

Annual Report

2024



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*Vice President of Philanthropy,
Valley Health Foundation*

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Principal, The Van Every Group

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Partner, KPMG

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*Digital Marketing Consultant &
Lecturer, New York University*

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*Director of Student Success,
Valley Christian High School*

Dr. Rouviere De Waal
Community Leader

Geronimo De Ocampo Desumala III
*Director of Christian Service,
Bellarmine College Prep*

Virginia MacSuihbne, JD
Vice President, Agilent Technologies

Ruth Wamuyu Schriver, M.B.A.
*Human Resources Consultant,
Downtown College Prep*

Kirk Walukiewicz
Owner, Kirk Walukiewicz, CPA

COMMUNITY VOLUNTEERS

Betsy Kais
Chief Financial Officer, BurnBot, Inc.

Lissa Kreisler
Emcee

Leah Schnoor
Strategic Fundraising Consultant

Marissa Sinha
Of Counsel, Lathrop GPM

Rebecca Turner
Principal Consultant, Progrādus

STAFF

Rhonda Nourse,
Executive Director

Gini Bossenbroek,
Advancement Manager

Julie Henriques,
Business Manager

Debbie Rishel,
Campaign Manager

Kim Vostermans,
Programs & Projects Coordinator

**LETTER FROM
EXECUTIVE DIRECTOR**



Rhonda
Nourse

Dear Friends of Happy Hollow,

There's something really special about Happy Hollow Park & Zoo that bridges generations. I imagine that each of us has at least one memory of Happy Hollow whether it was from last week or from 60 years ago. This is what we call the "magic" of Happy Hollow.

There's the story of Camie VanKeuren, Happy Hollow Foundation's board chair. Her son was born prematurely and after he was finally released from the hospital, Happy Hollow was the first public outing — oxygen tank and all. Now, six years later, that experience inspired Camie to volunteer to serve on the board of directors.

There's the story of Dreambuilder Lissa Kreisler, a former board member, whose family has been coming to Happy Hollow for four generations. It's her happy place and she says "You may leave Happy Hollow, but Happy Hollow never leaves your heart."

There's my own story of Happy Hollow where I took my now college-age children. My memories are full of joy, even though our visits often ended in tears when it was time to leave. Yes, there's crying at Happy Hollow. Has that ever happened to you?

It's pretty amazing how Happy Hollow has touched the lives of so many, and even more amazing to share how your philanthropic support continues to positively impact those who might not otherwise have the opportunity to experience the "magic" of Happy Hollow.

Happy Hollow is a park and zoo, and Happy Hollow is so much more than a park and zoo.

It is a treasure.

It is a bright spot in San José.

In this year's annual report, read how Happy Hollow is also a place for opportunity, access and healing because of your involvement.

Thank you for believing in the "magic" of Happy Hollow and helping us share it with others!

Many thanks,

Rhonda Nourse

Executive Director, Happy Hollow Foundation





2024 Year in Review

As Happy Hollow Park & Zoo's nonprofit advocate and partner, Happy Hollow Foundation commits to provide financial and mission support; collaborate on programs; raise public awareness; enhance the visitor experience through improvements and steward the investments of donors like YOU.

OUTCOMES & IMPACT

7

Month project for strengthening board governance



1,600

Donor experience surveys sent to foundation supporters



10

Consecutive Years of Senior Safari



1

First Financial Report published for FY 2023/24



2

Phase II of Monarch Meadow installed



3,500

Dollars spent on new books for Story Stations



5

Seasons of the Title I Educational Enrichment Program



4,075

All-time season high attendance of Senior Safari



1,000

Dollars raised per minute at Hooray for Happy Hollow event



339

New drought tolerant plants installed in Phase II of Monarch Meadow



998

Highest single day of attendance in Senior Safari history



100

Foster youth and community enjoyed a Friendsgiving Feast





We're "all in" on monarch conservation

Phase II of Monarch Meadow engages corporate partners

With its iconic black and orange markings, the monarch butterfly is well-known in California. At Happy Hollow Park & Zoo, we are doing our part to be "all in" to protect pollinators like the monarch. Pollinators provide vital benefits to people and wildlife - keeping animals and plants that we depend on thriving while bringing us food and supporting the economy. Pollinator populations across the United States are declining and that's why we built Monarch Meadow at Happy Hollow!



