

A scenic sunset over a lake with a forested shoreline. The sky is filled with warm, golden light, and the sun is low on the horizon, creating a bright glow. The water in the foreground is calm, reflecting the colors of the sky. The shoreline is lined with dark, silhouetted trees.

THE
W!LD
CENTER

Fall in love
with the wild

**And be the solution
to the biggest problem
on Earth**



Safeguard the future

The world desperately needs more people to fall in love with nature—with woods, wildlife, water, snowy mountains, coral reefs, and fragile habitats everywhere.

Because if people love something, they want to look after it. It's that simple.

At The Wild Center, we know exactly how to cultivate and spread that passion for nature. **But we can't do it without your help.**

RIVER OTTER

The only species of otter that lives in New York State, the River Otter is a member of the weasel family. Like humans, they are playful and fun—which is why we chose them to represent The Wild Center in our logo. Once in serious decline because of habitat destruction, their numbers have increased thanks to reintroduction projects and wildlife management policies.

We are facing what may be the most urgent crisis in human history: the ever-increasing threat to our Earth home.

This is not about politics. It's not a question of blame as to what—or whom—is responsible. It's about the rapid environmental changes that are altering our natural world, and consequently, all of life on Earth. It's about whether the planet can sustain our children and grandchildren.

The facts are not in dispute.

Science brings us new evidence every day, every hour. Global temperatures are increasing. Average sea levels rose nearly twice as much in the last two decades as they did during the entire previous century. The concentration of atmospheric carbon dioxide is on a steady march upward.

The impact of these changes on all forms of life is dramatic—even catastrophic. Dozens of species of plants and animals go extinct every day—and

experts predict that as many as half of all species on the planet could be headed for extinction by the middle of this century. What we don't know yet is how these changes will ultimately affect us.

So yes—this is, indeed, a grave problem.

MONARCHS AND MILKWEED

The population of the Monarch Butterfly, already shrinking due to deforestation and climate change, is further threatened by the use of pesticides and herbicides in its migration pathways. These toxins have caused a decline in Milkweed, where the Monarchs lay their eggs, and that serves as the only food source for caterpillars.



And yet, at The Wild Center, we're optimistic about the future.





ENTHRALLING EXHIBITS

Visitors are delighted and intrigued by interactive displays that explain the science behind nature in the Adirondacks. When they go home, they see nature in their own back yards with new understanding and appreciation.

brutal conditions on these
200 miles per hour, tearing
level. Snows can fall 12
season, squeezed between
temperatures in summer can
reach 90°F on the surface, and in winter drop to -50°F.
The meager soil is so poor most plants can't even sprout
in it. And it gets worse. In winter, every molecule of water
is locked up in ice. The winter summer is
as any on earth.

Until the 1960s, when hiking was popularized, few people
even saw these places. Some scientists reckoned to the
summits, but mostly on warm summer days. Even today
much remains to discover about these rare ecosystems
and how they lasted from the ice age to now.

Hides food

Amazing distance they

Digging

Snow shovels

These five mo

Number of the wild birds

Wild Bird in comment

IN THE YEARS since we welcomed our first visitor, we have developed an approach that inspires individuals to take meaningful steps to protect our environment. We've seen it work, again and again. But we need your support to maintain and expand this effort.

Help people fall in love with nature.

It sounds unbelievably simple, but it's actually the foundation upon which any effort to safeguard our environment—and our future—depends. Jacques Cousteau, the great undersea explorer and educator, said it best: *“People protect what they love.”*

We know how to spark that love and forge a deep connection. A visit to The Wild Center offers a thousand-and-one thrilling ways to experience the Adirondack environment up close, and to appreciate the delicate balance between humans and nature.

When you return home, you'll see your own natural environment with fresh eyes and new wonder. And you will be moved to act. To do whatever it takes to protect what you've come to love.



WOOD DUCK

The stunning Wood Duck nests in trees near water. After hatching, the ducklings jump down from the nest tree to make their way to water. They prefer nesting over water so the young have a soft landing, but can jump to the shore from over 50 feet without injury.



BROOK TROUT

The Brook Trout, is vulnerable to both climate change and pollution, thriving only in clean cold mountain lakes and streams. During spawning season, males develop bright markings, to attract females.

