

GRANDFATHER  
MOUNTAIN®



Fulfilling  
**PROMISES**  
CAMPAIGN

*Because nature must endure*

BE A FORCE  
*for nature*





*From the dawn of time to modern times.*

*Grandfather Mountain has stood tall and strong,*  
grand and majestic. But its breathtaking beauty is not the entire story of the wonders of the mountain. It also occupies a unique place in nature — in less than 5,000 acres, Grandfather is host to 16 distinct ecological communities, more than 70 rare or endangered species and a fragile high-elevation fir ecosystem.

And for years, people have come to experience and learn about nature in the significant and powerful way that only this mountain offers.

We need to keep it that way, for our children and their children, too.





*The Grandfather Mountain Stewardship Foundation* has spent the better part of the last decade helping guests experience, explore and value the wonders of the mountain and the biodiversity it encompasses. Each year, nearly 300,000 people visit Grandfather Mountain and have opportunities to learn from a naturalist in the animal habitats, observe bears and other wildlife, view exhibits in the Nature Museum and even get behind the scenes to see where cougars and otters sleep.

*Igniting a passion for conservation.*



Today, there's a greater need than ever before to engage people in conservation, to familiarize them with the natural world and to support scientists and other experts in their efforts to preserve the planet.

Fulfilling those needs is the vision of the Grandfather Mountain Stewardship Foundation. The foundation's Fulfilling Promises capital campaign is an effort to help Grandfather Mountain reach new heights in environmental stewardship by working at the leading edge of nature education, conservation and preservation.



## *Studying nature where nature reigns.*

Capital campaign funds will be used to create a new Conservation Campus, comprising a new Education Center and outdoor learning spaces.

The new facility has been thoughtfully designed to make the most of Grandfather's natural surroundings, using movable walls and large banks of windows to bring the great outdoors inside.

Projects include:

- **10,000 square feet of new education space** with a total expansion of 12,000 square feet
- **Nearly doubling the size of the Nature Museum** and creating the new Wilson Center for Nature Discovery with new state-of-the-art interactive exhibits, which will allow visitors to make real-time, real-life connections to such topics as natural history, flora, fauna and our local environment
- **Three new classrooms** for smaller groups and increased capacity for larger groups
- Restoration of ADA-accessible **auditorium**
- New **outdoor learning spaces**, including an **amphitheater** with terraced seating and a pavilion
- **New office space on site for our educators and habitat staff** to prepare and support new, enhanced educational programs
- **Larger, more modern food service facilities** for catering and serving educational groups
- **Expanded capacity for hosting conferences, seminars, receptions and community events**, which will increase revenue available to reinvest in educational programs and facilities



*New Flora Wall Exhibit Rendering*



*New Interactive Map Exhibit Rendering*



*New Fauna Wall Exhibit Rendering*



Education staff office



## All around, the sounds of nature.

With a staff of 23 environmental educators, animal keepers and interpretive rangers, the Grandfather Mountain Stewardship Foundation is developing innovative programming worthy of the new facilities.

Grandfather's naturalist staff and other experts will share not only their love of nature but their vast knowledge of botany, geology and more, providing educational programs on everything from animal behavior and population ecology to watersheds and habitat diversity.

Conservation specialists will come together to share knowledge, collaborate on new ideas and develop best practices. Varied experts will reveal and explain emerging conservation topics, tools and techniques.

Digital media will educate the public on environmental stewardship issues, and the latest multi-sensory, interactive technology and design will engage visitors.

Everything will be designed to provide more people with greater insight into nature, inspiring them to become better environmental stewards and, ideally, to spread the word themselves.



Exterior elevation







## *Leave a legacy as big as all outdoors.*

Life on our planet is changing, and the Grandfather Mountain Stewardship Foundation has the opportunity — with your help — to change our corner of it for the better.

By experiencing the beauty of the natural world and truly understanding our ecosystems, their interdependence and the ultimate interconnectedness all living things share, visitors will help us enhance a natural treasure that will inspire and enrich generations to come.

Your support will make these changes possible. Gifts to help create the new Conservation Campus can be paid over five years, and we would be pleased to discuss recognition opportunities with you.

Please consider a generous gift to this important cause. Your support will make all the difference in the world.



*Outdoor classroom*

## *Because nature must endure.*

When Hugh MacRae Morton became sole owner of Grandfather Mountain in 1952, he promised its permanent preservation. After Mr. Morton's passing in 2006, his heirs promised to continue his conservation efforts. When the Grandfather Mountain Stewardship Foundation took over in 2009, the staff and board promised to inspire conservation of the natural world by helping guests explore, understand and value the wonders of Grandfather Mountain. These are solemn oaths. And with your promise to help, we can continue to fulfill them every day.



*Because nature must endure*

[grandfather.com](http://grandfather.com)

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