



VANCOUVER HUMANE SOCIETY
HELPING PEOPLE HELP ANIMALS

**SUPPORTING PEOPLE AND
ANIMALS IN CRISIS**

**BECAUSE
THEY
MATTER**



**FUNDRAISING AND OUTREACH
EVENT**



SPONSORSHIP OPPORTUNITIES
2025



EVENT OVERVIEW

We want you to be a part of the Vancouver Humane Society's fifth annual Because They Matter event this summer!

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

On July 20th, 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 through the VHS's McVitie Fund. 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 VET CARE

Your sponsorship of Because They Matter benefits the VHS's vital animal protection work, including the McVitie Fund program, which offers financial support for emergency veterinary care assistance to people living on low income across B.C. The McVitie Fund assists with funds for veterinary procedures ranging from surgeries in response to life-threatening pyometra infections, to catheterization to treat severe urinary tract blockages.

People seeking to access support are often dealing with the stress and uncertainty that can come with an animal becoming sick or injured while facing the numerous challenges of poverty. Some of the groups of people the McVitie Fund helps the most often include women, Indigenous people, and seniors. The VHS is working to break down the barriers that structurally vulnerable people often face through events such as Because They Matter and support from the McVitie Fund.



THE MCVITIE FUND

AT A GLANCE

**900+**

animals expected to return home to their families this year, thanks to the McVitie Fund

**~24**

pets helped each week

\$500

average cost per pet

FINN'S STORY

Ginny's beloved puppy, Finn, needed life-saving surgery for an intestinal obstruction after accidentally swallowing a pair of socks. Living in temporary housing with no funds available for his surgery, Ginny was devastated. Since rescuing Finn, Ginny has delighted in caring for him and spending her days by his side. The McVitie Fund made Finn's life-saving surgery possible. "I'm so grateful and relieved," Ginny shared. "Thanks to your compassion, he's happy and healthy again."



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 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 20th 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 \$16,000!



RECOGNITION & BENEFITS

We look forward to tailoring the details of your sponsorship to meet your goals.

Recognition for your support of Because They Matter can include:

- recognition on social media
- recognition in the Vancouver Humane Society's Fall 2025 newsletter
- mention in media releases
- updates /reports on the event and all you made possible for animals
- ...and more!

OUR AUDIENCE

17,300 e-mail subscribers
23,000 Facebook followers
3,400 Instagram followers



WEB (2024)

720,000 + unique pageviews
303,000 + unique visitors





MAKING A KINDER WORLD



ANGEL & BILL

Angel and her guardian Bill visited us at last year's Because They Matter event and picked up some litter, a new wand toy, and a water fountain.

Bill told us that Angel saved his life and that she has provided comfort to many other people living in the DTES community.

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 2025.





THANK YOU!



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

To read more about the Vancouver Humane Society, please visit [our website](#).



CONTACT US

Katrina Leppanen (and Jimi)
Development Manager
604.266.1012
katrina@vancouverhumanesociety.bc.ca

*Listening, learning, and unlearning on unceded
xʷməθkʷəy̓əm (Musqueam), skwxwú7mesh
(Squamish) & sel̓ilwítulh (Tsleil-Waututh) territories.*

