



INDIANAPOLIS ZOO FUTURE
ENDOWMENT CAMPAIGN





On a warm summer afternoon, a herd of elephants graze lazily on a grassy hill, while nearby, a pair of cheetahs stretch and settle down in a patch of shade. In a verdant glade not far away, an Alaskan bear splashes in a shallow pool, and a tiger steps slowly and lightly toward a window, where a child is leaning down to stare into the eye's of nature.

Meeting the Future

Of course, the location of this encounter is the Tiger Forest at the Indianapolis Zoo, now entering its second half century since it first opened as a children's zoo in 1964. So much has changed since then, but what has remained constant is the Zoo's commitment to providing its visitors with opportunities to encounter the natural world in ways that fascinate, educate and inspire future generations of conservationists.

But as Zoo facilities, programs and partnerships have grown over the years so have the demands of sustaining them. To ensure that the Zoo can continue to provide programs and exhibits just as wonderful as the Tiger Forest, the Board of Trustees and key volunteers have initiated **Indianapolis Zoo Future**, a campaign to raise \$10 million in new funds that will secure the Zoo's long-term financial stability. This campaign will help underwrite essential conservation programs in animal care, veterinary medicine, visitor experience, volunteer

training, education and more. It will also support the world's leading award for animal conservation, the Indianapolis Prize, and its dual mission of financial assistance for the world's best field conservationists and promotion of the global cause of conservation.

A strong and growing core endowment is essential for the Indianapolis Zoo because we do not receive direct tax support. The Zoo has built and maintained itself solely on earned income and donations. Because of that, the Zoo is independent, well managed, fiscally responsible and focused. But outside factors can have an adverse impact on our attendance within any 12-month cycle. By building a strong core endowment, the Zoo will secure long-term stability against uncontrollable drops in earned income, while allowing us to continue the vital programming that fulfills our mission.



The Power of Endowment

An endowment gift is foremost a legacy, an expression of the passions and beliefs that guide an individual, a couple, a family or an organization. It is a testament to the donor's enduring support for the organizations and programs for which he cares the most. An endowment gift also powerfully conveys the donor's commitment to the future.

Since an endowment fund functions as a permanent fund, the principal is never spent, while investment income is spent in support of the organization.

The **Indianapolis Zoo Future** endowment campaign will seek funds to:

- Underwrite and advance the Zoo's pivotal work in conservation.

- Improve and support its exhibits and enhance visitor experiences within them.
- Support and advance the Zoo's comprehensive educational and community programming.
- Secure long-term stability against uncontrollable drops in earned income.





**Conservation isn't just what we do;
it's why we do it.**

*“The Indianapolis Zoo is not a zoo
doing conservation; it's a conservation
organization that operates as a zoo.”*

*—Indianapolis Zoo President and CEO
Michael Crowther*

Nearly 17,000 plant and animal species are known to be threatened with extinction. One in four mammals and one in eight birds may be gone in the near future, including our nearest relations—orangutans, gorillas and even chimpanzees. The current species extinction rate is estimated to be 1,000 to 10,000 times higher than the natural rate.¹

As an organization dedicated to helping change that future, the Indianapolis Zoo exists to offer learning experiences and opportunities that illuminate the interconnectedness of animals, plants and people. The Zoo passionately and comprehensively pursues this goal in everything we do. We exhibit plants and animals, propagate endangered species,

¹ International Union for the Conservation of Nature (IUCN)

offer extensive educational programming, and partner directly with cutting-edge field conservationists around the globe to help save endangered animals from extinction.

The Indianapolis Zoo empowers people and communities, both locally and globally, to advance animal conservation.

—Indianapolis Zoo Mission Statement

Through these activities, the Zoo seeks to help its annual million-plus visitors—and the thousands more who participate with the Zoo in their communities—to see the profound interconnectedness of life and understand their ability to make a difference for plants, animals and habitats here and around the world.

The Zoo is also deeply committed to being a major asset to the economic and cultural vitality of Indianapolis and Central Indiana. We actively participate in community initiatives and tourism promotion, drawing visitors both nationally and internationally. In fact, 20 percent of Zoo visitors come from outside Indiana.



When people engage with the animals—when they look them in the eye and see how they live and behave—they are more likely to care about animals' survival in the wild.