Monarch Meadow is a large-scale pollinator garden that promotes water conservation, habitat restoration and biodiversity. It is a capital improvement project that is part of Happy Hollow's Master Plan and aligns with conservation initiatives required to be an accredited zoo by the Association of Zoos and Aquariums.



Happy Hollow Foundation launched a Corporate Partnership program in 2024 with California Water Service, Dinsmore Landscape Company and UA Local 393. These organizations dedicated 400 volunteer hours over the course of four days in October to install Phase II of Monarch Meadow.

"THE AMOUNT OF PERSONAL PRIDE AND COMMITMENT FROM SO MANY INDIVIDUALS IS EVIDENT FROM THE TIME YOU ENTER AND REALLY SHOWS IN EVERYTHING THAT THE PARK HAS TO OFFER. WE WOULD BE MORE THAN HAPPY TO HELP CONTRIBUTE TO SUCH A WONDERFUL PLACE!"

— CLAYTON NICHOLSON, PRESIDENT OF DINSMORE LANDSCAPE COMPANY

Groups from Astera Labs, KPMG, Kimley Horn and San José Garden Club volunteered to help maintain Monarch Meadow throughout the year. This project is a community example about how we can work together to save the monarch. We can each do our part to promote pollinators - regardless of where we live. If you have an apartment with a window, a condo with a balcony or porch, or a home with a small, medium or large yard, together we can support and protect native wildlife with a few simple steps.

THANK YOU 2024 CORPORATE SPONSORS

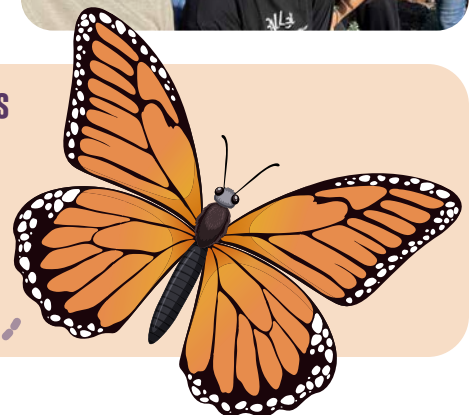



DINSMORE LANDSCAPE COMPANY



THANK YOU 2024 VOLUNTEER GROUPS

- Astera Labs
- Bellarmine College Prep
- Kimley Horn
- San José Garden Club
- San José Pollinator Group
- UA Local 393





PHASE II MONARCH MEADOW DAY BY DAY

DAY #1

Monarch Meadow weekend kicked off with students from Bellarmine College Prep's garden club. The day of service combined career coaching and allowed students to connect with project co-designer Matthew Morgan of Kimley Horn who spoke about his career journey from Bellarmine student to landscape architect.

DAY #2

Dinsmore Landscape Company, an in-kind community partner, sourced all replacement plants and provided an entire team to prep the site which included pre-digging 339 new holes and placing all the plants in preparation for replanting.

DAY #3

UA Local 393, a longtime foundation partner, helped clear a significant portion of weeds and debris from the lower third of the meadow.

DAY #4

Corporate Sponsor California Water Service selected Monarch Meadow weekend to be their company's annual report feature story and brought an army of volunteers to help replant, mulch and water.



Meet the Board

Happy Hollow Foundation is governed by a dynamic and diverse group of community leaders and professionals who are dedicated to our mission and vision.

Why I Serve



Jennifer Van Every
Principal, The Van Every Group

I am excited to support and enhance

Happy Hollow so current and future community members can enjoy this San José gem.

Ruth Wamuyu Schriver, M.B.A.
Chief Operating Officer, Downtown College Prep



I grew up an only child on a farm in rural Kenya. My first best friends were animals and I could be found roaming the farm with a few animals in tow. I helped take care of them and also did what I could to make their lives as comfortable as possible...My love for animals runs deep and Happy Hollow Foundation's efforts align with my personal beliefs that we have an obligation to collaborate with nature insuring the future of an ecosystem that is self-sustaining.



