

2018 Contribution to Como Park Zoo and Conservatory Total Donation | \$2,079,679

COMO ZOO......\$875,980











Zoo Keeper Positions & Annual Operations\$91,Gorilla Forest Outdoor Training Area\$50,Technology for Mobile Zoo Keeper Offices\$15,Polar Bear Odyssey Whisker Game\$10,Bison Signage\$6,Zoo Keeper Training Scholarships\$3,	,000 ,000 ,000
MARJORIE MCNEELY CONSERVATORY\$660,3Gardener Positions, Training & Operations\$299,Conservatory Maintenance\$268,Japanese Garden Restoration & Technical Training\$31,Priva System Update; Controls Growing Conditions in Greenhouse\$30,Japanese Garden Exit Path Furnishings\$11,Cleveland Court Site Finishes.\$14,Rooftop Garden Restoration\$4,Purchase of Endangered Ferns for Fern Room\$3,	,017 ,360 ,000 ,000 ,000 ,000
COMO CAMPUS\$121,4Advocacy\$58,Visitor Center Lobby Tree Updates\$25,Como Campus Improvement Projects and Support\$29,Campus Equipment\$9,	,396 ,000 ,031
EDUCATION\$337,4Development of New Guest Engagement Strategy\$246,Education Positions & Annual Operations\$71,St. Paul School District 2nd Grade Field Trip Scholarships\$15,School Group Transportation Scholarships\$3,Cheney Family Camp Scholarships\$1,	,315 ,200 ,000 ,310 ,989
MARKETING \$38,0 In-Kind Services Promoting Como \$38,0	,081
CONSERVATION \$15,0 Conservation Champion Projects \$15,0	
VOLUNTEER SERVICES .\$31,Staff Positions & Annual Operations\$31,	





Conservatory.

Thanks to the commitment and energy of our board, staff and supporters, Como Friends has connected with hundreds of new donors, leveraged millions in new private commitments, boosted revenues from our gift shop operation and successfully advocated for greater public investment in Como Park Zoo and

Dear Como Friends Supporters,

walk of life. Classrooms and close encounters to teach of securing more than \$4 million in private contributions in-class updates for Como Zoo's polar bears, primates the groundwork for this successful campaign began back and sea lions. And a sparkling turn-of-the-century in 2012 with the adoption of an ambitious strategic plan Marjorie McNeely Conservatory with flourishing front- that's been just as impactful for Como Friends. Thanks door gardens.

ground. In those early days, we were on a mission to in- in Como Park Zoo and Conservatory. Five years later, to secure a strong future for this Minnesota treasure.

part of our everyday experience at Como Park Zoo and Conservatory, with growing gardens and state-of-the-art animal habitats that have touched a whole new generation None of it would be possible without the support of peoof children and adults. And with Como Harbor, the new ple like you-the donors, volunteers, and friends who touch seals and sea lions habitat now under construction, nearly us with your commitment to Como every day of the year. every item on our early wish list has become a reality, all thanks to the extraordinary vision and generosity of people like you.

Imagining the exciting new ways Como can teach the next generation of "Sparky the Sea Lion" lovers is a vision that inspired many new and long-time supporters to make a

A welcome center to greet millions of visitors from every gift to Como Friends in 2018, allowing us to meet our goal the next generation about the wonders of nature. Best- for this transformative capital improvement. But setting to the commitment and energy of our board, staff and supporters, Como Friends has connected with hundreds Back in 1999, this was the vision Como Friends foresaw of new donors, leveraged millions in new private comfor the future of Como Park Zoo and Conservatory, as our mitments, boosted revenues from our gift shop operation nonprofit fundraising organization was just getting off the and successfully advocated for greater public investment troduce ourselves to the community, and to mobilize the giving to Como Friends has doubled, making it possible fond memories we all have of Como into real momentum to do more every day, from protecting the free admission that nine out of ten visitors tell us they value, to planting new greenery in the upcoming Cleveland Court, to pro-Twenty years later, those ambitious blueprints are now moting the value of conservation to more than 780,000 visitors under the age of 18.

Thanks to you, Como has the resources it needs to thrive.

