CASE STATEMENT – FUNDRAISING

“A fundraising is the gentle art of teaching the joy of giving.”
- Hank Rosso

A Need for Fundraising
A fundraiser is an event or campaign whose primary purpose is to raise money for a cause. Private donations are the main source of revenue for most charitable organizations, particularly large cultural organizations. In contrast, direct revenues from ticket sales and other activities account for a much smaller fraction of total revenues. Consequently, most charitable organizations must have effective fundraising strategies to provide continued levels of service. Charitable organizations rely on sophisticated fundraising strategies with private benefits in return for donations.

The World Aquarium institution itself operates as a public aquarium, open to the public year-round and exhibiting fish and other aquatic creatures and teaching about the ecosystems in which these organisms live. In addition to its everyday function of entertaining visitors, the Aquarium has other more urgent missions both domestically and abroad. The Aquarium engages in activities worldwide which are revolutionary and are responsible for changing the way countries impact the global environment, whether it be altering coastal development to preserve estuary ecosystems, consulting with a company about aquaculture practices which may cause pollution in local streams and rivers, conducting groundbreaking research, or promoting individual actions which can be taken to prevent global climate change. The World Aquarium cannot do these important activities without fundraising.

The World Aquarium’s Mission
The World Aquarium provides hands-on learning about our aquatic world. Our mission is to present, promote and protect the world of water and demonstrate sustainable living solutions. The goal of the World Aquarium is to increase understanding of aquatic life and environments, to increase understanding of the importance of conserving the world of water, and to provide leadership for the preservation and sustainable use of aquatic resources. Our mission is fulfilled through education, exhibits, conservation programming and research projects.

Fundraising is Critical to the World Aquarium’s Success
The World Aquarium develops programs that have a powerful impact on people’s lives. Yet money is still needed to pay for the care of the animals, development and dissemination of education programs, establishment of research projects and application to conservation activities. Even when donors are generous, the budget may not be sufficient to pay for discretionary expenses, expansion opportunities, or special projects. As a not-for-profit organization, the World Aquarium exists on donations, sponsorships, visitation and other income associated with our fine facility.

Benefits of Fundraiser Donations
There are a wealth of benefits to you in donating to the World Aquarium. Your donation could help our organization in ways you couldn’t have imagined yourself. First, you will benefit by giving a tax-deductible gift or donation. Secondly, your name will appear in a mutually beneficial location for everyone to see. Third, Metropolitan St. Louis area students will benefit from having participated in one of our educational programs which are underwritten by our donors. Fourth, donors will gain satisfaction from knowing that they contributed to a worthy cause. Finally, Both tangible or intangible private benefits can be received by donors from their gifts.

The World Aquarium needs your support. Help us make a difference in our aquatic world: locally, nationally and worldwide.