MISSION
To create connections between people and animals that will inspire lifelong conservation of the natural world.

VISION
Empowering change through conservation action and engagement.

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Photos on the cover and pages 2 (Canada lynx), 8 (Blanding's turtle), 14 (lesser Madagascar hedgehog tenrec), 30 (sandhill crane), and 40 (white-tailed deer) are courtesy of Edward Durbin Photography.
As I reflect on 2022, one thing is readily apparent; Cosley Zoo is extremely fortunate to have so many dedicated and passionate supporters who care deeply about the zoo and its mission.

These advocates have and will make so much possible now and in the future. While their generosity has been apparent for many years, in 2022 donor support reached an all-time high (see pages 34 and 39).

In addition to all the wonderful things made possible by supporters in 2022, thanks to capital funds provided by the park district, the zoo was able to complete many needed infrastructure repairs and replacements (see page 35).

This great partnership between the Wheaton Park District and the Cosley Foundation, and the generosity of our supporters make such an enormous and positive difference for so many, a difference that will endure for generations to come.

The selfless generosity of our supporters has given me boundless hope for our future, a future in which Cosley Zoo will continue the pursuit of its mission and vision, a future where we will make a positive impact on our world and where we can be a center for conservation and a place of learning, discovery, and inspiration.

Sincerely,

Susan L. Wahlgren
Cosley Zoo Director
As confirmed by our accreditation from the Association of Zoos & Aquariums (AZA), Cosley Zoo meets the gold standard for exceptional animal care. Our animal welfare program is centered around providing the very best care, which ensures that the animals receive far more than just their basic needs of proper nutrition, clean and naturalistic habitats, and veterinary care. Animal care at Cosley Zoo also means providing mental and physical stimulation, choice and control in their environments, and opportunities to participate in species-specific behavior. All these factors contribute to the greatest quality wellbeing for each animal. Animal welfare is a science and our staff regularly measures it by conducting assessments on each animal and its habitat. These evaluations allow us to analyze each animal’s welfare and how their needs vary as the seasons change and as they progress through different life stages, ensuring we are providing excellent life experiences.

A Fresh Direction
Since the zoo developed a mission in the 1990’s, our focus has been on native Illinois wildlife and domestic farm animals. In 2022, with the arrival of the Canada lynx, the zoo began a gradual expansion of its variety of animal residents to include some species from other areas of North America.

The broadening of our animals to include North American species will provide the opportunity to expand the zoo’s educational impact as we share different conservation stories and information about a wider variety of animals. Sharing these stories will help to grow our guest’s appreciation for the wonderful diversity of wildlife and how they interact with us to ensure a healthy ecosystem.

New to the Zoo
In June, the zoo was excited to welcome two, four-year-old Canada lynx sisters, Sage and Poppy. Their arrival marked the first time Canada lynx were exhibited in the zoo’s history.

Before their arrival, the habitat underwent modifications to fulfill the needs of the incoming younger lynx sisters and help educate the zoo’s visitors about this new species. Animal care staff replaced older logs, tree stumps, and other natural items in the habitat in addition to working with a designer to create new signs to replace the existing bobcat information. Once the habitat updates were complete, the planning to bring the lynxes to Cosley Zoo from Montgomery Zoo in Alabama began.

Upon arrival at the zoo, the lynx underwent a mandatory 30-day quarantine period which gave them the opportunity to adjust to their fresh surroundings and begin to bond with their new caregivers. To celebrate their arrival and introduce some of the zoo’s largest supporters to the lynx, an exclusive Drinks with the Lynx event was held in August.
The Canada lynx were placed at Cosley Zoo through a Species Survival Plan (SSP) recommendation. SSPs are an Association of Zoos and Aquariums (AZA) conservation initiative designed to maintain long-term and geographically varied, healthy and genetically diverse populations of select endangered or threatened species within AZA facilities and partner organizations. These plans keep track of each individual animal of a species living in human care, manage genetics through a studbook, make breeding recommendations, and in some cases, even facilitate research and initiatives to reintroduce species back into the wild.

An additional new species to the zoo in 2022, a lesser Madagascar hedgehog tenrec, is another animal managed with a SPP. Within AZA, there are over 500 species managed through SSP programs.

Generous Contributions

The relationships that the zoo has with the local community not only confirm that we are achieving our mission of creating connections between people and animals, these ties to our advocates also help us to provide the very best care to each and every one of the animals that call Cosley Zoo home. Thanks to generous donor support the zoo was able to purchase several new items to help provide enhanced care including:

- Two blood analysis machines that now allow the zoo to get immediate blood analysis results at a greatly reduced cost
- Scales to be used by animal care staff to help collect and document routine weights for each animal
- Modernized animal ambassador housing that provides significantly more space in addition to providing accurate temperature and humidity control specific to each animals' needs
- An artificial, natural-looking log that provides valuable shelter for the rabbits and is aesthetically pleasing to to the zoo’s many visitors

Blood analysis machines located in the zoo's animal clinic.

Natural-looking log shelter for the rabbits.
Additionally, the zoo’s animal care staff had the unique opportunity to mentor several local young people in designing enrichment that encourages natural behaviors in animals. On one occasion, staff worked with Eagle Scout candidate, Zach Popham, in designing and implementing a structure to provide enrichment for the chickens. The wood platform he constructed offers additional foraging, climbing, and shelter opportunities for the chickens.

Zach and friends install a new enrichment platform in the chicken yard.

