



## **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 *Reserved*** **\$250,000**

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

#### **Conference/Class Room *Reserved*** **\$100,000**

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

#### **AWA Shop *Reserved*** **\$100,000**

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 *Reserved*** **\$50,000**

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

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

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

#### **AWA History Display Cases** **\$20,000**

Did you know that AWA was founded in 1948? I'll bet you can't guess what the founding volunteers called themselves? Do you know how long AWA has been at this location? Visitors to AWA will learn how significant AWA has been to the pets and people of this community by viewing the creative displays located on the walls of the Main Lobby.

#### **Custom Directional Signs** **\$20,000**

Follow the yellow brick road, or instead, at AWA, follow the large graphic displays that will guide visitors to the pet care or meeting area of their choice.

#### **Coffee Kiosk** **\$15,000**

Sometimes there is nothing better than a cup of coffee or tea during a busy day, especially when big family decisions need to be made. Stop, have a cup, and decide which pet will be yours.

#### **Campaign Honor Roll *Reserved*** **\$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.

#### **Kids' Korner** **\$10,000**

Waiting...waiting...waiting... Instead of just waiting for adults to be ready to go, here's a spot just for kids to read, draw, and color. Any maybe their artwork will be framed and displayed!

<b>Photo Spot</b>	<b>\$10,000</b>
Did you know that dogs, cats, and other little critters can smile? Line up the family – including your new pet – and get ready to say “you’re going home!”	
<b>Conference Room Kitchenette</b>	<b>\$5,000</b>
Every meeting room needs a place to prepare the snacks that will help keep meeting attendees awake! Clean up and recycling after helps make the area ready for the next group.	
<b>Shelter Services Manager’s Office</b>	<b>\$5,000</b>
Every busy manager needs a quiet place to regroup, talk privately with team members and the community, and handle the never ending paperwork.	

### Adoption Services Area

<b>Small Animal Area</b>	<b>\$30,000</b>
This room will be a temporary home for rabbits, gerbils, hamsters and other lovable little guys who are awaiting a home.	
<b>“Real Life” Rooms (2) <i>1 Reserved</i></b>	<b>\$20,000 each</b>
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.	
<b>Adopter Relations Rooms (4) <i>1 Reserved</i></b>	<b>\$7,500 each</b>
These offices will offer adopters a quiet area in which to discuss their questions, preferences and other personal considerations with the staff.	
<b>Adoption Staff Office</b>	<b>\$7,500</b>
Every busy team needs a quiet place to regroup, talk privately with team members and the community, and handle the never ending paperwork.	

### Animal Care Areas

<b>Medical Examination Suite <i>Reserved</i></b>	<b>\$30,000</b>
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.	
<b>Food Prep/Clean Storage and Laundry Area</b>	<b>\$30,000</b>
This large food preparation area will provide staff and volunteers with the facilities, equipment and appliance to efficiently prepare hundreds of meals each day. A dedicated laundry room is adjacent to, but separate from the clean storage space.	

### Cat Wing

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

<b>Cat Adoption Room</b>	<b>\$50,000</b>
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.	
<b>Community Cat Room <i>Reserved</i></b>	<b>\$30,000</b>
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.	
<b>Nursery/Foster Cat Room</b>	<b>\$30,000</b>
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.	
<b>Cat Bank Room <i>Reserved</i></b>	<b>\$30,000</b>
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.	
<b>Cat Tunnel</b>	<b>\$20,000</b>
Beside yummy food... and napping, what do cats like best? They like to find special places to explore and hide. This unique, ceiling level, transparent, cat tube-tunnel, will run from the community cat room to above the adoption lobby and back. It is just the right feature to keep the interest of even the sleepest kitty.	
<b>“Get Acquainted” Room <i>Reserved</i></b>	<b>\$15,000</b>
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.	
<b>The “Catio” <i>Reserved</i></b>	<b>\$15,000</b>
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.	
<b>Cat Holding Room <i>Reserved</i></b>	<b>\$10,000</b>
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.	
<b>Cat Isolation/Treatment Room <i>Reserved</i></b>	<b>\$7,500</b>
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.	
<b>Cat Cage Pods (4) <i>Reserved</i></b>	<b>\$3,000 each</b>
“Pods” are groupings of cat cages, providing space between each pod. This arrangement helps reduce the stress for shelter cats.	

