



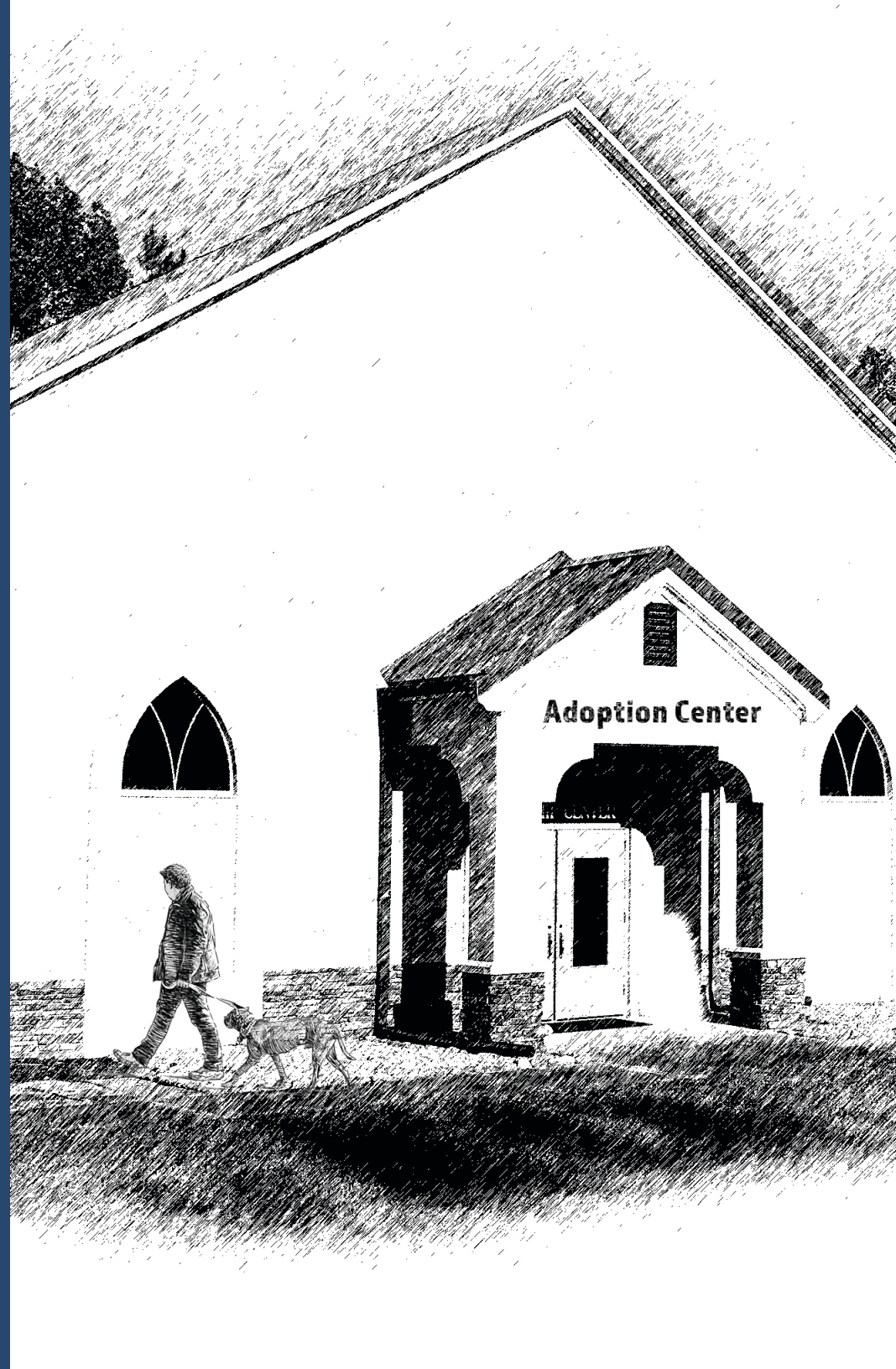
ROYAL ANIMAL
REFUGE

Join us as we go...