Kirk Walukiewicz
Owner, Kirk Walukiewicz, CPA

I love having a destination where a family and the community can come together and have an enjoyable day together in nature.

Favorite Memory



Camie VanKeuren
Vice President of Philanthropy, Valley Health Foundation

I recently had the pleasure to escort my 92-year-old grandmother on her first Senior Safari and I witnessed the same happiness and joy on her face as when I bring my 6-year-old son... She said the park and zoo took her mind off the walking and she loved everything about her day. She loved listening and learning about the animals from the tour guide and staff.

Dr. Sonia Avilucea
Director of Student Success, Valley Christian High School



I get to share the joy I had when I was young with my grandson. I'm creating new memories that I will cherish.



Lea Lind
Partner, KPMG

As an auditor, I have an intense busy time each year as my clients work towards their SEC filings. When my son was a 3-year-old and very much in his Happy Hollow era the day after a huge deadline I took the day of work and took him for some mommy/son time at no place other than Happy Hollow. It was a weekday, and it felt like we had the park to ourselves, visiting all his favorite animals and endless rides without lines.

Everyone Should Know



Kristin Mirek
Digital Marketing Consultant & Lecturer, New York University

Beyond the wonderful investments in the park and zoo improvements and enhancements, the community outreach, education and impact is truly inspiring, especially with Senior Safari, Title I school engagement and the CASA program.

Dr. Rouviere De Waal
Community Leader



It is a place for all ages! How much the Happy Hollow Foundation does for the foster kids & Title I field trips. Also projects the foundation funded and why it is meaningful & important.



Geronimo De Ocampo Desumala III
Director of Christian Service, Bellarmine College Prep

There are so many places we encounter in our lives that exclude. Much like our National Parks, the foundation ensures a very necessary public benefit—the enjoyment of life and the outdoors.



SHARING THE “MAGIC” OF HAPPY HOLLOW

Programs provide access, opportunity and healing while also supporting conservation, education and play at Happy Hollow

Accessibility

SENIOR SAFARI CELEBRATES A DECADE OF IMPACT



On a crisp, sunny morning in May, more than 600 adults gathered at the gates of Happy Hollow to celebrate the opening of the tenth season of Senior Safari presented by Kaiser Permanente. This anniversary season kickoff also included local dignitaries, elected officials and program sponsors. Happy Hollow Foundation received a commendation from City of San José Mayor Matt Mahan who recognized the significant impact of the Senior Safari program on the community. “Senior Safari is fun, it’s healthy—but more than anything, it’s connecting us as human beings in a community. It really makes a difference to have community, to have social connection, to know that you’re not alone,” said Mahan.

Last year, San Mateo County became the first in the nation to recognize loneliness as a public health emergency. Senior Safari participants have shared that social isolation and loneliness are real mental health concerns. “Senior Safari is really a special day since Covid. The world has changed and we still have this wonderful free day!” said one participant.

In one decade, this program has positively impacted the lives of 27,000 older adults.

The 2024 season served an all-time high of 4,079 older adults and the June safari saw an all-time single safari attendance record of 998 people. Senior Safari is a joint program of Happy Hollow Park & Zoo and Happy Hollow Foundation designed to promote healthy living, decrease isolation and build community for adults ages 50 and older and is 100% free to attendees.

“HAPPY HOLLOW HOLDS A SPECIAL PLACE IN MY HEART. SENIOR SAFARI GIVES ME A CHANCE TO ENJOY IT IN A NEW, HEALTHY WAY.”