The zoo also hosted a group from a Chicago school and taught them about the importance of enrichment. Students were challenged to use what they learned and design enrichment activities that would encourage the natural behaviors of four of the zoo’s animal species:

- The white-tailed deer received a piñata that was hung to encourage jumping.
- The Canada lynx were given a platform bed with a homemade pillow on top.
- The red fox’s enrichment was a box with a pillow to use as a den.
- The raccoon received a bookshelf with corn and blueberries hiding under balls.
Avian Influenza

Just as COVID-19 restrictions lifted, zoo staff were faced with an additional concerning disease that greatly altered zoo and animal care operations in 2022. Beginning in January, the United States Department of Agriculture (USDA) began reporting many cases of an extremely contagious strain of Highly Pathogenic Avian Influenza (HPAI) across several areas of the United States, including the Midwest. This strain of HPAI was proving to be tremendously infectious in birds, with symptoms resulting in fatalities in poultry including chickens, turkeys, pheasants, quail, domestic ducks, geese, and guinea fowl, and was spreading rapidly from flock to flock.

In February, in response to the presence of HPAI near the zoo, a subcommittee of the zoo’s Emergency Preparedness Team was developed to review the zoo’s Response for the Management of High Consequence Diseases plan, as well as determine and implement any necessary enhanced biosecurity measures that were needed to ensure the health and safety of the over 75 individual birds that reside at the zoo. Some of the actions taken included overall increased biosecurity measures, such as the use of footbaths when entering and exiting areas containing birds and ensuring proper hand washing techniques; reaching out to zoo vendors, staff, interns, volunteers, and Junior Zookeepers to assess their contact with birds outside of the zoo and determining if any extra precautions needed to be established for those individuals; relocating some of the zoo’s birds from outdoor to indoor areas to further minimize their risk of exposure; emptying the large 66,000 gallon duck pond and the pond in the deer habitat to prevent wild waterfowl from using them; increasing vermin control throughout the zoo; and providing open and updated information to staff and the public about the ongoing situation. In addition to all these measures the zoo was also unable to start its public duck and chicken feeding programs which typically begin annually in late March to coincide with local schools’ spring breaks.

The avian influenza subcommittee continued to meet weekly through July to assess the status of HPAI and the implementation of biosecurity protocols. Based on disease data, the team made the decision to return to normal operations in July.

While the presence of a serious avian influenza so close to the zoo presented its challenges, especially with such close proximity to the protocols required to ensure the safety of visitors and animals during the height of the COVID-19 pandemic, our team is proud to have successfully handled this situation with much thought and care.

In an effort to minimize potential HPAI exposure, sandhill cranes Ichabod and Frasier were moved from the outdoor deer habitat into the, then empty, bobcat holding building.
## Cosley Zoo Animals

<table>
<thead>
<tr>
<th>Category</th>
<th>Species</th>
<th>Individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amphibians</td>
<td>3</td>
<td>18</td>
</tr>
<tr>
<td>Birds</td>
<td>23</td>
<td>76</td>
</tr>
<tr>
<td>Invertebrates</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Mammals</td>
<td>17</td>
<td>45</td>
</tr>
<tr>
<td>Reptiles</td>
<td>9</td>
<td>14</td>
</tr>
</tbody>
</table>

### New in 2022

- 5 Cope's Grey Treefrogs
- 1 American Kestrel
- 1 American Robin
- 2 Chickens
- 2 Mallards
- 1 Brown-headed Cowbird
- 1 Bearded Dragon
- 2 Canada Lynx
- 1 Eastern Chipmunk
- 1 Lesser Madagascar Hedgehog Tenrec
As a key component of the zoo’s mission, our staff have committed to conservation initiatives through many channels including being an active partner in the Blanding’s Turtle Recovery Project, raising money and participating in working groups to support threatened and endangered species in the wild, teaching our surrounding communities about environmentally conscious living and how to take part in conservation efforts at home, and raising awareness about conservation initiatives at the local, national, and global levels.

**Coins for Conservation Display**

The zoo’s Coins for Conservation display is an interactive way for zoo visitors to donate their spare change and help support conservation efforts for various endangered species. In the fall, the coin drop was enhanced to allow visitors to donate dollar bills in addition to coins. Visitors contributed almost $1,400 in support of conservation efforts for the African penguin, black-footed ferret, and the zoo’s own Blanding’s Turtle Recovery Project.

**Blanding’s Turtle Recovery Project**

The Blanding’s Turtle Recovery Project is Cosley Zoo's primary field conservation initiative. This program—a partnership between Cosley Zoo, the Forest Preserve District of DuPage County, and several other regional organizations—is working to increase the number of wild endangered Blanding’s turtles in Illinois. Since 2001, the zoo has been part of the head start component of the project which has reared and released more than 4,000 Blanding’s turtles back into the wild. The zoo is also home to seven adult males with valuable genetics that will be used for breeding once they reach maturity.

2022 proved to be an interesting year for the Blanding’s Turtle Recovery Project when a concerning shell rot fungus (*Emydomyces testavorans*) was detected in the water systems of nearby Kane and Lake Counties. This caused the zoo to launch additional biosecurity protocols which included disinfecting hands when moving between each of the eight turtle habitats, using different equipment in each of the habitats, and disinfecting any equipment that couldn’t be duplicated in between habitats.
In March, a veterinarian from Shedd Aquarium visited to look for evidence of the shell eating fungus in the turtles housed at Cosley Zoo. Staff also worked closely with Brookfield Zoo in running water sample tests in the zoo’s turtle habitats to look for any sign of the fungus. Several turtles were positive for the fungus, while others were negative. The 63 negative turtles were moved from the Turtle Conservation Room to the Quarantine Building to ensure their continued health. After several negative tests each of these turtles was released into a DuPage County natural area.

Due to this concerning fungus, it is currently uncertain exactly what changes need to be made in order for the Blanding’s Turtle Recovery Project to remain successful. The zoo is diligently working with the State of Illinois and DuPage County to determine care and possible treatment for the remaining positive hatchlings and seven adult males still living at the zoo.