ALL IN

...to Raise the Woof

Capital Campaign
Sponsorship Opportunities



Our Mission

Our mission is to promote animal welfare and responsible pet ownership, find homes for unwanted pets, provide humane care for animals in our care and educate the community about the problems of unwanted, neglected, and abused animals. Our outreach programs enable us to help pets stay with their families through spay and neuter, vet care and other assistance as needed.

To do this, we work with the community, area shelters, local rescue groups, as well as trainers by developing a network of supporters and volunteers to create a better world for animals in need.



Dear Friend and Neighbor

Dear Friend,

Are you looking for an impactful way to give back to the community this year? Royal Animal Refuge invites you and your company to become a sponsor in helping the homeless pet crisis in Fayette and surrounding Georgia counties.

In 2017, Royal Animal Refuge opened its doors and became the only private nonprofit with a physical animal enrichment and adoption center in Fayette County, GA. Over the past four years, we have been instrumental in rescuing over 3000 homeless pets and assisting more than 500 families with emergency medical needs, spay, neuter, rehoming, and behavior challenges. Although our original facility helped us get started, we outgrew the space and purchased property in Tyrone earlier this year as our permanent home.

The new location is on Jenkins Road in Tyrone, between Sandy Creek High School and the fire station, formerly Living Proof Church. We are fortunate to call this new location our permanent home. The happy memories families experienced in past years on this campus will continue, but it will have a new name... a new look... and a new purpose... to provide a refuge for displaced pets and a place of enjoyment and healing for the community. In addition to our adoption center,

our campus will feature a splash pad, stocked fishing pond, vet clinic, community learning center, grooming salon, walking trails, and much more.

The community, surrounding counties, and thousands of families will benefit from the expanded adoption facility. Without the support and dedication of our business community, Royal Animal Refuge would not be able to provide the quality care and support that we have provided.

On behalf of our organization, volunteers, staff and board of directors, we appreciate the history of commitment and contributions in the past and look forward to the future. Together we can build a better world for pets, families, kids, and our community.

Rebecca Tate

Rebecca Royal Tate
Founder, Executive Director
Royal Animal Refuge
414 Jenkins Road
Tyrone, GA 30290



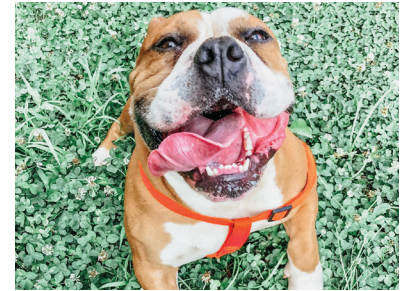
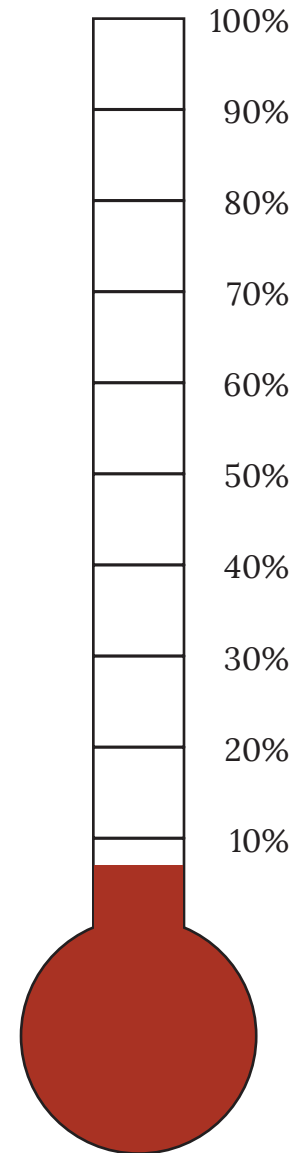
ROYAL ANIMAL
— REFUGE —

Capital Campaign Goal

The goal for the Royal Animal Refuge Adoption Complex renovation is \$350,000 and will include modifying the existing floor plan to accommodate a welcome lobby, an adoption room, kennels, food prep areas, storage rooms, a staff break room, a laundry room, a grooming salon, staff offices, intake quarantine, a vet clinic, surgical recovery rooms, medical quarantine area, photography studio, a birthing room and containment space for new moms puppies, dog runs, a splash pad, walking trails, a lakeside dock and much more.

