



VANCOUVER HUMANE SOCIETY
HELPING PEOPLE HELP ANIMALS



**BECAUSE
THEY
MATTER**



SUPPORTING PEOPLE AND ANIMALS IN CRISIS
Sponsorship opportunities

FUNDRAISING AND OUTREACH EVENT

EVENT OVERVIEW

Event name: *Because They Matter*

Event date: *Sunday July 23rd, 2023*

We are delighted to share that VHS's Because They Matter event is returning this summer for the third year running!

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

On July 23rd, 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's program, 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 programs.

THE MCVITIE FUND & HELPING PEOPLE AND PETS PROGRAMS

The VHS operates two programs to assist vulnerable people and their animals. The McVitie Fund offers financial support for veterinary care assistance to people living on low income. The Helping People and Pets in Crisis Program assists people who are in a vulnerable state of not having housing, to access preventative and emergency care for their pets. This year, the VHS's goal is to assist a record number of 700 animals in need. Treatments range from wound repair to live-saving bladder surgeries.





Making the world a kinder place

At last year's event, a visitor to the table picked out a small cat harness. He explained that his mom had taken in a young cat from a neighbour who was unable to care for her; they were carefully helping her readjust and socialize, and he was so excited to allow her to safely explore outside on a leash and regain her confidence.

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, and with the need for support growing each year, we expect to see even more pet guardians visit our table in 2023.

HOW YOU CAN HELP

VHS is looking for donations of new or lightly used **leashes, collars, harnesses, blankets, dog and cat toys, water bowls, blankets, poop bags and plant-based dog and cat treats** for event participants to hand out to vulnerable folks and their animals during this year's event. Our team will be able to collect these items prior to the event from your store.

We are also looking for **matching fund donors** to help us reach our \$15,000 fundraising goal. Matching fund donations **of \$1,000 or more** are a fantastic way for VHS to attract individuals to donate toward this event. All funds raised through this event will assist animals in need.

RECOGNITION FOR YOUR SUPPORT

If you are interested in partnering with VHS for this fundraising event, we will offer the following recognition for your support:



SOCIAL MEDIA

Company name & logo featured on VHS Facebook, Twitter and Instagram posts and stories.

(25k followers across 3 platforms)



VHS NEWSLETTER/ WEBSITE

Recognition in Vancouver Humane Society's Fall 2023 newsletter - mailed out to 800 individuals and emailed to 15,910 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.

THANK YOU!



Thank you for your interest in supporting Vancouver Humane Society's Because They Matter event. Please contact our Development Director Claire Yarnold and Program Assistant Katrina Leppanen via the details below to discuss donations or for more details.

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

CONTACT US

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