— SENIOR SAFARI PARTICIPANT



THANK YOU 2024 SENIOR SAFARI SPONSORS

Presenting Sponsor

Kaiser Permanente

Gold Sponsor

Star One Credit Union

Silver Sponsor

County of Santa Clara Social Services Agency,
Department of Aging and Adult Services
Tech CU
San Jose Water

Bronze Sponsor

AARP California

Friends of Senior Safari

Councilmember Pam Foley
The Health Trust

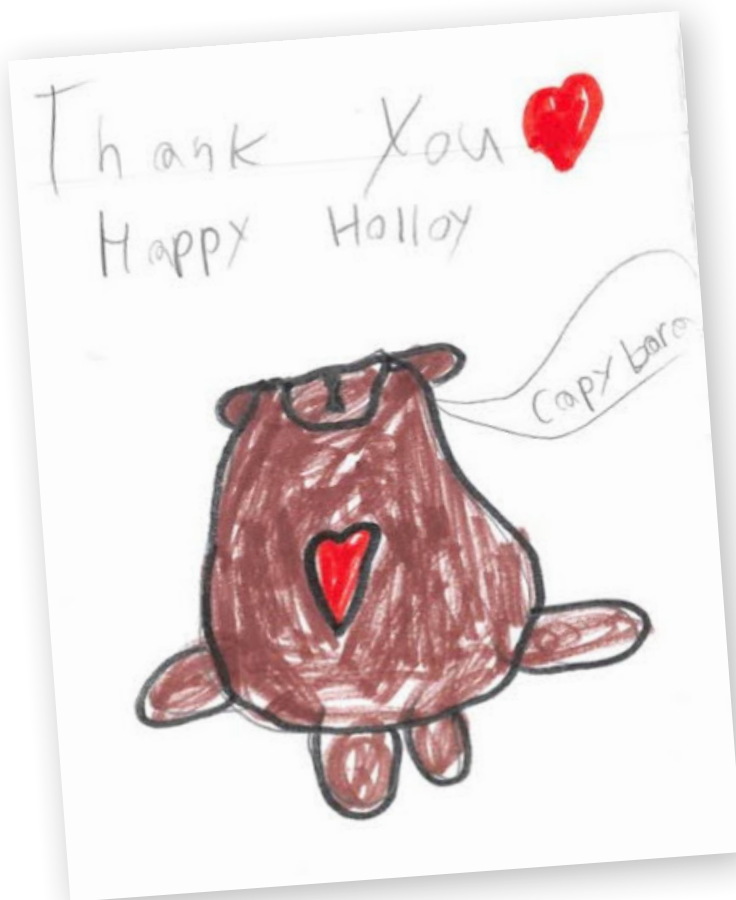
FIVE YEARS AND COUNTING FOR TITLE I SCHOOL PROGRAM



Glee, wonder and delight! That's the feeling students have the moment they cross the Bent Bridge in anticipation of a special day at Happy Hollow funded through donor support. The Title I Educational Enrichment Program is designed to be engaging and interactive, encouraging students to ask questions and participate actively. This fosters curiosity and a deeper interest in science and nature and the hands-on interaction is crucial for their understanding of various scientific concepts.

"STUDENTS ARE HIGHLY ENGAGED AND CURIOUS DURING THE EDUCATIONAL LESSONS, WHICH BRINGS THEIR SCIENCE CURRICULUM TO LIFE."

—TRACY NEES, MONTGOMERY ELEMENTARY TEACHER



For many children, a visit to Happy Hollow is their first exposure to such an environment, making it a memorable and impactful experience. Ninety percent of the 150 students from Gardner Academy had never been to Happy Hollow before this experience. Similarly, at Montgomery Elementary, about 45 percent of the 128 First and Second graders who visited had never been to Happy Hollow. The opportunity to return with their families, facilitated by discounted coupons extends the educational benefits beyond the initial visit. It allows children to share their knowledge and experiences with their families, further reinforcing their learning and fostering a sense of pride and accomplishment.



Thank you, Happy Hollow Foundation

Gardner Elementary
Title I School San Jose Unified School District
December 2024



Thank You Happy Hollow Foundation!
!Muchas gracias Fundación Happy Hollow!



We talk a lot about the “magic” of Happy Hollow, and in this instance, there is science behind a single visit to Happy Hollow. A unique partnership between the Child Advocates of Silicon Valley (CASV) and Happy Hollow Foundation is invaluable for children in foster care in Santa Clara County providing not just the magic of a Happy Hollow experience, but also healing. “These children, often victims of abandonment, abuse, or neglect, have experienced significant trauma, including the additional distress of being removed from their homes for safety,” said Frederick Ferrer, CEO of CASV. About 50% of these children have faced four or more adverse childhood experiences which the Centers for Disease for Control states can lead to long-term negative impacts such as risky behaviors, chronic health conditions and early death.