Over the past four years, we received all of our operating funds through public donations and grants. These donors understand that **the programs and services of Royal Animal Refuge enable us to serve and provide vital animal welfare support to the community.**

We place before you a challenge, not only of brick and mortar, but more importantly of lives. Your tax-deductible contribution will create a lasting legacy. A legacy that the community and future generations will look back upon and proclaim, yes, they answered the challenge.



Reasons to Give

Corporate Benefits

- ✓ Knowledge that your gift to build a brick and mortar animal adoption and enrichment center will last for generations.
- ✓ Satisfaction of supporting a project that provides your employees with a place to volunteer and give back to the community.
- ✓ Positive corporate image within the community where your employees live and work.
- ✓ Dedication opportunities within the facility based upon level of contribution. (Minimum level of contribution is needed in order to receive this benefit.)
- ✓ Corporate name recognition in a centralized donor recognition area within the facility.
- ✓ Unlimited marketing impressions enhance your corporation's identity for years.
- ✓ Corporate tax advantages.



Individual Benefits

- ✓ Knowledge that your gift will benefit millions of people over several generations.
- ✓ Satisfaction in knowing your gift will support:
 - ★ Families spending valuable time together
 - ★ Children learning about pet care and animal wellness through our youth programs
 - ★ Positive environment for community service
- ✓ Name recognition in a centralized donor recognition area within the adoption center.
- ✓ Named facility dedications for specific areas. (Minimum level of contribution is needed in order to receive this benefit.)
- ✓ Charitable tax deduction.

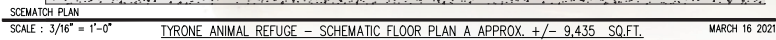


Naming Opportunities

Available	With a gift of...	# Available
Vet Clinic providing shelter veterinary care	\$100,000.00	1
Adoption Room	\$25,000.00	1
Community Event Room/Birthday Party Room	\$25,000.00	1
Maternity & Delivery Wing	\$25,000.00	1
Fishing Dock	\$20,000.00	1
Recovery Room	\$18,000.00	1
Canine Care Room (Food Prep).....	\$15,000.00	1
Grooming Salon	\$15,000.00	1
Welcome Lobby	\$15,000.00	1
Puppy Room.....	\$12,000.00	2
Shelter Staff Office.....	\$12,000.00	2
Splash Pad	\$10,000.00	1
Laundry Room.....	\$10,000.00	1
Guest Convenience Room (Lockers, Refreshments)	\$10,000.00	1
Agility Course	\$8,000.00	1
Photography Studio	\$7,500.00	1
Pantry & Storage.....	\$3,000.00	1
Dog Kennels.....	\$3,000.00	30
Trees.....	\$2,000.00	10
Benches.....	\$1,500.00	15
Picnic Tables.....	\$1,500.00	5
Tributes		
• Leaves on "Tree of Life" in Welcome Center	\$250-750	Limited
• Reflection Lights	\$200	150
(surrounding pond and along walking paths)		
• 8 x 4 Tribute Bricks.....	\$150	800



