

It’s all part of protecting the community treasure that we have in Como Park Zoo and Conservatory, ensuring that the next generation has a world-class gathering place to “press pause” and reconnect with the natural world.

Your support in 2017 makes it possible.

Thank you for all you do for Como!
### Como Friends 2017 Annual Report

**TOTAL 2017 DONATION:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Como Zoo</td>
<td>$847,473</td>
</tr>
<tr>
<td>New Seals and Sea Lions Habitat</td>
<td>$525,000</td>
</tr>
<tr>
<td>Cat Building Interior Remodel</td>
<td>$226,000</td>
</tr>
<tr>
<td>Zoo Keeper Positions &amp; Annual Operations</td>
<td>$91,050</td>
</tr>
<tr>
<td>Zoo Keeper Training Scholarships</td>
<td>$3,680</td>
</tr>
<tr>
<td>Animal Enrichment</td>
<td>$1,743</td>
</tr>
<tr>
<td>Marjorie McNeely Conservatory</td>
<td>$735,878</td>
</tr>
<tr>
<td>Gardener Positions, Training &amp; Operations</td>
<td>$278,354</td>
</tr>
<tr>
<td>Contribution to the Marjorie McNeely Conservatory Endowment Fund</td>
<td>$262,680</td>
</tr>
<tr>
<td>Contribution to the Charlotte Partridge Ordway Japanese Garden Endowment Fund</td>
<td>$75,961</td>
</tr>
<tr>
<td>Japanese Garden Exit Path</td>
<td>$71,140</td>
</tr>
<tr>
<td>Japanese Garden Maintenance &amp; Technical Training</td>
<td>$15,000</td>
</tr>
<tr>
<td>Sun Bittern Sculpture for Tropical Encounters</td>
<td>$22,179</td>
</tr>
<tr>
<td>Bonsai Acquisition</td>
<td>$8,000</td>
</tr>
<tr>
<td>Other</td>
<td>$2,564</td>
</tr>
<tr>
<td>Como Campus</td>
<td>$103,444</td>
</tr>
<tr>
<td>Advocacy</td>
<td>$61,316</td>
</tr>
<tr>
<td>Campus Projects Support</td>
<td>$14,842</td>
</tr>
<tr>
<td>Flagpole in the Minnesota Garden</td>
<td>$7,690</td>
</tr>
<tr>
<td>Children’s Gallery Update</td>
<td>$7,000</td>
</tr>
<tr>
<td>Campus Equipment</td>
<td>$5,360</td>
</tr>
<tr>
<td>Frog Pond Tree Planting</td>
<td>$4,000</td>
</tr>
<tr>
<td>Other</td>
<td>$3,236</td>
</tr>
<tr>
<td>Education</td>
<td>$94,616</td>
</tr>
<tr>
<td>Education Positions &amp; Annual Operations</td>
<td>$71,200</td>
</tr>
<tr>
<td>St. Paul School District 2nd Grade Field Trip Scholarships</td>
<td>$20,000</td>
</tr>
<tr>
<td>School Group Transportation Scholarships</td>
<td>$1,590</td>
</tr>
<tr>
<td>Cheney Family Camp Scholarships</td>
<td>$1,826</td>
</tr>
<tr>
<td>Marketing</td>
<td>$65,619</td>
</tr>
<tr>
<td>Como Park Zoo &amp; Conservatory Brand Strategy and Website</td>
<td>$32,500</td>
</tr>
<tr>
<td>In-Kind Services Promoting Como</td>
<td>$33,119</td>
</tr>
<tr>
<td>Conservation</td>
<td>$40,000</td>
</tr>
<tr>
<td>Conservation Champion Initiatives</td>
<td>$40,000</td>
</tr>
<tr>
<td>Volunteer Services</td>
<td>$31,000</td>
</tr>
<tr>
<td>Staff Positions &amp; Annual Operations</td>
<td>$31,000</td>
</tr>
</tbody>
</table>

**TOTAL 2017 DONATION:** $1,918,030
“The Minnesota Garden rolls out a red carpet—or a green carpet, I should say—and invites visitors to begin their nature experience at Como before they arrive at the Visitor Center. Spending time in the Minnesota Garden this summer, I enjoyed hearing visitors say how much they liked the beautiful new garden. It’s an attractive and hospitable gathering place for people, which is just what we hoped it would be.”

— Tina Dombrowski, Horticultural Curator, Como Park Zoo and Conservatory

Thrive on.

Como Friends’ generous supporters multiply the value of our community treasure.

