

Sample Project Funding Plan and Goals—Capital

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 fundraising 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 2020, a broad community campaign will be conducted with the assistance of a nationally recognized, donor-centered fundraising 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

TOP MAJOR PROSPECTS:

- Family Foundation: \$1 to \$2 million. Expected: August 2020
- Foundation Challenge Grant: \$1 million. Expected: September 2020
- Bank: \$100,000. Expected: September 2020
- Community Foundation: \$100,000–\$250,000. Expected: September 2020
- Regional Foundation: \$100,000–\$500,000. Expected: December 2020

TOP GIFTS IN-HAND:

- State of Alaska, Oregon & Washington (combined total): \$2 million. Received: April 2020
- Local Foundation: \$1.5 million. Received: May 2020
- Corporate Foundation: \$1 million. Received: May 2020
- Corporation: \$1 million. Received: February 2020