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Things to BEAR in mind....the campaign newsletter of the Buffalo Zoo

2012 Edition, Volume 1, spring

The progress continues...

A Model Public-Private Partnership

Thanks to the generosity of our leadership donors, The Bear Necessities Campaign continues to make great strides. We are delighted to report that the Campaign now stands at \$12.2 Million toward the final goal of \$18 Million. The funds will be used for a new polar bear habitat, Arctic Edge, and a new entrance. The Zoo continues to reach out to the community and the response has been terrific.

With more than 425,000 annual visitors, the Buffalo Zoo appeals to all the citizens of and visitors to the Niagara Frontier.

The Bear Necessities Campaign is the continuation of the Zoo's Master Plan implementation. From the beginning of our revitalization, the Zoo has enjoyed strong support from our partners in government.

Oishei Challenge Jump Starts Campaign

We are grateful to the leadership of Erie County and the City of Buffalo for making major commitments to the Buffalo Zoo. The Zoo's campaign was also successful in being awarded a grant from the Environmental Protection Fund of New York State.

The Buffalo Zoo will be forever grateful to the John R. Oishei Foundation for its generous support. The Foundation offered a two pronged challenge to the Buffalo Zoo to assist in bolstering the Campaign.

Last summer, as the Zoo faced going before its accrediting body, the Association of Zoos and Aquariums (AZA), we knew that we had to show steady progress toward building the new polar bear habitat. Thanks in large part to the first Oishei challenge, Donna Fernandes, the Zoo's president, was able to report to the AZA that the Zoo had nearly half the money in hand. The Campaign went from \$2 Million to nearly \$7 Million in only five weeks, leading up to our accreditation hearing.

The Zoo has been able to build new exhibits which exceed current exhibit and husbandry standards because of the strong support we have received from corporations, foundations, individuals and our partners in government. We are grateful for the continued generosity and interest of our donors.

As the Campaign moved into the fall, members of the Western New York community continued to be generous and the conditions of the second challenge were also met. The final result was a \$2 Million commitment from the Foundation to the Bear Necessities Campaign.

Ground Breaking This Summer

The John R. Oishei Foundation has been a generous partner in the transformation of the Buffalo Zoo. From the very beginning of the Zoo's Master Plan implementation, the Foundation has taken a keen interest in our plans and progress and has provided guidance and encouragement as well as funding as we renew the Buffalo Zoo for the entire Western New York community and the precious animals in our care.

The first visible signs of Phase II construction will be evident this summer as we break ground for a new entry complex directly off the Zoo's parking lot. Housing admissions gates, a membership service office, our gift shop and a new café, the entry plaza will also offer additional rest rooms for Zoo visitors. Scheduled to open during the 2013 season, the new entry complex will welcome visitors to the Zoo, introduce the Zoo's organizing theme of water and make your visit memorable from beginning to end.

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Thanks to our Generous Donors

- Eight private sector donors have generously made leadership gifts resulting in nearly half of the Campaign's current revenues
- Commitments of \$4 Million have been made to date by our partners in government
- The Zoo's Board of Directors has committed more than \$2 million to the Campaign
- More than 90% of the Zoo's full time staff have made a pledge to the Bear Necessities
- The Women's Board of the Buffalo Zoo has made a five year pledge to the Campaign and has introduced the Buffalo Zoo Calendar to support their efforts
- Two Buffalo Zoo supporters have had Birthday Parties at the Zoo asking their guests to support the Campaign in lieu of gifts resulting in nearly \$2,000

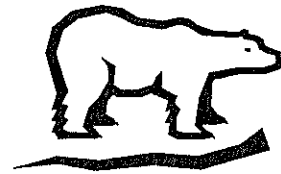
About the Buffalo Zoo

Founded in 1875, the Buffalo Zoo is the third oldest zoo in the United States. Each year, the Buffalo Zoo welcomes more than 400,000 visitors and is the most visited cultural attraction in Western New York. Located on 23.5 acres of Olmsted's beautiful Delaware Park, the Buffalo Zoo houses approximately 1,200 endangered and domestic animals and offers visitors a variety of events and educational programs year-round. The Buffalo Zoo's philosophy is to exhibit animals and plants in naturalistic settings that represent their native habitats. The Zoo is dedicated to providing visitors with a better understanding of nature, including how animals relate to each other, their environment and to humankind.

For more information about the Buffalo Zoo, please visit our web site at www.buffalozoo.org.

Polar Bear Fun Facts

- Polar bears are the largest of all bears with adult males weighing as much as 1700 pounds and females weighing in at up to 600 pounds
- Male polar bears can grow to 10 feet in length, the height of a one story building
- The bears paw pads are rough surfaces which enable them to move on ice
- Polar bears can swim up to 100 miles in one stretch
- Their scientific name is *Ursus maritimus* which means sea bear



Bear Necessities Campaign Cabinet

Dorothy T. Ferguson, honorary chair

Melissa Garman Baumgart, chair

Robert A. Fox

Edward B. Righter

James W. Smyton

Donna M. Fernandes, Ph.D.
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Please contact us to learn more about the Bear Necessities Campaign and how you can invest in the future of the Buffalo Zoo.