

PHILADELPHIA  
**ZOO**



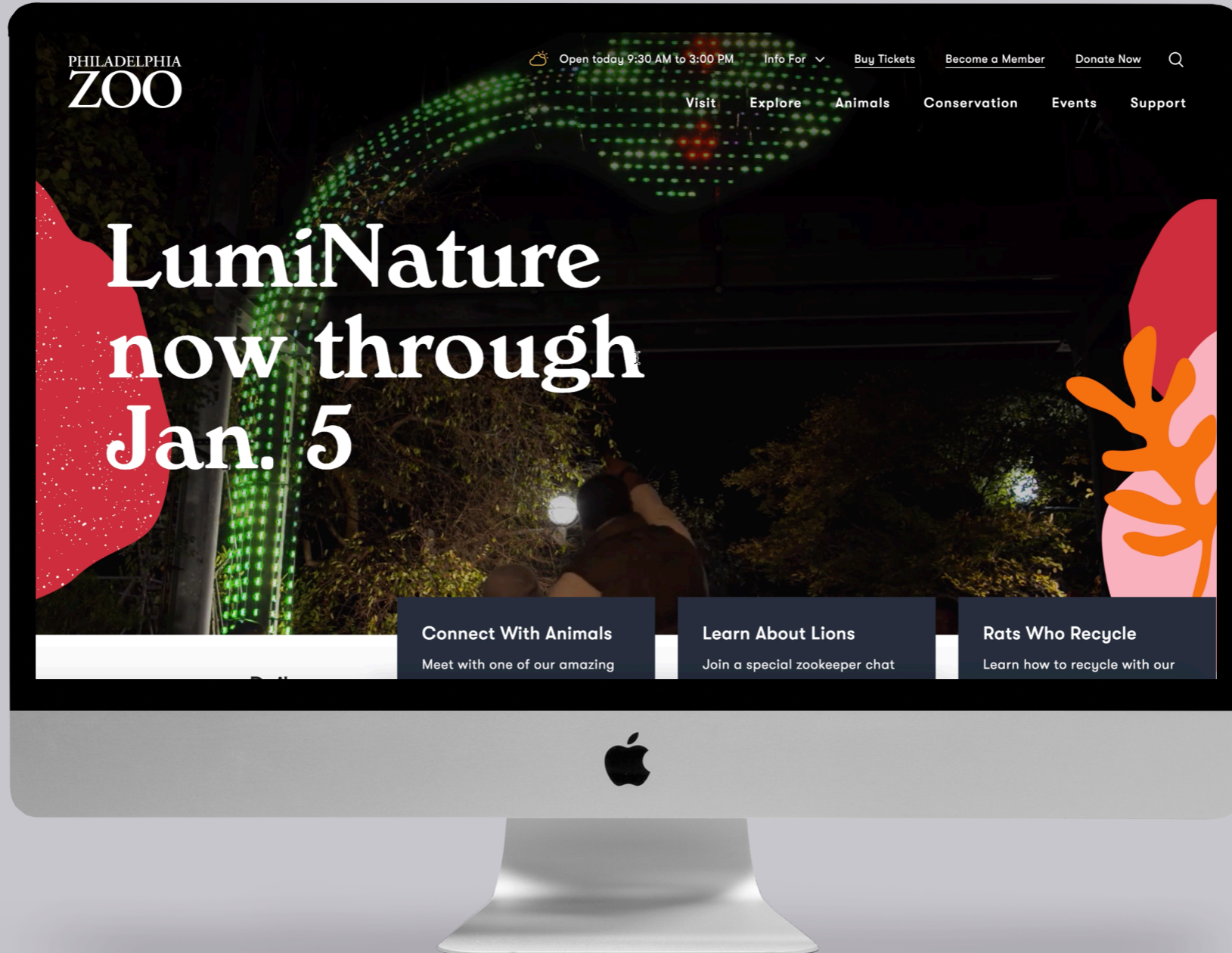
# WILD

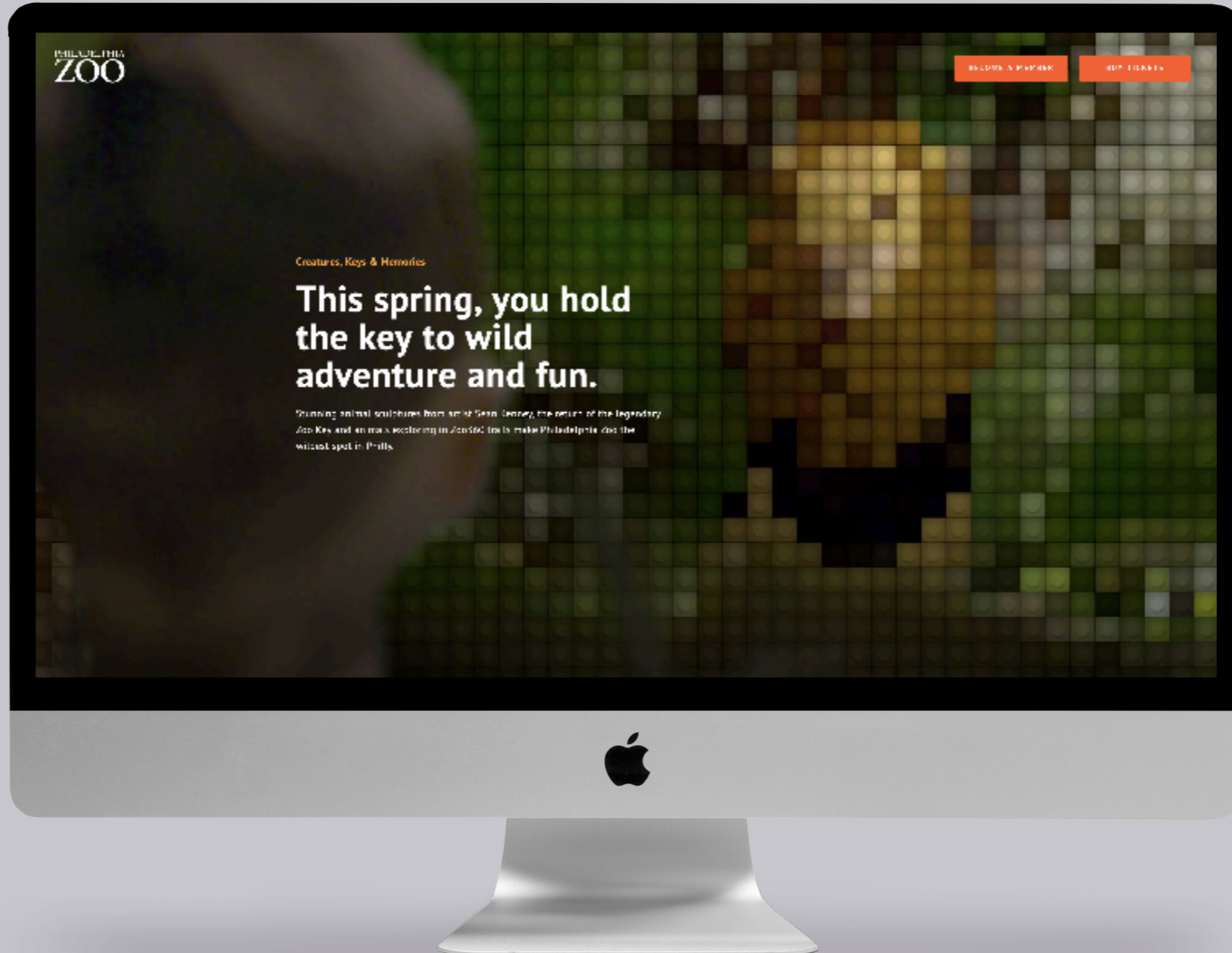
**awake**













# awaken.

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

PHILADELPHIA  
ZOO



awaken  
every  
effort.



**Pillar 1:**  
be a caretaker  
of the wild

The Zoo leads the way in treating animals and Mother Nature with care and empathy. We are true experts and enthusiasts, particularly when it comes to protecting species on the brink of extinction.



awaken.

The campaign to make the first zoo  
in America the best zoo in the world.  
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# awaken a spirit.



## **Pillar 2:**

become boundless  
by nature

Since our beginning, we've pioneered what it means to be a zoo—and we will continue to push boundaries as we reimagine our impact on the planet.



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The campaign to make the first zoo  
in America the best zoo in the world.  
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# awaken our city.