Also in 2022, an animal care volunteer created a short informational video about the Blanding’s Turtle Recovery Project. The video is now being played on the TV in the barn aisle for guests to view during their visit.
Conservation Team

Cosley Zoo’s multi-departmental Conservation Team once again organized several opportunities for zoo staff and the community to get involved in local conservation efforts.

In May and September, the team rallied the help of 50 volunteers to assist with the cleanup of Cosley Zoo’s adopted section of Winfield Creek.

The conservation team also organized a light recycling drive. During the holiday season, zoo visitors were encouraged to drop off their old, unwanted, or broken string lights for recycling. An impressive 462 pounds of lights were diverted from the landfill!
Community Science

For several years, the zoo has offered training sessions for two community science projects: The Great Backyard Bird Count and FrogWatch USA. The training offered by staff allows community members to get involved in conservation efforts and educates them about the threats affecting local animals. Each of these projects teaches how to identify species and report sightings online. The submitted data creates a geographic snapshot which permits scientists to evaluate bird, frog, and toad species distribution around the world.

In February, in preparation for the 25th annual Great Backyard Bird Count, Educator & Teen Specialist Jackie Karnstedt facilitated virtual training for more than 20 participants. An in-person training was also conducted for participants of the zoo’s Junior Zookeepers (JZ) program. A total of 37 JZs participated in the count which took place February 18-21 where they submitted 75 checklists, spent 89 hours bird watching, and observed 2,998 individual birds representing 36 different species.

Zookeeper Alison LaBarge facilitated a virtual FrogWatch USA training in March for 19 community members. Trainees were then tasked with surveying frog and toad populations in local wetlands by identifying calls and submitting their findings over the course of the breeding season.

Party for the Planet Returns

After a COVID-19-caused hiatus, the zoo brought back its annual Party for the Planet event in May. More than 400 guests had the opportunity to take part in nature related activities and visit booths to learn about ways they could have a positive impact on the environment.

Plastic Free Ecochallenge

For the third consecutive year, Cosley Zoo was a sponsor for the Plastic Free Ecochallenge. This 31-day global initiative aims to bring awareness to the harmful long-term impact plastics have on the environment and encourages participants to reduce and refuse the use of single-use plastics. In addition to sponsoring the challenge, Cosley Zoo also led a team of staff and community members in partaking in the challenge. The zoo’s 13-person team placed 95th out of 238 teams by earning points through making eco-conscious decisions such as using reusable bottles/cups, dishes, and cutlery; skipping the use of plastic straws; and furthering their knowledge on the detriments of plastic in nature and how to alter their daily habits to include less plastic.
Our small but powerful team at Cosley Zoo connects with tens of thousands of people each year through educational programming. Creating opportunities where humans can touch an animal, watch it move, observe a species-specific behavior, or look into its eyes while it peers back, help visitors realize that we are not alone on the planet and that other species depend on us to make ecofriendly decisions that help keep them safe. These authentic experiences are vital in spreading the conservation message and inspiring others to care about the wild world around them and take action to protect it. We live in a world where wild places are becoming more threatened each year, so this take-home message becomes ever more important.

**Department Highlights**

While our staff provides educational opportunities every day, some of the highlights in 2022 were:

- An inaugural virtual volunteer open house conducted for adults interested in learning more about volunteer opportunities available at the zoo.

- Funds were donated to purchase a SMARTboard, a laptop, Wi-Fi access in the zoo’s classroom, and a document camera. These items enable the education staff to provide high-quality educational experiences for both on-site and virtual program participants. The new technology also made it possible for the zoo to better connect to more participants with diverse learning styles.

- A biomimicry program which challenged students from Timothy Christian High School in Elmhurst to solve human challenges by looking to nature for inspiration.

- A virtual zoo history program offered for zoo volunteers to attend.
A generous donation, which allowed the zoo to purchase two “chat trees” intended for use during programs to allow participants to observe animals’ natural movements.

The return of Picnic with the Animals, an educational event that had not occurred since 2019 due to the COVID-19 pandemic. 166 guests took part in animal visits, nature-related activities, and toured behind the scenes to learn more about what goes on in the zoo’s feed preparation room and clinic.

Our Junior Zookeepers traveled to Milwaukee County Zoo. They spent time with some of Milwaukee’s ZooTeens and interns, where they learned more about other zoo’s teen programs and enjoyed some behind the scenes tours.

Staff worked with twenty-four Wheaton College psychology students to provide them the opportunity to learn about positive reinforcement operant conditioning training by training some of the zoo’s chickens. This was one of the largest classes of chicken trainers in the history of this partnership.

The education team facilitated their first Zoo to You programs for a Chicago Public School (CPS), Laura Ward STEM Elementary School. Another CPS school enjoyed programs while visiting the zoo in the fall.
EDUCATION

SHARING THE MESSAGE

- Acquired several new animal ambassadors including a bearded dragon, a lesser Madagascar hedgehog tenrec, and two imprinted mallards.

Ferdinand, one of two mallards.

Junior Zookeepers

The 2021-2022 Junior Zookeepers (JZ) program experienced a record 55 participants. With newfound virtual programming options the JZ program continued on a hybrid path—all normal in-person activities resumed in-person and the online opportunities became an unexpected bonus component of the program. In addition to the favorite onsite activities like facilitating duck feeding sessions, conducting interpretive Critter Carts, animal handling, and the Summer Incentives program, one of the most popular virtual activities in 2022 was the option to participate in biweekly club meetings offered by Lincoln Park Zoo, called ZooClub. This opportunity allowed JZs to extend their animal and environmental knowledge and network with other teens from around the world. JZs also spent time working on Zooniverse, a collaborative community science-based online project platform that allows any citizen of the world to participate in scientific research and discoveries. Their participation involved identifying wildlife in pictures captured by motion activated field cameras for four different projects taking place around the country.

A JZ is ready to teach zoo visitors about eggs during the zoo’s Easter event.

