Event and Program Overview
About Animal Humane Society

As the leading animal welfare organization in the Upper Midwest, Animal Humane Society (AHS) is transforming the way shelters care for animals and engage their communities. From innovative medical and behavior programs to investments in outreach and advocacy, we’re advancing animal welfare and creating a more humane world for animals in Minnesota and beyond.

Every year we care for more than 23,000 companion animals in need and aid thousands more through programs that help people nurture and protect their pets.

Our commitment to an open admission policy means we take in every animal surrendered to us, regardless of its health, age, breed, or behavior. We provide extensive medical treatment, surgery, behavior modification, and foster care to ensure every animal — even those with special challenges is given a safe refuge and a chance at adoption.

As a result of these extraordinary efforts, more than 95 percent of the animals that came through our doors last year were adopted or placed within the community.

In addition to adoption, AHS offers services and support for every stage of an animal’s life, including:

- A free Pet Helpline (952-HELP-PET) that provides caring pet advice and resources
- More than 100 family-friendly training classes per week
- Pet boarding at two locations — Animal House and Now Boarding
- Education programs and camps for children and families
- Low-cost spay and neuter surgeries, wellness services, specialty surgeries, and dental care for pets of people with limited means and nonprofit rescues and shelters
- Assisting pets and empowering their owners in underserved communities through our Community Outreach program
- Investigating reports of animal cruelty and neglect throughout Minnesota and neighboring states through our Humane Investigations department
- Partnering with local businesses and farms to give non-adoptable cats a chance to thrive through our Community Cats program
Why support Animal Humane Society?

Animal Humane Society is an independent nonprofit organization with no affiliation to any national animal welfare organization or government agency. Our work is funded solely by private donations, special events, adoption and program fees, and merchandise sales.

AHS is able to provide the highest quality of care and compassion to animals and people in our community through the generous support of donors and partners who are as passionate about animals as we are.

SUPPORTING ANIMAL HUMANE SOCIETY ALSO PROVIDES BENEFITS TO YOUR ORGANIZATION, INCLUDING:

- A connection to the largest animal welfare organization in the Upper Midwest and its broad, passionate support base
- Brand exposure, including opportunities to target women and families
- Employee engagement and team building
- Social responsibility and a way to give back to the community
- Alignment of company values with animal welfare, education, and community support
- Attracting new customers

Ways to support Animal Humane Society

- Sponsorship opportunities such as:
  - a special event (Wine Dinner, Whisker Whirl, or Walk for Animals)
  - a transport or outreach vehicle
  - a Community Outreach wellness event
  - a litter of animals or animals needing specialized care
- Make a financial donation
- Form a Walk for Animals team with family, friends, and coworkers
- Provide in-kind products such as treats, supplies, or enrichment toys for shelter animals, or silent/live auction items for special events
- Host a fundraiser to benefit AHS

DIY FUNDRAISING MADE EASY

Animals need our help year-round, and it’s with your support that we can change the world for dogs, cats, and critters in need. Whether it’s a friendly office competition, a celebratory event, a team fitness challenge, (or just because!) your business can use any occasion as an opportunity to fuel your own fundraiser.

With easy-to-use tools, you can fundraise on your own schedule, motivating your friends and family to give to something you love — animals!

Get started by visiting animalhumanesociety.org/DIY-fundraising
The Power of our Reach

- More than 23 million pageviews last year
- More than 134,700 email subscribers
- More than 110,000 Facebook followers
- More than 50,000 donors annually
- More than 19,400 Instagram followers
- More than 153,000 pet helpline calls
- More than 6,900 Twitter followers
- More than 9,000 YouTube subscribers
- More than 2,200 active volunteers

More than 39,000 people engaged with AHS for pet or adoption services, including training, boarding, education, and community outreach support within the past year.
Signature Fundraising Events

Whisker Whirl

AHS supporters and their canine companions dress up and mingle with other pet lovers while enjoying food, drinks, auctions, and more.

Highlights include guest activities (ex. photo opportunities, raffle), a VIP reception, and a mission-focused program. Silent and live auctions feature destinations, tasty cuisine, sporting events, and opportunities to spoil your pet.

- More than 12 successful years
- More than 600 people and 200 dogs in attendance
- More than $300,000 raised each year to support AHS and our programs

DEMOGRAPHICS*

- Higher disposable income than Walk for Animals attendees.
- Primary audience for AHS is 35-60 year-old women. We also see that trend in Whisker Whirl attendees, with an emphasis on male spouses also attending. Average guest age is 50 years old.
- 23% live in Minneapolis/St. Paul, 75% live in the metro suburbs, and 2% live out-of-state. Highest concentration of metro attendees are from St. Louis Park, Edina, Plymouth, Minnetonka, and Golden Valley.
- 59% attended Whisker Whirl for the first time, 31% have attended the last 2-5 years, and 10% have attended for 6 or more years.

* Based on 2018 attendees

“Our partnership with Animal Humane Society continues to be a real privilege. We admire their compassion for animals and their dedication to helping the less fortunate. It’s organizations such as AHS that make corporate sponsorship a rewarding part of our business. I am glad we are on their team!”