Auchin Stich

Jackie Sticha President

Matt Kramer

Board Chair

What brings you to Como Park Zoo and Conservatory?

In 2018, **1,696,177** different answers came through Como's front door, each visitor touched by something powerful and personal in our beautiful public oasis.

Guests v Self-Guid Children Visitors v Guests w Total Visi The gorgeous gardens. The gift of a special day with a grandchild. The chance to get up close to a gorilla.



A Glimpse of Como by the Numbers

- Guests who came to hear "Music Under Glass" | 7,384
- Self-Guided Field Trip Participants | 33,329
- Children and adults who talked with one of Como's Nature Walk teen volunteers | 88,213
- Visitors who walked through Blooming Butterflies | 146,694
- Guests who saw a public animal training session, zookeeper talk or gardener talk | 321,039 Total Visitors | 1,696,177

What's your favorite time of the day at Como Park Zoo and Conservatory?

"I love the moment that Como opens to the public every day. Before that, it's quiet as all the Como staff are working hard to get Como Zoo and the Marjorie McNeely Conservatory ready for our visitors. And then at 10 a.m. the doors open and people start pouring in, talking and laughing and looking forward to their day. The energy and excitement of that moment is inspiring every day."

–Jackie Sticha, Como Friends President

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Common ground for a diverse community



Daniel Reardon Co-CEO and Trustee Otto Bremer Trust

When it comes to improving lives in the communities it serves, the Otto Bremer Trust is always looking for a strategic investment with a great rate of return.

"Our mission is to invest in people, places and opportunities, and for us, Como Park Zoo and Conservatory represents all three," says Co-CEO and trustee Daniel Reardon, a board member of Como Friends. "Como is a place where social and civic engagement happens, where cultures and ethnicities interacting and experiencing great resource to cash-strapped schools, giving them a fantastic place to take their kids to learn about the environment and what we can do to protect it. Where else can you have that experience?"

Como's unparalleled position as a community gathering place is what inspired the Otto Bremer Trust to make the lead gift for the Como Harbor campaign in 2018, committing \$1 million toward this transformative seals and sea lions habitat now under construction. While the splashy new public amphitheater, year-round salt water pools, and state-of-the-art animal care facilities of Como Harbor were all part of the calculation, Reardon says the chance to tell a whole new story about one of Minnesota's you see multiple generations and people from a mix of most beloved institutions also figured into the decision.

things together. And with its free admission, it's just a "Almost everyone has a connection to Como, but this is not the place you may remember as a kid, or even as a parent," he says. "The campus is being refreshed in a way that will help a whole new generation rediscover it. The more you understand about making strategic investments that benefit our community, the question becomes how can you not invest in Como Friends?"

a chance to see behind

Without hesitation, I would say the quality and professionalism of the staff. They're so impressive. The passion, the care, and the love that zookeepers and horticulturists bring to what they do every day at Como is just incredible.

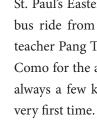








Partnerships that promote understanding about the earth



Field trips to Como have been a Minnesota tradition for generations, and making sure they're free is part of the culture of Como Friends. In 2018, for instance, private contributions made it possible to offer free transportation and cover the program costs to invite every second grader in the St. Paul public schools to Como to learn a little more about plants and help meet statewide science standards.



Kris Taylor Vice President of Community Relations Ecolab

St. Paul's Eastern Heights Elementary School is a short "We think it's excellent St. Paul teachers can bring their bus ride from Como's Visitor Center, but every time

"It's exciting for all of my students-even the ones who've been to Como Zoo before have sometimes nev-Thao. "It's fun to watch their faces when they feel how between Como and the schools." warm it is in the winter, or when they see these plants, and say, 'Wow, that's where chocolate comes from?""

students to Como and have a curriculum that aligns teacher Pang Thao brings her second grade students to with what's going on in their classrooms," says Kris Como for the annual class field trip, she finds there are Taylor, Vice President of Community Relations for always a few kids stepping on Como's campus for the Ecolab, one of the lead philanthropic grantmakers behind Como's education programs. "When it comes to reaching youth, it makes a lot of sense for organizations to collaborate and take advantage of the expertise we already have in our community, so we see the Second er realized there was a Conservatory to see, too," says Grade Field Trip program as another great partnership