Another JZ teaches young visitors about great horned owls and allows them to touch an owl wing biofact.
Program Numbers

2022 allowed many school, scout, and specialty groups, like retirement communities, the opportunity to return to outside activities. The chart below shows a breakdown of participation by program type.

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>Number of Participants</th>
<th>Percentage of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guest Engagement</td>
<td>30,014</td>
<td>62%</td>
</tr>
<tr>
<td>Rentals</td>
<td>5,086</td>
<td>10%</td>
</tr>
<tr>
<td>Camps</td>
<td>130</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Outreach</td>
<td>3,693</td>
<td>7%</td>
</tr>
<tr>
<td>Junior Zookeepers</td>
<td>574</td>
<td>1%</td>
</tr>
<tr>
<td>Special Events</td>
<td>3,603</td>
<td>7%</td>
</tr>
<tr>
<td>School Programs</td>
<td>3,919</td>
<td>8%</td>
</tr>
<tr>
<td>Scout Programs</td>
<td>240</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Individual &amp; Family Programs</td>
<td>740</td>
<td>1%</td>
</tr>
<tr>
<td>Total</td>
<td>47,999</td>
<td>100%</td>
</tr>
</tbody>
</table>

- Guest engagement—Informal drop-in programs which do not require registration. Guest engagement includes Discovery Stations, animal encounters, and duck/chicken feeding opportunities.
- Rentals—Spaces at the zoo are reserved for parties, meetings, or other private events. Rentals often include educational animal presentations.
- Camps—Week-long summer programs for children ages 4-15.
- Outreach—Educational programs which take place at another organization’s facility, such as a school, church, or retirement community.
- Junior Zookeepers—Meetings and other gatherings of Cosley Zoo's year-round teen program.
- Special events—Celebrations open to the public.
- School programs—Education offerings designed to complement classroom curriculum or meet other specific needs.
- Scout programs—Education offerings designed to complement scout badge requirements.
- Individual & Family Programs—Educational offerings designed for individuals and families.
“Thank you for your efforts in creating a program that fit so well with our unit and standards!”

“Everyone in our group was VERY impressed with the fantastic presentation and positive interactions with the students. The information was presented at the perfect level for our third grade students while also captivating the adults in the group. The students are still talking about the animals they got to meet last month. Thank you for a wonderful experience!”

“The presenter did a fantastic job and it was obvious that she was a professional working with both animals AND small children.”

“This [the program] was the very last hour of the school day and even so, the young children were engaged and enjoyed the excellent presentation. I really, really appreciate this Zoo to You program and will recommend repeating it next year.

GREAT RESOURCE! GREAT JOB!”
For almost 50 years, the one-of-a-kind team at Cosley Zoo has connected people to animals. The zoo's dedicated and passionate staff, interns, volunteers, and supporters all play a crucial role connecting people to the other amazing species that share the world with us.

**Staff Milestones and Transitions**

Cosley Zoo welcomed several new staff members to its ever-evolving team in 2022. The animal care team welcomed the experience of new zookeepers Colby Frantz, Vanessa Ibarra, Nicole Nosal, and Jack Eckhorn-Martinez. In February, Killian Becker joined the staff in the gift shop followed shortly after by Judy Hood, who accepted the Senior Gift Shop Attendant role. Assistant Operations Manager Nate Teske and Operations Assistant Nick Schmiegelt joined the operations department.

In September, the zoo’s Education Supervisor Natasha Fischer, a 19-year zoo veteran, chose to move on to a different phase of her career, accepting a job that allowed her to work from home. While Natasha’s work and dedication to the zoo is missed, we are excited that Jackie Karnstedt, who served as the zoo’s Educator & Teen Specialist for the past 10 years was promoted to the Education Supervisor role. An extraordinary educator, Jackie has developed a year-long Junior Zookeepers program into a robust and unique opportunity that has launched many of its teen participants into animal and nature-related careers. With her exceptional skills, passion, and dedication, we know that Jackie will continue to be a huge benefit to the zoo’s education and guest experiences operation.

Two staff members celebrated milestone anniversaries in 2022. Zookeeper Amanda Rensch celebrated five years as part of the zoo team, and Ginny Christensen from the guest services department, also reached a significant milestone, celebrating 10 years of employment.
Volunteers & Interns
Cosley Zoo is fortunate to have a crew of dedicated volunteers and interns that help the zoo fulfill its mission in many ways: helping with animal diet preparation, offering enrichment opportunities for the animals, interpreting animal habitats, providing hands-on learning opportunities, ensuring the zoo remains beautiful and clean by assisting with litter removal, and so much more.

Intern Testimonial
“As an environmental studies major, I was unsure where my studies would lead me career-wise. I knew I loved animals, liked being outside, and was interested in conservation work but I didn’t know where that was going to lead me!...My internship experience [at the zoo] revealed to me a hidden love of being an educator!...Because of my internship at Cosley, I am interested in finding environmental education work after graduation! I’m thankful that Cosley gave me so many teaching opportunities...so that I could keep learning again and again what worked and what didn’t. I was encouraged to keep learning and growing by Cosley Zoo staff and look forward to encouraging others to learn through the environmental education work I am now hoping to pursue.”
—Isabella Cisneros, summer education intern 2022

In 2022, we were thrilled to welcome back a large number of volunteers and restart our intern programs. 64 volunteers and interns contributed a total of 7,388 hours of their time to the zoo, a monetary value of $221,271 ($29.95 per hour) according to independentsector.org.
Mike Williams Scholarship
For the past fourteen years, the zoo has offered a $2,000 academic scholarship to a former Junior Zookeeper or intern. The scholarship was established in 2009 by Williams Architects to honor the memory of Mike Williams, a longtime supporter of Cosley Zoo. In 2022, the scholarship was awarded to Ashleigh Estes, who has had abundant experiences at the zoo. Since 2019, Ashleigh has participated in the zoo’s Summer Teen Interpreters and Junior Zookeepers programs, completed an education internship, and continues to dedicate her time to the zoo today, as an adult interpretive volunteer. Ashleigh is currently pursuing a zoology degree at Olivet Nazarene University.