### [Dog Wing](#)

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

<b>Kennel Suites (3)</b>	<b>\$25,000 each</b>
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.	
<b>Pods (10) <i>1 Reserved</i></b>	<b>\$10,000 each</b>
“Pods” are groupings of dog kennels. Arranging kennels so the dogs aren’t facing each 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.	
<b>“Get Acquainted” Rooms (2) <i>1 Reserved</i></b>	<b>\$15,000 each</b>
These rooms provide potential adopters calm, stress-free space to get to know their new friend.	
<b>Behavior Room <i>Reserved</i></b>	<b>\$15,000</b>
Some dogs arrive at AWA with behavioral problems and need specialized space where they can be rehabilitated by AWA’s professional staff.	
<b>Dog Isolation Room <i>Reserved</i></b>	<b>\$10,000</b>
Newly-accepted dogs or puppies will also have a place to acclimate to the shelter and rest while their vaccinations take effect.	
<b>Isolation Room <i>Reserved</i></b>	<b>\$7,500</b>
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.	
<b>Dog Play Yards (2) <i>Reserved</i></b>	<b>\$7,500 each</b>
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.	
<b>Walking Trails (2) <i>Reserved</i></b>	<b>\$5,000 each</b>
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.	
<b>Water Bottle Filling Station</b>	<b>\$5,000</b>
Conveniently located in the Dog Wing corridor, the filling station will help staff and volunteers stay hydrated while they work with the dogs in the Play Yards and take them for walks along the hiking trails.	

### **Ground Floor Administrative Area**

<b>Community Training Room <i>Reserved</i></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>Call Center</b>	<b>\$25,000</b>
It’s always nice to hear a friendly voice when calling any business. That’s what community members will hear when they call into AWA’s new, main Call Center. From there, callers will be directed to the person or department they wish to speak with.	

<b>Administrative Suite</b>	<b>\$25,000</b>
This area is AWA's management suite where senior staff and key volunteers can work collaboratively. While seemingly not as exciting as directly supporting animal care areas, office space for these key team members is essential to the smooth operations of AWA as it cares for the community's people and pets.	
<b>Small Conference Room</b>	<b>\$15,000</b>
There is never enough meeting space in any business, especially ones as busy as AWA. This multi-purpose room will be used for small group and 1-1 training sessions.	
<b>Elevator</b>	<b>\$15,000</b>
Going up? Or down? Either way, AWA is handicapped accessible, making it easy to access both floors of our buildings.	
<b>Stairway</b>	
Let's get healthy. Take the steps instead of the elevator and burn some calories.	<b>\$15,000 entire</b> <b>\$1,000 each step</b>
<b>Staff Break and Lunch Room</b>	<b>\$10,000</b>
Shelter staff are among the hardest working people anywhere. Caring for dozens and dozens of animals everyday – feeding, walking, playing, watering, cleaning up after...over and over again... is mentally and physically exhausting. Staff need a quiet place to regroup and relax, away from the busy-ness of the shelter.	
<b>Volunteer Break and Lunch Room</b>	<b>\$10,000</b>
AWA and its shelter pets thrive because of the hard work of its dedicated volunteers. AWA's volunteers help care for shelter pets, give tours, help with special events – and so much more. They, too, need a special, private place to unwind.	

### 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.	

**Dog Surgery Holding Area *Reserved*** **\$5,000**  
This room is where dogs reside before and after having surgery.

**Surgery Bays (3) *Reserved*** **\$5,000 each**  
Each surgery “alcove” is outfitted with a surgery table, surgery lights and plumbed medical gases.

### Outside Areas

**Memorial Garden** **\$10,000**  
Many of us have lost a beloved pet who crossed over the Rainbow Bridge much too soon. While these furry family members may have left us, they still remain in our hearts. Stop, rest awhile, and say a quiet thank you to them for all the love they shared during their lives.

**Raised Garden Boxes** **\$10,000**  
A wide variety of vegetables can be grown in garden boxes – vegetables that can be used to provide shelter pets with some delicious, nutritious treats. These multi-purpose boxes, housing both vegetables and flowers, will be placed in front of the Adoption Center.

**Herb Gardens** **\$5,000**  
So many herbs can be used in creating unique enrichment toys and treats for shelter pets. The outdoor, and hanging indoor, herb gardens will provide a year-round supply of basil, parsley, rosemary, mint, oregano, sage, lavender, peppermint, and thyme.

**Birdbath, Bird Feeder and Garden *Reserved*** **\$5,000**  
Located outside of the Catio, this bee-butterfly-bird-friendly garden will provide shelter cats with hours of entertainment - and will be good for the environment too.

### **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.