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.

<table>
<thead>
<tr>
<th>Source</th>
<th>Goal</th>
<th>Committed</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board</td>
<td>$3,200,000</td>
<td>$3,189,790</td>
<td>$10,210</td>
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<tr>
<td>Staff</td>
<td>$11,000</td>
<td>$10,725</td>
<td>$275</td>
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<tr>
<td>Individuals</td>
<td>$2,464,000</td>
<td>$510,898</td>
<td>$1,953,102</td>
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<td>Foundations</td>
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<td>$2,877,500</td>
<td>$3,122,500</td>
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<td>Corporations</td>
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<td>$365,000</td>
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<td>Governments</td>
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<td>$25,225,000</td>
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<td>Café and Gift Store</td>
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<td><strong>Total</strong></td>
<td><strong>$41,000,000</strong></td>
<td><strong>$34,548,913</strong></td>
<td><strong>$6,451,087</strong></td>
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</tbody>
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FIVE MAJOR PROSPECTS:

- Lupine W. Chinook Foundation: $1 to $2 million
  Expected: August 2018
- Glacier Foundation Challenge Grant: $1 million
  Expected: September 2018
• Doug Fir Bank: $100,000
  Expected: September 2018
• Larkspur Foundation: $100,000–$250,000
  Expected: September 2018
• Columbia Foundation: $100,000–$500,000
  Expected: December 2018

TOP FIVE GIFTS IN-HAND:
• State of Alaska, Oregon & Washington (combined total): $2 million
  Received: April 2018
• Sitka Spruce Foundation: $1.5 million
  Received: May 2018
• Tillamook Bay Company Foundation: $1 million
  Received: May 2018
• SeaTravel Corporation: $1 million
  Received: December 2017
• Violet & Doug Surfing: $1 million
  Received: April 2017