

Danny the Dragon Ride
CAPITAL CAMPAIGN

HAPPY
HOLLOW
FOUNDATION

HAPPY
HOLLOW
PARK & ZOO
SAN JOSE
PARKS, RECREATION &
NEIGHBORHOOD SERVICES

**A DREAM
FOR
DANNY**



Letter from the
EXECUTIVE DIRECTOR



**Rhonda
Nourse**

Dear Friend of Happy Hollow,

You are a valued member of our Happy Hollow Park & Zoo family! Your dedication has enabled Happy Hollow Foundation to truly fulfill its vision to foster pride and involvement so that Happy Hollow remains a community asset. You understand the important role that Happy Hollow plays in our community and your leadership has guided our work to support conservation, education and play.

This is an exciting new journey for Happy Hollow Foundation as we embark upon our first ever Capital Campaign. There is no project more fitting than the beloved and iconic Danny the Dragon ride. We look to engage the broader community to reach our destination - raising \$500,000 to make Danny's dream a reality. We hope you will "hop aboard with us!"

Many thanks,

A handwritten signature in black ink that reads "Rhonda Nourse". The signature is fluid and cursive.

Rhonda Nourse, Executive Director

**HOP ABOARD WITH US!
ADVENTURES ARE ALWAYS
BETTER TOGETHER.**



Our Mission



Happy Hollow Foundation supports conservation, education and play through innovative programming and strategic fundraising initiatives. Our vision is to foster pride and involvement so that Happy Hollow Park & Zoo remains a community asset that is highly valued and accessible to all.

In collaboration with the City of San José and local partners, the Foundation funds educational opportunities for underserved students, supports upgrades to zoo exhibits and rides, assists in funding animal care and enrichment tools, and administers conservation grants locally and globally.



Your Impact



For 63 years, Happy Hollow Park & Zoo has connected San José residents to nature through play. In partnership with the City of San José and supporters like you, Happy Hollow Foundation continues to make a difference both near and far through advocating for and supporting conservation, education and play.

CONSERVATION



- The Foundation plays a **critical role for Happy Hollow Park & Zoo in maintaining accreditation** with the Association of Zoos & Aquariums (AZA).
- The Foundation helped design and build the Monarch Meadow Capital Improvement Project to support pollinators and promote conservation.
- Donations helped renovate the Chacoan peccary exhibit, build a chicken coop, provide animal enrichment and zookeeper education.

- More than **20,000 Title I students have benefited from science-based enrichment** since 2018.
- Donations have helped renovate Meet & Greet Corner which is utilized daily by animal ambassadors and staff from the Zoo Education program to educate guests of all ages.



EDUCATION

PLAY



- Since 2014, **over 30,000 older adults have participated in the Senior Safari program** which promotes healthy and active living for older adults.
- The foundation has funded upgrades to Pacific Fruit Express, Dragon Fliers and the beloved Puppet Castle Theater with a state-of-the-art lighting and sound system.

A Dream for DANNY

The most beloved ride, and current mascot of Happy Hollow, is Danny the Dragon. Danny has symbolized the spirit of Happy Hollow for more than 63 years.

Danny the Dragon has been a tool for playful engagement for the community. It's Danny's footprints that lead guests to the Entry Plaza of Happy Hollow, and who has served as a mascot for the park & zoo for over the past six decades.



Dragon. Let him carry a magical ride



In its current state, the Danny the Dragon ride experience is nostalgic for many lifetime zoo members. However, the scenes and stories are less relevant to today's visitor.

Happy Hollow Foundation envisions a makeover for the ride that honors Danny's legacy and sparks the imaginations of the next generation of Happy Hollow's visitors.

"Happy Hollow is a core memory of my childhood, it was a place of adventure and fun for me and my cousins. Danny the Dragon was the symbol of that adventure, and of Happy Hollow."

-Camie VanKeuren, Board of Directors Chair



Building Danny's Dream



Danny the Dragon's new storyline embraces the big idea "Near & Far," taking Danny on a journey through different lands while also traveling back "home." Archways and panels will be gateways to different lands that parallel some of Happy Hollow's own animal habitats. Visitors of all ages will delight at recognizing animals species that live in each region as well as spotting surprise elements in the transition areas between zones. Visitors accompany Danny on a journey that begins with departing Happy Hollow and traveling from forests to farmlands and on to fairylands and mystical dragonlands. Refreshing Danny will also include adding shade created by dragon-themed overhead sails for visitors as they wait in line.

Danny's Journey *"Near and Far"*



Building Danny's Dream



Current Experience





Reimagined Experience

HHPZ "Danny The Dragon" Rayner 08/20/2019 1. Now Leaving SJ Arch



The Old Mill will be a two-sided facade backed up to the bamboo. Passengers will see it a complete structure without the constraints of standard construction



The complex block contains two photographs and a map. The left photo shows a rustic mill building with a stone water wheel. The right photo is a close-up of the water wheel. The map on the right shows a winding path with a red and blue line, and a red circle highlights a specific location on the path.



