



People for Animal Welfare in El Dorado County

*A Nonprofit Organization Dedicated To Saving And Improving The Lives
Of Companion Animals In Our Community*

**4050 Durock Rd, #19, Shingle Springs, CA 95682
530-677-2476 www.pawedpets.org**

September 22, 2011

Supervisor Ron Briggs
El Dorado County Board of Supervisors
330 Fair Lane
Placerville, CA 95667

Re: PAWED Fundraising Plans – Animal Shelter Project

Dear Supervisor Briggs,

Thanks again for taking some time to speak with Charlene Welty and I about the permanent Western Slope Animal Shelter project. And thank you for offering to advance a request related to PAWED's capital campaign planning efforts (naming opportunities as a means of recognizing major donors). In anticipation of Phase 2 of the shelter project proceeding as set forth in the "faster track" schedule, PAWED established a capital campaign committee. The committee is working to finalize fundraising goals and organize a campaign to raise funds to augment County funds for the shelter project.

PAWED Capital Campaign Planning

We have a few uncertainties related to Phase 2 of the project that must be clarified before we can finalize our campaign plans, but our working concept is an overall goal of \$500,000, focusing on animal housing and public access features of the project including:

Barns and Pasture Fencing One of our goals is to fund the two barns that are included in the plans as "add/alternates" as well as the pasture fencing for the two large animal pasture areas. We are finalizing our cost estimates for these features, but our working estimate is \$150,000 - \$200,000 for the barns and pasture fencing. If we are able to secure major donors to provide funding for the barns, we need to be able to discuss naming opportunities with prospective major donors.

Shelter Building Our committee has tentatively established a goal of \$300,000 in funding for the shelter building, to augment county project funds. In order to pursue major donor contributions toward that goal, a naming opportunities concept to recognize major donors is necessary.

Naming Opportunities Concept We have included an exhibit that outlines our naming opportunities concept for major donor contributions.

Information Provided by Completion of Phase 2 Tasks and Fundraising Goals

The Phase 2 re-design of the building envelope is still to be done, and with that the project manager will obtain refined construction cost estimates. As that work proceeds, it is possible that we will find that raising funds for specific items other than the building, such as kennels, cages, and equipment for the clinic exam, prep and surgery rooms, may be more helpful to the overall project, than a contribution to the building in general. Currently, however, we are operating on the assumption that additional funding for the building itself is the best use of our fundraising efforts. We want to continue to move forward on our planning efforts, complete needed marketing materials and be ready to kick-off the campaign in early 2012, assuming envelope redesign moves forward in the meantime.

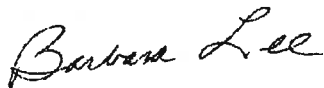
A Few Related Issues

We do not have a preconceived description of the recognition form and understand collaboration regarding the size, material, design, and placement of major donor recognition plaques or signs would be necessary. Secondly, while we are only discussing major donor recognition in this request, we will develop other recognition proposals to correspond with more modest contribution levels and would propose those to County representatives as our plans and Phase 2 redesign tasks progress (e.g.: a centralized plaque to recognize an appropriate threshold level of contribution; perhaps the "buy a brick" concept or something similar, place an outdoor bench, etc.). Additionally, we would, at the appropriate time, like to discuss a letter of understanding or MOU with the County regarding the use of funds raised by PAWED and contributed to the shelter project.

Conclusion

We greatly appreciate any help you can give us in authorizing donor recognition as outlined on the attached naming opportunities exhibit. We are bringing forward this request at this point, even though a bit conceptual because we need feedback to continue to move forward. Again, thank you for your help. Please let me know if we can answer any questions.

Sincerely,



Barbara Lee
Chair, PAWED Capital Campaign Committee

c: Charlene Welty, PAWED Board President
Capital Campaign Committee: K. Beichley, J. Hartshorn, S. Henjum, T. Mizuhara

Major Donor Naming Opportunities Concept – Western Slope Animal Shelter – Project Components

Outbuildings

<u>Donor Level</u>	<u>Naming Opportunity</u>
\$\$\$ (cost estimate - barn) ¹	Barn
\$\$\$ (cost estimate - open sided barn) ¹	Open Sided Barn

Naming Opportunities – Shelter Building ²

Tier 1 (Donor Level: \$35,000)

Adoption Lobby

Tier 2 (Donor Level: \$20,000)

Dog Socialization Room

Classroom

Cat Get Acquainted Room/Interview Room

Clinic Exam *(not a public area and may not be built out)*³

Clinic Prep *(not a public area and may not be built out)*³

Clinic Surgery *(not a public area and may not be built out)*³

Tier 3 (Donor Level: \$10,000)

Cat Adoption Room

Puppy/Cat Room

Puppies/Dog Get Acquainted Room

Dog Room 1

Dog Room 2

Dog Room 3

Dog Room 4

Dog Adoption 1

Dog Adoption 2

Dog Adoption 3

Screened Cat Area

Volunteer Room

1. Cost estimates being developed (base buildings, electrical costs complete; concrete, plumbing, permitting estimates in process).
2. Source of animal housing and public areas of facility is project Floor Plan (11/9/2008)
3. The clinic is included in an area of the building that could be included as a "shell" but not completed if cost to do so exceeds project budget. If possible to build out in Phase 2 construction, would include in naming opportunities.