

missionblue

The campaign for the New England Aquarium



New England
Aquarium

Protecting the blue planet

The Mission Blue Campaign aims to strengthen the New England Aquarium's role as a global leader in marine education, research and conservation. It seeks to implement a series of capital projects and new programs that will significantly expand the Aquarium's reach and impact, build a strong constituency on behalf of the oceans and address some of the most important challenges facing the oceans today. Mission Blue will support the second phase of the Aquarium's multiyear Action Plan launched in 2007.

Mission Blue Goals: 2007-2012

1. Enhancing the Visitor Experience

\$28 Million

The Aquarium's exceptional exhibits will introduce visitors to the beauty and wonder of the oceans and inspire them to *live blue*. We will strengthen our impact by creating new exhibits, enhancing our signature exhibits and providing more opportunities for our visitors to learn about the challenges facing the oceans today.

Components:

- Marine Mammal Center – *Fully Funded*
- Shark and Ray Touch Tank – *Fully Funded*
- Giant Ocean Tank/Caribbean Coral Reef
- Education and Interpretive Staff
- Education Signage and Communication Systems
- Exhibit Improvements and System Upgrades

2. Extending Our Mission to New Audiences

\$6 Million

The New England Aquarium will reach beyond its walls to inspire new ocean stewards. We will provide a free waterfront space where the public can connect with Boston Harbor and the ocean beyond, develop engaging new programs for students and teachers, create opportunities for diverse audiences in greater Boston and ramp up our online presence to encourage people from around the world to *live blue*.

Components:

- School Group Programs
- New Harborside Pavilion and Harborwalk
- New Bostonian Programs
- Live Blue Online Outreach

3. Implementing Solutions to Ocean Threats

\$6 Million

New and enhanced programs at the Aquarium will address some of the major problems facing the oceans. We will develop innovative and effective solutions through scientific research, exploration and protection of critical habitats, and strategic partnerships with marine industries and other conservation organizations. Within the Aquarium, we will build a new laboratory for our research program and create a new center to educate and engage our visitors about the health of the oceans.

Components:

- Sustainable Seafood and Fisheries Initiatives
- Research Expeditions and Conservation Initiatives
- Climate Change and the Marine Environment Programs
- New Research Lab
- Ocean Health Initiatives
- Blue Planet Action Center



**Mission Blue Total: \$40 Million
Raised to Date: \$25 Million**

Gifts Needed From Private Sources

| Gift Amount | Prospects Currently Identified | Revenue | Prospects Needed 2:1 Yield |
|--------------|--------------------------------|---------------------|----------------------------|
| \$2,000,000 | 1 | \$2,000,000 | 2 |
| \$1,000,000 | 6 | \$6,000,000 | 12 |
| \$500,000 | 6 | \$3,000,000 | 12 |
| \$250,000 | 8 | \$2,000,000 | 16 |
| \$100,000 | 13 | \$1,300,000 | 26 |
| \$0-99,999 | 11 | \$700,000 | 22 |
| Total | 45 | \$15,000,000 | 90 |

Named Giving Opportunities

| Gift Amount | Opportunity Description |
|---------------------|---|
| \$5,000,000 | Giant Ocean Tank Renovation |
| \$1,500,000 | Giant Ocean Tank Coral Reef |
| \$1,000,000 | Harborwalk |
| \$1,000,000 | New Harborside Pavilion |
| \$1,000,000 | Blue Planet Action Center |
| \$500,000 | New Research Lab |
| \$250,000 | Giant Ocean Tank Viewing and Feeding Platforms (3) |
| \$100,000-\$250,000 | Giant Ocean Tank Windows (52 windows, based on size/location) |
| \$200,000-\$400,000 | Sea Turtle Conservation Facility (offsite) |
| \$200,000 | Giant Ocean Tank New Interpretation/Communication System |

