



PET PALOOZA FUNDRAISING GUIDE

Pet Palooza Rerouted 2021



PET PALOOZA
WALK

for the animals

APRIL
24

PETPALOOZACHARLOTTE.ORG

VIRTUAL walk for the animals

REROUTED

ABOUT HSC

The Humane Society of Charlotte believes in working to improve our community by creating new, loving families, and building a world where there are no more homeless and unwanted animals. This is an ongoing process — for every animal we can connect with a new family, another animal in need comes to HSC’s shelter.

HSC Mission:

The Humane Society of Charlotte is a community resource committed to delivering effective, innovative services that strengthen the human-animal bond and improve the lives of companion animals and the people who care about them.



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WE COULDN'T DO IT WITHOUT YOU.

Our life saving and life changing work continues because of people like you.

Check out some of our numbers from 2020:

- Adoptions: 2,999
- Foster Animals: 1,517
- Spay/Neuter Surgeries: 10,006
- Community Cats Altered: 1,828
- Essential Care Patients: 4,331
- Low Cost Vaccines Administered: 12,293
- Lbs. of food distributed through our pet food bank: 59,692 lbs.

HSC does **not** receive government funding or any portion of donations from a national organization. We rely on donations from our generous donors to continue our work. The funds you raise **directly** help the animals in our care.



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Chop and HSC Animal Care Associate, Amelia



PERSONALIZE YOUR PAGE

1. Add photos! People want to see you and your pet. Trust us.
2. Share your story. Your "why" creates a connection with your potential donors.
3. Kickstart your campaign with a gift. Your network is going to be more likely to donate when they see that you've donated to the cause yourself.
4. Reach out to your network via social media, email, text, phone calls, etc.
5. Don't be afraid to follow up.
6. Get creative! Do you have any special talents that can help you raise money?
7. Don't forget about matching donations from employers.



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OUR NUMBER ONE FUNDRAISING TAKE AWAY: SHARE YOUR WHY!

Let people know WHY you support HSC! Personal connection is so valuable, especially when human connection has been difficult to find in the last year.



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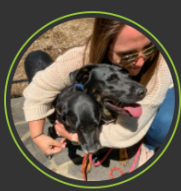
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FACEBOOK FUNDRAISER

Log in to your qgiv fundraising page and connect your Facebook account to reach your friends and family even easier!

Remember, your Facebook fundraiser MUST be set up through your qgiv account in order for funds to count toward your PP fundraising goal.


Event Home Register Sponsors About Event Donate



- Dashboard
- Share Event
- My Donations
- Resources
- My Registration
- Manage Registrations
- Our Team

My Fundraising Dashboard

Customizing your fundraising page will help you raise more money! Creating a unique page for yourself is easy – all the tools are right here.



Show your support with a Facebook fundraiser

Connect your fundraiser to Facebook to easily get donations from family and friends. On average, connected fundraisers raise over \$150 through Facebook!

Not Now
Connect to Facebook

Get the Word Out

Providing easy access to your fundraising page is a great way to increase donations.



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HSC ALUM ADORA





HSC ALUM ADORA

Your funds directly help animals like Adora.

The Humane Society of Charlotte was called in to help Adora after she was discovered in an abandoned building. Adora was fearful of humans and seemed unsure about leaving her current "home." Because Adora was so cautious with humans, humane traps were set so we could safely bring her to the shelter to start her road to recovery.

Upon arrival, Adora was covered in live fleas and ticks and suffering from demodectic mange - a curable mange. Adora also had ear and eye infections.

After receiving some much needed TLC from the HSC staff, Adora found her forever home where she is now happy, healthy and enjoying the life she deserves.

These happy endings are possible because of people like you.



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HSC ALUM DOUG





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HSC ALUM DOUG

"Thank you so much for taking such great care of me until I found my fur-ever family - which I absolutely did!..Sunbathing is my favorite so far, and can't wait until summer to do more of it often.

I love every single person I meet! I wish I could play with all of the other puppies in my neighborhood, but my new parents are making me take it slow because I guess I am down a leg? I wouldn't know since I approach everything just like all other pups. Every day I let my parents see more and more of my personality, and they are just LOVING me! I am also a big fan of sleeping and sleep all through the night. Not sure if it's because I'm that tired or just because they share their king size bed with me..

We went to some fancy dog store and my parents let me pick out all the toys and treats I wanted - I wonder how long they'll let me get away with that! Anyway, life is great in my new home but I will always be grateful for the Humane Society of Charlotte for all of the hard work they do every day to make sure every pup gets into homes like my new one."



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Essential Care patient and HSC Clinic Services Practice Manager, Kevin



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As soon as COVID-19 hit Charlotte, our Community Outreach Coordinator pivoted from in-person pick ups to delivery of food to all of our Pet Food Bank clients.

We had an especially touching delivery in September of 2020.

Tigre was a PFB client who was suffering from an eye infection, which was causing chronic pain. Our veterinarian was able to perform surgery on Tigre, alleviating his pain allowing him to return to life as a happy cat.



Photo by Houston Ray



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HELP!

Need help setting up your fundraising page? Do you have questions? Are you looking for stories to feature? Are you just plain lost or want to chat?

Please email
events@humanecharlotte.org