Donations to Happy Hollow Foundation play a crucial role in mitigating these effects through a program called “CASA Days at Happy Hollow” which provides positive childhood experiences shown by scientific research to improve health outcomes. A day at Happy Hollow provides five types of these positive experiences: access to nature, mental health care, nutrition, physical activity and supportive relationships. These experiences are essential for fostering resilience and promoting healing in these children.

This past year, Happy Hollow Foundation was able to fund another opportunity for positive experiences thanks to a “Healthy Living Grant” from long-time partner, Kaiser Permanente. Families in the Dependency Wellness Court program enjoyed a Friendsgiving Meal at Happy Hollow complete with all the trimmings!

These are families that, acknowledging they need support, enter a voluntary program through the Court that helps them be accountable for the changes they need to make to recover.

“THIS EVENT REINFORCED THE FAMILIES’ SENSE OF COMMUNITY AND RESPECT, SHOWING THEM THAT THEY DESERVE TO ENJOY ENRICHING RESOURCES.”

— FREDERICK FERRER, CEO OF CASV



Seeing their parents being respectfully served by staff during the Friendsgiving celebration can help children view their parents in a positive light. Honorable Judge Erica Yew, the court’s presiding judge, also joined the families for lunch which further reinforced the restoration of respect and dignity to the families being served through this program. A visit to Happy Hollow is a powerful tool in helping foster children overcome the effects of trauma. By providing a safe and nurturing environment filled with positive experiences, donor support helps these children heal and grow, offering them a chance to simply be kids and enjoy the joys of childhood.



If you would like to support any of these programs, please contact Executive Director Rhonda Nourse at RNourse@happyhollow.org.

I'M THANKFUL FOR...



Everything Food was
great god bless
you all for
making this happen
A Jasmine

I am thankful for
the CASA program and
the DMC team. It is a privilege
to work with Judge Yew and
the team. Thank you Happy Hollow
for hosting this event.



We are thankful
for today's visit
at the zoo!
Vanesa &
Jasmine



☺️ Son, Puppy Starbucks ☺️
Friends ☺️ *opportunities ☺️
*Programs ☺️ *Roof
*waking up ☺️
*find

I am thankful for
ma mommy and
my baby and the
Food dat they
@gav us to Day
I am so
Happy

Hip, hip hooray!

Second annual benefit event is huge success



Wild bidding, spins on the Keep-Around-Carousel and a parade led by our own Danny the Dragon were all parts of the excitement at the second annual Hooray for Happy Hollow benefit event presented by Dan Caputo Company. Hundreds of friends of Happy Hollow turned out for this mission-driven fundraiser which included interactive activity stations centered in conservation, education and play.

During the "Happy Hour" portion of the event, attendees assembled dozens of "bird toys" which provide valuable daily enrichment for many of Happy Hollow's birds. Guests mingled with the new herd of Navajo-Churro and Karakul sheep which made for fun photo opportunities. There was a highly competitive silent auction, plenty of libations, hearty snacks and meet-and-greets with a few Zoo Education animal ambassadors.

Danny the Dragon led a strolling parade from the Zoo on the Hill to the Picnic Basket patio where bidder cards flew high during the Fund-the-Future paddle raise, and during the live auction which featured exclusive Happy Hollow behind-the-scenes experiences and other amazing offerings. All in all, the event raised nearly \$200,000 in net revenue.

Hooray for Happy Hollow is the only fundraising event of the year for Happy Hollow Foundation and it was wonderful seeing our community come together to support conservation, education and play at Happy Hollow.





THANK YOU HOORAY 2024 SPONSORS

Title Sponsor

Dan Caputo Company

Animal Ambassador

Friend of Happy Hollow

Activities Sponsors

California Water Service Co.

