

The Campaign For UC San Diego

At the University of California San Diego, challenging convention is our most cherished tradition. The Campaign for UC San Diego is a university-wide comprehensive fundraising effort to transform the student experience, our campus, and ultimately the way humanity approaches problems and develops solutions.



Birch Aquarium at Scripps

Transforming Understanding

Sharing world-class research

Birch Aquarium at Scripps Institution of Oceanography is a vital portal to marine education, serving as the public-facing component of Scripps Oceanography for decades. Now, with a revitalization of Birch Aquarium on the horizon, we aim to ‘connect understanding our ocean planet to protecting it.’

As we face unprecedented environmental changes, realizing critical climate goals is essential. Successfully meeting those goals depends on public commitment to dramatic reform, a pledge that can be difficult to uphold when the consequences of climate change still seem largely abstract. The plucked-from-real-life atmospheric, earth, and marine science exhibits housed within Birch Aquarium serve as tangible reminders of the environmental dramas playing out around the world, creating empathy in our visitors and galvanizing them into action.

Welcoming students

To better connect the public to the planet, Birch Aquarium also offers dynamic K-12 education programs, including tours of our facility, instruction featuring aquarium animals, traveling exhibits, and summer camps on our beautiful La Jolla coast. These innovative programs enhance students’ formal education by reinforcing concepts that cut across both STEM and the arts and humanities, expanding children’s minds and forming new generations of planetary stewards.

Protecting our ocean planet

We invite members of our community passionate about the future of our planet to join us in revealing the oceans’ wonders to all of Birch Aquarium’s visitors. As Scripps Oceanography expands its research initiatives, Birch Aquarium will serve as a conduit for converting new insights into inspiration for change, led by learners of all ages.

470,000 visitors

Explore Birch Aquarium each year

56,000 K-14 students

Experience marine science annually through a combination of aquarium visits and outreach

2 million learners

Reached through online programming including UCSD-TV

**Continue the
nontradition.**

Birch Aquarium Priorities

Revitalization for the future

- » Birch Aquarium is embarking on a **physical and thematic renovation** to lead the field in translating scientific research into accessible experiences designed to inspire action on behalf of our planet. Visionary supporters can help us provide immersive ocean science learning experiences.

Through **WOW! Experiences** – one-of-a-kind live animal interactions and other memorable exhibits – and **The Black Box Climate Science Theater** we will engage our guests in critical thinking and make Scripps Oceanography research relevant to everyday life.

- » Through careful collaboration with area experts, our **refreshed narrative pathway** will work to evoke feelings of connection between visitors and the environment. New design will offer spaces for different types of social interaction, while providing a comfortable environment for our guests. We welcome philanthropists interested in reinvigorating the core of Birch Aquarium to support this aspect of revitalization.

Education expansion

- » With an emphasis on discovery, Birch Aquarium's extensive **Beach Science** program prioritizes involvement with San Diego's underserved communities, helping to ensure equity in access to science education.

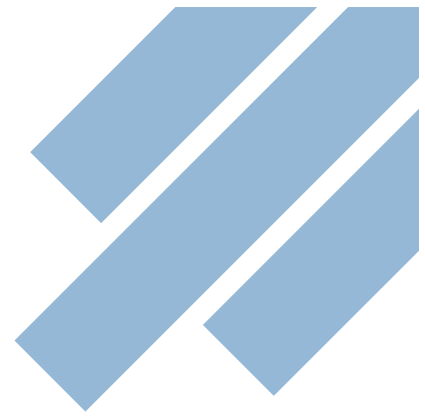
With your help, we can bring hands-on science education to more students through our expanding on-site resources and creative mobile options.

Programmatic innovation

- » Our talented aquarists grow coral colonies in captivity for aquarium displays around the world, reducing collection pressure on natural reefs. Some become part of our own Indo-Pacific reef habitat where scientists studying coral ecology and structure use the reef as a living laboratory to develop and test innovative surveying equipment.

Supporters keen to advance our vital capacity to propagate new corals are encouraged to give to Birch Aquarium's **Coral Propagation Program**.

- » Our renowned seahorse and seadragon collection is one of the largest in the world. We have raised and shared hundreds of these creatures with other aquariums, lessening the collection toll on wild populations. Philanthropists interested in conserving these unique organisms are invited to support seahorse husbandry and the **Seadragon Breeding Program**.



Help us continue the nontradition.

With your help, UC San Diego will realize a transformative revitalization of Birch Aquarium at Scripps, placing protecting our ocean planet at the center of Birch's educational programs and exhibits. Together with your philanthropic support of the **Campaign for UC San Diego**, we can successfully share Scripps Oceanography's vibrant research with the community, influencing generations of our planet's future stewards.

[Learn more at campaign.ucsd.edu](https://campaign.ucsd.edu)

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