Diversity, Equity, Accessibility, and Inclusion
The zoo’s Diversity, Equity, Accessibility, and Inclusion (DEAI) team completed a three-year strategic plan which looked at how the zoo could continue to achieve its diversity mission of “welcoming all communities and celebrating diverse peoples without exception to inspire connections with the natural world” to further the mission of Cosley Zoo.

In order for the zoo to maintain its sensory inclusive certification, zoo staff also participated in training provided by KultureCity which taught them how to recognize guests with sensory needs and how to handle a sensory overload situation. Weighted lap pads and sensory bags equipped with various tools that allow guests who may feel overwhelmed by the zoo environment are also available for guests to borrow. This training ensures that all guests, including those with sensory sensitivities, can have a positive visit at the zoo.

The team also developed text for a new page on the zoo’s website that informs visitors of all the ways the zoo strives to welcome and accommodate visitors of all backgrounds and abilities.
Visitorship
Cosley Zoo welcomed 150,596 visitors in 2022. These guests came from 8 countries, 50 U.S. states, and 2 U.S. territories. The tables and maps below and on the following pages show a more detailed breakdown of our visitors' demographics, residency, and zoo membership status.

### 2022 Visitor Data—Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Number of Visitors</th>
<th>Percentage of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children (birth-17 years)</td>
<td>73,641</td>
<td>48.9%</td>
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<tr>
<td>Adults (18-54 years)</td>
<td>60,088</td>
<td>39.9%</td>
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<td>Seniors (55+ years)</td>
<td>16,867</td>
<td>11.2%</td>
</tr>
<tr>
<td>Total</td>
<td>150,596</td>
<td>100%</td>
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### 2022 Visitor Data—Residency

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Number of Visitors</th>
<th>Percentage of Total</th>
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<tbody>
<tr>
<td>Wheaton Park District Residents</td>
<td>26,656</td>
<td>17.7%</td>
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<tr>
<td>Non-residents</td>
<td>123,940</td>
<td>82.3%</td>
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<tr>
<td>Total</td>
<td>150,596</td>
<td>100%</td>
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### 2022 Visitor Data—Members/Nonmembers

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<tr>
<th>Age Group</th>
<th>Number of Visitors</th>
<th>Percentage of Total</th>
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</thead>
<tbody>
<tr>
<td>Cosley Zoo Members</td>
<td>21,836</td>
<td>14.5%</td>
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<tr>
<td>Nonmembers</td>
<td>128,760</td>
<td>85.5%</td>
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<tr>
<td>Total</td>
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### 2022 Visitor Data—Paid Visitors vs. Free Admission

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<th>Age Group</th>
<th>Number of Visitors</th>
<th>Percentage of Total</th>
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<tbody>
<tr>
<td>Paid Admission</td>
<td>51,904</td>
<td>34.5%</td>
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<tr>
<td>Free Admission*</td>
<td>98,692</td>
<td>66.5%</td>
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<tr>
<td>Total</td>
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<td>100%</td>
</tr>
</tbody>
</table>

*Visitors receiving free admission include Wheaton Park District residents, all children 17 and under regardless of residency, Cosley Zoo members, and members of reciprocal institutions.
2022 COSLEY ZOO VISITORSHIP
BY TOWN IN DUPAGE COUNTY
Percentages are based on DuPage County visitation only.
For the first time in its history, Cosley Zoo hosted visitors from all 50 states and 2 U.S. territories in 2022 (shaded in gray). Additionally, Cosley Zoo welcomed visitors from France, India, Ireland, Mexico, Romania, Sweden, and Ukraine.
Budgeted revenue for 2022 totaled $1,737,199 with actual revenue of $1,692,154.

*Donations include Holiday Wish Tree, Coins for Conservation, donations through the zoo’s online ticketing system, individual donations, and conservation donations requested at the gift shop registers.

**Earned revenues include admission fees, penny and wind machine income, animal adoptions, facility rentals, program revenue, sponsorships, grants, and interest.
Budgeted expenses for 2022 totaled $1,925,487 with actual expenses of $1,720,058.
Cosley Zoo receives revenue from a variety of sources including both the Wheaton Park District and the Cosley Foundation. The following data is for Wheaton Park District revenue only. Information pertaining to Cosley Foundation revenue may be found on page 39.

<table>
<thead>
<tr>
<th>Revenue Source</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations, sponsorships, and grants</td>
<td>$32,981</td>
<td>$66,184</td>
<td>$163,536</td>
<td>$208,219</td>
<td>$90,626</td>
</tr>
<tr>
<td>Penny and wind machine</td>
<td>$5,048</td>
<td>$5,220</td>
<td>$74</td>
<td>$3,050</td>
<td>$2,545</td>
</tr>
<tr>
<td>Animal adoptions</td>
<td>$1,095</td>
<td>$865</td>
<td>$1,688</td>
<td>$1,665</td>
<td>$1,235</td>
</tr>
<tr>
<td>General admission</td>
<td>$287,566</td>
<td>$278,933</td>
<td>$199,495</td>
<td>$418,684</td>
<td>$342,166</td>
</tr>
<tr>
<td>Programs, events, and rentals</td>
<td>$194,394</td>
<td>$220,106</td>
<td>$36,808</td>
<td>$135,472</td>
<td>$208,267</td>
</tr>
<tr>
<td>Cosley Foundation Support</td>
<td>$25,000</td>
<td>$25,000</td>
<td>$30,000</td>
<td>$30,000</td>
<td>$0</td>
</tr>
<tr>
<td>Interest and miscellaneous income</td>
<td>$15,333</td>
<td>$34,294</td>
<td>$18,445</td>
<td>$1,797</td>
<td>$16,724</td>
</tr>
<tr>
<td>Total revenue</td>
<td>$561,417</td>
<td>$630,602</td>
<td>$450,046</td>
<td>$798,887</td>
<td>$661,563</td>
</tr>
</tbody>
</table>

*a* Donations increased significantly due to a new donation program at the Wild Side Gift Shop point of sale and a personal contribution.

