

PHILADELPHIA  
ZOO





# WILD

**awake**





# awaken.

The campaign to make the first zoo  
in America the best zoo in the world.

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ZOO







The campaign to make the first zoo in America  
the most innovative zoo in the world.



The Philadelphia Zoo Awaken Campaign Case For Support

“We’re turning our zoo into a place  where  
an animal can  exhibit natural behavior.

They all have emotions, and the mammals are  
all like us. They need emotions to  learn  
and function in the world. Our animals need to  
be  happy.”

Michael Stern, Head Primata Curator



The Philadelphia Zoo Awaken Campaign Case For Support

Every day is  
a chance to



be a better  
animal.



This drives us from the moment we open our eyes.  
And helps us realize the beauty of coexistence.  
When we recognize our neighbors—the very  
creatures that walk alongside us  
we are all better for it.

Better people.  
Better animals.  
Better earth.

Our role has never been more apparent.  
Our sense of responsibility has never been greater.  
We must awaken our hearts.  
Awaken our minds.  
Awaken to our place in the world.  
So that it may change for good.





The Philadelphia Zoo Ambition Campaign Case For Support

We are the beating heart of a city we love so well, pulsing with an energy from the animals we care for and the people in awe of them. Here in Philadelphia, we are a microcosm of our broader world, where people become attuned to the bigger picture.

Our role in the planet's future—the future for the lion in here, the little girl out there, the untouched plains of a distant continent—is clearly defined.

Now, we must protect that.

**We must act locally.**

Our footprint right here in Philadelphia translates to action across the globe. We already lead by example in how we treat our animals, how we educate our visitors, and how we inspire action in just one visit. Now, together, we can completely change the way the world views zoos.



**We must continue to grow as a purpose-driven organization.**

Top-class talent with brains only matched by heart defines the ethos of our Philadelphia Zoo staff. We employ the best in their fields to make a difference in the lives of animals, both here locally and worlds away. This translates to palpable planetary impact.

**We must emerge as a cultural leader.**

The Zoo presents an opportunity to experience pure wonder and worldview transformation that you cannot get elsewhere. This, paired with innovative programming that furthers our understanding of animals, each other, and the world we inhabit, puts the Zoo in a unique position to influence hearts and minds to change the future for all of us.



We have set an ambitious goal to raise over \$100 million over the next five years in order to transform the Zoo we know today into the Zoo that serves the needs of tomorrow—for generations to come.



ARE YOU WITH US?

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