

# OUR ZOO *Re-imagined*

An evolving transformation that will benefit our animals, our guests, and our community

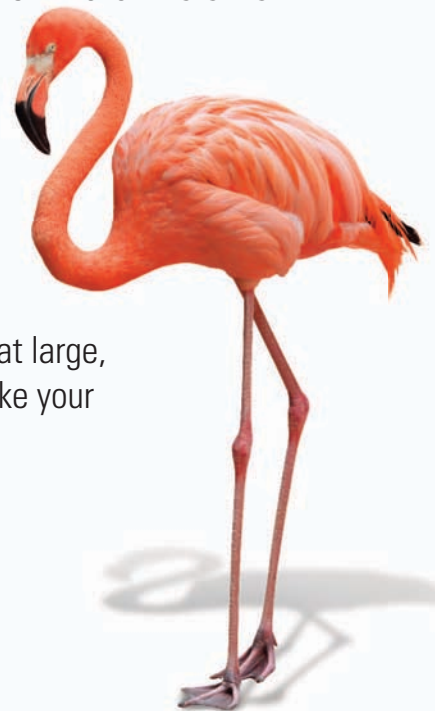
*Cities need great parks,  
a zoo; it's part of what makes  
a great city. It raises  
the standards of the city.*

*"This is our Central Park."*

### Imagine this...

#### **A New Look—New Habitats— New Guest Experiences**

It's all happening as our **Brandywine Zoo** is... **re-imagined**. A multi-year, multi-phased \$30 million Master Plan will bring dramatic changes to the Zoo. Kicking off with a \$10 million goal, The State Department of Natural Resources & Environmental Control (DNREC) has already committed an initial \$5 million towards the first two Phases. Now, in support of the Brandywine Zoo's Master Plan, the Delaware Zoological Society embarks on a 3-year, \$5 million Capital Campaign to initiate and complete Phase 3. This is where we need your help and support. We hope after learning more about the Plan and the impact it will have on Zoo animals, visitors and our community at large, you will want to make your own impact.



*... zoos create opportunities for individuals to connect with animals in very personal ways that change hearts and minds...zoos foster greater public concern and ideally, greater preservation action for other living things.*



### **The Brandywine Zoo... A Treasured Asset, A Beloved Destination**

Since 1905, the Brandywine Zoo has been a favorite destination for Wilmington families, creating fond memories for generations of children, parents and grandparents from across the socio-economic spectrum. Located in historic Brandywine Park, the Zoo was incorporated into the original Park plan by Frederick Law Olmsted, Sr., internationally-renowned landscape architect of New York City's Central Park. A true public-private partnership, the care and management of the Zoo's land and animals is managed by DNREC, with the fundraising and business operations of the nonprofit Delaware Zoological Society (DZS)

More than almost any other cultural institution, visitors to zoos reflect the diversity of their surrounding communities. The Brandywine Zoo is no exception. Located in the middle of Wilmington, situated close to the neighborhoods of Brandywine Village, Trolley Square, Trinity Vicinity, the Triangle Neighborhood, and Alapocas, it is accessible to residents across possibly the broadest range of economic and cultural diversity in the City. The Zoo is also adjacent to the I-95 corridor, making it convenient for visitors throughout the Tri-State area.

### **More than Fun & Games**

And, the Zoo's purpose goes far beyond entertainment. Families and individuals enjoy its many benefits: not only seeing the animals, but also experiencing comprehensive educational programming. The Zoo Education Program promotes science with zoo-related STEM activities, reaching students from Delaware's underserved communities through subsidized school field trips or in-class visits from our Traveling Zoo. Children who might otherwise never be exposed to wildlife and conservation develop an understanding of and appreciation for our natural world.

*Where in Delaware can you see the endangered Red Panda, meet an unusual large rodent you don't have to fear, measure yourself against the wingspan of a Condor?*

The Traveling Zoo also offers education and support outside of the classroom. For example, its "Get Well Zoo-n" program annually brings animals to hospital-bound children at Nemours/Alfred I. du Pont Hospital for Children, allowing them to learn about wildlife and conservation, while providing a fun, comfortable and needed distraction during a stressful time. Overall, during 2018, the Traveling Zoo introduced a total of 170 programs to more than 13,421 individuals at venues, including schools, libraries, daycare centers, senior communities, sporting events, and festivals.

In addition to education, the Brandywine Zoo also collaborates with organizations and participates in conservation projects across the state, nationally and internationally.