7



Updated September 2021

Audience Demographics

Social Media Followers

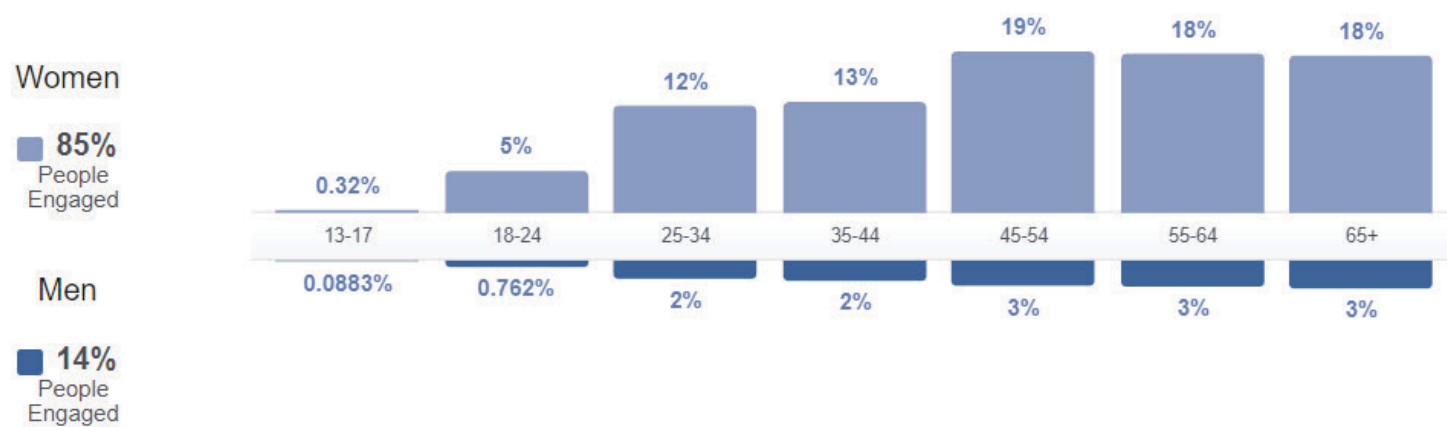
25K

Women

85%

Men

14%



Individuals who engaged with any content from or about our page (by age group).

Country	People Reached
United States of America	1,247,200

Additional Statistics

Adoption Center Visitors

~19K

Includes volunteers, prospective adoptive families & vendors since Jan 2020.

Current Volunteers

400+

Includes fosters, event volunteers, kennel help & youth programs.

Website Visitors (year)

~284K

Unique website visitors seeking information & available pets (2020 data).

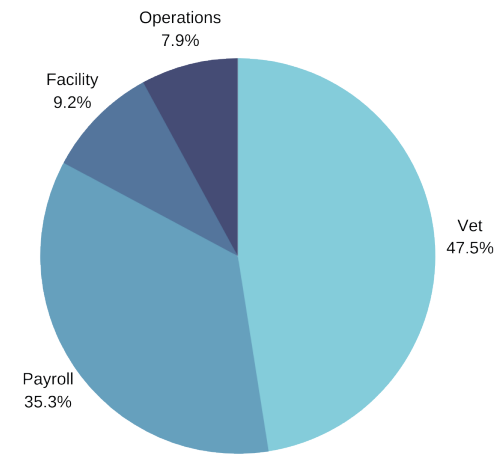


Financials

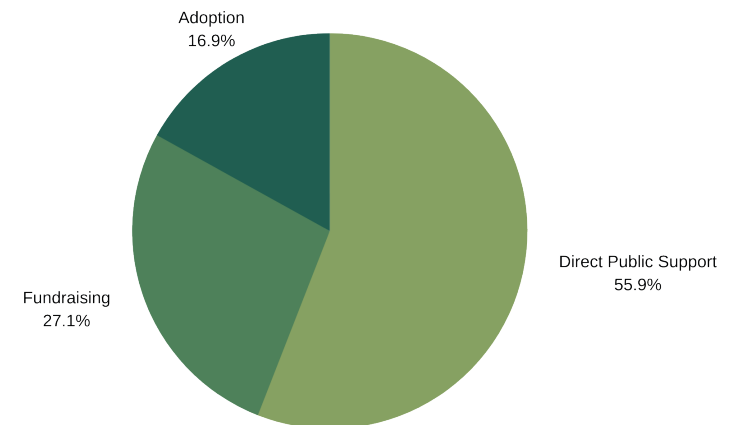
Shelter and vet care continues to be our highest expense incurred each year. In light of that, we are taking a proactive approach to bring initial vet care in-house with our vet clinic. This will enable us to assess and care for a pet's needs immediately when the pet arrives, provide routine care for our foster program, and set animals up for success and transition to adopter's preferred veterinarians.

Since opening our doors, our accomplishments have been the result of direct public support and fundraising. You and fellow animal supporters have stepped up in incredible ways to volunteer, donate, and spread our message.

