WITH FRIENDS, we thrive

COMO FRIENDS 2015 ANNUAL REPORT
The Marjorie McNeely Conservatory celebrated her 100th anniversary in 2015 with a community-wide party that welcomed more than 36,000 visitors during a single weekend in June. If you joined us then, or during any of the gorgeous summer days that followed, you saw the Conservatory in top form, with a beautiful new Centennial Garden, a Victorian-themed Sunken Garden flower show, and even a re-imagined Palm Walk—one of the tropical attractions that put Como on the map at the turn of the century.

During the festivities, couples came back to Como to renew their wedding vows, horticulturists from around the country came to see how public parks can grow community, and there were cheers (and a few tears) when the historic Palm Dome was lit up with a purple glow to celebrate her diamond anniversary.

Pulling off a birthday party for one of Minnesota’s best-loved landmarks takes plenty of advance planning. At Como Friends, it’s been on our calendar for more than 15 years. In fact, making sure the Marjorie McNeely Conservatory survived to see her first centennial was one of the urgent community needs that helped form our nonprofit fundraising organization back in 2000. A merger of several fundraising, docent and civic groups that gathered and galvanized behind this treasure in our own backyard, Como Friends has raised the critical private funding needed to preserve the Conservatory’s architectural integrity and protect the world-class horticultural collections that live and breathe under Minnesota’s most recognizable rooftop.

As a supporter of Como Friends, you help ensure this world-class natural wonder has the resources it needs not simply to survive, but to thrive. Through your generous contributions, Como Friends raised $1,403,556 in private contributions in 2015 to benefit every corner of Como’s campus.

With every dollar raised from our community of supporters, we’re also raising the bar—restoring horticultural treasures like the Charlotte Partridge Ordway Japanese Garden, creating cutting-edge habitats like Polar Bear Odyssey, and expanding next-generation conservation classes that teach more than half a million visitors each year how to be better stewards of the natural world.

From growing new public gardens, to providing cutting-edge care to animal newborns, to welcoming an astonishing 1.9 million visitors every year, your support for Como Friends’ unique public/private partnership provides Como the extra care and feeding it needs to be the best it can be today, and even better tomorrow.

Thank you for all you do for Como!

Dear Como Friends supporters,

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Thank you for all you do for Como!

Jackie Sticha Nancy Nelson
PRESIDENT BOARD CHAIR
## 2015 CONTRIBUTIONS TO COMO PARK ZOO AND CONSERVATORY

**Total 2015 Donation: $1,403,556**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<td>Marjorie McNeely Conservatory</td>
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<td>Cat Building Improvements</td>
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<td>Cheney Family Camp Scholarship</td>
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<td>Staff Positions &amp; Annual Operations</td>
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<td>Conservation</td>
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</table>
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.
WITH FRIENDS, we thrive

Total contributions in 2015:
$1,403,556

Total visitors in 2015:
1,915,984

Daily price of admission at Como Park Zoo and Conservatory, thanks to your contributions to Como Friends:
zero

Annual regional economic impact of Como Park Zoo and Conservatory:
$167.7 million

WITH FRIENDS, we thrive

7,375
Individual Como Friends donors in 2015

$34.1 million
Total contributions to Como since 2000

$34.1 million
Total number of sales transactions in Garden Safari Gifts in 2015

9 percent
Increase in Garden Safari Gifts sales over 2014

92 percent
Horace Cleveland Society members who renew their commitment annually

9 percent
Increase in Como Friends’ annual contribution to Como Park Zoo and Conservatory since 2012

94,068
Total number of sales transactions in Garden Safari Gifts since inception

24
Horace Cleveland Society members who renew their commitment annually

24
Full-time staff members it would take to cover the 48,886 hours volunteers contributed in 2015

1,474
Individual volunteers at Como in 2015

1,474
Individual volunteers at Como in 2015

$12,000
Total contributions to Como since 2000

6 years
Number of years in a row that tickets to Como Friends Sunset Affair summer gala have sold out

17,000
Kids and adults who came to Como Friends ZooBoo fundraiser

605,759
Total number of visitors touched by an education program

881,352
Total number of school-age kids who visited Como in 2015

40’ x 140’
Size tent it took to cover the 550 Como Friends Sunset Affair enthusiasts who gathered—in the rain—to celebrate the Marjorie McNeely Conservatory’s 100th anniversary

2000 to 2015
Growth in endowment funds from 2000 to 2015

Improvements funded so far thanks to your contributions and Como Friends’ advocacy efforts:

☑ Blooming Butterflies
☑ The Centennial Garden
☑ Giraffe Feeding Station
☑ Gorilla Forest
☑ The Ordway Gardens
☑ Polar Bear Odyssey
☑ The Como Park Zoo and Conservatory Visitor Center
TWENTY YEARS AGO, COMO’S HORTICULTURE STAFF worked out of a trailer, preschool programs were taught from a mobile classroom with a leaky roof, and zookeepers shared their lunch room with dozens of off-exhibit reptiles and amphibians.

