



Will you give animals hope?



Freddy



Campaign:
2022 MAR Capital Campaign

Mail Date:
03/07/2022

Component:
Outer Envelope

Description:
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atlanta hu♥ane society

01-10-ATLGA-0322-U



Aela



Campaign:
2022 MAR Capital Campaign

Mail Date:
03/07/2022

Component:
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Building Home, Health, and Hope Campaign

This is greater than each of us.
It will take all of us.

atlanta huane society

The Atlanta Humane Society is a no-kill shelter providing 60,000 animal care points each year through sheltering and adoption, veterinary care, and community outreach.

For a site tour and to review plan details for our new center, please contact:

Joy K. Hallinan, CFRE
Senior Vice President and Chief Philanthropy Officer
Jhallinan@atlantahumane.org

Dear <Fname>,

In a world where many of us have plenty, it's hard to imagine a life with absolutely nothing. But try, if you will, to imagine having no place to call home and nobody who loves you.

That's the sad reality for too many animals in our community. But thanks to supporters like you, more and more of them are being rescued. You've given them a safe place to go... a sanctuary in a cold, scary world.

And now, we're preparing to take the next crucial step forward. I'm thrilled to provide a glimpse into the future of animal welfare in Atlanta. **The Atlanta Humane Society's Building Home, Health, and Hope Campaign will transform the lives of animals and our community for decades to come.**

As you'll see on the proposal I've enclosed for you, it has taken many years of planning to be ready to design, build, and move into a new home for Atlanta Humane on the Westside of Atlanta on Perry Boulevard. I want to let you know how your gift will make a difference for homeless animals. The changes we've planned are essential and include:

- A reimagined approach to animal sheltering and care.
- Enhanced care to address the medical and behavior needs of animals staying with us for longer periods of time.
- New ways to minimize fear and stress in shelter animals.
- Increased support of volunteer foster families.
- An enhanced Shelter Medicine Program.

The enclosed information outlines these changes in greater detail. **We are in the final stages of this campaign with construction set to begin soon. We need your help to cross the finish line**

(over, please)

we've set for the Building Home, Health, and Hope Campaign.

While our history runs deep in the city of Atlanta, this building campaign represents one of our true milestone events. Throughout our existence, our community has joined us in advocating for the neediest of animals. We've created an incredible foundation built upon compassion, but so much more needs to be done. The needs of our community's animals are changing, and we're invested in their future and the future of our city.

We're proud to have supporters like you advocating for the animals alongside us. Animal welfare in Atlanta can evolve and become even more progressive, but only with your continued support in this mission.

The challenge is that our resources are limited and our funds have been directed to provide animals with a high standard of care. Building improvement and expansion have been deferred in favor of other pressing needs and lots of hungry mouths to feed. Our new **NameTBD** Animal Care Center will be a strong investment in the future, making it possible to serve animals more effectively and efficiently. We need your help to make it a reality.

Your support is vital to building our new animal care center. **This is your very last chance to help close the remaining gap in funding for this campaign.**

Help us make this dream a reality. In doing so, hope and second chances will be plentiful for the 60,000 animals we help every year. In the words of anthropologist Margaret Mead, "Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has." Your gift will make a difference.

Can we count on your extra gift today? There are a range of giving opportunities tied to this campaign, including the opportunity to attach your name permanently to the new building (more details enclosed).

Please make an additional gift today, above and beyond your annual support, as an investment in the future of cats and dogs in our community. I thank you in advance for your support. Your special gift will help countless animals be healthier and happier for years to come.

We're so close to reaching our goal! Together, we can make our region an even more terrific place to live for people and our animal friends alike. On behalf of the animals we serve, I thank you for your thoughtful and generous gift.



Cal Morgan
President and CEO

P.S. If you would like to discuss our plans and your gift, we would love to talk with you! Atlanta Humane has many naming opportunities available to honor your generosity. Please contact Joy K. Hallinan at Jhallinan@atlantahumane.org.

03-ATLGA-0322-UD



Campaign:
2022 MAR Capital Campaign

Mail Date:
03/07/2022

Component:
Letter

Description:
8 1/2 x 10 1/2 , fold in half | 4/1 | no bleed | 60# White Offset | Digital

atlanta hu♥ane society

981 Howell Mill Road N.W.
Atlanta, GA 30318
atlantahumane.org

<Fname> <Lname>

<Address1>

<Address2>

<City>, <State> <Zip>



<SCANLINE1>

Our challenge to you

Yes! Please use my gift to the Atlanta Humane Society to help animals be healthier and happier in our new home on Perry Boulevard.

- ☐ \$<UG1> ☐ \$<LG>
☐ \$<UG2> ☐ Other \$_____

- ☐ Please make this a monthly gift -
see back for payment options

Please return this form with your check payable to the Atlanta Humane Society. To charge your gift or give through your bank account, please see the back of this form. Your contribution is tax deductible to the extent allowed by law.