## Pillar 3: protect the naturehood

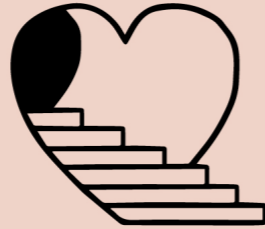
Philadelphia Zoo is a neighborhood for our animals—people and otherwise—where coexistence is respected and celebrated.



awaken.

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



## **Pillar 4:**


create a positive  
handprint

We take every effort to educate the surrounding community through engaging programs, while cultivating a future-forward culture.



awaken.

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in America the best zoo in the world.  
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“Ultimately, it is our relationship with animals, each other, and with nature, that defines us as human beings.”

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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 strengthen our neighbors—the very creatures that walk alongside us—we are all better for it.

Better people.  
Better animals.  
Better earth.

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



awaken.

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

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 need to understand in how we treat our animals, how we educate our visitors, and how we engage visitors to lead the way. Now, together, we can completely change the way we work together.

**We must continue to grow as a purpose-driven organization.**  
This zoo does not exist in a vacuum. It is a living, breathing part of the fabric of our Philadelphia Zoo, with its impact felt far beyond its walls. In the face of animals, both here locally and across the globe, we have a responsibility to act.

**We must emerge as a cultural leader.**  
The Zoo presents an opportunity to experience pure wonder and excitement in a way that cannot be replicated elsewhere. This, paired with innovative programming that fosters an understanding of animals, each other, and the world we inhabit, puts the Zoo in a unique position to influence how we think and act 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.

# Our Guiding Principles

Our ethos that helps us stay engaged—and awakens those around us.

**Respect for Our Animals**  
We treat every animal with respect, dignity, and compassion. We understand that animals are sentient beings with their own needs and desires. We ensure that the people we employ, volunteer, and interact with are trained to provide the best care possible for our animals.

**Care for Our Habitat**  
When we live our guiding principle, we make a difference. Through the care of our animals, we are committed to the care of our planet. This applies to our own Zoo grounds, the surrounding region, and the world we live in. We are committed to the best of the best, and the world at large.

**Change for Our Visitors**  
The experience that our visitors have is a reflection of our values. We understand that our visitors are not just looking for entertainment, but for education, inspiration, and a chance to connect with nature. We ensure that our visitors have a meaningful and transformative experience.

# The Zoo

is about global preservation and research. There's an educational mission in every exhibit. It's an opportunity to experience the world in your backyard.

From Plan To

# Possible

The following outlines our approach to creating the Zoo of tomorrow. Support us, and together we can awaken not only a renewed sense of purpose, but concrete change and action.

## 01 Awaken Every Effort.

**Be A Caretaker Of The Wild.**  
The Zoo leads the way in treating animals and Mother Nature with care and empathy. We are true experts and enthusiasts, particularly when it comes to protecting species on the brink of extinction.

- The Golden Lion Tamarin Project**  
For the past 25 years, the Zoo has been leading research and conservation efforts to protect the Golden Lion Tamarin, a critically endangered species. Through genetic research and habitat restoration, the Zoo is working to ensure the survival of this species.
- Rhinoceros Protection and Support**  
Multiple staff members of the Philadelphia Zoo participate in programs to protect the African Rhinoceros species, most of which are being a critically endangered status. From monitoring herds in the savannas of Africa to supporting conservation efforts in the United States, the Zoo staff work to ensure the conservation and well-being of these magnificent animals.
- Gorilla Breeding Program**  
We are leading a cutting-edge program to breed and rear gorillas in captivity. This program is a critical part of the Zoo's conservation efforts, as it helps to ensure the survival of these magnificent animals.
- Amphibian Conservation Program**  
The Amphibian Conservation Program is dedicated to protecting amphibian species from the effects of climate change and habitat loss. Through research and conservation efforts, the Zoo is working to ensure the survival of these species.
- The Rodrigues Fruit Bat Project**  
The Zoo is proud to be the only zoo in the world to house the Rodrigues Fruit Bat. Through research and conservation efforts, the Zoo is working to ensure the survival of this species.
- Guam Kingfisher Project**  
This is currently the only Kingfisher in the world. The Zoo is proud to be the only zoo in the world to house this species. Through research and conservation efforts, the Zoo is working to ensure the survival of this species.