As Como Friends board member Wendy Rubin remembers, “The facilities were pretty awful, but the thing Como always had going for it was location, location, location.” In 1999, she and several other trustees of the F.R. Bigelow Foundation came for a behind-the-scenes visit at the invitation of Como Friends, committing to a major gift even before the tour had ended. “We didn’t even wait to be asked because the need was just so compelling,” she says. “It was time to take Como from the 1950s to the 21st century.”

The Bigelow Foundation’s $1 million pledge was one of the first private commitments toward building the Visitor Center that united the historic Zoo and Conservatory with a single entrance and a shared mission in 2005. Since then, Como Friends has leveraged more than $34.1 million in community-wide investment at Como, fueling a decade of major improvements that have multiplied Como’s reach across the region. In fact, a 2015 study from Sapphire Consulting found that Como creates $167.7 million in economic impact for Minnesota—providing nearly a 15 to 1 return on every dollar invested at Como.

“I know we’ve proven our weight in gold, but to me, the memories families are making here are even more valuable,” Rubin says about the 1.9 million children and adults who visited Como in 2015. “I’d love to see every child in the area have a memory of coming to Como with someone they love—a teacher, or a mom, or a grandparent. To me, that’s the best legacy Como Friends can leave to our community.”

Como creates $167.7 million in annual economic impact for Minnesota — providing nearly a 15 to 1 return on every dollar invested at Como.
IN MARCH 2015, 20-YEAR-OLD POLAR BEAR NEIL TRIED A BRAND NEW behavior backstage in Polar Bear Odyssey, presenting his massive front paw to senior keeper Allison Jungheim and allowing her to draw blood from his foot voluntarily. “Of course, we’d been planning for this moment for years, and we’d trained him for this behavior for months, but the first time it really worked, I did think, ‘Oh my gosh, I’m actually touching a polar bear’s paw.’” Como Zoo is only the second zoo in North America to successfully train polar bears to participate in this simple, non-invasive health screening tool. (Twin brother Buzz followed suit a few months later.) “Looking at their blood values is one of the best ways of understanding their overall health and what’s going on internally,” says Jungheim. “For the larger polar bear community, it’s also important because it allows Como Zoo to participate in conservation research and share what we know about their health.” In fact, Como’s aquatics staff have already shared the design of the special “blood cuff” built into the public training area at Polar Bear Odyssey to help other zoos achieve the same results.

While planning for the polar bear blood draw began three years ago, the cornerstone for its success was set back in 2001, when Como Friends provided the funding to implement an operant conditioning training program aimed at improving animal care. Today, positive reinforcement training engages more than 25 species at Como Zoo, from Galapagos tortoises to great apes Arlene and Kemala, two primate infants just beginning to recognize their own names. “We wouldn’t be where we are today without Como Friends,” says Jungheim. “Our goal is to help these polar bears stay nice and healthy for a lot of years to come.”
IN DECEMBER 2015, COMO FRIENDS’ SUPPORTERS raised a final toast to the Marjorie McNeely Conservatory’s first century and pledged to protect its future with a $1 million endowment fund committed exclusively to the Charlotte Partridge Ordway Japanese Garden.

“This garden was a gift from the city of Nagasaki, Japan that’s been stewarded by the citizens of St. Paul, but to give it the special care and feeding it needs really takes private support,” says board chair Nancy Nelson of Como Friends, which has supported the renovation plan that’s earned the garden recognition as a “rising star” among Japanese gardens in North America.

“A generation ago, the generosity of the Ordway family made this garden possible, and now it’s our turn to make sure that this treasured corner of Como has all of the resources it needs to keep growing on an upward path.”

Since 2000, private gifts and careful stewardship have allowed Como Friends’ endowment funds to grow from $12,000 to $6.4 million, providing sustainable funding for Como’s second century of service to our community.

A new endowment fund for the Charlotte Partridge Ordway Japanese Garden is just one of the ways Como Friends is working to protect the treasure in our own backyard.
In late fall 2015, Como Zoo put the finishing touches on a new giraffe feeding station that’s about to bring visitors within inches of these gentle giants. While it’s the perfect platform for keeper talks and family snapshots, the remodeled African Hoof Stock habitat is far more than a photo op for the thousands of families who come to Como every year.