*b* There was another significant increase in donations due to a large personal contribution that the Cosley Foundation now receives.

*c* The 2020 COVID-19 pandemic resulted in a four-month zoo shutdown, which had a significant impact on many sources of revenue.

*d* Fall and year-end appeals were given to operations and now, to the Cosley Foundation.

*e* The admission fee increased in 2021 from $7 to $8 for non-resident adults and $6 to $7 for non-resident seniors.

*f* The admission fee was increased again in 2022 from $8 to $9 for non-resident adults and $7 to $8 for non-resident seniors.
In 2022, Cosley Zoo was the recipient of several donations and a grant. These funds made the following possible:

- A grant which allowed Illinois Zoo Directors to develop a more robust cooperative emergency plan which included a formal memorandum of understanding (MOU) between four small Illinois zoos and an online listing of unique resources available from each institution in case of emergency.
- Two chat trees for use in educational programming.
- A feeding ball, faux seaweed, and lily pads to provide more enrichment opportunities primarily for the Blanding's turtles.
- 10 new signs for the Canada lynx habitat.
- Stainless steel cabinets to replace the old cabinets in the lynx holding building.
- Interior renovation of the caboose to feature a new educational theme, "Animals Are Like Me".

Donation funds gifted by several zoo supporters in 2021 allowed the zoo to purchase the following in 2022:

- A large animal scale
- Two blood analysis machines
- Two new ambassador animal enclosures
- Classroom technology upgrades including a SMARTboard, laptop, Wi-Fi, document camera, and lighting that will enhance the zoo's education programs
- An artificial log shelter for the rabbit enclosure
$350,035 of infrastructure and equipment updates, made possible by Wheaton Park District capital funds, were also completed throughout the zoo in 2022, including:

- Residing and painting the large red barn
- Repainting the aviary
- Replacement of brick pavers on the zoo’s front entrance drive
- Rebuilding three viewing decks in the wildlife area
- Replacing the roof on the train station
- A new walk-in freezer for storing animal diets.

Stainless steel cabinets were installed in the lynx holding building.

New decks were installed to view the white-tailed deer, raccoon, and fox habitats.

One of the new signs installed outside of the Canada lynx habitat.
Since its inception in 1986, the Cosley Foundation has raised funds for the continued development of the zoo and has been an integral component of the zoo’s overall success. The volunteer foundation board is passionate about Cosley Zoo and works diligently throughout the year to ensure the zoo receives the support it needs to grow and fulfill its mission for years to come.

The board welcomed one new member in 2022, Jasmina Hoscheit. As of December 31, the Cosley Foundation Board of Directors was comprised of the following dedicated members:

- Matt Szafranski—President
- Shayne Purdue—Vice President
- Michael Benard—Secretary
- Adam Sharpee—Treasurer
- Jennifer Clark
- Phyllis Geyer
- Jasmina Hoscheit
- Rachel Ittner
- Larry Kmiecik
- Ashley Rabatic
- Susan Varcak
In October, the foundation board members got together for their annual retreat at the zoo. The productive day included an interactive exercise regarding the zoo’s strategic direction for the next 3-5 years.

The Cosley Foundation continued to work with fundraising consultant, Relevant Strategies & Solutions. With the support of the consultant, the foundation had a very successful fundraising year, earning almost $700,000 through donations.

Part of the philanthropic success in 2022, were the funds raised through three appeals that took place throughout the calendar year.

In addition to fundraising appeals and other philanthropy efforts, the Cosley Foundation sponsors several events throughout the year including the Run for the Animals 5K/10K & Kids’ 1/2 mile, the Mike Williams Cosley Classic Golf Outing, Pumpkin Fest, and the Festival of Lights and Christmas Tree Sale. These events raise funds for capital projects and support zoo operations (see details on the following page).

The sale of zoo memberships once again reached an all-time high with 1,350 memberships purchased in 2022.

<table>
<thead>
<tr>
<th>Cosley Zoo Memberships 2019-2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of memberships</strong></td>
</tr>
<tr>
<td>2019</td>
</tr>
<tr>
<td>848</td>
</tr>
</tbody>
</table>
The following chart shows the amount of revenue gained from Cosley Foundation fund raisers, as well as a five-year comparison of funds earned.

<table>
<thead>
<tr>
<th>Revenue Source</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zoo membership</td>
<td>$36,462</td>
<td>$54,471</td>
<td>$34,129</td>
<td>$58,759</td>
<td>$71,136</td>
</tr>
<tr>
<td>Retail revenue</td>
<td>$104,527</td>
<td>$110,129</td>
<td>$72,666</td>
<td>$158,533</td>
<td>$138,656</td>
</tr>
<tr>
<td>General donations</td>
<td>$43,913</td>
<td>$68,149</td>
<td>$119,042</td>
<td>$210,795</td>
<td>$237,961</td>
</tr>
<tr>
<td>Capital donations</td>
<td>($15,719)</td>
<td>$14,546</td>
<td>$148,279</td>
<td>($61,496)*</td>
<td>$448,257</td>
</tr>
<tr>
<td>Run for the Animals</td>
<td>$64,114</td>
<td>$64,702</td>
<td>$23,239</td>
<td>$23,967</td>
<td>$23,525</td>
</tr>
<tr>
<td>Cosley Classic Golf Outing</td>
<td>$40,161</td>
<td>$39,743</td>
<td>$15,643</td>
<td>$37,576</td>
<td>$32,880</td>
</tr>
<tr>
<td>Pumpkin Fest</td>
<td>$15,717</td>
<td>$12,730</td>
<td>$16,998</td>
<td>$17,816</td>
<td>$16,758</td>
</tr>
<tr>
<td>Festival of Lights &amp; Tree Sales</td>
<td>$102,188</td>
<td>$117,429</td>
<td>$113,216</td>
<td>$134,790</td>
<td>$134,999</td>
</tr>
<tr>
<td>Interest &amp; miscellaneous income</td>
<td>$1,148</td>
<td>$1,243</td>
<td>$993</td>
<td>$874</td>
<td>$13,225</td>
</tr>
<tr>
<td>Total net revenue</td>
<td>$392,511</td>
<td>$483,142</td>
<td>$544,145</td>
<td>$581,614</td>
<td>$1,117,397</td>
</tr>
</tbody>
</table>

