



Project Funding Plan and Goals

PACIFIC NORTHWEST AQUARIUM

Those closest to the Pacific Northwest Aquarium and those with the highest capacity to make pace-setting gifts of \$100,000 and higher will be approached in the Leadership Gifts phase. Simultaneous with this effort, the Major Gifts (\$50,000 to \$99,999) will be solicited. The fund-raising effort will then move down through gift levels, including Partner Gifts (\$10,000 to \$49,999) and Community Gifts (less than \$10,000). Foundations will be solicited through a combination of staff-generated grants and volunteer involvement. In the fall of 2006, a broad community campaign will be conducted with the assistance of PDX, a nationally recognized donor-centered fund-raising company. The Aquarium’s goal in this campaign is to build an enduring donor base for the annual fund with success found not only in increased giving on the part of donors, but also a sense that they are part of an important, successful community institution.

Source	Goal	Committed	Balance
Board	\$3,200,000	\$3,189,790	\$10,210
Staff	\$11,000	\$10,725	\$275
Individuals	\$2,464,000	\$510,898	\$1,953,102
Foundations	\$6,000,000	\$2,877,500	\$3,122,500
Corporations	\$1,750,000	\$1,385,000	\$365,000
Governments	\$26,225,000	\$25,225,000	\$1,000,000
Café and Gift Store	\$1,350,000	\$1,350,000	\$0
Total	\$41,000,000	\$34,548,913	\$6,451,087



FIVE MAJOR PROSPECTS:

- Lupine W. Chinook Foundation: \$1 to \$2 million
Expected: August 2006
- Glacier Foundation Challenge Grant: \$1 million
Expected: September 2006
- Doug Fir Bank: \$100,000
Expected: September 2006
- Larkspur Foundation: \$100,000–\$250,000
Expected: September 2006
- Columbia Foundation: \$100,000–\$500,000
Expected: December 2006

TOP FIVE GIFTS IN-HAND:

- State of Alaska, Oregon, & Washington (combined total): \$2 million
Received: April 2006
- Sitka Spruce Foundation: \$1.5 million
Received: May 2006
- Tillamook Bay Company Foundation: \$1 million
Received: May 2006
- SeaTravel Corporation: \$1 million
Received: December 2005
- Violet & Doug Surfing: \$1 million
Received: April 2005