> Ecolab also contributed to the Como Harbor campaign in 2018 with a major grant to support the underwater viewing areas in the new state-of-the-art habitat. "We feel very strongly there should be equal access to arts and culture and environmental experiences in our community, which is why we've been Como Friends' supporters from the beginning," Taylor says. "To have one of the only free urban zoos in the country right in our own backyard is really important to us."

mean to the corporate

It's fabulous to tell people from out of town that there's a great zoo and conservatory just 15 minutes from our headquarters, and it's completely free. The fact that Como Friends has helped make that possible is just outstanding in this day and age, and it says something about us as a city and a community that we believe there should be equal access for all people—children and adults.









Fast-growing green spaces that make our community flourish



Another critical asset the nonprofit has added to "The trick," says Horticultural Curator Tina Dombrowski, the Conservatory's tool kit is the Japanese Garden "is community support." Endowment, which provides the historic Charlotte "The work that Como Friends does to promote growth Partridge Ordway Japanese Garden with a reliable at the Conservatory just can't be underestimated," she source of funding far into the future. In 2018, it helped says. This year, contributions to Como Friends made it build the new Japanese Garden walkway that will be possible to sustain the Sunken Garden's crowd-pleasing unveiled this spring, creating a more inviting circular path to stroll through the historic Tea House Garden. seasonal flower shows, as well as critical behind-thescenes work, such as upgrading the light, temperature "As any gardener learns, planting is only part of the and humidity controls in Como's 30,000-square foot process," says Dombrowski. "Continuing to care for greenhouse, where nearly every plant and flower on Japanese style gardens requires specialized skills, campus is grown from seed. Como Friends' advocacy restorative costs and commitment, and that's why efforts have also been essential to securing the Legacy Como Friends' support is so valuable."



Tina Dombrowski Horticultural Curator Marjorie McNeely Conservatory

Conservatory has managed to cultivate such a fast-grow-

Garden lovers admiring the new gardens at Como's Amendment funding behind the new Cleveland Court front door may wonder how the Marjorie McNeely opening this spring, the final project in a phased plan that's turned Como's once well-worn lawn into a far ing and flourishing new landscape in just a few seasons. more inviting suite of flowering landscapes.

How does Como Friends curb appeal?

Como Friends' funding makes sure our foundation is strong, and through their generosity and their intuitive eye for details they recognize opportunities to create lovely grace notes and special aesthetic experience for every visitor.









Connecting Como Zoo's animals to their cousins in the wild

front the growing dangers of ecosystem change and The new skills the pair picked up as Conservation water pollution, aquatics keepers Julie Yarrington and Champions were soon put to good use back at Como Becky Sievers decided it was time to see first-hand what Zoo, when the aquatics team administered subcutaneconservation partners in the field are doing to protect ous fluid on CC the sea lion when she was recovering endangered marine mammals-and how zoos can be from eye surgery. "Previously, we might have had the part of the solution. veterinarian do that, which would have raised CC's stress level, but because of our experience in California, we As part of the Como Friends'-funded Conservation knew this was something we could be comfortable Champions program, the pair ventured to the doing on our own," Yarrington says, adding that those Pacific coast to work for the Channel Islands Marine and skills could come in very handy if Como Harbor Wildlife Institute, an all-volunteer conservation group becomes the home for other orphaned animals in the based in Santa Barbara. "Sea lions are thought of as a future. "Como Friends' support is giving us opportunisentinel species that can signal important changes in ties that we wouldn't have otherwise, and that really can ocean health, so the more we understand about why grow- benefit the care we give to our animals every day."



Julie Yarrington Aquatics Zoo Keeper Como Park Zoo and Conservatory

active second life at Como since surviving a life-threat-volunteer stay. ening shark attack. Now as Subee's wild cousins con-

Como Zoo has long provided safe harbor to orphaned ing numbers are being stranded, the better," says Sievers, and unreleasable seals and sea lions like Subee, the star who pitched in to feed orphaned pups, prepare diets of the Sparky the Sea Lion Show, who is enjoying a very and provide health care for stranded animals during her

as a Conservation Champion changed how at Como Zoo?

