



Animal Protection Center
OF SOUTHEASTERN MASSACHUSETTS

Dear Local Business Owner/Operator,

Did you know that right in your neighborhood there is a sanctuary for homeless, neglected, abused, and underprivileged animals? Recently the MSPCA announced that it would be closing their Brockton Animal Care & Adoption Center in September. As you can imagine, this could leave a gaping hole in the prevention of cruelty to animals without a place of refuge for them. In an effort to fill that gap we would like to introduce the new Animal Protection Center of Southeastern Massachusetts. The Animal Protection Center of Southeastern Massachusetts is a non-profit organization that is planning to lease the current MSPCA building, offering a refuge for homeless, neglected, abused and underprivileged animals in our community, while also focusing on the prevention of cruelty to animals, education & helping the community.

The Animal Protection Center of Southeastern Massachusetts will be an open admission animal care & adoption facility. Many of us have pets at home and treat them as part of the family. That is how the workers and volunteers plan to treat the pets that come to the Animal Protection Center of Southeastern Massachusetts. Our love is unconditional and our mission is to provide top care for these animals while they rehabilitate. Along with the TLC that comes from its members, the Animal Protection Center of Southeastern Massachusetts will rely heavily on donations from pet suppliers, neighboring towns, individual contributors, and YOU! We couldn't provide the great quality of care and service to our neighborhood without the help from the business men and women of our community. We know that the service that a local shelter provides is invaluable to its social responsibility to the community in which we all live and that is why we want to introduce ourselves to you and let you know about our current fundraising drive to manage the transition of the shelter from the MSPCA to the Animal Protection Center of Southeastern Massachusetts. In order to continue with our high level of care for these animals, we have forecasted a figure of \$50K that needs to be raised by September 30th 2009. We have worked hard to drive better relationships with our suppliers and continue to rely heavily on volunteer help, but that won't be enough.

What can you do to help you might be asking yourself at this very moment? Well good thinking! We have a variety of opportunities present that will help us obtain the donations we desperately need and in exchange can provide our local businesses with great place for local advertising. Our foot traffic is quite high from families and people looking to adopt. On the back of this letter is a list of ways that you can support your community shelter with donations and business partnerships.

We will only be as strong as our community involvement and together we can make this a huge success to find these animals loving forever homes. The Animal Protection Center of Southeastern Massachusetts is made up of individuals who have been at the forefront of advocating on behalf of animals in our community for many, many years and we hope to continue our mission with even stronger roots for many years to come, but we really need your help to make it happen! We look forward to building a long and reliable partnership with you and appreciate your interest in our mission.

We appreciate you making time to read this letter and encourage you to contact us for more information and to become active in your community animal shelter. **Please contact Chuck @ 508.584.0071 or partnership@apcsm.org to learn how you can make a difference!**

All of the wagging tails, muddy paws, and unconditional love from our animals are deeply grateful for your help. Thank you.

Regards,

Animal Protection Center of Southeastern Massachusetts

Animal Protection Center of Southeastern Massachusetts, PO Box 222, North Easton, MA 02356-0222

web: www.apcsm.org **email:** info@apcsm.org

Meet Mabel

When Mabel's owners moved out of their apartment, their 6 year old English bulldog didn't get to go with them. Instead, she was left behind at the property. The landlord tried to find a home for her, but soon realized that placing an older dog into a loving home is not an easy thing to do. When all options were exhausted, he needed help. Mabel arrived at the adoption center and quickly charmed staff and volunteers with her smile and loving personality. Two weeks later, after a trip to the vet for her spay surgery, Mabel found her new family and started her new life.



Priscilla to the Rescue

The round the clock feeding schedule of newborn kittens is a daunting task for a person to take on. When two female kittens were surrendered to the adoption center,



staff scrambled to find a foster home suited to the situation. It soon became clear that no such foster home was available. Just when it seemed hopeless to help these little ones, a staff member remembered Priscilla- a sweet female cat surrendered with her 3 month old kittens. The kittens were recently weaned, and Priscilla was still able to nurse. The nurturing cat took to the new babies as if they were her own; feeding them and keeping them warm and clean. The new family is currently in a foster home until the kittens are old enough to find homes of their own.

If the adoption center in Southeastern Massachusetts were to close forever, what would happen to these animals, and the 4,000 others that had no where else to turn last year? With your support, we'll never have to know.

How Can You Help?

Adopt-A-Kennel! We can provide you with advertising space in the shelter. Your fee of \$125 will be applied to the routine caring of that pet with items such as toys, food, water, bedding just to name a few! These sponsorships will be available on a monthly basis. Other spaces for sponsorship will be available throughout the year as well, so please keep us in mind.

Spread the Word! Communication is a big part of our ongoing effort to reach out to people and let them know about our pets' struggle and how they might be able to help. If you can publicize flyers and pamphlets in your business areas to help spread our message, it will help tremendously. Communication by email to your employees, newsletters to your customers, and memos to your fellow business partners and suppliers will help start a communication chain reaction than can be passed on and on by everyone and be very helpful for our cause!

Monetary Donations! To provide the level of care these animals need comes with daily costs for medicine, treatments, upkeep, etc. These costs are inevitable and to help with the burden of these costs, you can make tax-deductible monetary donations to the shelter in any denominations desirable. These donations can be recurring donations or one-time donations. Every little bit helps and when it comes to the costs of providing the TLC that these animals need and deserve, this is one of the greatest gifts of all.

Sponsor our Events! The Animal Protection Center of Southeastern Massachusetts will be holding special events at numerous locations throughout the year to drive community awareness. During these events raffles will be held, silent auctions will be performed, and goods and services will be passed on to supporters of our cause in exchange for their donations. Your local business/organization can donate items or services for these events, gain free publicity, and help drive our fundraising efforts in the process. We can also use ongoing sponsorship to provide the daily supplies necessary to run a shelter – such as office supplies, pet care needs, communication links, cleaning supplies, etc. We would be proud to acknowledge your support by using your business name within our shelter and various communication channels.

Donate Your Time, Goods and Services! We are always in need of volunteers to help care for these animals, walk the dogs, clean the shelter, do laundry, maintain the buildings, and help with the foot traffic that comes through our shelter on a daily basis. Your and your employees' time can be used on the weekdays and weekends to perform a variety of tasks that are needed for the upkeep of the building and more importantly for the wellbeing of our animals. We would be proud to acknowledge your support by using your business name within our shelter and various communication channels

Dog Park Banners! Advertise your business with our dog park. Our dog activity park has ample space that points to the parking lot and main entrance views and, between the dogs that are being walked in and around the enclosed area, the weekend activities, the agility and obedience classes, and special events that we hold on the premises, the foot traffic per month is significant!

Joint Promotions! Cross-posting banners on websites, in shops, in newsletters, and in email communication can be an effective way for the Animal Protection Center of Southeastern Massachusetts and local business owners to help drive traffic, awareness, and stimulate fundraising for both parties. If you have the ability to cross-post with us so that we can enter a joint engagement, we can help service each other's needs.