**We research and keep extraordinary animals.** Michael Stern, our Lead Primate Curator, is using the strong animal care of the Philadelphia Zoo to bring his research to the world. Through his research, he is helping to ensure the survival of these magnificent animals.

**Animals come first.**  
We built our values upon this simple, fundamental statement. We feel that there is nothing more powerful than allowing our guests to connect with animals in a space carefully cultivated for their well-being—especially during a time when ensuring the well-being and protecting of wildlife is so important.

His name bears more importance. This individual is Zoëly, which gives the wing for more than 20 acres around the enclosure to redesign their animal habitat systems. And it continues to grow itself in our programs that specifically address diverse species and the state of their survival.

## 02 Awaken A Spirit

**Become Boundless By Nature.**  
Since our beginning, we've pioneered what it means to be a zoo—and we will continue to push boundaries as we reimagine our impact on the planet.

**EPO NEED PLANS**

“The Zoo is going to be the wildest neighborhood in Philadelphia. If we succeed, we can actually integrate the entire Zoo as a district, as a neighborhood within greater Philadelphia.”  
—Mike Sogin, Lead Architect For The New Philadelphia Zoo

As we celebrate 100 years of innovation and achievement, we look forward not only what the future holds for our planet but what it holds for our physical campus. We understand that the world is changing at a rapid pace, and this must change to reflect the needs of our existing wild.

Philadelphia Zoo's entire guest arrival way to reach the Zoo, through public transit, has been helping the planet and has an impact on the planet. Since our beginning, we've pioneered what it means to be a zoo—and we will continue to push boundaries as we reimagine our impact on the planet.

“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.”

## 03 Awaken Our City.

**Protect The Neighborhood**  
Philadelphia Zoo is a neighborhood— for animals, people, and nature— where coexistence is respected and celebrated.

It's simple of the region surrounding South and Center, Philadelphia Zoo is one of the few places that attracts a broad cross-section of our surrounding communities and beyond—representing an appeal to a diverse audience from every walk of life. We take our leadership position seriously.

**This Culminates In:**

- Cultivating rich, healthy environments in the parks and exhibits of the great Philadelphia Neighborhood.
- Generating cultural impact through consistent engagement to our physical campus, which will create ongoing flow.
- Having a community leader through partnership programming for animals, our planet, and our city for partners to grow and to have an impact on the long. The world's most and best, better best growing, and offer opportunities for investment in the Zoo as a means for these needs.
- Countering our growth as a place of focus in the new world, and in the new world.

**Our Environmental Impact**

2017	57%
2018	57%
2019	57%
2020	57%
2021	57%
2022	57%
2023	57%
2024	57%
2025	57%
2026	57%
2027	57%
2028	57%
2029	57%
2030	57%

**30%** 48%  
**10%** 68%

“The future of the planet will depend on what people living in urban environments do, and the choices they make every day.”  
— Dr. Andrew Baker, CEO



## 04 Awaken Hearts.

**Empowering Future Leaders**

**ZOOBOOK** our youth empowerment program that empowers young people and adults through our 200 students, featuring 100 high school graduation kits and 10 college scholarship kits. Through graduation kits, we are focused on ensuring that students receive college guidance, and more.

**THE UNLESS CONTRARY** through which 17,000 students from over 140 schools have been inspired to learn about science and nature through inquiry and the environment.

**EDUCO** our child-care and early childhood learning, which is providing educational at-risk care across the world.

**UPPER 500 ON WHEELS** our annual program focused on early childhood education, which reaches 10,000 annually.

**Creating Cultural Relevance**

A program aimed at educating the next generation through our center work on our Zoo Day, the major North Coast, animal care, and the Zoo's mission to create a lasting impression for everyone in the city.

**These include:**

- Greater outreach and other educational activities.
- Further the Festival, just one example of more educational programming and public outreach.
- Live! Museum, a central right which will all transform our grounds into educational cultural destinations.

**Partnering with Our Neighbors**

The Philadelphia Zoo is a community program with our surrounding community. For example, we recently launched the Philadelphia Zoo's Community Center program at the University City School. This introduced a new center for the city's public schools, which is designed to be a central hub for students, staff, and community, while also providing a safe and secure space for the city's public schools.