**Come here ...
I want to show you something really cool.**

If The Wild Center could talk, that's what it would say. An invitation to explore, and a promise that—whatever you are—you'll find it well worth the effort.

People come to The Wild Center to be wowed—to meet an otter, nose-to-nose, in a reconstruction of its river-habitat; to touch a hunk of a glacier ice; to comb through drawers of carefully catalogued bones, beaks, and wings; to paddle meditatively on the Raquette River; or to see the forest from an eagle's viewpoint on Wild Walk—our walking trail 30 feet up in the treetops.

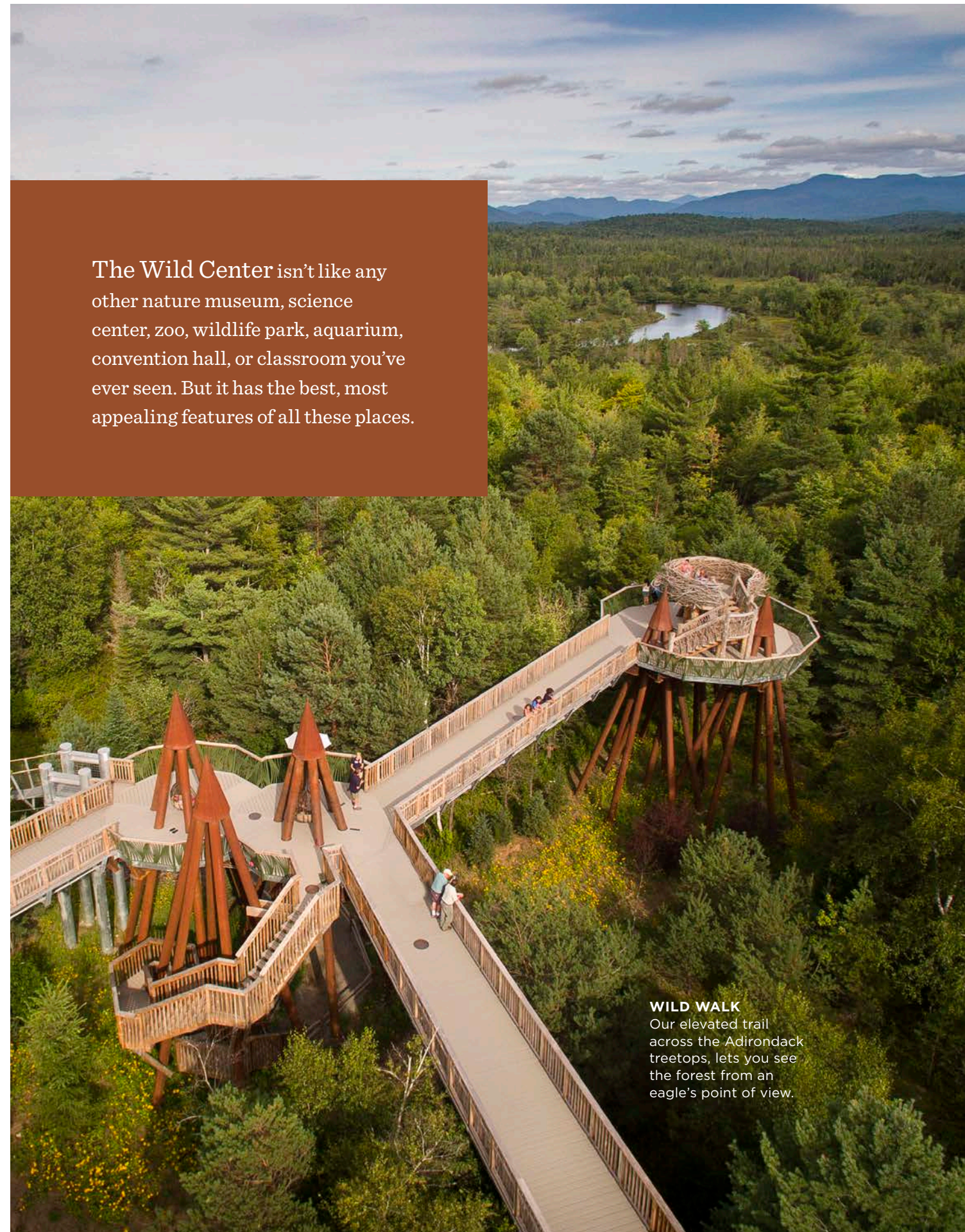
Or, to say it more simply, our naturalists and education experts will try anything to capture the attention and joy of anyone—whatever your interest or level of familiarity with the Adirondack outdoors.

