

Where Nature And Learning Thrive

Encompassing 300 acres of woods, prairie, shoreline, and cherished Badger memories, the Lakeshore Nature Preserve stands as one of the most beloved and well-visited places on the University of Wisconsin–Madison campus.

As essential to the university as its lecture halls, laboratories, and playing fields, the Preserve offers a sanctuary for reflection, research, and recreation.

"UW–Madison is a steward of a huge range of land resources, research stations, buildings and properties, but none are so iconic, publicly loved and universally experienced as our lakeshore."

Paul Robbins, Dean of the Nelson Institute for Environmental Studies

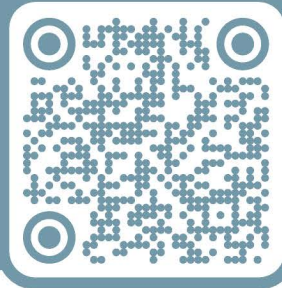


Now, It's Your Turn!

Join us as we raise **\$5 million** to support the long-term operations and programming of this exciting new facility.

Your gift to the Lakeshore Nature Preserve Frautschi Center Fund for the Future will:

- Highlight the cultural and natural history of the Preserve via interpretive displays and signage
- Incorporate natural landscaping and treatment of stormwater runoff using green infrastructure
- Support and maintain the highly sustainable site and building system that reflects the university's commitment to climate resiliency



To make a gift online, please visit:
lakeshorepreserve.wisc.edu/donate

To discuss giving levels and naming opportunities for gifts over \$25,000, please contact the Preserve Director:

lakeshorepreserve@fpm.wisc.edu

608-265-9275



Lakeshore Nature Preserve
OUTDOOR LEARNING IS OUR POINT!

BE A PRESERVE PARTNER

Help us meet the challenge to raise \$5 million for the Frautschi Center Fund for the Future



Turning Love for the Land into a Lasting Legacy

The Lakeshore Nature Preserve has long held a special place in the hearts of Madison philanthropist Jerry Frautschi and his family. Now, with a \$14.3 million gift, Frautschi, an alumnus of the University of Wisconsin–Madison, will help build a world-class visitor and education center at this iconic UW–Madison landmark.

Aligning with UW–Madison’s ambitious sustainability goals, the Frautschi Center is striving to become the first **net-positive energy building** on campus and the first certified **Living Building** in the state. Scheduled to open in 2026, the project is designed to not only increase the accessibility and offerings of the Preserve, but also to improve the natural habitat and stormwater filtration of the site.

Sustaining Nature, Nurturing Minds

The Lakeshore Nature Preserve Frautschi Center embodies UW–Madison’s commitment to stewardship, sustainability, and sense of place. It will support:

- **Education and research**, providing a hub for hands-on, experiential learning for over 25 academic programs
- **Essential land management**, promoting an ethic of care and environmental stewardship for generations to come
- **Safety and accessibility**, ensuring a welcoming and inclusive environment for all visitors



Conceptual Site Plan

1. Stone wall
2. Gate entrance
3. Frautschi Center
4. Land care facility
5. Native plantings
6. Stormwater treatment
7. 100-car lot
8. Bike parking
9. Bus stop
10. Crosswalk to marsh
11. B-Cycle station
12. Overlook
13. Canopy Walk