**Hosting Community Visits**

Annually, we host 200,000 students from PA, NJ, and DC on both paid and free school visits. This is in addition to our Community Access Program, through which we host 60,000+ school visits at the Zoo.

**Create a Positive Handprint**

We take every effort to educate the surrounding community through engaging programs, while cultivating a future-forward culture.

"It is really fascinating to look at zoos behind the eyes of children. There is almost a primal connection between them and the animals. That's how I live in a world where these lions and giraffes and those incredible gorillas exist with me. It's almost like they sense there's something bigger out there and this is a way to be a part of it."

— Kelly Maclean, *USA TODAY* (2018)

# It's time to awaken.

Your support enables us to:

- 01 Be Caretakers Of The Wild
- 02 Become Boundless By Nature
- 03 Protect The Naturehood
- 04 Create A Positive Handprint

When we allow the Zoo to change our view of the world, we can change the world we see. This is our moment to act, on a local, national, and global level, to move the needle. When our eyes and hearts are wide open, change is inevitable.

Join us in our most important work yet. Work that will reshape zoos as bridges and gateways, not walls, between us and our animals. And change the course of life on our planet for good.



"What is the way in which we're going to be able to create enduring change for the families and the children? There are schools here, community centers, and ways in which there is such tremendous vibrancy but also such tremendous challenges. This is our home. This is where we are, where we've been for decades—and where we'll be for many decades to come.—"

— Kelly Maclean, *USA TODAY* (2018)

"So the question is: not only how we can be a great neighbor, but how can we create change that's enduring?"

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.”

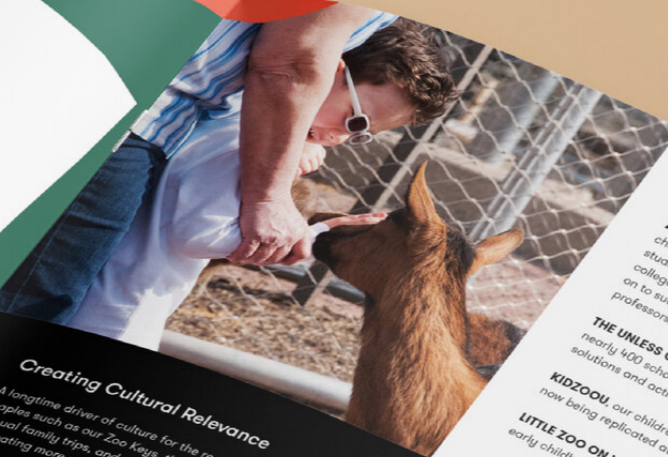
Michael Stern, Head Primate Curator



04

# Awaken Hearts.

**Create a Positive Handprint**  
We take every effort to educate the surrounding community through engaging programs, while cultivating a future-forward culture.



### Creating Cultural Relevance

A longtime driver of culture for the region through Zoo staples such as our Zoo Keys, the iconic North Gates, annual family trips, and the live, we remain committed to creating more moments for everyone to enjoy.

- These include**
- Creatures of Habitat and other art-forward exhibits.
  - Summer Ale Festival, just one example of more millennial-forward programming we plan to roll out.
  - LumiNature, a winter light exhibit that will transform our grounds into a seasonal cultural destination.

*"It is really fascinating to look at zoos behind the eyes of children. There is almost a primal connection between them and the animals. That wow, I live in a world where these lions and tigers and these incredible gorillas exist with me. It's almost like they sense there's something bigger out there and this is a way to be a part of it."*

Eduña Melendez, ZooCREW 2013 Alumni

### Empowering Future Leaders

**ZOOCREW**, our youth empowerment program that champions restoring endangered wildlife reaching over 350 students, boasting 100% high school graduation rate and 95% college matriculation rate. Program graduates have gone on to succeed in a variety of fields: veterinarians, college professors, and even fashion.

**THE UNLESS CONTEST**, through which 17,000 students from nearly 400 schools have completed projects aimed to inspire solutions and actions to help wildlife and the environment.