To know me is to love me.

We think you'd be hard-pressed to find anyone who can resist falling in love when nose to nose with an otter, up close and personal with a barred owl, or admiring the flash of color in a school of brook trout. That's where the magic comes in.

Suddenly you find you are curious about its life and behavior, and how it fits in to the local ecosystem. You're concerned about protecting its food sources and habitat. You wonder what impact your behavior has on its well-being. You want to know: *how can I help preserve the wild?*

We've got the answers.

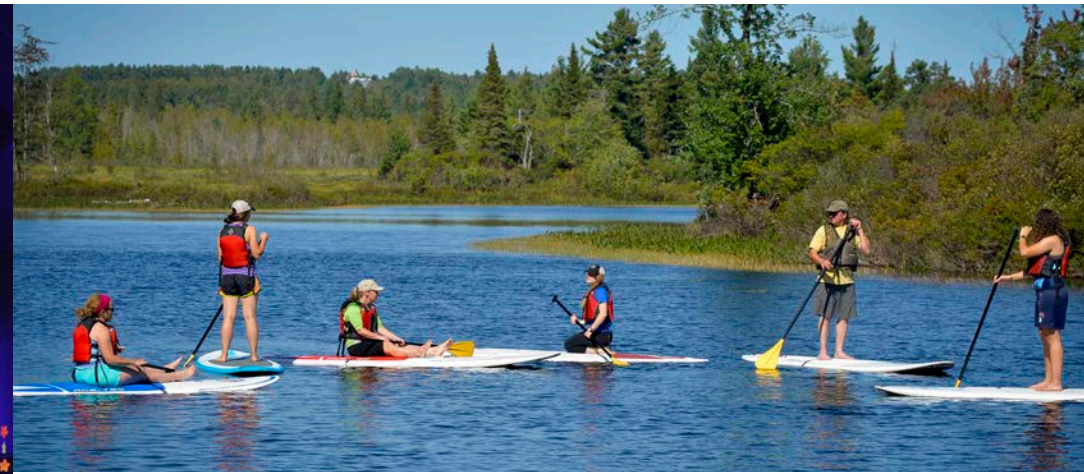


The Wild Center isn't like any other nature museum, science center, zoo, wildlife park, aquarium, convention hall, or classroom you've ever seen. But it has the best, most appealing features of all these places.

WILD WALK

Our elevated trail across the Adirondack treetops, lets you see the forest from an eagle's point of view.

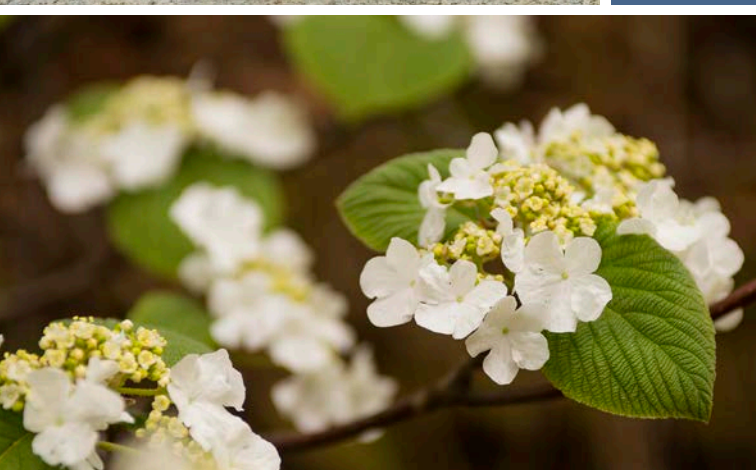
Our naturalists and educators create ingenious experiences and activities that connect people of all ages, levels, and interests to nature.



