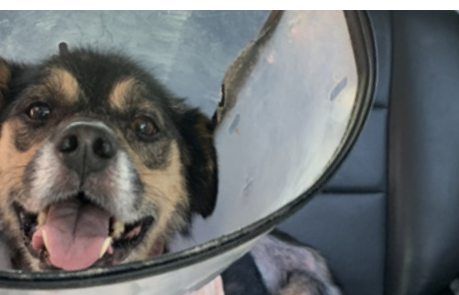


SPONSORSHIP OPPORTUNITIES *for businesses*



2024

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.**

2024 at a glance

July  *Because They Matter*

October  *Silent auction*

November  *Giving Tuesday*

December  *Holiday matching grant opportunities*

GET INVOLVED!

The support of compassionate businesses like yours has a huge impact on the work the VHS can achieve to help animals.

Whether it be a monetary gift, an in-kind donation, or help spreading the word, there are several ways you and your business can be a champion for animals this year.

Read on to learn how you can promote your business, bring in new customers, AND build a kinder community for animals!



Some of the wonderful items contributed by businesses to the 2023 VHS silent auction

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 218,843 unique visitors in 2023. You'll also receive Plant University business cards that can be given to customers at your checkout!



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.

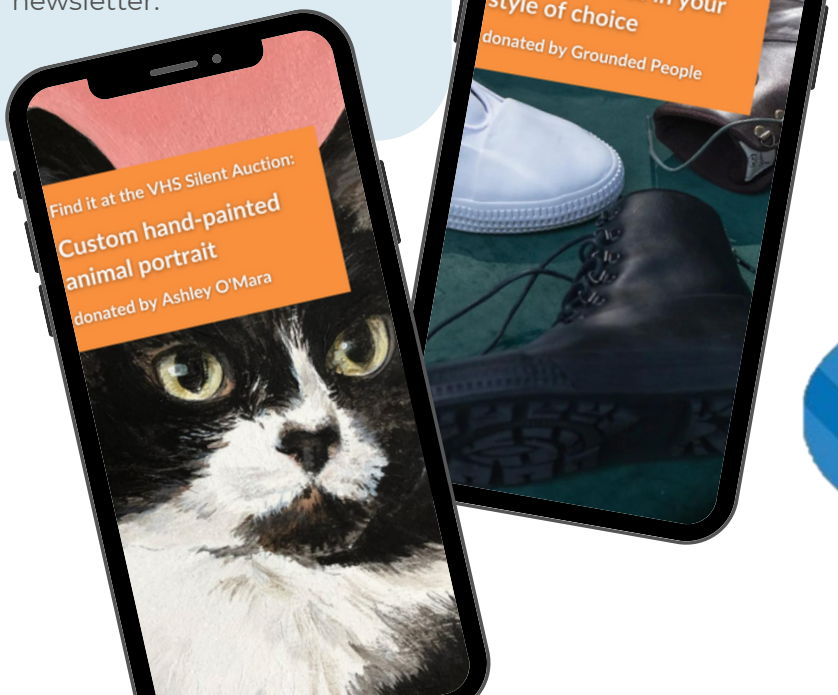
Donate items - Donate pet supplies to be handed out to people and pets in need.

Participate - Fundraise for the event and participate in person on event 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.



Giving Tuesday

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

Your business is invited to match 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 features in the VHS's newsletter, on the social media accounts of both VHS and Happy Herd, on the VHS's website, in a media release, and more!



ONGOING OPPORTUNITIES TO HELP

Ask about any of these options to explore promotion opportunities for your business on the VHS website, social media, and via email.

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.

Teresa Knight Art donated 50% of the proceeds from their artwork sales in the month of December 2023



Matched giving donor

Incentivize the VHS's donors by choosing to match an amount of donations during a certain month! 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.

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. 14,000 supporters who receive the e-newsletter.

Tap to donate

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

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.



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.

Scentsuals and the VHS collaborated on this Instagram giveaway in May 2023

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, 580 animals were helped through the fund.

Sponsor a McVitie animal

The cost of care for one pet 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 \$1,000 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 to your business, and once full, simply cash the money in at your bank and send a cheque, e-transfer or make a payment by credit card to the VHS.



Bella (pictured above) needed emergency eye removal surgery after a severe injury.



Kitty's story

It was nearing the end of the day at a local veterinary clinic when Eric stumbled through the door in tears, carrying his weak cat, Kitty, in his arms. He told the clinic staff his story: Kitty was lethargic and couldn't urinate. Eric, living on the very last of his limited finances for the month, couldn't afford a taxi and carried his beloved companion across town to ask for help.

Kitty used to share his life with Eric's mother, Shirley. When Shirley sadly passed away, Eric took Kitty in without hesitation.

Veterinary staff acted quickly and discovered Kitty was suffering from a severe urinary blockage. If left untreated, blockages of this nature are fatal.

Eric's emergency funds had been depleted in the aftermath of the loss of his mother and in getting together everything needed to give Kitty a home.

Thanks to the McVitie Fund, Kitty was able to receive funding for the care he needed to return home to many more good years of companionship and healing with Eric.

THANK YOU!



Thank you for your interest in generously supporting the VHS's work in 2024.

Please contact the VHS's Development Coordinator, Katrina Leppanen, to get involved in any of these sponsorship opportunities, and for further details.

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

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

