Project Plan: September 2014

Executive Summary

Harvest Home Animal Sanctuary engages with a broad spectrum of supporters who desire to build a more compassionate world for animals. A vital organizational priority is to develop a strong, sustainable base of support to sustain our ongoing work to save the lives of animals and promote humane care.

Objectives

Our one-month funding initiative is designed to create a dynamic fundraising strategy to acquire a vehicle to support our ongoing rescue and animal care efforts through the following methods:

- Establishing a synced fundraising strategy across HHAS communication lines (i.e. eNewsletter, social media, website and direct mail)
- Raising an additional $40,000 in fundraising activity through direct appeals to existing and new donors to support the purchase of a rescue van before the end of 2014

Fundraising Strategy

Through effective messaging, HHAS will develop meaningful opportunities to inspire charitable giving. A key component of our fundraising plan is to illustrate the impact of a donor's contribution in a meaningful way related to improving the lives of animals.

Fundraising Budget

- Ford Motor Company van vehicle price: $39,300
- Van insurance (initial): $400
- Van registration (initial): $300

Organizational Summary

Harvest Home Animal Sanctuary is an animal rescue, rehabilitation and humane education center in California's San Joaquin Valley. Each day, we have the opportunity and confirmation that our rescue and education programs provide meaningful support to animals in need. Through our "Three R's (Rescue, Rehabilitation, and Relief) Program", our Stockton-based organization currently operates a two-acre facility that provides lifelong refuge for approximately 225 animals every day of the year. Over the last year alone, we've saved more animals (over 1,500 individual animals) than ever before in our sanctuary's short history from high-kill animal shelters, hoarders, foreclosure situations and cruelty investigations. **Online at HarvestHomeSanctuary.org.**