



VANCOUVER HUMANE SOCIETY

HELPING PEOPLE HELP ANIMALS

www.vancouverhumane.ca

SPONSORSHIP OPPORTUNITIES FOR BUSINESSES

2023

WHO WE ARE

Since 1984, the Vancouver Humane Society (VHS) has been supporting individuals, organizations, and governments to take action for the welfare and rights of animals influenced by human activities.

Whether providing emergency veterinary funds for companion animals in low income homes, offering resources to help people and businesses choose plant-based options, or advocating for policies that minimize harm to animals, **the VHS is dedicated to ending animal suffering in all forms.**

YEAR AT A GLANCE

March

♥ Giveaway on Instagram

May

♥ Plant University promotion

June

♥ *Because They Matter* matched donation deadline

July

♥ *Because They Matter* fundraising & outreach event

October

♥ VHS Silent Auction

November

♥ Giving Tuesday

GET INVOLVED

There are several ways you and your business can be a champion for animals and support the work of the VHS throughout the year.

Read on to learn how your business can help build a kinder community for animals!

Fundraising events

Because They Matter

Because They Matter is an annual fundraising and outreach event that aims to help low income individuals and their pets living in Vancouver's Downtown Eastside. Participants spend the day distributing harnesses, dog and cat treats, leashes, blankets and information on accessing vet care to folks who spend their days on the streets with their animals.

Ways to help

Be an event sponsor - Your logo will be included on all of the VHS's promotional materials, and your team members will have the opportunity to help out at the event.

Donate items - Donate pet supplies to be handed out to people and pets in need.

Participate - Fundraise for the event and participate in person on the day!

Silent auction

Donate an item to be bid on in the VHS's annual fall silent auction! Your item and business will be promoted on the VHS's website, social media, and in the VHS's newsletter.



Photos from Because They Matter 2022

Giving Tuesday

Giving Tuesday is a day dedicated to giving back to the community. The VHS partners with Happy Herd Farm Sanctuary, a local animal sanctuary for rescued farmed animals, to raise funds to support the work of both organizations.

Your business can commit to matching donations up to a certain dollar value, which attracts individuals to donate toward the VHS's Giving Tuesday campaign. Recognition for the different matching donation tiers includes opportunities for recognition in the VHS's newsletter and the social media accounts of both VHS and Happy Herd, features on the VHS's website and in a media release, and more!



ONGOING OPPORTUNITIES TO HELP

Workplace giving

Employees can make one time or recurring donations to the VHS through the [VHS website](#), [United Way](#) or [Benevity](#). Benevity is an online giving program with great benefits for your employees, your company and the charities that you choose to support. Donating to the Vancouver Humane Society through Benevity helps reduce the cost of processing donations and ensures that each gift can make the greatest possible impact for animals.

Tap to donate

Give your customers the option to donate to the VHS by adding an amount to their bill at the cash register!

Instagram giveaways

Partner with the VHS and grow your social media supporter base! Choose to donate an item from your plant-based business, and we'll randomly select a winner who follows both of our social accounts and leaves a comment on the contest post.

VHS newsletter sponsor

Have an advertisement placed in VHS's Animal Writes [newsletter](#) or e-newsletter! This is an excellent way to support the VHS while advertising your business to the approx. 800 B.C. recipients of the VHS's print newsletter and the approx. 13,000 supporters who receive the e-newsletter.

If you commit to any of the above opportunities, your business will be promoted on the VHS's website and social media.

Matched giving donor

Incentivize the VHS's donors by choosing to match an amount of donations during a certain month! Simply choose the campaign you'd like to match donations for (e.g. the McVitie fund or advocacy for farmed animals), the amount you'd like to match, and the timeframe in which you'll match donations.

Printing sponsor

Sales from the VHS's [merchandise](#) support the VHS's vital advocacy and program work. Choose to generously offer your business's printing services to the VHS free of charge or at a discounted rate to help cut back on production costs.

Donate a percent of your proceeds

Choose an item and/or a time period in which your business donates a percentage of sales to the VHS.



Photo: Be kind to every kind tank top

Opportunities for vegan businesses

Are you a vegan business? You can help promote the VHS's [Plant University](#) platform by displaying a sticker in your store or restaurant. Your business will be featured on the Plant University website which had 73,000 unique visitors in 2022. You'll also receive Plant University business cards that can be given to customers at your checkout!



SUPPORT THE MCVITIE FUND

The [McVitie Fund](#) provides support to low-income pet guardians in need of life-saving veterinary care for their beloved pets. Last year, more than 600 animals were helped through the fund.

Sponsor a McVitie animal!

The cost of care for one animal can range from \$250 - \$5,000. When you sponsor an animal you will be provided with photos and an update on how the animal is doing. Share the good news digitally with your clients and customers! Businesses that sponsor \$1000 or more will be tagged in a social media post (to approx. 24,000 followers) that shares the animal's story with mention of your generous funding.

Display a coin box

Loose change donated into these coin boxes will go directly toward helping sick and injured animals through the McVitie Fund. A coin box will be mailed out to your business, and once full, simply empty the box, cash the money in at your bank and send a cheque, e-transfer or make a payment by credit card to the VHS.



Copper (pictured above) needed urgent surgery to remove bladder stones.



Buttons' story

When Carly noticed her beloved companion cat Buttons was having problems urinating, she immediately knew something was wrong. Carly rushed Buttons to the vet where they found she had a severe infection and needed an emergency hysterectomy. Carly took Buttons in from the home of a family member who sadly passed away. This special girl is a very important part of the family. Carly has been out of work for the last few months and reached out to the Vancouver Humane Society for help getting Buttons the care she needs. Thanks to generous donors, the VHS's McVitie Fund was there to help. Buttons received the care she needed and is now home recovering safely with Carly.

THANK YOU!



Thank you for your interest in generously supporting the VHS's work in 2023.

Please contact the VHS's Development Director, Claire Yarnold, to get involved in any of these sponsorship opportunities, and for further details.

Email: claire@vancouverhumanesociety.bc.ca
Telephone: 604-266-1012

Listening, learning, and unlearning on unceded xʷməθkʷəy̓əm (Musqueam), skwxwú7mesh (Squamish) & selílwitlh (Tseil-Waututh) territories.

