

Silverback Society Profile: **JOHN BURSON**



As an estate planner, John Burson has always encouraged his clients to consider establishing either a private foundation, a donor-advised fund or make direct gifts to charity. When interests align, John encourages his clients to “invest” in one of northwest Ohio’s greatest assets and help continue its growth as one of the finest zoos in America.

John serves on several private foundation boards, which annually support the Zoo. When John’s mother Jane Burson, a prominent businesswoman in Findlay, died, her estate plan established a private family foundation. Through this foundation and as a memorial to his mother, John supports the Toledo Zoo. A naming gift to Nature’s Neighborhood was made in memory of the many fun trips John took as a child with Jane to the Zoo.

John considers the Toledo Zoo an integral part of the Toledo and northwest Ohio community. He ranks the Zoo with the top attractions bringing individuals to Toledo, including the Toledo Museum of Art, National Museum of the Great Lakes, Imagination Station, Toledo Symphony and the outstanding semi-professional sports facilities and events. He commends Lucas County citizens for their ongoing financial support of the Zoo through tax levies. John especially appreciates the administration and board of trustees’ Zoo management, along with the exceptional Zoo staff, as funds raised through private contributions and public revenue support have been extremely well managed through excellent leadership.

John recently had an unscheduled delay in Singapore and immediately headed to the Singapore Zoo with his wife, Barbara. Although Singapore has one of the great zoos in the world, both commented that in comparison the Toledo Zoo has as much to offer. “There is no finer polar exhibition and the new Aquarium is exceptional.”

John and Barbara recently became members of the Silverback Society and have committed substantial contributions through their estate plans. “We try never to miss a Silverback Society event. It has been enjoyable to meet many wonderful Society members who also are committed to the ongoing support of the Zoo. During a recent visit, it was enlightening to see the large number of families of all ages enjoying the beautiful grounds we treasure.”

For more information or to become a Silverback Society member, please contact Mary Fedderke at mary.fedderke@toledozeo.org or 419-385-5721 ext. 2074.