When you get to see a tiny little sea lion pup swimming in the big ocean, it makes you appreciate how impressive these animals really are in the wild, and also what they're up against. Going out in the field has given me so much more knowledge about marine mammals. and it makes me feel more confident talking to people about conservation when you can say, 'This is really happening. I've seen it myself.'









Strengthening Como's future with strategic growth and engagement



Six years ago, Como Friends adopted an ambitious strategic plan designed to grow organizational capacity, increase community engagement, drive up philanthropic giving and increase retail sales in Garden Safari Gifts. By Nonprofit Quarterly showcasing Como Friends' success 2018, the plan had hit every mark, putting the organization on a whole new footing as it begins its third decade as Como's nonprofit fundraising partner.

skills and interests.

Susan Roeder Strategic Accounts Manager Andersen Corporation

"One of the benefits of doing a strategic plan is that as much as it gives you a focus on what you plan to do, it also gives you guidelines for what you're not going to do, which is investing time and resources where it about critters, passionate about plants. won't add value," says Como Friends board member Susan Roeder, Strategic Accounts Manager at Andersen Corporation who served as both Vice Chair and Chair of Como Friends' Board of Directors during the strategic plan's implementation. Through the process, Como Friends found that one of the most successful strategies for strengthening the organization was increasing the size of its board of directors, which is now made up of a talented team of 28 community leaders with a variety of

"Having a large board isn't without its challenges, and you have to put effort into engaging everyone," says Roeder, who points with pride to a 2018 case study in at ensuring that every member of the larger board feels like they're contributing something valuable. "What's interesting is we have board members who want to engage at many different levels—some bring the voice of the community, some bring the voice of business acumen or management strategy, and then you have folks who are passionate about sustainability, passionate

"The diversity of our board brings together a broader group of thought partners who can help shape the mission of Como Friends in a way that can be more visionary. It puts us in a great position as we look ahead to the future."

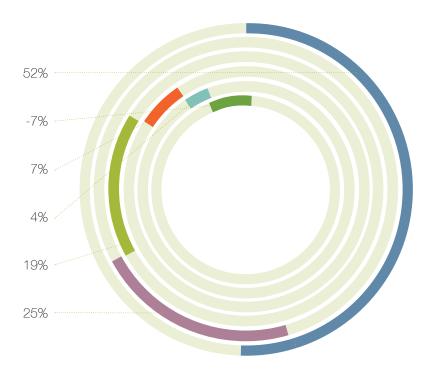
so valuable at Como?

Every year, Como mobilizes around 1,100 individuals who share their time and talents to benefit Como, including the Board of Como Friends. When people feel like what they're contributing is critical and appreciated, they want to do more. That's why the volunteer engagement is a strong reflection of the effectiveness of an organization. Como Friends and Como Park Zoo and Conservatory earn very high marks for keeping those connections going.

Statements of Financial Position

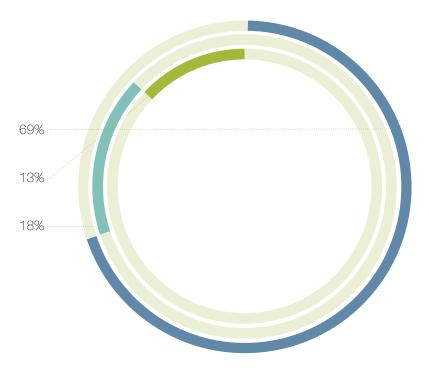
As of December 31,	2018	2017
ASSETS		
CURRENT		
Cash and Cash Equivalents	\$ 1,552,852	\$ 840,036
Board Funds	1,645,796	1,630,120
Certificates of Deposit	_	104,175
Contributions Receivable	661,963	445,018
Inventory	265,435	245,677
Prepaid Expenses	42,056	49,434
Total Current Assets	4,168,102	3,314,460
OTHER		
Contributions Receivable–Net of Current Portion	\$ 1,800,350	\$ 1,259,388
Property and Equipment–Net	125,188	123,937
Beneficial Interests in Assets Held by Others	7,676,634	8,346,823
Total Other Assets	9,602,172	9,730,148
TOTAL ASSETS	\$ 13,770,274	\$ 13,044,608
LIABILITIES AND NET ASSETS CURRENT Accounts Payable	\$ 16,988	\$ 7,199
Accrued Expenses and Other Liabilities	111,046	156,394
Total Current Liabilities	128,034	163,593
NET ASSETS		
Net Assets Without Donor Restrictions		
Board Designated Reserve and Project Funds	1,645,796	1,630,120
Board Designated Endowment	125,967	138,516
Undesignated	704,302	701,112
Total Net Assets Without Donor Restrictions	2,476,065	2,469,748
Net Assets With Donor Restrictions		
Perpetual in Nature	6,480,846	6,480,846
Purpose Restrictions	4,471,611	3,563,317
Time-Restricted for Future Periods	213,718	367,104
Total Net Assets With Donor Restrictions	11,166,175	10,411,267
Total Net Assets	13,642,240	12,881,015
TOTAL LIABILITIES AND NET ASSETS	\$ 13,770,274	\$ 13,044,608
		, ,