ABOVE: Showcasing native and adaptive plants, the new Minnesota Garden is part of a master plan designed to make Como’s front door more accessible—and more appealing—to nearly two million visitors.
“When I was young, Como Park Zoo and Conservatory was just a paradise for my family. We had no money, essentially, but my folks would pack us a lunch, pile us into the station wagon and we’d spend the whole day having fun. As a child, I had no idea what it meant to have free admission, but now I put my financial support behind Como because it allows everybody—everybody—to feel like they belong. It’s important to have places like libraries and gardens and zoos where we can gather as a community, and come to understand each other, but that can’t happen if most people can’t afford to get in. Como Friends is one of the organizations that really has my heart, because their mission is so outstanding, keeping the doors open for that next generation.”

—Mary Fowler, Como Friends donor

“The new updates are definitely bringing more people to this corner of Como Zoo and they’re spending more time hanging out and having fun. The more fun you can make a zoo visit for a kid, the more information you can put into their little heads that might inspire them to learn even more about animals and the environment. Now when we talk about our two new snow leopards, Alya and Moutig, and what a big deal it is that they came all the way to Como Zoo, you can see it brings a new light to people’s eyes when they understand how zoos can help preserve endangered species with successful breeding.”

—Marisa Paulat, Como Zoo large cat keeper
In May, Como Friends’ continued advocacy efforts at the Capitol helped Como Park Zoo and Conservatory secure $15 million in public funding toward a new and improved Seals and Sea Lions habitat, protecting the Sparky tradition for the next generation.

“With the new Seals and Sea Lions Habitat under construction, visitors are going to feel even better about the care these animals get at Como Zoo. All Minnesotans get a little restless during the winter months, so I think people are going to like the fact that these pinnipeds will be able to swim and bask outdoors, all year, just like they would in the wild.

When something is free it sometimes connotes low value, but at Como Park Zoo and Conservatory, quite the opposite is true. It’s a world-class zoo and botanical garden where people of all ages, races and walks of life can come and go, free of charge, and have a great experience. It’s just an incredible asset for Minnesota, and Como Friends’ investment just keeps raising up what’s possible.”

— Matt Kramer, Como Friends board member
Thanks to the Como Friends Japanese Garden Endowment Fund secured during the Marjorie McNeely Conservatory’s centennial year, and additional contributions in 2017, Como has the resources to continue a phased restoration of the Charlotte Partridge Ordway Japanese Garden, under the direction of John Powell, an internationally recognized Japanese garden consultant.

“We working in a public garden like this is about stewardship, not ownership, and we’re constantly thinking about how we can improve the experience visitors have when they come to this garden, so that it’s remembered, revisited, and rediscovered. One thing we’ve tried to do is improve the seasonality of the garden, so it represents itself well in all the seasons, and people get to see the garden with new eyes every time they visit.

“I work with many other gardens around the country, and every city has a different strategy when it comes to funding, but from what I’ve seen, Como Friends is really leading the way in creating a permanent source of maintenance and renewal for the garden. Rather than building something brand new, they’re taking good care of the treasure they have—and that’s really the beauty of Como Friends.”

—John Powell, Japanese Garden consultant
Community Treasure

“I was able to spend two weeks volunteering at the Balule Conservation Project in South Africa where the Black Mambas, an all-women anti-poaching organization, are working to protect endangered rhinos. It was so exciting, and it made me so grateful to have the job I have, and the great relationships zookeepers get to have with the animals they care for. While I was there, I got to help with an aerial demographic survey of elephant herds, and even saw a giraffe taking a nap with her head on her rump—something we didn’t know they did until very recently. Seeing giraffes and zebras side by side in Africa really validated what we’re doing with the African animals here at Como Zoo, and that first-hand experience is something I can share with our visitors.”

—Jill Erzar, Como Zoo hoofstock keeper

“I’ve got a real passion for animals—all animals, so of course I loved getting the advance word from Como Friends that Alice the gorilla was going to have a baby this year. It’s just fun to know these things before everyone else—it makes you feel like you’re part of the family. I like knowing that the animals get such good care at Como Zoo, with keepers who know their personalities so well that they know how to use positive rewards to get an orangutan to take her flu shot or to get an expectant gorilla to do an ultrasound. The DNA in primates is so close to ours, that to get up close to a gorilla like Schroeder and see the size of his hands—it’s really something, isn’t it?”

— Deb Hogenson, Como Friends donor

Thanks to positive reinforcement training, Alice the western lowland gorilla volunteered for frequent ultrasounds during her second pregnancy, helping keepers and veterinarians plan ahead for the safe delivery of baby Nyati, born in October.