Zoo animals are ambassadors for their counterparts in the wild. Maintaining their health and housing, exhibiting them properly, and helping sustain their species wisely instill hope and understanding in Zoo visitors. Each of us can help animals not only survive but thrive in the wild.

A Great Zoo for a Great City

Conservation organization. Zoological park. Community icon. The Indianapolis Zoo fulfills all these roles extraordinarily well. As a result, in the quarter century since the Zoo relocated to downtown Indianapolis, becoming one of the very few American zoos to move *into* the heart of its city, it has marked a number of significant accomplishments. These include:

- Today the Indianapolis Zoo is widely considered one of America's best and the first venue in the country to be triple accredited as a zoo, aquarium and botanical garden by the Association of Zoos and Aquariums (AZA) and the American Association of Museums (AAM).
- Renowned internationally for its work in animal conservation and research, the Zoo pioneered the world's first successful artificial insemination

of an African elephant, a major achievement for species preservation, as well as successfully breeding the world's two rarest lizards. Both achievements were honored with the AZA's highest award for conservation, the Edward H. Bean Award.

- The Zoo has high-impact partnerships with leading animal conservation groups around the world, supporting efforts to save elephants, lions, lemurs, orangutans, iguanas, rhinos and many more endangered species.
- The Zoo was voted the top award for Best Family Fun on The Indy A List by area citizens—recognition that the Zoo is one of the major attractions in the city and an asset to community life. Drawing more than 1 million people each year, the Zoo's impact on the economic vitality and reputation of Indianapolis is significant.

Zoo Snapshot:

1,000,000+ visitors a year
36,000 member households
\$23.2 million operating budget (2012)
208 full-time employees
1,570 active adult and youth volunteers/
interns
250+ animal species
2,700+ individual animals
11,000+ horticulture specimens



Developing Leadership in Global Conservation

The Indianapolis Zoo Future endowment campaign will seek funds to underwrite and advance the Zoo's pivotal work in conservation.

Conservation—locally, regionally and globally—is the core of the Zoo's mission. Indeed, a recent survey by the Ocean Project found that citizens trust organizations like the Indianapolis Zoo on conservation issues and look to them to provide guidance on actions the community can take to address these issues.

Therefore, the Zoo carefully and wisely chooses its conservation activities. First, it focuses the expertise of its in-house staff on research into selected species, research that has produced particularly notable breakthroughs with elephants and iguanas. Second, the Zoo collaborates on projects, such as establishing baseline biological data on its captive ringtail lemurs that the researchers in Madagascar can compare to lemurs in the wild. The Zoo brings this same selective

approach to collaborations with leading international animal researchers and conservationists. Rather than trying to establish staff in widespread locations, the Zoo wisely identifies effective conservation advocates already in position and works with them.

Just Some of the Zoo's Conservation

Partners: African Wildlife Foundation, Mountain Gorilla Veterinary Project, International Union for the Conservation of Nature, International Elephant Foundation, Cheetah Conservation Fund, Dian Fossey Gorilla Fund International, Polar Bears International, Tarangire Elephant Project, Madagascar Fauna Group, International Rhino Foundation and International Iguana Foundation



An Organization that Makes a Real Difference

The Indianapolis Zoo Future endowment campaign will seek funds for improving and supporting exhibits and enhancing visitor experiences within them.

Since the Indianapolis Zoo relocated to White River State Park in heart of downtown in 1988, it has become a top-tier civic and cultural presence, a noted accomplishment for an attraction that is still relatively young, particularly in relation to other major zoos in the U.S. Steadily adding new facilities and programs has increased the Zoo's ability to fulfill its mission, its attractiveness for residents and visitors alike and its organizational vitality.

In 2012, the Zoo broke ground for its most significant new exhibit ever and arguably the most important animal exhibit anywhere—The International Orangutan Center.

The International Orangutan Center follows the creation of The Indianapolis Prize, another preeminent conservation initiative for the Zoo. Awarded every

other year to an individual conservationist whose achievements are exemplary on an international scale, the \$250,000 Indianapolis Prize is the world's leading award for animal conservation. The Prize signifies the support and commitment of the people of Indianapolis and their Zoo to support global conservation in every way and on a continuing basis.

It is hoped that both the International Orangutan Center and the Indianapolis Prize will attract much-needed endowment support through the Indianapolis Zoo Future endowment campaign.