*Many of the donations received in 2021 were redirected from capital to zoo operations to help account for loss during COVID-19.
In 2022, we focused on sharing Cosley Zoo’s story to continue to drive attendance and increase participation in special events and fundraising programs.

As each new year approaches, we develop a plan for marketing and development goals. We organize a monthly calendar to outline various initiatives, events, and projects, and then meet once a month to review and execute.

We continued to offer advance admission registration in 2022 but also restored the ability for guests to pay upon arrival as we had offered for many years prior.

A total of six press releases were issued, 26 email blasts were distributed, and over 45 social media posts were designed in 2022. Email marketing and social media continue to be our preferred methods of marketing and communications. The average click through rate on emails is 4% and our engagement on social media has grown to 205,797. Instagram reached 5,742.

Our social media followers have grown dramatically, and our engagement continues to be strong. In 2022, Facebook followers remained steady at 22,600 followers while Instagram grew to 3,200, up from 2,838 in 2021. The zoo also created a LinkedIn account in 2022, which has over 200 followers.

Additional marketing highlights in 2022 include:
- Updating signage for display onsite at the zoo
- Direct mail and emails targeted to schools
- Featuring zoo programs and events in the Wheaton Park District’s quarterly digital program guide
- Distribution of quarterly Cosley Tails printed and e-newsletters highlighting various animals, donor spotlights, staff members, and conservation efforts
- Highlighting event and daily activity messages on the television screen displayed in the gift shop
- Posting news, photos, special events, and program information on social media
- Maintaining profiles and links from various advertisers such as kidlist.com, timeout.com, yelp.com, chicagoparent.com, and discoverdupage.com
- Continuing our profile presence on yelp.com—the page received 2,200 profile views and appeared in Yelp search results 65,468 times
MARKETING

Cosley Zoo’s website, cosleyzoo.org, continues to see a high number of visitors. In 2022 the zoo had 242,219 unique visitors. New additions to the website included a DEAI information page and introducing the Canada lynx adoption package.

The top ten visited pages of the zoo’s website were:
1. Home—164,499 pageviews
2. Plan Your Visit—42,159
3. Fees & Reservations—38,370
4. Species List—21,097
5. Animals—18,324
6. Daily Activities—14,289
7. Festival of Lights—14,068
8. White-tailed deer—13,469
9. Event Calendar—13,012
10. Zoo Information—12,920

The top ten referral sites were:
1. Facebook—3,332
2. mykidlist.com—1,244
3. wheatonparkdistrict.com—643
4. classroom.google.com—595
5. hedgehogworld.com—576
6. discoverdupage.com—546
7. duckduckgo.com—511
8. runningintheusa.com—325
9. mommypoppins.com—226
10. naperville.macaronikid.com—200

Mobile devices are still representing a high majority of users at 58.2% as compared to 68% in 2021. Desktop users make up 39.7% and tablets are 1.9%.

The collage on the next several pages highlights various ads, signage, eblasts and other graphics created for Cosley Zoo in 2022.
Welcome to Cosley Zoo

Cosley Zoo is committed to creating a positive experience for all visitors. Our main goal is to provide a safe, accessible, and enjoyable environment for people of all ages to learn about wildlife and conservation. We strive to inspire a love for nature and encourage our visitors to become stewards of the environment. Our zoo is dedicated to the care and protection of animals, and we offer a variety of programs and events to engage visitors of all ages. Whether you're a family, a school group, or just someone who loves animals, Cosley Zoo has something for you. So come and join us in celebrating the beauty of wildlife and the importance of conservation.
MARKETING

COMMUNICATING OUR VISION

Marketing Collage—Advertisements

VISIT US
Cosley Zoo is open year-round

MEET THE LYNX

VISIT US IN OCTOBER

Photo credit: Edward Night

COSLEY ZOO
Marketing Collage—Special Events

**Party for the Planet**

Sprin into Action

Saturday, May 7 | 10A - 2P
Celebrate the wonders of our planet
Conservation Initiatives | Activities | Animal Encounters

1356 N. Gey Ave., Wheaton | cosleyzoo.org

**Festival of Lights & Christmas Tree Sale**

November 25 - December 30

Cosley Zoo Celebrates You!

Join us for cocktails and hors d'oeuvres in celebration of our leadership supporters

**SPOOKTACULAR HALLOWEEN STROLL**

Please have your ticket ready to be scanned at the admission booth

Enjoy a fun-filled fall evening!

Cosley Zoo - 1356 North Gey Ave. Wheaton
MARKETING

COMMUNICATING OUR VISION

2021 IMPACT REPORT

Here are the highlights of your tremendous impact through generous gifts, zoo memberships, event participation and volunteering.