“This is a design improvement that’s also an important program improvement,” says Jackie Sticha, president of Como Friends. “Nothing makes you connect with nature quite as powerfully as seeing these animals right up close.”

While the new giraffe feeding station is a relatively small project, it’s part of a huge transformation Como Friends started fueling a decade ago with the opening of Tropical Encounters in 2006. “That was the start of proving to the public that you could make changes at Como that would make the experience even better for animals, plants and people,” says Como Friends board member Arta Cheney. “One thing that makes me very proud to be part of Como Friends is that almost everything we do is about involving young people, creating new classroom space, bringing kids closer to nature. It’s all about the next generation.”

Como’s nearly 1 million school-age visitors were definitely the driving force behind a series of Como Friends investments in 2015—from funding a strategic plan for Como’s education department, to bringing back the popular Blooming Butterflies exhibit, to putting the final polish on design plans for a new Seals and Sea Lions habitat. “Once you see the possibilities for learning that open up with every improvement,” says Cheney, “you just want to keep it moving and doing more.”

“One thing that makes me very proud to be part of Como Friends is that almost everything we do is about involving young people, creating new classroom space, bringing kids closer to nature. It’s all about the next generation.”

—ARTA CHENEY, COMO FRIENDS BOARD MEMBER
STATEMENTS OF ACTIVITIES

Sources of Revenue
- Individual Donations: $2,174,941
- Gift Shop Revenue: $1,460,656
- Corporate & Foundation Giving: $341,209
- Event Revenue: $316,699
- Investment & Other Income: $19,202

Contributions to Como and Expenses
- Salaries & Benefits: $1,188,242
- Contribution to Como Park Zoo & Conservatory: $1,149,649
- Other: $906,496
- Gift Shop Cost of Goods Sold: $588,640

STATEMENTS OF FINANCIAL POSITION

AS OF DECEMBER 31

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<table>
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<td><strong>Liabilities and Net Assets</strong></td>
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<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td><strong>$11,495,269</strong></td>
<td><strong>$10,954,084</strong></td>
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</table>
Your contributions give Como Park Zoo and Conservatory the extra care and feeding it needs to be healthy, grow stronger, live on, and remain available to all.

$200,000 +

The Donald McNeely Family
The Saint Paul Foundation

$100,000 - $199,999

Katherine B. Anderson Fund of The Saint Paul Foundation
Huellmann Foundation

The John and Ruth Huss Fund of The Saint Paul Foundation
E. M. Pearson Foundation Endowment Fund of Como Friends

Travelers Foundation
Estate of Adelia K. Wilson
Xcel Energy

$15,000 - $49,999

Anonymous
Andersen Corporation
Fred C. and Kathryn B. Andersen Foundation
Gordon and Margaret Bailey Foundation
Barre Foundation
Best Buy Foundation
McCarthy Birkjohn Foundation
Chippewa MaxX Grill
Ecolab Foundation

Deb and Mike Higginson
Horton Holding, Inc.
The M Group Creative, LLC

$5,000 - $9,999

Anonymous
Ameriprise Financial
Abigail and Nicholas Boetticher
Boss Foundation
Roger and Diane Brack
Cabelas
CFA
David and Giestchen Crary
Dellwood Foundation, Inc.
Ellis Family Fund of the Minneapolis Foundation
Utton Field, Jr. and Anna Field
Sherry Anne Forsyth-Lais and Charles Lais
Ann Gaering
Georgianna Harmon
Shannon and Corey Hoagland
Hubbard Broadcasting Foundation
Jefferson Lines
John and Nancy Lindahl
Medtronic Foundation
Minnesota Corn Growers
Morrison Morris
Nancy and Russ Nelson
NTH
Paul Oberhaus and Diana Adamson
Bill R Family Foundation
Pioneer Press
Dave and Lynne Finkmer
Karri Hubbard Rominski and Daniel M. Rominski
Securian
Teri Seymour
Space Center, Inc.
Standard Water Control Systems, Inc.

José de la Barra Foundation

$10,000 - $14,999

Anonymous
H.B. Fuller Company Foundation
Lancer Catering
Johannes Marliem
McGuinn Companies
Turnkey Events and Promotions
U.S. Bancorp Foundation

Your contributions give Como Park Zoo and Conservatory the extra care and feeding it needs to be healthy, grow stronger, live on, and remain available to all.

