



**VANCOUVER HUMANE SOCIETY**  
HELPING PEOPLE HELP ANIMALS



**BECAUSE  
THEY  
MATTER**



**SUPPORTING PEOPLE AND ANIMALS IN CRISIS**  
**Sponsorship opportunities**

FUNDRAISING AND OUTREACH EVENT



## EVENT OVERVIEW

We are delighted to share that the VHS's fourth annual Because They Matter event is returning this summer!

This fundraising and outreach event helps low income individuals and their pets living in Vancouver's Downtown Eastside.

**On July 21st**, an amazing group of animal advocates will be distributing harnesses, dog and cat treats, leashes and blankets to folks who spend their days on the streets with their animals. We'll also be having meaningful conversations with these individuals about accessing veterinary care. Each participant will be raising funds as part of this event to support VHS's ongoing efforts to improve the lives of animals.



## BARRIERS TO VETERINARY CARE

The people seeking to access support are often dealing with the stress, trauma, and uncertainty that can come with a beloved animal becoming sick or injured in combination with the numerous challenges of poverty. Women, Indigenous people, and seniors are some groups of people most in need of assistance from the VHS, and most at risk for consequences of the distinct systemic challenges they face. The Vancouver Humane Society is working to break down the barriers that structurally vulnerable people often face through events such as Because They Matter and our ongoing veterinary care assistance program.

## THE MCVITIE FUND

The VHS's McVitie Fund program offers financial support for emergency veterinary care assistance to people living on low income. An average of 14 pets each week are assisted with funds for veterinary procedures ranging from surgeries in response to life-threatening pyometra infections, to catheterization to treat severe urinary tract blockages.



# BECAUSE THEY NEED YOUR HELP MATTER

Your generosity will make a huge difference for animals and the people who love them.

## INSPIRE GIVING

Show your support in a big way with a matching donation. **Matching fund donations of \$1,000 or more attract individuals to donate toward this event knowing their gift will go twice as far because of you!** All funds raised through this event will assist animals in need.

## DONATE ITEMS

VHS is looking for donations of new or lightly used:

- **harnesses and small-sized collars**
- **blankets and beds**
- **dog and cat toys**
- **water bowls**
- **dog waste bags**
- **plant-based dog and cat treats**

## JOIN US

Spend a day doing good with your team! You or your business can fundraise and join us on July 21st to give back to the community in a meaningful way. Can't make it on event day? You can still participate by fundraising to help reach our event target of \$15,750!



## RECOGNITION FOR YOUR SUPPORT

### SOCIAL MEDIA

Company name & logo featured on VHS Facebook, Twitter and Instagram posts and stories. The VHS has 25k followers across 3 platforms.



### VHS NEWSLETTER/WEBSITE

Recognition in Vancouver Humane Society's Fall 2024 newsletter - mailed out to 800 individuals and emailed to 13,851 individuals.



Company logo featured on the [Because They Matter event page](#) on VHS's website.

### MEDIA

VHS will be reaching out to local media to promote this event. Your company name will be included in our media releases.



# MAKING A KINDER WORLD

Rhino and his guardian visited the table and picked out a new collar, leash and jacket for the cold winter months. Rhino's guardian told the team that she had been going through a rough time after losing her 16-year-old chihuahua until Rhino came into her life and turned things around.

She told the VHS that Rhino is her best friend. He loves people and has a very calming nature. She's hoping he can become a therapy dog and help people.

This visitor was one of hundreds of people whom VHS staff and volunteers connected with at last year's [Because They Matter fundraising and outreach event](#). With the need for support growing each year, we expect to see even more pet guardians visit our table in 2024.



# THANK YOU!



Thank you for your interest in supporting Vancouver Humane Society's Because They Matter event. Please contact the VHS's Development Coordinator, Katrina Leppanen to get involved or for more details. Contact details below.

To read more about VHS's veterinary care assistance program, please visit our [website](#).

## CONTACT US

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Listening, learning, and unlearning on unceded xʷməθkʷəy̓əm (Musqueam),  
sḵwxwú7mesh (Squamish) & selílwitlh (Tsleil-Waututh) territories.

Charitable registration BN #8897 13178 RR 0001