In 2017, Como Friends launched “Conservation Champions,” a new micro-grant program that allows zookeepers, horticulturists and education specialists to take part in conservation projects with partners around the world. In its first year, the program made it possible for Como professionals to assist with species preservation efforts in the U.S., Africa and Southeast Asia, while fueling the “conservation conversation” of value-added education experiences that reached 675,022 visitors this year.
Como Friends provided 100 percent of the funding to begin a new partnership with the St. Paul public schools that invites every second grade classroom in the district to come to Como for a first field trip—transportation and conservation class included.

“I’ve taken my classes to Como for the Residency Program and now for the new Second Grade Field Trip opportunity, and I’d do it again in a heartbeat. This year, my second graders got to learn all about plants, which fit in nicely with the statewide standards, and the lesson plan was fabulous—the kids had hands-on time exploring the different characteristics of plants, measuring them, and writing their observations in their journals. As a Title I school, it can be hard to collect field trip funding from families, so the free transportation is really fabulous. Coming to Como is a day we can all really look forward to.”

—Michelle Hyatt, St. Paul second grade educator

“I love that Como is a place where people make memories. It’s in the heart of the Twin Cities, accessible to everyone, free every day of the year, and with something for everyone, no matter how old you are. And where else do you see people completely forget about their cell phones and just have fun?

Like Como, Sunset Affair has evolved so much since we started the event in 2004. I love seeing Sunset Affair guests who haven’t been to Como in a few years react to how much has happened, from the Visitor Center to Gorilla Forest to the new Minnesota Garden. Thanks to the support Como Friends has pulled together through Sunset Affair, Como is now the largest conservation classroom in the state and there’s still room to grow. That’s what gets me excited about the impact the funds raised at Sunset Affair can have on our future generations.”

—Wendy Rubin, Como Friends board member and Sunset Affair 2018 co-chair
Statements of Financial Position

As of December 31, 2017 2016

<table>
<thead>
<tr>
<th>Assets</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURRENT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$840,036</td>
<td>$799,259</td>
</tr>
<tr>
<td>Cash and Investments-Board Funds</td>
<td>1,357,494</td>
<td>917,447</td>
</tr>
<tr>
<td>Certificates of Deposit</td>
<td>104,175</td>
<td>41,407</td>
</tr>
<tr>
<td>Contributions Receivable</td>
<td>445,018</td>
<td>246,919</td>
</tr>
<tr>
<td>Bequest Receivable-Board Funds</td>
<td>272,626</td>
<td></td>
</tr>
<tr>
<td>Inventory</td>
<td>246,677</td>
<td>251,298</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>49,434</td>
<td>37,866</td>
</tr>
<tr>
<td><strong>TOTAL CURRENT ASSETS</strong></td>
<td>3,314,460</td>
<td>2,254,196</td>
</tr>
<tr>
<td><strong>OTHER</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions Receivable Net of Current Portion</td>
<td>1,259,388</td>
<td>1,320,000</td>
</tr>
<tr>
<td>Property and Equipment-Net</td>
<td>123,937</td>
<td>139,932</td>
</tr>
<tr>
<td>Beneficial Interests in Assets Held by Others</td>
<td>8,346,823</td>
<td>7,206,144</td>
</tr>
<tr>
<td><strong>TOTAL OTHER ASSETS</strong></td>
<td>9,730,148</td>
<td>8,666,076</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$13,044,608</td>
<td>$10,920,272</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities and Net Assets</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURRENT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts Payable</td>
<td>$7,199</td>
<td>$24,299</td>
</tr>
<tr>
<td>Accrued Expenses and Other Liabilities</td>
<td>156,394</td>
<td>163,446</td>
</tr>
<tr>
<td><strong>TOTAL CURRENT LIABILITIES</strong></td>
<td>163,593</td>
<td>187,765</td>
</tr>
<tr>
<td><strong>NET ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>UNRESTRICTED</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Board Reserve and Project Funds</td>
<td>1,630,120</td>
<td>917,447</td>
</tr>
<tr>
<td>Board Designated Endowment</td>
<td>138,516</td>
<td>131,499</td>
</tr>
<tr>
<td>Undesignated</td>
<td>701,112</td>
<td>881,411</td>
</tr>
<tr>
<td><strong>TOTAL UNRESTRICTED</strong></td>
<td>2,469,748</td>
<td>1,930,557</td>
</tr>
<tr>
<td>Temporarily Restricted</td>
<td>3,929,526</td>
<td>2,583,963</td>
</tr>
<tr>
<td>Permanently Restricted</td>
<td>6,481,741</td>
<td>6,217,987</td>
</tr>
<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td>12,881,015</td>
<td>10,732,507</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td>$13,044,608</td>
<td>$10,920,272</td>
</tr>
</tbody>
</table>