$2,500 - $4,999

Anonymous (2)
Diana Allen
Debbie and Ron Ams
Baker Trilly Vrchn Pocket, LLP
Base Management Company
John and DeAnne Bennett
Dennis and Liz Benz
BMO Harris Bank
Briggs and Morgan, P.A.
Cheney Family
CLP Design
David and Margaret Cochrane
Stephen Daas
Jennifer and Carl Deny
Liz Dodson
Scott and Lisa Dongoske
Emerson Process Management
- Rosemount Inc.
Fores River Foundation
Mary Fowler
Grand Casino Hinckley
General Mills Foundation
Carla J. Hoyl
Stan and Karen Hubbard
Stanley and Jennifer Hubbard
John and Ruth Huss
Matthew Kramer and Mary Rowlof
The Marketing Arm/
State Farm
Joe & Madelle Mauer
Donations
William, Carolyn and Emma McCarthy
Sherry Miles
Minnesota Lynx
MinMor Industries
Ronald and Marilyn Mitsch
Nicky and Tim Nogas
Martha and Brock Nelson
Fond and Catherine Nicholson
William Padlock
Lynnette and Bob Palmen
Q3 Contracting, Inc.
Edward Reed
River Road Foundation
Pauline Roth
Sue and Dan Schmitt
Kathleen Schubert
Siroset Leonard Street LLP
Rupert and Joanne Strobel
Joe Tadjian and Kay Savic
The Thayer Family Foundation
US Bank FlexPerks
Willerson, Gutmann
& Johnson Leadership Fund

$1,000 - $2,499

Anonymous (2)
Gerald Adams
The Allegra Fund
Ameriprise Services, Inc.
Ameriprise Financial
Employee Matching
Gift Program
Sarah Anderson and Christopher Hayner
Chas and Nancy Arndt
Maggie and Tom Ardof
Schubke
Cheryl Lynn Bailey and Dan Humes
Jo & Gordon Bailey Family
Fund of the Catholic Community Foundation
Jo Bailey and Gordie J. Bailey, Jr.
Alexandra Bjorklund
Lisa and Michael Bjorkman
Peter Butler
Vonnie Chan
Maxine Chin
City Club Foundation
Clam Corp.
Bob and Diane Codrerrr Fund of The Saint Paul Foundation
John R. Cross Fund of The Saint Paul Foundation
Robert J. Cyza and Sherry Cyza
D’Amico Catering
Dean and Julie Dally
David's Photography
Mike and Laura Day
Terry Devitt and Michael Hoffman Family Fund of The Saint Paul Foundation
Steven and Vicki Dodson
Dolan Printing
Joan Doddington
MaryAnn and Robert Evander
Peter and Kate Everett
Fairview Pharmacy
Services LLC
Federal Reserve
Financial Executives
International
Patricia Flahawn
Patricia R. Freeburg
Fridley Middle School
Middle School Funder and
Kristopher Foland
David and Kathleen Gabel
Bob Gardner

James R. Gardner and Alan Gardner
Jane Garber
Linda Givens
Joy and Joyce Goden
Mike Naim
Frank Hapke
Robert and Susan Hartzell
Hawkins Family Foundation
The Foundation
Jennifer Heinecke
Heraeus Medical
Components
Larry and Patricia Hinkin
Elfrieda Hintze
Amy L. Hubbard and Geoffrey J. Kehoe Fund of Minnesota Community Foundation
Johnson Controls Foundation
Rebecca Johnson
Bill and Diane Kaphing
Adelle Kaufman
KIND Healthy Snacks
Mary Jo Kitto
Nancy and Todd Koch
Ms. Debra J. Kohen and Mr. Jeffery Kohen
Stave and Margie Krause
Trell Kuluja and Victoria Heckman
Laurence and Jean Lauene
Juria and Richard Liu
The Lumable Charitable Fund
Lory Maeder
Margaret Rivers Fund
Edwin and Susan McCarthy
Tom and Jean McCough
Colleen McCugh-Wood
Brad Wood
Douglas and Ann McMillan
Maad Wittert Foundation, Inc.
Janessa and Jeremy Meyer
Scott Milburn
Thomas Mingus
Minnesota Safety Council
Lary Moody
Justin and Krista Morneau
Anna Morrison and William Morrison
Dennis and Kollie Mueller
National Christian Foundation
Ina Nicholson Family Foundation
Ford and Catharine Nicholson
Todd and Martha Nicholson
Northern Star Council