Statements of Activities



Sources of Revenue

Gifts for Capital Campaign \$2,307,581
Individual Giving \$1,113,314
Gift Shop Revenue
Corporate and Foundation Giving \$312,487 (excluding Capital Campaign)
Events\$191,685
Investment and Other Income (\$323,148)



Program and Mission Support

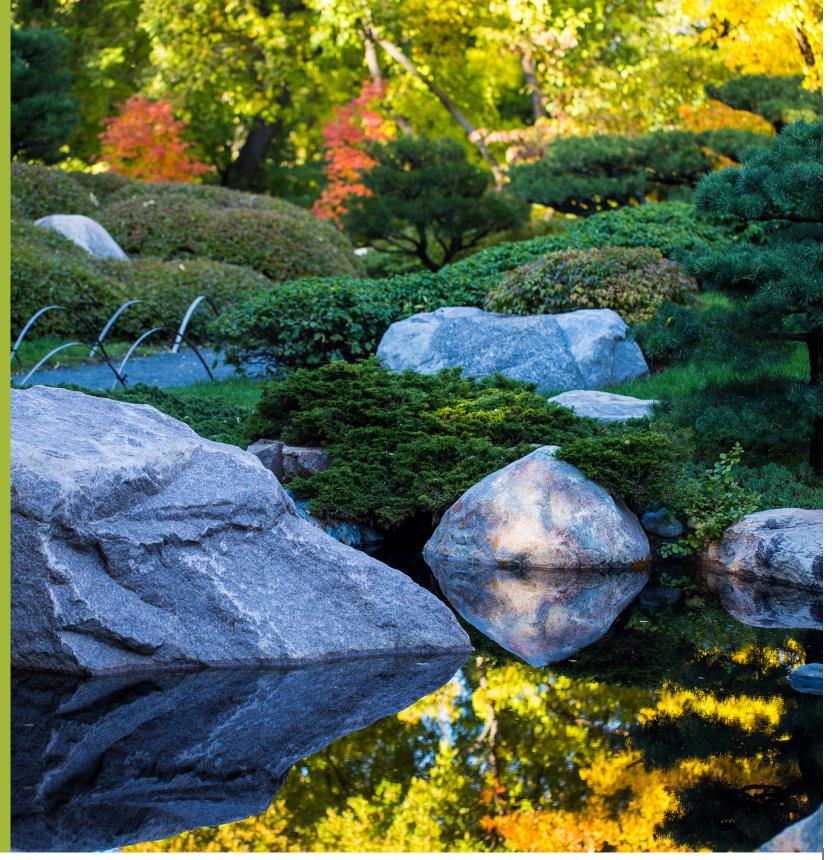
Program Support \$2,263,912
Mission Support Management Expense\$652,315
Mission Support Fundraising Expense \$487,876



COMO friends THRIVE ON

We are Como Friends, decades old and thousands strong. From all walks of life and every corner of the community. Dedicated to making Como Park Zoo and Conservatory the best it can be today, and even better tomorrow.

We make sure Como Park Zoo and Conservatory thrives!



Thank you donors!

\$1,000,000 Otto Bremer Trust

\$200,000 - \$999,999

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Como Friends Staff

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