**KIDZOO!**, our children's zoo and wildlife academy, which is now being replicated at other zoos across the world.

**LITTLE ZOO ON WHEELS**, live animal programs focused on early childhood education, which reach 10,000 annually.

### Partnering with Our Neighbors

We remain committed to developing programming with our surrounding community. For example, we recently launched the Animals in the Classroom pilot program at Morton McMichael School. This introduced a science curriculum for 7th and 8th grade students, tying in themes such as animal welfare and conservation, while also improving science scores and empathy skills among students.



### Hosting Community Visits

Annually, we host 200,000 students from PA, NJ and DE on both paid and free school visits. This is in addition to our Community Access Program, through which we host 60,000 Title I students at no cost.





The Philadelphia Zoo Awaken Campaign Case For Support

Every day is  
a chance to



be a better  
animal.

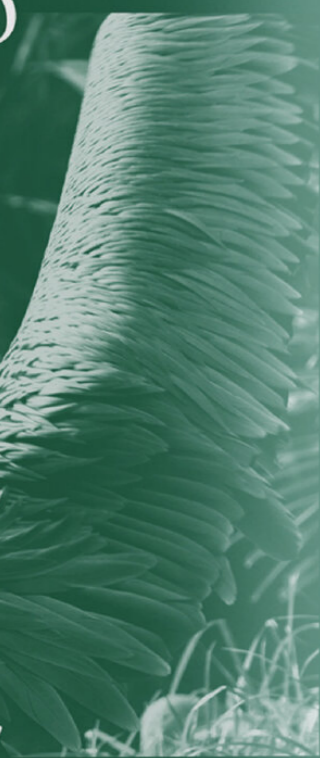


This drives us from the moment we open our eyes.  
And helps us realize the beauty of coexistence.  
When we recognize our neighbors—the very  
creatures that walk alongside us  
we are all better for it.

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.





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

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.**

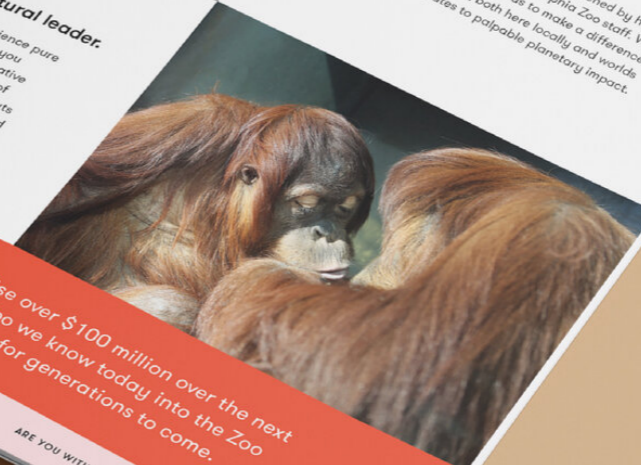
Top-class talent with brains only matched by heart defines the ethos of our Philadelphia Zoo staff. We employ the best in their fields to make a difference in the lives of animals, both here locally and worlds away. This translates to palpable planetary impact.

**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?

ARE YOU WITH US?

ARE YOU WITH US?

ARE YOU WITH US?

ARE YOU WITH US?

The Philadelphia Zoo Awaken Campaign Case For Support

# Our Guiding Principles

Our ethos that helps us stay engaged—  
and awakens those around us.

## Respect for Our Animals

We treat every animal with utmost care, respect, and love. This pertains to the wild creatures we are privileged to host, as well as the people we employ, entertain, and educate.



## Care for Our Habitat

Where we live is our priority. Every choice we make is examined through a lens of creating a positive handprint as opposed to a harmful footprint. This pertains to our own Zoo campus, the surrounding neighborhoods near 34th and Girard, and the world at large.



## Change for Our Universe

We understand that our role in society is one of leadership. We must educate visitors on the state of animals and the environment, and inspire them to act on a newly shaped worldview.