There are hands-on activities and displays geared to engage children, stoke their enthusiasm for the natural world, and show them how their actions impact the environment.



Programs for teenagers teach the evidence-based science behind climate change and the leadership tools they need to organize their schools and communities to make changes.



The Wild Center redefines what a museum can be.



How do we know what we're doing is working?

Thanks to the generosity and foresight of thousands of dedicated supporters, we achieved a lot to be proud of in just over ten years. Please take a look at just a few of the ways we've connected people with nature and inspired them to make a difference:

- In our first ten years we hosted more than **one million visitors**.
- More than **7,000 children**, from well over 100 different schools, participate in transformative educational programs each year.
- Our award-winning **Youth Climate Program** for teens and college students has reached more than 25,000 young people. It's been recognized as a model program by the White House in 2014 and sent youth representatives to the Paris Climate Change Conference and the United Nations.
- The **Youth Climate Summit**, which brings teams of students to The Wild Center each year to learn about climate change and develop action plans to bring home to their schools and communities, has been replicated with our help across the country and the globe—in Detroit, Seattle, Houston, Vermont, Finland, and Sri Lanka, with more in the works.
- We were the first to adapt an innovative art education curriculum called **Visual Thinking Strategies** to the study of science and nature, with the assistance of nearly \$500,000 in funding from the federal government.
- We were the first museum in New York state to receive **Leadership in Energy and Environmental Design Certification (LEED)** from the US Green Building Council, making our facility a model for sustainable building practices and a demonstration site for solar power, pellet boiler heating, and green roof technology.
- We were the first organization in New York to partner with National Oceanic and Atmospheric Administration to install their amazing invention, Science On a Sphere,[®] a room sized, global display system that uses computers and video projectors to display planetary data onto a six foot diameter sphere. We call it **Planet Adirondack**.

PEOPLE COME TO THE WILD CENTER to be thrilled by the wonders of the wild. And they leave with a powerful connection to nature and a new understanding of the interdependence between humans and the world around us.

They leave with a sense of hope.

Because they see that they can have a positive impact on the problem. And they've learned how to take the first steps.



WHITE PINE

The stately Eastern White Pine is the tallest pine tree variety in the United States, growing up to 150 feet. They can live to be 400 years old. Deer, rabbits, beavers, squirrels, chipmunks, mice, and warblers are among the many animals that rely on its needles, bark, and seeds for food.





HAWK TRAINING
Our animal curator, a licensed falconer, “free flight-training” a Red Tailed Hawk to return to her glove when called.

We can't afford to lose our momentum. The consequences are too great. That's why we need you, today more than ever.

Feeding and housing over 400 native animals — otters, turtles, owls, trout, beavers, hawks, porcupines, ravens, and snakes is expensive. Maintaining a spectacular indoor/outdoor facility that takes you inside nature—under the pond, on the river, up in the tree tops, out in the woods—costs money. And offering a range of intensive science-education programs for kids and adults requires resources.

The revenue we take in from admissions, grants, and government funding combined pays for just over half of these ongoing expenses. We rely on donors like you to make up the difference.

And to make lasting change, we must do even more. You can help us create new, even better ways to engage more people with the natural world here at The Wild Center. With your help we can expand our reach beyond the region and around the world with online resources and off-site programs.

We urgently need your help to make people everywhere fall in love with the wild. Because that's the only way to save it.

PORCUPINE

Cute, but certainly not cuddly, the North American porcupine is the second largest rodent on the continent (only beavers are larger). Porcupines have about 30,000 needle-like quills mixed in with their soft hair. They can't throw or shoot their quills, as is commonly believed. Instead, when threatened, a porcupine swats with its tail, embedding its quills into its attacker.





FOR THOUSANDS OF YEARS, humans have taken the future for granted. Now, for the first time, the outlook is uncertain.