Expenses



Income



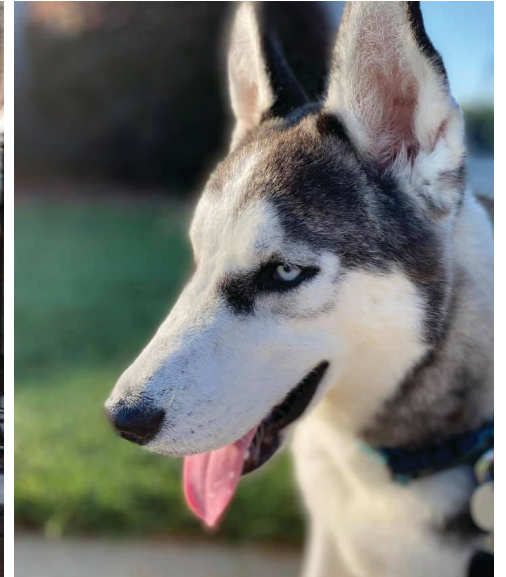
Success Story... *one of many*

Jake & Jenna

In April, 2020 just as the pandemic hit, we were contacted about two siblings that were in dire need of medical attention. We could not let them suffer one more night so our team immediately took the case. We deal with many cases day to day that at times, from seeing so much so often, we knew we needed to be strong, but that day was different. We broke down. They were both puppies and unrecognizable at four months old. One had a rectal prolapse and quickly collapsed when put in the kennel of our vehicle. The cries we heard en route to the vet were cries we hope to never hear again. Their fur was matted... the complete opposite of a beautiful Husky coat. Their eyes were full of sorrow and infection. They were skin and bones.

They were frail and in so much pain and both were rushed to the ER. We did not know what we were up against. All we knew was that we would fight for them. Jake had less than a 15% chance of survival.

Today, they are healthy, happy and very much loved by their adoptive families.



Sponsorship Levels

Sponsorship Levels	Founding \$25,000+	Platinum \$10,000+	Gold \$5,000	Kennel \$3,000	Silver \$2,500	Bronze \$1,000	Kick-Off \$250-750
Name displayed on Welcome Lobby donor recognition display	✓	✓	✓	✓	✓	✓	✓
Name displayed on exterior donor recognition display	✓	✓	✓	✓	✓	✓	
Exclusive Royal Animal Refuge trifold and display with sponsor logo for your lobby or office	✓	✓	✓	✓	✓	✓	
Window decal for office	✓	✓	✓	✓	✓	✓	
Name or logo displayed on website	✓	✓	✓	✓	✓	✓	✓
Name listed in the annual report	✓	✓	✓	✓	✓	✓	✓
Shout out on social media	✓	✓	✓	✓	✓	✓	
Sponsor recognition on announcement signage placed at keys areas of the Adoption Center through the Fall of 2021	✓	✓	✓	✓	✓	✓	
Branded or Co-Branded Swag for adoptive pet owners (provided by sponsor)	✓	✓	✓	✓	✓		
Logo displayed on back of staff, volunteer, or special event t-shirt	✓	✓	✓	✓	✓		
Coupons, flyers or promo item in Guest Convenience area	✓	✓	✓	✓	✓		
Logo displayed in every door direct mail piece to ~68,000 addresses in Fayette County, Sharpsburg and Senoia if paid in full by September 30 (minimum number of sponsors required)	✓	✓	✓	✓	✓		
Press Release – Local	✓	✓	✓	✓	✓		
Donor recognition nameplate on Kennel	Optional	Optional	Optional	✓			
Press Release – National	✓	✓	✓				
Name or logo displayed as title sponsor of one future event	✓	✓	✓				
Name or logo displayed prominently on a naming opportunity	✓	✓					
Choice of branded scholarship for one staff member to further their education on animal welfare, opportunity to host block party with local community, opportunity to showcase an expert or research, or speaking opportunity at major event.	✓						

More About Kennel Sponsors

Life in a shelter is stressful for pets, so providing a clean, safe and functional kennel area is our top priority.

When considering our options for kennel solutions, not only did we take into consideration the comfort of the animals, but also the ease of cleaning and sanitary environment for everyone who comes in contact with the kennel—whether volunteering or visiting an adoptable pet.