Welcome a record number of VISITORS - 173,000

EDUCATION
- Hosted 1,236 programs with 52,000+ PARTICIPANTS who learned about animals and conservation

ANIMAL CARE & WELFARE
- Provided daily world-class care for 239 ANIMALS and welcomed 23 NEW ANIMALS
- Completed 3,600 ANIMAL TRAINING SESSIONS

Achieved 5-year Reaccreditation

WYNN S. LUBBER CASLEZY ZOO
COMPREHENSIVE CAPITAL RENOVATION
FOR THE ANIMALS

Display four goals for each animal in our care to be the most relaxed and healthy: platform - To be our top priority. The zoo comprehensive care program includes many features - major displays, experience, training, education, photography, education, nutrition, behavior, and training. The zoo is a living lab for animal care. In our care, the animals are relaxed and healthy.

What makes injury less likely?
- With careful handling by a team led by a leading veterinary surgeon, injured animals are not at risk of injury. We use a variety of techniques, including ultrasound, x-rays, and other diagnostic tools, to detect and treat injuries. We keep our animals healthy and reduce the chance of injury.

Is choice - decision-making is the foundation of good care.
- What do injured animals need to be healthy?
- Our comprehensive care program includes a variety of features - major displays, experience, training, education, photography, education, nutrition, behavior, and training. The zoo is a living lab for animal care. In our care, the animals are relaxed and healthy.

Thank you for your interest in helping Cosley Zoo.
- To support our comprehensive care program - from research to staff training to experiences for kids and families. Your partnership is important to the future of Cosley Zoo.

Cosley Zoo | 1550 N. Gary Avenue | Wheaton, IL | 60186-6054 | cosleyzoo.org

"THE INSTRUCTOR READ THE WIDE VARIETY OF STORIES WITH A NEWCOMER AND ADJUSTED THE PRESENTATION TO THE WIDE RANGE OF DEVELOPMENTAL AND ATTENTION SPAN NEEDS." - Mount Pleasant Day Care

"THE KIDS LOVED THE PRESENTATION AND THEY LEARNED A LOT THE INSTRUCTOR DID A GREAT JOB ENGAGING THEM, THANKS." - Prairie Center

COME LEARN WITH US AT COSLEY ZOO COSELYZOO.ORG

"What a wonderful experience! I didn't think the kids would like it, but they did. We all had a great time. Thank you for a wonderful day. I will definitely be back."

-- Sue Kelden, Cosley Zoo Volunteer
MARKETING

COMMUNICATING OUR VISION

Marketing Collage—Eblasts

COSLEY ZOO

RUN FOR THE ANIMALS

5K | 10K | 1/2 MILE KIDS' RUN

SATURDAY, JUNE 4

MEMORIAL PARK

Registration:
5K/10K: $30 through 5/3 | $35 after 5/3 | $40 at Packet Pick-up & Race Day
Kids' 1/2 Mile: $15 | $20 at Packet Pick-up & Race Day
(ages 2-10)
Virtual: Run between June 4 - June 18
5K/10K: $30
Kids' 1/2 Mile: $15
(includes t-shirt shipping)

The Cosley Zoo Run for the Animals 5K/10K starts at 7:30am & Kids 1/2 Mile starts at 8:45am. All participants receive a finisher medal and post-race refreshments in Memorial Park following the run. The run is hosted by the Cosley Foundation to raise funds to care for the animals at Cosley Zoo as well as exhibit development and supports conservation projects.

Registration for Cosley Zoo Run for the Animals

COSLEY TAILS

Your FALL issue of the Cosley Tails newsletter has arrived.

Volume 4, Issue 5

- Lynx Arrive
- Director's Message
- Run & Fun on the Courses
- Pumpkin Fest, Christmas Trees For Sale
- Donor Spotlight
- Animal Spotlights
- Programs & Events

Fall is beautiful at Cosley Zoo during this issue.

Visit Fall Newsletter

COSLEY ZOO

FESTIVAL OF LIGHTS & CHRISTMAS TREE SALE

November 25 - December 30

Celebrate the holidays at Cosley Zoo.

Fresh evergreen trees, wreaths, garland, and holiday gifts available. We will be open daily from 9am to 9pm with lights on at 6pm. Admission is FREE for all visitors during the Festival.

Santa's Craft Corner

SUNDAY, DECEMBER 3 & DECEMBER 10, 10am-3pm

Holiday trees, 3rd Floor | $25 per household

Enjoy your chance to visit Santa, make a craft or two, and tour the Zoo. Admission includes craft, refreshments and of course, a visit with the man in red himself! Be sure and bring your camera to capture holiday memories. No advanced registration is required.

Remember to visit the Shop (cash or credit accepted)

COSLEY ZOO

Wish Tree

Prices Vary | Wild Side Gift Shop

Help a zoo animal have an extra special holiday by choosing an ornament from the Wish Trees. All ornaments are $1 for your favorite animal. Make your purchase at the register and we'll do the shipping.
MARKETING COMMUNICATING OUR VISION

Marketing Collage—Social Media

**Cosley Zoo**

**GIVING TUESDAY** is an International Day of Giving. We look forward to your support as we continue providing care with the opportunity to interact with animals. We are excited for giving Tuesday! Kids love interacting with the animals.

**Cosley Zoo**

**Cosley Zoo**

We're celebrating National Goat Lovers Day on the second birthday. Born during the 2020 COVID-19 outbreak, our baby goats have been a ray of sunshine in the lives of our members and visitors. They've been adored by everyone for their silly antics and incredible personalities. We're proud to share them with you.戈<TAG><TAG>o</TAG></TAG>

**Cosley Zoo**

**Spooktacular Halloween Stroll at Cosley Zoo**

Friday, October 21 | 5:15 - 8:30P

**Cosley Zoo**

**Cosley Zoo**

**Spooktacular Halloween Stroll at Cosley Zoo**

**Cosley Zoo**

**Cosley Zoo**

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