Jayme Wisely
President & CEO
GLS/NEXT Precision Marketing

Discounts available on sponsorship if commitment made by October.
2018

WHISKER WHIRL

Promotional Examples

In-shelter Banner
Save the Date Postcard
Mail Insert
Event Program
Table Tent
E-mail Stationery Footer
Pet Dish E-newsletter
Facebook Thank You Post
Join us for a glittering night on the town with your pup. Spend the evening sipping cocktails, devouring gourmet small plates, and engaging in auctions and activities. You won't want to miss this one-of-a-kind experience!

Animal Humane Society provides resources that compassionately serve all the stages of an animal's life. Our mission is to engage the hearts, hands, and minds of the community to help animals.

THANK YOU to our generous sponsors:

Special thank you to:

Invitation
Postcard
Event Presentation
In-shelter Signage
Event Signage
Walk for Animals

The Walk for Animals is a celebratory day featuring a 2.5-mile walk, live band, vendors, fun activities for all ages, and a festive atmosphere honoring the special bond between humans and their pets.

The Walk is also the largest and most successful fundraising event for AHS with a goal of raising $1 million for animals in need.

- Long history — 44 successful years!
- Largest human/animal walk in the country
- Estimated 9,000 people and 5,000 animals in attendance
- More than 350 corporate, veterinary clinic, and friends/family teams
- A dedicated team of more than 300 volunteers and 150 staff make this well-organized event possible
- 45 “flealess market” vendors, food and beer trucks
- Radio stations featuring music and giveaways
- A Walk for Animals rally emceed by celebrity guests
- A partnership with Eureka! Recycling to offer recycling and composting to attendees and work toward a zero waste event

DEMOGRAPHICS*

- Primary audience for AHS is 35-60 year old women. We see that gender trend carry over into this event as the audience from a sample size was roughly 82% female, 15% male, and 3% unknown.
- All ages enjoy participating in the Walk for Animals, especially families with children. The largest age group we saw at this event was 35-54 year olds, with 25-34 being the next largest segment.
- The majority of walkers attending had three people and two pets in their party.
- Walkers averaged nine years of participation.
- The majority of people attending reported living in Minneapolis or St. Paul. Large audience segments also came from surrounding suburbs including: Plymouth, Maple Grove, St. Louis Park, Bloomington, Coon Rapids, Brooklyn Park, Eden Prairie, Woodbury, and Crystal.

* Based on 2018 attendees

“...we have been thrilled and honored to partner with AHS over the past few years. We enjoy donating not only funds, but also seeing our employees engage in the cause as well. Getting to know many of the committed employees and volunteers that do the daily work to execute their mission keeps us coming back!”

Tom H. Sween, COO/President, E.A. Sween Company/Deli Express

Discounts available on sponsorship if commitment made by December.
THANK YOU!

Thousands of animal lovers and their pets come together to support, walk, and celebrate, making the 2018 Walk for Animals a monumental success!

Together we raised over $300,000 in cash and check donations so your donors will receive their acknowledgments. Thank you for supporting animals and animal lovers locally!

Important: Please direct all donation inquiries to our Development Department at 763-432-4841.

FUNDRAISING QUESTIONS

What do I do with donations I receive after the Walk?

Yes! While we’d love to see you there, you can still raise money and earn prizes if you cannot attend the Walk. For more information, please visit walkforanimalsmn.org, call 763-432-4841, or email walk@animalhumanesociety.org.

For other questions, please visit walkforanimalsmn.org, call 763-432-4841, or email walk@animalhumanesociety.org.

MAILING ADDRESS
845 Meadow Lane North
Golden Valley, MN 55422

You’re just a walk away from raising animals in need.

Experience the excitement as thousands of animals will walk with their people at the Walk for Animals on Saturday, May 5. Together, we’ll celebrate the joy of animals in need. Put your love of animals into action and register today!

Start early.
The sooner you start asking for donations, the more time you’ll have to grow your fundraising efforts.

IDEAS FOR EVERYONE

• Start early.
The sooner you start asking for donations, the more time you’ll have to grow your fundraising efforts.

• Make a personal donation.
Every dollar you raise goes directly toward creating happier, healthier lives for animals. Importantly, the love and care they deserve.

• Create a team.
Three or more people are required to form a Walk team. Team fundraising is a great way to involve friends and family.

• Ask about employer matching gifts.
Many companies will match their employees’ donations. Ask donors if their employer will match their gift.

• Ask your animal-loving friends, family, and coworkers to join you in supporting Animal Humane Society and the Walk for Animals.

• Commit to animals in need.
Be the first to show your commitment to animals in need.

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Start a team.
The first 500 people to register and raise $50 will receive an exclusive prize!

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Mail Insert

FUNDRAISING TOOLKIT

• Facebook app
• iPhone or Android phone

Register online at walkforanimalsmn.org. You can set up your own personal fundraising page. Don’t be afraid to follow your fundraising progress on social media. And don’t forget to send emails.

Society and the Walk for Animals.

Looking to help? Make a donation.

You can help:

1. Register today and start raising money at walkforanimalsmn.org.
2. Get your friends, family, and coworkers involved! Start a team or join a fundraising team.
3. Donate to a Walk participant or even make a general gift to support the Walk for Animals.

Questions?

walk@animalhumanesociety.org
763-632-4661

Animal Tracks Ad

Registration Postcard

Fundraising Toolkit

Mail Insert

Publication Insert
Current and Past Supporters

Breanna Willman
Corporate Philanthropy Advisor
bwillman@animalhumanesociety.org
763-489-2214