The Philadelphia Zoo Awaken Campaign Case For Support

# “The Zoo

is about global preservation and research. There's an educational component that goes beyond just seeing the animals when you start talking about the



Phoebe Coles, Board Member



dynamics of global assets, culture, geography, food, the big issues the world is working on. It's an opportunity to experience the world

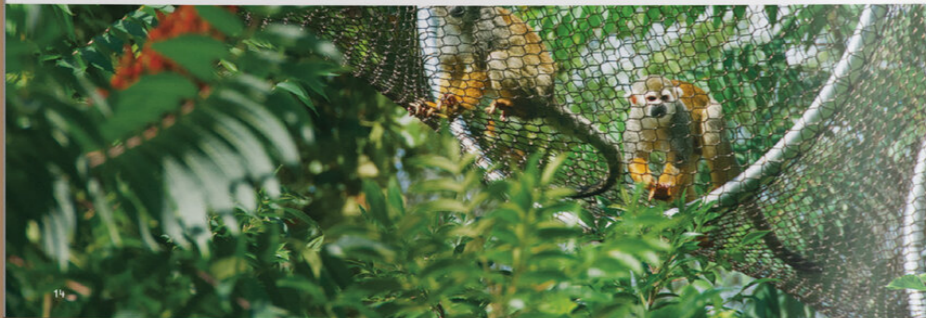
# in your backyard.”



From Plan To

# Possible

The following outlines our approach to creating the Zoo of tomorrow. Support us, and together we can awaken not only a renewed sense of purpose, but concrete change and action.



01

# Awaken Every Effort.

**Be A Caretaker Of The Wild.**  
The Zoo leads the way in treating animals and Mother Nature with care and empathy. We are true experts and enthusiasts, particularly when it comes to protecting species on the brink of extinction.

## The Golden Lion Tamarin Project

For the past 25 years, the Zoo has been leading research and work to achieve golden lion tamarin population viability through work to protect and enhance their natural environment alongside locals. [\[Link to rest of story TK\]](#)

## Amphibian Conservation Program

Our Amphibian Conservation Program is dedicated to saving endangered frogs from the Andes and the Caribbean, which are home to a particularly high number of unique and at-risk frog species. [\[Link to rest of story TK\]](#)



## The Rodrigues Fruit Bat Project

The Zoo pioneered the Rodrigues Environmental Educator Project, an educational program that helps preserve the island's bats. Today, more than 60,000 bats are thriving on the island, due to the combined efforts of Philadelphia Zoo, the island, and its inhabitants. [\[Link to rest of story TK\]](#)

## Rhinoceros Protection and Support

Multiple staff members of the Philadelphia Zoo participate in programs to protect different rhinoceros species, most of which are facing a critically endangered status. From raising money for the International Rhino Foundation, to Zoo staff work on Sumatran Rhino Conservation and with PA Rhino Conservation Advocates, we support varying initiatives aimed at conservation of the beloved rhino. [\[Link to rest of story TK\]](#)

## Giraffe Breeding Program

We are leaders in protecting one of the world's most beloved animals by way of our on-site breeding program. As giraffes near the brink of extinction, we aim to cultivate a world in which they can thrive so visitors can continue to be inspired by face-to-face interactions with these majestic beings. [\[Link to rest of story TK\]](#)

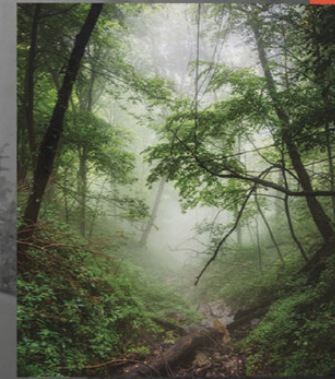


## Guam Kingfisher Project

There are currently no Guam Kingfishers left in the wild. The Zoo has pioneered a species-saving program that has resulted in over 150 Guam Kingfishers now thriving in captivity in mainland zoos and on the island of Guam. [\[Link to rest of story TK\]](#)

**We recruit and keep extraordinary talent.** Michael Stern, our Lead Primate Curator, is among the many esteemed staff of the Philadelphia Zoo. Upon hiring Michael, we agreed to support the continuation of his work in Africa surrounding education and conservation. Through his incredible fundraising efforts for zoos across America, he was inspired to bring a groundbreaking Gorilla Structure to our very own. And this is just one example of how we create pathways for incredible animal experts to find their way here.

The Philadelphia Zoo Awaken Campaign Case For Support



Natural Gorilla Habitat

### Animals come first.

We built our values upon this simple, foundational statement. We feel that there is nothing more powerful than allowing our guests to come nose-to-nose with an animal in a space carefully cultivated for their well-being—especially during a time when ensuring the well-being and protecting of wildlife on this planet

has never been more important. This culminated in Zoo360, which paved the way for more than 30 zoos around the country to redesign their animal habitat systems. And it continues to prove itself in our programs that specifically address different species and the state of their survival.