### **Why AZA Accreditation is Important**

The Brandywine Zoo is the only Delaware zoo accredited by the Association of Zoos and Aquariums (AZA). Why does this matter? Just like hospital accreditation, AZA accreditation ensures that our processes and facilities meet the highest industry standards of animal welfare. Nationally, fewer than 10% of all wildlife exhibitors meet AZA's stringent accreditation standards. Maintaining our accreditation by the AZA is an important part of creating and sustaining a vibrant and engaging cultural experience. On-going accreditation ensures that the Zoo will continue to participate in the Species Survival Programs (SSP), which work to ensure the survival and genetic diversity of endangered and threatened species by collaborating with other AZA zoos to breed and manage their populations. The AZA is also an important educational institution, keeping our animal care professionals, educators, and other staff aware of the best practices in animal welfare and providing training in all aspects of zoo operations.







*Today's zoos and aquariums accredited by the Association of Zoos and Aquariums have accepted a leadership role in preserving Earth's tapestry for today and for future generations. And that leadership is not a burden. It is a joy.*



*We absolutely loved the Zoo when our children were younger, but we will always support it because it's important to the region.*

### **Change is Good... Transition from Today to Tomorrow**

It has been 17 years since the last major investment in the Brandywine Zoo, and 20 years since the Zoo conducted a capital campaign. During the interim, the Zoo lost its beloved Monkey House to storm damage and its popular Tiger to another zoo with more space. Further, zoo standards have progressed as we learn more about animals and how to best meet their needs.

The Master Plan envisions exciting updates that will improve and enhance both our animals' welfare and our visitors' experience while retaining most of the features you remember and love. Here are some highlights:

- **New Animals, Modern Habitat Design:** As the Zoo evolves, the opportunities to add new animals and different habitats increase. Habitats will be larger with no visual barriers; species will be intermingled to tell a story of each geographic area.
- **Enhanced Visitor Experience:** One of the most important aspects of the Zoo is the quality of the visitor's experience. The Master Plan includes the ability to watch animal training, more interactive encounters with the animals, and the opportunity to enjoy "behind the scenes" Zoo visits. A new entry adds high visibility and improved accessibility.
- **Improved Amenities:** Longer term, the Education Center will be renovated, a new hospital, concession and play areas added, and the parking area expanded.
- **AZA Re-Accreditation:** The improvements cited in the Plan will help the Zoo to secure AZA accreditation for another 5-year period. This means the Zoo will continue to have access to animals from around the world that would never be seen in Delaware, setting us apart from other regional attractions.

As mentioned earlier, the \$5 million Phases 1 and 2 of the multi-year, multi-phased \$30 million Master Plan are already funded and some projects are complete. The Delaware Zoological Society's \$5 million Capital Campaign will bring to life Phase 3 of the Plan. All of these projects are described in detail in the separate insert included in this packet.

### What's the Impact?

A Zoo with updated, state-of-the-art facilities will have a positive impact on our community across every dimension: educational, economic and recreational.

**Increased Attendance:** Increased visitorship will undoubtedly have the most significant impact. The excitement created by new habitats and animals will attract new visitors and, at the same time encourage continued and renewed visits by our long-time steadfast families and friends.

**Improved Work with Schools:** We will be better able to work with schools to supplement education in the Department of Education's Next Generation Science Standards.

**More Robust Education Programs & Camps:** Elements of the Master Plan increase the Zoo's ability to provide education on the importance of conservation and biodiversity. Plus, Zoo Camps will be strengthened and enhanced to provide greater opportunities for participants of all ages.

**Increased Contribution to the Local Community:** Through increased attendance and improved accessibility, the Zoo will be better positioned to contribute to the growth and strength of our local community. And it will be poised to participate in or host community events.

**Measurable Impact on Conservation:** We will increase our ability to expand our investment into conservation and research of wildlife in their native habitats, similar to our relationships with Paso Pacifico, Kaminando, Red Panda Network, and the Andean Condor SSP's release program in Colombia.



Delaware Zoological Society  
supporting the BRANDYWINE ZOO



*The Zoo is part of our history and culture; keeps us from being isolated from nature. We need to recover the lost dignity of our largest city and the Zoo is an entrenched part of our culture.*

### You Belong in the Zoo!

So now we hope you will want to be a part of the re-imagining of our Zoo. Your participation and support are critical for us to achieve our objectives. Gifts of all sizes are needed and welcomed. Most of the new habitats, buildings and viewing areas are available for sponsorship and naming, giving you prominent recognition for your commitment to and support of our Zoo. See the listing included in this packet for detailed information. For more information on gift levels and how you can help, please refer to the enclosed Capital Campaign Pledge insert.

Thank you for investing in our Community with a contribution to the Delaware Zoological Society's Capital Campaign in support of The Brandywine Zoo.

**For more information:**  
[BrandywineZoo.org/Reimagined](http://BrandywineZoo.org/Reimagined)