The Barbara & Paul Gentzkow Family
KPMG

Lissa Kreisler

Lewis & Tibbits

Lexus of Stevens Creek

Sips & Snacks Sponsors

Sonia Avilucea

Brandenburg Family Foundation

California Bank of Commerce

Del Grande Dealer Group

Nanda Family Foundation

Republic Urban Properties

Valley Water Service

Virginia & Riann MacSuibhne

Table Sponsors

BossHart Alliance

Cambrian Academy

Rou and Ben de Waal

Hopkins & Carley

Glenda & Rocke Garcia

Amy & Todd McWilliams

Marianne and Carl Salas

Valley Health Foundation

Thank You In-Kind

Donors & Underwriters

Bruce Berwald, Campisi and Company, Emily

and Ben Caputo, Sandi & Richard Conniff,

Copita Tequileria y Comida, Danceman

Productions, Danny Thomas Party Rentals,

Rouviere and Ben de Waal, Collette Navarrette

of Federal Realty, Byron Finney, Friend of

Happy Hollow, Diane and Rudy Gnekow,

Greenwaste, Gunther's Restaurant & Catering,

Happy Hollow Foundation, Happy Hollow Park

& Zoo, Julie and Chris Henriques, J Lohr, Joseph

George Wines, Natalie and Scott Brunello of

La Baguette, Monika Majors, Marvel Cake,

Kristin and Jeff Mirek, Richard Nichols, Rhonda

Nourse and Patrick Crema, Diane and Renato

Cusimano of Palermo Restaurant, Rhoma

Young Antiques, Gwynne and Phil Rolla, Royal

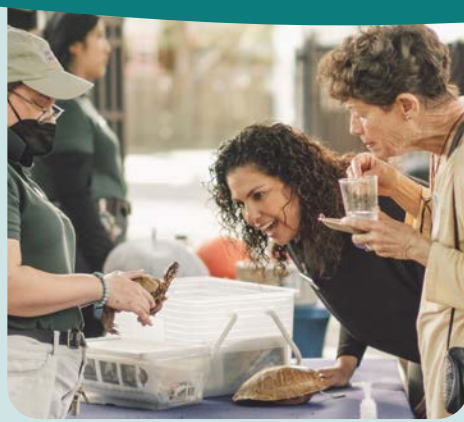
Wines & Spirits, Dorothy Scarpace, Sonoma

Springs Brewing Company, Kim Vostermans.

DANNY THE DRAGON'S DREAMBUILDERS

Cheers to You Event

The “running of the herd” delights all



Happy Hollow's goat herd stole the show at the Dreambuilders' Cheers to You event last spring. This donor appreciation event was held at Double-H Ranch at Happy Hollow. The focus was to showcase the recently completed Zoo Education Animal Ambassadors' exercise and sunning yard — a project partially funded through donations to Happy Hollow Foundation. During this extra special behind-the-scenes experience, Dreambuilders met members of the education animal collection like the great horned owl, Brazilian tree porcupine and eclectus parrot. We learned how each of these animals benefits from this new area. “This area can be a play space, game or activity space, a flying run, a space for additional climbing or alternate terrain opportunities that encourage additional exercise,” said Kristy Benner, Education Coordinator at Happy Hollow.

“The animals can explore with all of their senses and experience more enrichment and activity opportunities. A snake can enjoy a vertical climb up a pegboard. Our parrot can play a game of ‘hopscotch’ as he bounces between stairsteps of parallel perches. Sometimes our great horned owl just sits very still, absorbing the sunshine and eyeballing the distant crows. This is what she considers fun!”

During the event, the Contact Yard was open to meet and mingle with the new goat herd. The ring of the bell is a training tool used at the end of the

day to signal to the goats that it is time to transition from the Contact Yard to the night yard. Guests lined up to witness the “running of the herd” as they ran to their night house in anticipation of dinner! It was such a fun sight to see that is not a typical Happy Hollow experience.