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Component:
Remit

Description:
8 1/2 x 3 1/2 | 4/1 | no bleed | 60# White Offset | Digital

Special Gift From My Bank Account or My Credit Card

Please charge to: ☐ Bank Account ☐  ☐  ☐  ☐ 

To debit from your checking or savings account, please enclose a check marked "VOID" so that we may make arrangements with your bank, and sign below.

Credit Card Number ---

Expiration Date - CVV Number

Print name on card

Signature

Email Address (Needed for credit card or bank account gifts)

Cell Phone Number (for text updates on the animals)

Are you a: dog person cat person both

☐ A one-time gift of \$ OR

☐ A monthly gift of \$

(Please charge my account monthly until I cancel)

☐ I have enclosed my company's matching gift form.

☐ Please send me information on helping animals with a bequest in my will for the Atlanta Humane Society.



PLEASE ENCLOSE THIS COUPON WITH YOUR GIFT
IN THE ENVELOPE PROVIDED.

The Atlanta Humane Society is a 501c3 nonprofit organization
and receives no funds from city, state, or national animal groups.

05-DR-ATLGA-0322-UD



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Donor recognition

The Atlanta Humane Society Board of Directors would like to pay special recognition to major donors whose generosity and concern for companion animals will help to make the new NameTBD Animal Care Center a reality. Those individuals, families and organizations who contribute at a higher level will receive special recognition for their support by being offered permanent donor recognition.

Donor naming opportunities

Donors with generous commitments of \$10,000 or more may choose to name a room or other designated space in the new NameTBD Animal Care Center. Signage naming a room, for example, will be placed near the room’s entrance. There is also an opportunity to personalize a brick that will pave the way to our new facility.

Naming opportunities may include the name of the donor, his or her family, business, or individual(s) of the donor’s choice, as well as honoring or memorializing a beloved pet. They will be awarded on a first come, first served basis.

Please contact Joy K. Hallinan at Jhallinan@atlantahumane.org to discuss naming opportunities.

Here are the gifts we still need to complete the Building Home, Health, and Hope Campaign.

# OF GIFTS	AMOUNT
1	\$XXX,XXX
2	\$XX,XXX
XX	\$XX,XXX
XX	\$X,XXX
XX	\$X,XXX
XXX	\$XXX
XXX Gifts	Total \$X.X Million

atlanta
huane
society

Building Home,
Health, and Hope



Campaign:
2022 MAR Capital Campaign

Mail Date:
03/07/2022

Component:
Doubleslip

Description:
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Specially designed cat areas

NameTBD Animal Care Center: A New Home

We are almost ready to build and move into a new home for the Atlanta Humane Society on the Westside of Atlanta on Perry Boulevard. We will remain close to our roots on Marietta Street and Howell Mill Road, but we will be spread out with room to grow on five acres.

Community need for the project

In the past six years under new leadership, we've taken tremendous strides in being invested in our city's animals. With this progressive vision for animal welfare, we've impacted more lives than ever before, and we have created new programs to serve and advocate for the vulnerable.

The timing of this new facility could not be more appropriate as advancements in adoption, fostering, behavior, and shelter medicine all require a reimagined approach to animal sheltering and care. Animals are in our care longer than in the past to address critical medical and behavior needs. Many of them require more services and longer stays before they are ready for adoption, including those rescued from cruelty and neglect situations.

Benefits to the community

Working with experts in animal sheltering design, the animals entrusted to our care will be healthier and happier while in our facility, enabling us to learn more about them and help them find a home faster. Throughout the new center, we are enhancing the flow of animals and people to increase efficiency and reduce disease transmission. Our architects and team are dedicated to

providing a facility that works for Atlanta's animals and one that is built upon the highest current standards of animal care and housing in the United States.

Renovation and expansion

Our new NameTBD Atlanta Animal Care Center will help animals be healthier and happier by providing:

- Specially designed **cat areas** that protect cats from stress so they can heal and avoid longer stays in shelter facilities.
- Increased **services and resources** for pet owners to ensure pets can stay with the families who love them.
- Enhanced **Shelter Medicine Program** to help us care for more difficult cases and expand towards our ability to support thousands more animals.
- Increased **foster care network** with more medical and behavior advice for foster caregivers and a dedicated space for them and their animals.

We hope to increase our capacity as a humane organization providing support to animals throughout Georgia and the Southeastern region of the United States, by creating healthy pet communities throughout our region. **Please join us in building a new home, providing for the health and well-being of people and animals, and providing hope for the future.**

For more information please email Jhallinan@atlantahumane.org or visit our website at atlantahumane.org/campaign



Large auditorium and terrace

06-ATLGA-0322-UD



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Doubleslip

Description:
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Name

Address

City/State/Zip



Your
Stamp
Here

Thank you for your support!

Atlanta Humane Society
PO Box 746181
Atlanta, GA 30374-6181



02-9-CF-ATLGA-0322-U



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2022 MAR Capital Campaign

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03/07/2022

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