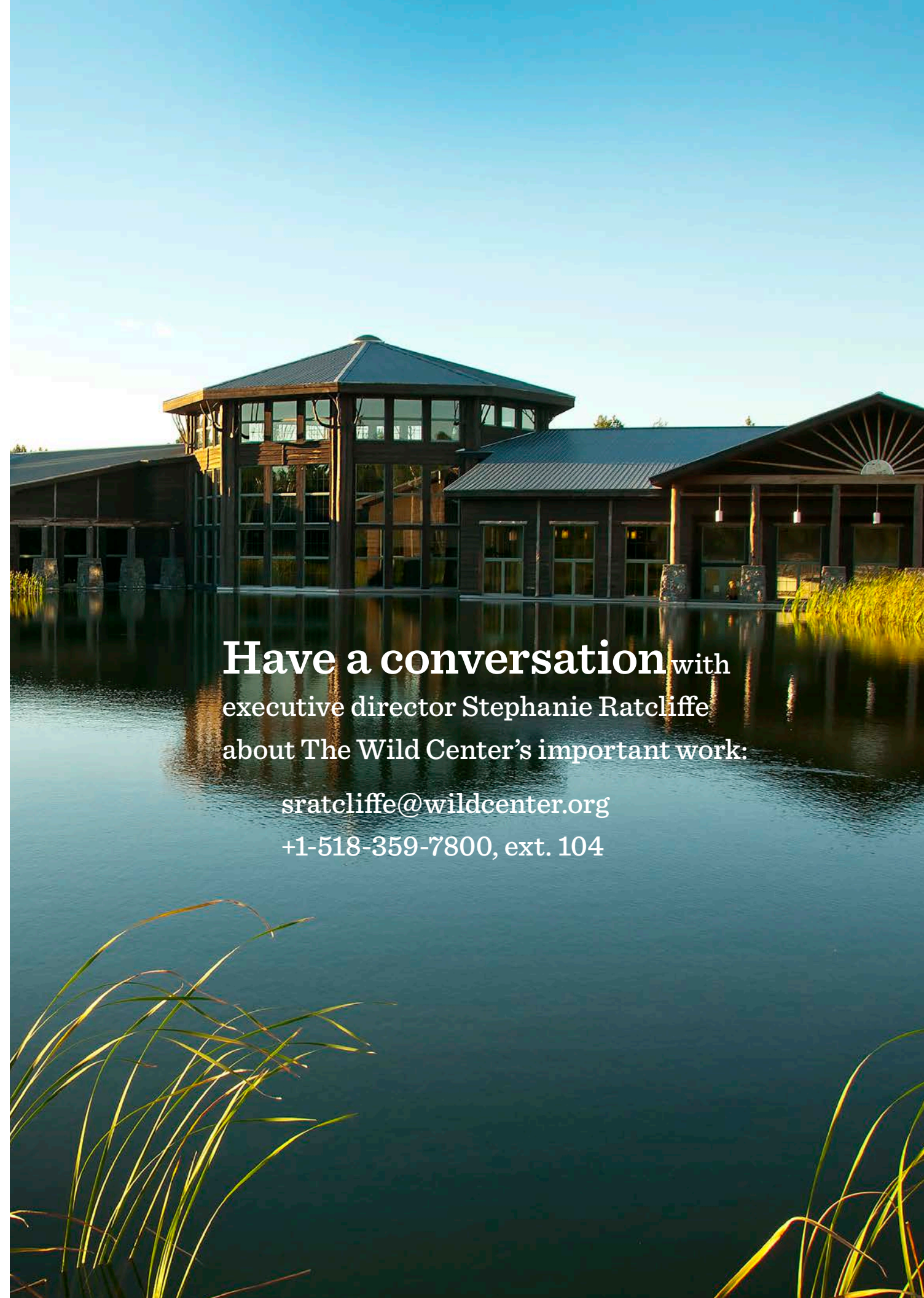
You are the key to reclaiming our future.

This is your opportunity to have a fundamental impact on the future of the human species and the health of the environment.

We can't do it without your help ... but together, we can be the solution to the most urgent problem on Earth.

RED-SPOTTED NEWT

These little salamanders can live for up to 15 years. As larvae, they live in water and breathe with gills. As juveniles, or efts, they become land dwellers with lungs. As adults, they become aquatic once again. They can be indicators of healthy wetlands and forests, functioning as early warning systems for environmental problems.



Have a conversation with executive director Stephanie Ratcliffe about The Wild Center's important work:

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