



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

Sponsorship opportunities

TUESDAY DECEMBER 3, 2024



EVENT OVERVIEW

Event name: Giving Tuesday

Event date: Tuesday December 3, 2024

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 8 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 animals rescued from the farming industry. Happy Herd cares for 60 animals including pigs, cows, goats, chickens, sheep, cats, and one dog! Each cherished animal has their own name and personality, and spends their days enjoying life with their fellow herd family members. **Happy Herd is currently spending approximately \$10,000 a month on food, shelter, and veterinary expenses for the animals.**

OUR GOAL

The 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 expenses at the sanctuary and the 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 2025). 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 2024.
 - 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 Manager Katrina Leppanen by November 22 via the details below to discuss donations or for more details.

Email: katrina@vancouverhumanesociety.bc.ca

Telephone: 604-266-1012