Building Danny's Dream



Current Experience



Reimagined Experience



A facade "Granary" building will be constructed on the backside of the tall park sign. The work will not affect the look of the sign from the road outside the park with possibly the exception of the roof line.



with possibly the exception of the roof line.



A facade "Frontier Land" will be constructed along Senter Rd hide the fence line.

See buildings on following pages



As Danny exits the Hinterland and enters the "Jungle," riders will pass through a Ancient Ruins. Large stones and appropriate weathered figures will set the tone for a brief jungle adventure.

Building Danny's Dream



Current Experience



Reimagined Experience



Inhabitants. Large 5-10ft carved tree trunks with green visitors just past the gate.



Passengers will have to keep a keen eye open... For the possibility of finding a gnome or fairy hiding somewhere in the village.



Danny's Dragon Scale Recognition



Danny is a dragon and dragons have scales! Our donor recognition includes a *Buy a Dragon Scale** program in which various sizes of scales, depending on giving levels, will be displayed along the fenceline of the ride. Have your family name associated with the historic project and see it every time you visit!

\$500 Level

Includes: Name on dragon scale size 8" x 9" in line queue of Danny ride AND Listing in Annual Report.

\$1,000 Level

Includes: Name on dragon scale size 8" x 9" in line queue of Danny ride; Listing in Annual Report; Limited edition Danny the Dragon commemorative lapel pin.

\$2,500 Level

Includes: Name on dragon scale size 8" x 9" in line queue of Danny ride; Exclusive notice of (2) early opening days in June for ride access; Listing in Annual Report; Limited edition commemorative lapel pin.

\$5,000 Level

Includes: Name on dragon scale size 11" x 12" in line queue of Danny ride; Exclusive notice of (2) early opening days in June for ride access; Listing in Annual Report; Limited edition Danny the Dragon commemorative lapel pin.

Scale Level Over \$5,000 **

Larger scales available at levels over \$5,000 and include exciting benefits like naming opportunities and invitations to the 2025 ribbon cutting event.

More ways to give:

- **IRA Distribution**
- **Donor Advised Fund**
- **Stocks and Investments**
- **Planned and Estate Gifts**
- **Company Match**

*All gifts over \$150 will receive listing on Happy Hollow Foundation website and early bird access to tickets for signature *Hooray for Happy Hollow* benefit event on Sept. 20, 2025.

**To learn more about *Danny's Dragon Scale Donor Recognition*, contact Rhonda Nourse, Executive Director of Happy Hollow Foundation, at rnourse@happyhollow.org.

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Together as a community we can create a playful experience that fosters imagination, exploration and curiosity for the next generation of Happy Hollow's visitors.

This project will rely solely on private funding and we invite the support of generous donors to make this dream real.

Hop Aboard With Us

Your investment in Danny the Dragon will ensure that Happy Hollow remains a vibrant and thriving community asset for all. **We hope you will consider joining us in raising \$500,000 to revitalize this beloved experience and extend its legacy for generations to come.**

To learn more about how you can help, contact Rhonda Nourse, Executive Director of Happy Hollow Foundation, at rnourse@happyhollow.org.

Dragon Scale Donor Recognition



"BUY A DRAGON SCALE" AGREEMENT *Please complete the entire form.*

Family/Individual name _____
(Please list name as it should appear on Dragon Scale and in recognition materials.)

Contact name _____

Address _____

City _____ State _____ ZIP code _____

Phone _____ Email _____

Dragon Scale Level: (Dragon Scales available at levels \$500 and above only)

- \$500 \$5,000
 \$1,000 \$ _____ (other)
 \$2,500

- I am submitting for a company match.
 I would like to make a larger investment in this project. Please contact foundation@happyhollow.org.

Terms & Conditions

- Happy Hollow Foundation will allocate Dragon Scales based on payments in full.
- **Please make checks payable to Happy Hollow Foundation.**
- All payments are final.
- A limited number of Dragon Scales are available.
- Happy Hollow Foundation reserves the right to amend the rules and regulations governing the Donor Scale Recognition program.

Acceptance

I, the undersigned, agree to the conditions of this agreement and agree to pay the total donation amount indicated.

Signature _____ Date _____

Print name _____

To secure your Dragon Scale, please return this agreement to:

Happy Hollow Foundation
ATTN: Capital Campaign
1300 Senter Road
San José, CA 95112
foundation@happyhollow.org

[Click here to pay via credit card](#)



Thank You!

Danny the Dragon CAPITAL CAMPAIGN CABINET

Special thanks to the Capital Campaign Cabinet, to Happy Hollow Foundation Board of Directors, Happy Hollow Foundation staff and Happy Hollow Park & Zoo.

COMMUNITY VOLUNTEERS

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Campaign Co-Chair
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Consultant*

Rebecca Turner
Campaign Co-Chair
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Lissa Kreisler
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