02

# Awaken A Spirit

**Become Boundless By Nature.**  
Since our beginning, we've pioneered what it means to be a zoo—and we will continue to push boundaries as we reimagine our impact on the planet.

As we celebrate 160 years of innovation and achievement, we look towards not only who the future holds for our planet but what it holds for our physical campus. We understand that the world is changing at a rapid pace and we, too, must change to reflect the needs of an ever-evolving wild.

**"The Zoo is going to be the wildest neighborhood in Philadelphia. If we succeed, we can actually integrate the entire Zoo as a district, as a neighborhood within greater Philadelphia."**

Brian Ingalls, Lead Architect for The New Philadelphia Zoo



Picture our Zoo360, which gives animals a way to roam the Zoo through quite contained. Now, we're flipping the concept on its head and taking the idea of reuniting the animals, you will be the one on display. This is the idea driving our campus redesign. Starting from the Zoo's Urban Green arm, freshwater streams are winding east to west across the center of the Zoo, a number of new animal exhibits are envisioned to change the habitats for primates and hoofstock, giraffes, rhinos, zebras. This will create larger, more natural areas for our animals to live and roam, a pioneering move in animal welfare.

03

# Awaken Our City.

## Protect The Naturehood

Philadelphia Zoo is a neighborhood - for animals, people, and nature - where coexistence is respected and celebrated.



A staple of the region surrounding 34th and Girard, Philadelphia Zoo is one of the few places that attracts a broad cross-section of our surrounding communities and beyond—representing an appeal to a diverse audience from every walk of life. We take our leadership position seriously.

### This Culminates In:

- Cultivating a safe, inspiring environment for the animals and residents of this great Philadelphia Neighborhood.
- Generating cultural impact through consistent improvement to our physical campus, which will create ongoing draw.
- Serving as a community leader through partnership programming. For example, our Vertical Gardens calls for partners to grow food to feed our animals on their land. This would improve animal welfare, foster local growing, and offer opportunities for involvement in the Zoo's mission for those nearby.
- Continuing our growth as a place of firsts as the first zoo in America, in a city where American history was made, leading a movement to change how the world perceives zoos.

### Our Environmental Impact

**2017**

Green Award Winner by the AZA

**57%**

water use reduction since 2009

**30%**

energy intensity reduction since 2011

**48%**

solid waste diversion achieved

**10%**

emissions reduction since 2012

**68%**

of campus achieved storm water management

“The future of the planet will depend on what people living in urban environments do, and the choices they make every day.”

Dr. Andrew Baker, COO

The Philadelphia Zoo Awaken Campaign Case For Support

No price can be put on wonder—the pure joy that a child feels when he sees a giraffe for the first time, or the memories a family makes when they visit our otter enclosure. Moments like these drive our mission, and are not possible without your support.

Our efforts to educate and inspire go far beyond traditional programming. Rather, we aim to create the next generation of leaders and changemakers who could quite possibly alter the future of life for animals as we know it.

# It's time to awaken.



When we allow the Zoo to change our view of the world, we can change the world we see. This is our moment to act, on a local, national, and global level, to move the needle. When our eyes and hearts are wide open, change is inevitable.

Your support enables us to:

01

Be Caretakers  
Of The Wild

02

Become Boundless  
By Nature

03

Protect The  
Naturehood

04

Create A Positive  
Handprint

**Join us** in our most important work yet. Work that will redefine zoos as bridges and gateways, not walls, between us and our animals. And change the course of life on our planet for good.



The Philadelphia Zoo Awaken Campaign Case For Support



“What is the way in which we’re going to be able to create enduring change for the families and the children? There are schools here, community centers, and ways in which there is such tremendous vibrancy but also such tremendous challenges. This is our home. This is where we are, where we’ve been for decades—and where we’ll be for many decades to come.—”

— Via Dewan, CEO, Philadelphia Zoo

The Philadelphia Zoo Awaken Campaign Case For Support

“So the question is: not only  
how we can be a great neighbor,



but how can we create  
change that's enduring?”