Statement of Activities

**Sources of Revenue**
- Individual Giving: $1,497,913
- Gift Shop Revenue: $877,804 (less cost of goods sold)
- Corporate and Foundation Giving: $1,450,449
- Events: $231,260
- Investment and Other Income: $1,149,952

**Program and Mission Support**
- Program Support: $2,007,333
- Mission Support Management Expense: $609,106
- Mission Support Fundraising Expense: $441,931
$200,000 +
Gordon and Margaret Bailey Foundation
Margaret A Cargill Foundation
Donald McNeely Family
The Saint Paul Foundation

$100,000 - $199,999
Scrooby Foundation
Estate of Joan E. Trienerry

$50,000 - $99,999
Anonymous
Katharine B. Anderson Fund
of The Saint Paul Foundation
Estate of Emillee S. Dennison
of The Saint Paul Foundation

$10,000 - $14,999
Estate of Frances Valasek
Travelers Foundation
McGough Companies
The John and Ruth Huss Fund
Fred C. and Katherine B.
Andersen Corporation
Xcel Energy
KSTP-TV 5 Eyewitness News
Endowment of Como Friends
E. M. Pearson Foundation

$5,000 - $9,999
Amorepacific Financial
Bane Foundation
Bos Foundation
Robert and Janet Calander
Cherney Family
Patricia Cook, MD
CPA
David and Gretchen Craze
Stephen Daas and Peggy Sauer
Dellwood Foundation
Dolan Printing
Scott and Lisa Dongoske
Ecolab Inc.
B.L. Edmonds Family Trust
Estate of Florence V. Markey
Mary Fowler
Laura Fries and John Cox
H.B. Fuller Company
Foundation
Goodwill/Easter Seals
Minnesota
John W. Harris
Hubbard Broadcasting
Foundation
Nora McNeely Hurley
and Michael Hurley
Donor Advised Fund
of Schwab Charitable
Foundation

$2,500 - $4,999
Anonymous
Bill and Diane Kaphing
Shannon and Dave Keller
Ambar Kerrigan
Heather Knutson
Land O'Lakes
Tom and Joan McGough
Colleen and Brad
McGuigg-Wood
McSweeney/Langelin, LLC
Medtronic Foundation
Janessa and Jeremy Meyer
Shirley Miles
Larry Moody
Martha and Brock Nelson
Old Dutch Foods, Inc.
John and Maria Ordway
Lynette and Bob Palmgren
Dave and Lynne Plummer
Q3 Contracting, Inc.
Wendy and Steve Rubin Family
Foundation of The Saint Paul
Fund
Thomas Rullan
Liz and Ben Smith

$1,000 - $2,499
Anonymous
3M Foundation
Peter and Claire Abeln
Diana Allen
Agropur Inc. Division Natrel
The Allegro Fund
Amorepacific Financial Employee
Matching Gift Program
Sarah Anderson
and Christopher Hayner
Barbara Bachman
Cheryl Lynn Bailey
and Dan Humes
Jo & Gordon Bailey Family
Fund of the Catholic
Community Foundation
Ben and Phyllis Baltes
Jenny and Sue Bartho
Kimberlee and
Jeffrey Beecham
Kimberlee Ball
Carolyn H. Bingham
Rogier and Diane Brack
Briggs and Morgan Foundation
BrightWaves
The Peter K Brooks Fund
at Schwab Charitable
Shailla and Bill Brown
Peter Butler
CLR Design
Bob and Diane Codere Fund
of The Saint Paul Foundation
Susan Cramer
Crate Thall
John R. Cross Fund of
The Saint Paul Foundation
Robert and Sherry Czyz
D’Amico Catering
Dave’s Photography
Florence Dougherty
Jennifer and Eric Engstrom
Mary Ann and Robert Evander
Federated Insurance
Patrick Flahaven
Stephen and Liz Foss
Patrick R. Freeburg
Fridley Middle School

Thank you donors.

$500 - $999
Robin Adkins
Karen Anderson
The Mary Anne K. and William R. Anderson Jr. Foundation
Anime Twin Cities, Inc.
Jerry L. Ariz
John and Mary Bachhuber
Jo and Gordie Bailey
Bailey Nurseries
Christopher and Stephanie Batt
Bill and Carol Beadle
Bill Bank
Tony and Tabitha Benton
Bob and Joan Bierscheid
Black Cat Blue Shield of
Minnesota
Janice Bobrowska
Marsha Boie and David Boie
Debbie Svoboda
Tom and Liz Boyd
Kathleen A. Briggs
Briggs and Morgan, P.A.
OUR MISSION:
We inspire community generosity to advance Como Park Zoo and Conservatory as a destination where people from all walks of life can gather, learn and enjoy the natural world.