



**VANCOUVER HUMANE SOCIETY &
HAPPY HERD FARM SANCTUARY
GIVING TUESDAY**

Sponsorship opportunities

TUESDAY NOVEMBER 28, 2023



EVENT OVERVIEW

Event name: Giving Tuesday

Event date: Tuesday November 28, 2023

Giving Tuesday is a day dedicated to giving back to the community. The Vancouver Humane Society (VHS) and Happy Herd Farm Sanctuary have been partnering for Giving Tuesday for the past 7 years.

VANCOUVER HUMANE SOCIETY

Since 1984, the Vancouver Humane Society has been supporting individuals, organizations, and governments to take action for the welfare and rights of animals influenced by human activities. Whether advocating against rodeo cruelty, providing emergency vet funds for companion animals in low income homes, offering resources to help people and businesses choose plant-based options, or lobbying for policies that minimize harm to animals, **VHS is dedicated to ending animal suffering in all forms.**

HAPPY HERD FARM SANCTUARY

Happy Herd provides a forever home for all types of animals rescued from the farming industry. Happy Herd currently cares for more than 65 animals. In 2023, they welcomed Noodles, a 2 week-old goat who suffers from a neurological disorder, a goat named Percy, and three chicks. **Happy Herd is currently feeling the impacts of inflation, with expenses for food and animal care having risen dramatically over the past year.**

OUR GOAL

VHS and Happy Herd both work to create a better world for animals. **Our goal through Giving Tuesday is to raise \$15,000 to help fund Happy Herd's food and veterinary expenses at the sanctuary and VHS's program work, including diet change support and assisting companion animals in need of urgent care.**

HOW YOU CAN HELP

We are looking for matched giving donors to help reach our \$15,000 target. Matched donations are a great way for the VHS and Happy Herd to attract individuals to donate toward our Giving Tuesday campaign. We are offering 3 matched donation tier levels: \$500, \$1,000 and \$2,000. Below you will find an outline of how your support as a matching grant donor will be recognized:

SPONSORSHIP TIERS

BRONZE

"DEFENDER OF FUR FRIENDS"

\$500

- You or your business will be thanked in VHS's next newsletter (spring 2024). The newsletter is mailed out to 800 individuals and emailed to 16,000+ individuals.
- You or your business will be featured in a post on VHS and Happy Herd's social media. (90k followers across 3 platforms).

SILVER

"PROTECTOR OF PAWS"

\$1,000

- All previous recognitions, plus:
- You or your business will be featured in VHS's Year in Review email to more than 13,000 subscribers in December 2023.
 - You or your business will be invited to feature a video on VHS and Happy Herd's social media.

GOLD

"HERO OF HOOVES"

\$2,000

- All previous recognitions, plus:
- You or your business will be featured in a media release to local newspapers and on VHS and Happy Herd's websites.
 - You or your business will be featured through an Instagram story takeover on the VHS account.

THANK YOU!

Thank you for your interest in supporting our Giving Tuesday campaign. Please contact VHS's Development Coordinator Katrina Leppanen by November 15 via the details below to discuss donations or for more details.

Email: katrina@vancouverhumanesociety.bc.ca

Telephone: 604-266-1012