A Track Record of Success

The International Orangutan Center and the Indianapolis Prize rest on decades of successful projects by the Zoo that have enhanced its capacity in every arena. Notable past accomplishments include:

- **White River Gardens** (1999), a three-acre botanical center that demonstrates environmentally

responsible, aesthetically pleasing horticulture and offers instruction to individuals on creating sustainable gardens of their own.

- The \$31 million **Campaign for Conservation and Community** (2001), a 15-year Master Plan developed by staff, key community leaders and volunteers to raise the Zoo to the top tier of zoological and conservation organizations.
- **Dolphin Adventure** (2005) and **Oceans** (2007), exhibits that are visitor favorites and central to educational programming.
- **Cheetah: The Race for Survival** exhibit (2010) initiated Phase II of the Master Plan and proved to be one of the Zoo's most dramatic attractions. A totally renovated **Tiger Forest** exhibit came on line in 2011, followed in 2012 by **Flights of Fancy: A Brilliance of Birds**, an up-close introduction to the avian universe.



Expanding Educational Reach and Community Involvement

The Indianapolis Zoo Future endowment campaign will seek funds to support and advance the Zoo's comprehensive educational and community programming, including off-site programs.

Through formal and informal education programming, the Zoo's expert staff and invaluable volunteers provide people of all ages with one-of-a-kind learning experiences. Illustrating the power of an endowment, the work of Zoo educators is made possible by the Polly H. Hix Institute for Research and Conservation, created by an \$8 million endowment established a decade ago by long-time Zoo supporter Polly H. Hix. The largest single gift donor to the Zoo, Hix has supported many of the new exhibits and renovations that have kept the Zoo at the forefront of learning centers, while continuing to be an active volunteer and conservationist.

By funding a broad range of educational offerings, including field trips, distance

learning, Zoo camps, behind-the-scenes Adventure Tours, overnight adventures and more, the Hix Institute brings life-changing experiences to thousands of Indiana children, adults and families each year.

One highlight is the Zoo's Dolphin In-Water Adventure program, a combination of classroom study and personal encounters with dolphins that can become a life-altering experience for dolphin enthusiasts young and old.



Starting from Strength

The Indianapolis Zoo Future endowment campaign is expertly managed to provide stable and predictable funding for critical programs.

Despite its relative youth, the Zoo has received many endowment gifts, given for varied purposes. Thanks to these contributions, sound management and investment earnings, the Zoo's endowment value increased 500 percent from 2002 to 2007. The chart below illustrates how the Zoo's endowment also successfully weathered the 2008 downturn, another testament to astute management.

Indianapolis Zoological Foundation Fund

| | |
|------|--------------|
| 2000 | \$3,100,000 |
| 2002 | \$11,400,000 |
| 2004 | \$15,900,000 |
| 2006 | \$20,900,000 |
| 2008 | \$16,300,000 |
| 2011 | \$25,700,000 |

The Zoo's endowment of more than \$25 million on December 31, 2011, ranks near the top of zoo endowments nationally. Without the inflow of tax dollars most zoos receive, the Indianapolis Zoo is heavily reliant on a strong endowment.

Then again, the Indianapolis Zoo has always met its financial challenges through the generous support of members, friends, the public, conservationists and philanthropists and philanthropic organizations. With new and continued support, the **Indianapolis Zoo Future** endowment campaign will succeed, giving the Indianapolis Zoo the ability to sustain its growth and progress, continue its on-going mission of caring for its living collections of animals and plants, and devote its efforts to conserving the natural world without being governed by a 12-month economic cycle.



Create Your Legacy

If you enjoy the Zoo and value its conservation mission, there are many opportunities for you to establish your legacy by partnering with the Zoo to fulfill that mission and save the wildlife and wild places of the natural world. Whether supporting its programs, positions or exhibits, the Zoo is eager to discover your interests and collaborate with you to endow a healthy future for all living things.

For more information on the Indianapolis Zoo Future endowment campaign, to explore ideas to develop your legacy or to confirm your current gift plans, please contact us: (317) 630-2709, giftplanning@indyzoo.com, or visit indianapoliszoo.com.

Thank you for your consideration to advance animal conservation with the Indianapolis Zoo!







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