



## **BUILDING A PLACE WHERE HAPPINESS BEGINS**

### **A CAPITAL CAMPAIGN FOR A NEW ADOPTION CENTER**

#### **Naming Opportunities and Donor Recognition Program**

As part of the *Building a Place Where Happiness Begins* campaign, AWA's Board of Directors is committed to publicly recognizing *every* contributor of \$300 or more who help make AWA's new Adoption Center a reality. Donors of \$300 or more will be acknowledged on a unique Campaign Honor Roll that will be displayed prominently in the lobby of the new Center.

#### ***Naming Opportunities: \$5,000 or more***

Contributors who commit at least \$5,000 over three years are encouraged to select an area or location in the new shelter to recognize their participation or to honor or remember a family member, friend, or companion animal.

Certain locations lend themselves to the inclusion of a contributor's actual name - *The Mary Smith Canine Wing*, for example. Other areas such as the main lobby or staff offices are more appropriate for the prominent placement of an attractive recognition plaque that acknowledges the contributor's generosity without "naming" the selected area. For example:

*The construction and furnishing of this conference room  
were made possible by the generosity of  
Mr. and Mrs. Frank J. Jones  
January 2019*

The Executive Director will work with contributors to tastefully accommodate their wishes.

## NAMING OPPORTUNITIES

### **New Adoption Center** **\$500,000**

A gift at this significant level will memorialize *in perpetuity* the name of this very generous donor or a loved one or friend of their choosing. Tasteful, prominent visibility near AWA's busy entranceway, in the main lobby, and in other ways within the new Center itself is appropriate and will be discussed.

### **Visitor Service Area**

#### **Main Lobby** **\$250,000**

Thousands of visitors every year will feel welcomed when they enter this modern, open, and sun-lit reception area.

#### **Conference/Class Room** **\$150,000**

This large, flex-space room adjacent to the main lobby will be used for community workshops, volunteer classes and staff meetings.

#### **AWA Shop *Reserved*** **\$50,000**

This unique shop will offer a variety of items ranging from specialty dog/cat treats and toys to training supplies and AWA logo goods.

#### **Welcome Desk** **\$50,000**

Visitors will be greeted and helped at this high-traffic starting point for all AWA services and programs.

#### **Courtyard Patio *Reserved*** **\$25,000**

Relax and get acquainted with your new friend in this furnished outdoor patio.

#### **Campaign Honor Roll** **\$15,000**

Every campaign donor of \$300 or more will be listed on this prominently positioned recognition plaque, made possible by a special gift from a contributor.

#### **Shelter Services Manager's Office** **\$5,000**

### **Adoption Services Area**

#### **Small Animal Area** **\$30,000**

This room will be a temporary home for rabbits, gerbils, hamsters and other lovable little guys who are awaiting a home.

#### **"Real Life" Rooms (2)** **\$20,000 each**

Life for a shelter dog can be extremely stressful. To help older or more anxious dogs, AWA will have two rooms designed to feel like a warm, welcoming living room.

#### **Volunteer & Staff Lounge and Kitchenette** **\$15,000**

This multi-purpose room provides ample space for AWA's dedicated volunteers and staff to take a break, grab a snack, work on a special project, or even bake dog treats.

#### **"Get Acquainted" Rooms (2)** **\$15,000 each**

These rooms provide potential adopters calm, stress-free space to get to know their new friend.

**Adopter Relations Rooms (4)** **\$7,500 each**  
 These offices will offer adopters a quiet area in which to discuss their questions, preferences and other personal considerations with the staff.

**Adoption Staff Office** **\$7,500**

### **Animal Care Areas**

**Medical Examination Suite *Reserved*** **\$30,000**  
 Thousands of homeless animals a year will be readied for adoption within this busy clinical care area, comprised of exam rooms, animal isolation rooms, a staff workstation, and medical storage.

**Food Prep/Clean Storage and Laundry Area** **\$30,000**  
 This large food preparation area will provide staff and volunteers with the facilities, equipment and appliances needed to efficiently prepare hundreds of meals each day. A dedicated laundry room is adjacent to, but separate from the clean storage space.

### **Cat Wing**

**Naming Rights to the Wing** **\$150,000**  
 A gift at this significant level will be memorialized *in perpetuity* on this wing with the name of a generous donor... or a loved one or friend of their choosing.

**Cat Adoption Room** **\$50,000**  
 Each of these many glass-front “cat condos” faces the main “Cat Wing” corridor, allowing for curious cats and kittens to watch humans coming and going.

**Community Cat Room *Reserved*** **\$30,000**  
 This glassed-in, outside-facing room adjacent to the lobby will showcase adoption-ready cats to visitors as they arrive. This large, open space will provide resident felines the opportunity to live with plenty of room to exercise, climb, and interact with other cats.

**Nursery/Foster Cat Room** **\$30,000**  
 This glassed-in, outside-facing room – adjacent to the Community Cat Room – provides flex space for AWA to set-up kitten incubators and volunteer care stations during peak kitten season to care for the hundreds of orphaned baby kittens that come in during the summer months.

**Cat Bank Room** **\$30,000**  
 This second cat adoption room will feature individual cat cages where over a thousand cats and kittens a year will be comfortable as they await their forever home.

**“Get Acquainted” Room *Reserved*** **\$15,000**  
 This quiet, closed-door room will allow adopters to become acquainted with their new feline friend, or for volunteers to work on socialization in a relaxed, stress-free environment.