The Dan and Sally O'Brien Fund of The Saint Paul Foundation
Jaclie O’Connell
Patrick O’Connell
Daniel Ordway
Erik Ordway
Marla and John Ordway
Charitable Lead Trust
Marla and John Ordway
Jay and Korina Osborn
John and Debra Peterson
Barb Piotrowski
Pool and Yacht Club, Inc.
Susan Reissetter
David and Darla Roeker
Christine and Steve Roffler
Tom and Leslie Rowlof
Wendy and Steve Rubin
Family Fund of The Saint Paul Foundation
Gerald and Charlotte Samuelson
Bill and Susan Sands
Schulie Travel
Schwab Fund for Charitable Giving
Arvind Sharma and Stephanie Raddike
Briar Slatek
Erik and Pam Stegman
Jackie Sticha and Chris Hautman
Amy and Michael Stelow
Paul and Janet Tonzmann
Tomes Family Charitable Fund
The Stabilization Fund
Upper River Services Inc.
Edwin van der Hoek and Jennifer Debrov
Leo and Martha Varley
David and Ann Wasson
Kathryn A. Weiss
Lisa Welsal and Louis Asher
Julia Welsey-Wong
Dorothy Wexler and Dennis Oberg
Anna Camp
White Pine Fund
Wheelock Whitney
Heather Wktor
Winthrop & Weinstine
Burton and Patricia Wittuhn
Walley’s Steakhouse
Michela Yanko
Zakia’s Lebanese Deli
continued on next page
$500 - $999
Anonymous (2) 3M Foundation
Robby Adams
Alton Foundation
Karen Anderson
The Mary Anne K. and William R. Anderson, Jr. Foundation
Anime Twin Cities, Inc.
Shane Austrand
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Barbara Bachman
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of Minnesota
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John Driscoll
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Dwight and Elizabeth Friesan
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Geoff Michael Group, Inc.
Anne Gernerit
Larry Gleason
Jan Godloke
Kathleen and Carroll Goddell
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Greystone Foundation
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Margaret and Thomas Harkness
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Anna Hawelka
John and Marilyn Hay
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F. Craig and Patricia Jilk
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Jackie Johnson
Sharon Johnson
Susan Johnson
K & M International, Inc.
Arthur W. Kaemmer and Martha H. Kaemmer
Brian and Sandy Kamin
Tara Kally and Thomas Gahler
Shannon and Smith Kinney
Elizabeth Klaber
Knight Law Office PA
Robert Kral and Linda Krasch
Jim and Sheri Kump
Julie Kunke
Collin and Rob Langford
Paul Larsen
LaSporte Cottage
Bob Lakeborough
Don and Carli Caron
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Rob and Renee Leonard
William and Ann Lohman
Jennifer and H.J. Lohse
James Lovat
Jeff and Cindy Mains
Mark Mansee
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Malcolm and Patricia McDonald
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Patrick McIntyre
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Dale Mensch
Microsoft Corporation
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Kellie and Matt Nelson
Richard and Joan Newmark
Fund at Schwab
Charitable Fund
Nicholson Family Heritage
Fund of the National Christian Foundation
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Sallie O’Brien
Phil and Cassy Ordway
Jason and Kayla Osborn
Gregory Pag
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Palm Tavern
Bob and Melanie Paris
Patisserie 46
Rick and Diane Peck
Kathleen Perkins
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Community Volunteer
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Commissioner of Corporate Affairs, Mille Lacs Band
Martha Nelson
Community Volunteer
Nancy Nelson (Chair)
Community Volunteer
Erik Ordway
Brokerage Services, Cushman & Wakefield/NorthMarq
Lynette Palmegren
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P.W. (Bill) Parker
VP & Chief Risk Officer, U.S. Bankcorp
Susan Roeder
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Arvind Sharma
Manager, An empresa Procurement
La Grossman Smith
Community Volunteer
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Sr. Marketing Manager, General Mills
Peter Thiel
Attorney, Stinson Leonard Street
Edwin van der Hoek
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Director, Saint Paul Parks and Recreation
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President, Como Friends
Como Friends core mission is centered on raising funds from the community to invest in programs and improvements at Como Park Zoo and Conservatory. As a result, we do not manage programs related to the care of the animals and gardens or to education and conservation efforts. This is why our percent of fundraising costs is higher than average. When the Como Friends and Como Park Zoo and Conservatory budgets are combined, our percent of admin and fundraising costs averages 16 percent.

<table>
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<tr>
<th>Expenses</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
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<td>Management and Administration</td>
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<td>Fundraising</td>
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<td>2,422,403</td>
<td>3,170,711</td>
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Program Services: 63% 66% 59%
Management and Administration: 20% 18% 24%
Fundraising: 17% 16% 17%
100% 100% 100%