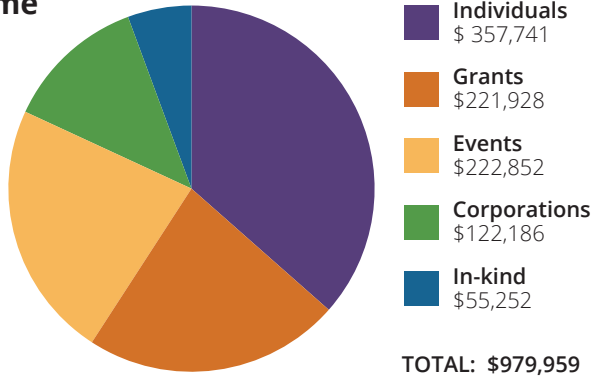
Such are the perks of being in Danny the Dragon's Dreambuilder circle of friends! When you make a gift of \$1,000 or more, you automatically become a Danny the Dragon's Dreambuilder. This is a special donor recognition level and all Dreambuilders receive incidental benefits which include: recognition and access to special news and invitations to events like Cheers to You. More than incidental benefits are available at every level which may impact the tax deductibility of a gift such as Happy Hollow memberships, day passes and parking passes. Gifts made through donor advised funds are not eligible to receive more than incidental benefits.

Become a Dreambuilder! Contact foundation@happyhollow.org.

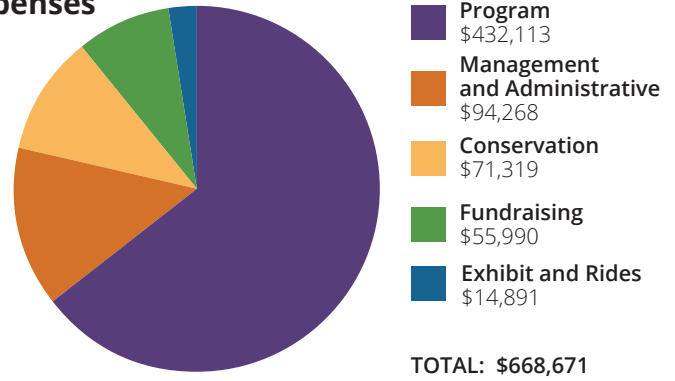
Financial Summary

Information reflects the fiscal year ending June 30, 2024.

Income



Expenses



Helping Happy Hollow DONATING TO HAPPY HOLLOW FOUNDATION

Your investment in Happy Hollow Foundation goes a long way in supporting our vision to foster pride and involvement so that Happy Hollow remains a community asset that is highly valued and accessible to all.

Ways to Give:

- Send check to: Happy Hollow Foundation, 1300 Senter Road, San José, CA 95112
- We accept major credit cards, including Visa, Mastercard and American Express and you can use the QR code to make a gift.
- Take advantage of your company's matching gift program for the benefit of Happy Hollow! Submit your gift acknowledgment to your company's matching program and your gift will have double the impact!
- Gifting highly appreciated stock. Please contact the executive director, Rhonda Nourse for forms and instructions: RNourse@happyhollow.org
- Making Qualified Charitable Distributions (QCD's) from IRA's
- Making gifts directly from Donor Advised Funds (DAF's) or Family Foundations

Leave a Legacy:

- We encourage you to discuss these options with your attorney for the benefit of Happy Hollow.
- Bequests
- Naming Happy Hollow Foundation as a beneficiary of a family trust
- Naming Happy Hollow Foundation as a beneficiary of a life insurance policy
- Establishing Charitable Remainder Trusts (CRT) or Charitable Lead Trusts (CLT)

SCAN QR
CODE TO
MAKE A
GIFT NOW!



Questions about giving? Contact Rhonda Nourse, Executive Director, RNourse@happyhollow.org

Save the date in 2025



SENIOR SAFARI

Presented by KAISER PERMANENTE.

2025

- May 22
- June 26
- July 24
- Aug. 28
- Sept. 25
- Oct. 23

FOURTH THURSDAY OF THE MONTH, MAY-OCTOBER
9 to 10 a.m. | Free admission, free parking



happyhollow.org/seniorsafari



HOORAY FOR HAPPY HOLLOW BENEFIT EVENT
SATURDAY, SEPT. 20, 5-7:30 P.M.
HAPPY HOLLOW PARK & ZOO

ABOUT THIS PUBLICATION

This Annual Report was created and published by Happy Hollow Foundation. Unless otherwise noted the information inside reflects the calendar year of 2024.

Every effort has been made to ensure that this information is accurate and up to date. If you notice an error or have a question, please contact foundation@happyhollow.org.

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