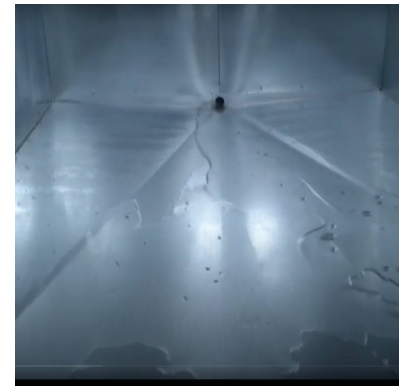
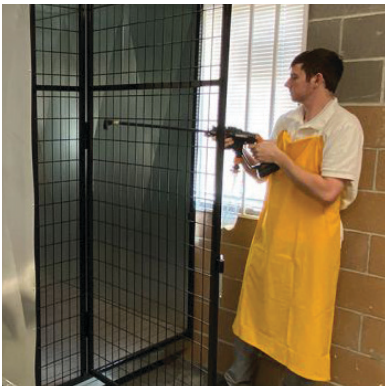
The kennels we are seeking to purchase are designed to be used in spaces that were not originally designed to house animals. Purchasing these units will save renovation cost by reducing the need to install drain systems and fixed kennels. Additionally, because they are portable on wheels, we can move them, rearrange them, and add more units as the kennel area grows.

They are easy to clean with floors that slope to the back and channel liquids into a drain system. Each

kennel comes with a removable raised flooring to keep the dog out of any liquid and provide a far more comfortable surface than a tiled or standard floor. The drainage system and raised flooring will ease the laundry burden since much of the past laundry has been affected by the lack of drainage.

To clean the kennels, our volunteers and staff will simply need to spray the kennel with disinfectant, gently brush or wipe the walls or flooring, and allow it to dry. They are made of sheet metal and are great for a clinical environment. The wire doors will enable us to affix a permanent donor recognition plate visible to everyone who visits the shelter area.

These kennels will transform our kennel environment, separate the animals, keep our environment sanitary, and allow us to grow and serve the community.



**Ready to make a
once-in-a-generation
impact?**

Make An Impact

To select your sponsorship and complete this information online, please visit www.royalanimalrefuge.org/impact

Step 1: Select your sponsorship or naming opportunity.

☐ Kick-Off \$250/\$500/\$750 ☐ Bronze \$1,000 ☐ Silver \$2,500 ☐ Gold \$5,000 ☐ Platinum \$10,000 ☐ Other \$_____

Naming Opportunity, if applicable (one per sponsorship): _____ \$_____

If selecting a naming opportunity, please provide how you would like the donor recognition display to read:

☐ Will provide later

Step 2: Choose how you want to give.

☐ Check ☐ Credit Card (Online) ☐ In Kind valued at \$_____

☐ In full ☐ Monthly ☐ Quarterly in the amount of \$_____ Describe In Kind item:_____

Step 3: Tell us about you or your company!

Name:_____

Company:_____

Address:_____

City:_____ State:_____ Zip:_____

Email Address:_____

Phone Number:_____

By signing below, I agree to pay the full amount of the pledge(s) on this form.

Donor Signature:_____

Date:_____

Please make checks payable to **Royal Animal Refuge**.

Please send this form and your donation to
Royal Animal Refuge, PO Box 847, Tyrone, GA 30290.

If you have any questions, please contact Renee DiModica at 678-642-8076.
Your donation is tax deductible to the greatest amount allowed by law. Tax ID #82-1049822

Tribute Opportunities

To select your tribute and complete this information online, please visit www.royalanimalrefuge.org/tribute

Step 1: Select the tribute type.

☐ Brick Paver \$150 ☐ Reflection Light \$200 Kick-Off Sponsor Leaves: ☐ Bronze \$250 ☐ Silver \$500 ☐ Gold \$750

Engraving details for Tribute Opportunities vary based on the item. Upon receiving your request, we will email details with an engraving form for you to complete. The following images are examples and will differ slightly due to the custom nature of tribute displays.



Step 2: Tell us about you and your company!

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Email Address: _____

Phone Number: _____

By signing below, I agree to pay the full amount of the pledge(s) on this form.

Donor Signature: _____

Date: _____

Please make checks payable to **Royal Animal Refuge**.

Please send this form and your donation to
Royal Animal Refuge, PO Box 847, Tyrone, GA 30290.

If you have any questions, please contact Renee DiModica at 678-642-8076.
Your donation is tax deductible to the greatest amount allowed by law. Tax ID #82-1049822