**The “Catio” - *Reserved*** **\$15,000**

This south-facing play room and “sun room” will provide cats with a pleasant respite from their cages as they watch birds outside the large window and bask in the sunlight.

**Cat Holding Room** **\$10,000**

This separate room will allow newly-arriving cats and kittens to acclimate to the shelter, be monitored for disease, and receive pre-adoption veterinary care before moving to the adoption rooms.

**Cat Isolation/Treatment Room - *Reserved*** **\$7,500**

This separately-vented room, located within the Medical Examination Suite, will allow staff to isolate and treat contagious cats and kittens away from the Center’s healthy residents.

**Dog Wing**

**Naming Rights to the Wing** **\$150,000**

A gift at this significant level will be memorialized *in perpetuity* on this wing with the name of a generous donor... or a loved one or friend of their choosing.

**Kennel Suites (3)** **\$25,000 each**

Near the main dog wing corridor are three suites containing several smaller dog housing “pods.” Each suite has access to the outside and is in close proximity to the play yards. The design of the suites’ corridors, “pods” and natural light reduces stress, barking and noise.

**Pods (10)** **\$10,000 each**

“Pods” are groupings of dog kennels. Arranging kennels so the dogs aren’t facing each other while limiting the number of dog cages to three or four kennels per structure reduces stress. Each kennel is easily accessible to the public through an indoor corridor and has access to an outdoor walkway for volunteers to exercise them.

**Behavior Room** **\$15,000**

Some dogs arrive at AWA with behavioral problems and need specialized space where they can be rehabilitated by AWA’s professional staff.

**Dog Isolation Room - *Reserved*** **\$10,000**

Newly-accepted dogs or puppies will also have a place to acclimate to the shelter and rest while their vaccinations take effect.

**Isolation Room** **\$7,500**

This separately-vented room, adjacent to the Medical Examination Suite, will enable staff to isolate contagious dogs from healthy ones, thus reducing the spread of disease.

**Dog Play Yards (1) *Reserved*** **\$7,500 each**

Set behind the Pet Clinic, and just steps from the Dog Wing and abutting the woods, will be two large professionally-landscaped play yards with water, shade covers, agility equipment and benches. Volunteers and potential adopters are invited to play off-leash with dogs.

**Walking Trails (2) *Reserved*** **\$5,000 each**

These marked, winding trails will afford AWA’s resident dogs the opportunity to enjoy on-leash daily exercise and fresh air with a volunteer, staff member or potential adopter.

## Ground Floor Administrative Area

<b>Community Training Room</b>	<b>\$50,000</b>
This large classroom will be heavily used for group dog training classes, humane education classes and volunteer programs, all in-demand services for a reputable humane association.	
<b>Small Conference Room</b>	<b>\$15,000</b>
<b>Administrative Suite</b>	<b>\$25,000</b>
This area is AWA's management suite where senior staff and key volunteers can work collaboratively.	
<b>Reception Area</b>	<b>\$10,000</b>
<b>Executive Director's Office</b>	<b>\$10,000</b>
<b>Director of Development Office</b>	<b>\$5,000</b>
<b>Director of Finance Office</b>	<b>\$5,000</b>
<b>Special Events Manager Office</b>	<b>\$5,000</b>
<b>Volunteer Coordinator Office</b>	<b>\$5,000</b>
<b>Human Resources/Accounting Clerk</b>	<b>\$5,000</b>
<b>Other Staff and Volunteers' Work Stations (6)</b>	<b>\$5,000 each</b>

## Public Pet Clinic

<b>Public Pet Clinic</b>	<b>\$500,000</b>
As with the Adoption Center, a gift at this significant level will memorialize <i>in perpetuity</i> the name of this very generous donor...or a loved one or friend of their choosing. Prominent visibility in AWA's' high-traffic clinic entranceway, in the main lobby and in other ways within the Clinic itself is appropriate and will be discussed.	
<b>Surgery Room</b>	<b>\$25,000</b>
Over 12,000 surgeries a year are performed on community and shelter pets in AWA's surgery room.	
<b>Memorial Hallway - <i>Reserved</i></b>	<b>\$25,000</b>
Filled with warm memories of deceased little friends, this glassed-in hallway leads from the Pet Clinic lobby into the new Adoption Center.	
<b>Clinic Administration Area</b>	<b>\$15,000</b>
Both veterinary and administrative staff share this open work space, ensuring quick and accurate sharing of information on the animal patients.	
<b>Laboratory &amp; Pre-Prep Area</b>	<b>\$7,500</b>
Here staff and volunteers will process laboratory specimens, prepare surgical packs and compound drugs for use in the Clinic.	
<b>Dog Surgery Holding Area</b>	<b>\$5,000</b>
This room is where dogs reside before and after having surgery.	
<b>Surgery Bays (2)</b>	<b>\$5,000 each</b>
Each surgery "alcove" is outfitted with a surgery table, surgery lights and plumbed medical gases.	

***Special Recognition Levels: \$300 to \$4,999***

Contributors at the following levels of support will be offered recognition on the *Honor Roll*.

GOLDEN PAWS SUPPORTERS	\$3,000 - \$4,999
SILVER WHISKERS SUPPORTERS	\$1,000 - \$2,999
BRONZE TAIL SUPPORTERS	\$300 - \$999

Donors of \$299 or less will be recognized on AWA's website and in campaign newsletters.

*AWA requests that capital gifts are made in addition to gifts made towards our annual fund.*

*Updated 10/2/18*