

Potter League Board Report – September 2018

Development Activities Report Submitted by Erin O’Gara Dollard

Year End Strategies

All solicitations are in process for our year end appeals and holiday fund drive. Typically 40% of our donations arrive between mid-November and December 31st. Our year end campaign is sent to current donors, prospects, adopters and lapsed donors. We also are doing an acquisition mailing. Over 20,000 people will be solicited through our direct mail efforts. Each also has a digital component. A newsletter is also scheduled to be mailed in December.

Grants

We received \$40,000 from The Rhode Island Foundation for the veterinary suite (\$30k) and the humane education classroom program (\$10k). The Banfield Foundation awarded us \$11,185 for equipment purchases for the veterinary suite. Currently we are working on applications for The Maddie’s Fund and The Pet Co Foundation. The Champlin Foundations notified us that they are in receipt of our application. No site visit has been planned.

Event Update

Heart & Soul Walk for Animals is Sunday, October 14th at Glen Park, Portsmouth. Joan has created a Board Team and we encourage all board members to register, join the team and design their own online fundraising page or support the team on our Walk website: <https://secure.qgiv.com/event/potterleaguwalk2018>. For instant solicitations you can ask your friends and supporters to Text the word Potter to 50155 and they will be prompted to make a donation to the Walk. The Mile Barker Sponsor submission is due by September 21 – anyone that needs to submit art please speak to Susan. The countdown is on with just 30 days till the Walk we are at 25% of goal and have a long way to go. We ask board members in attendance to be greeters at the gate.

Third Party Fundraiser

VCA Animal Hospital Atwood held a third party fundraiser in support of the Potter League themed “Pennies for Pets” at their hospitals in Cranston, East Providence and Westerly totaling \$3,500.00 and was presented to the Potter League on September 4. They also donated an extensive amount of Hill’s Science Food to the shelter. VCA Animal Hospital will be exhibiting at the Heart & Sole Walk for Animals.

Annual Meeting is Thursday, October 25th at The Atlantic Resort – Newport from 5 to 7 p.m. The Annual Meeting is free and open to the public. Our guest speaker is Wendy Taylor, Executive Director of West Please Animal Sanctuary in Tiverton. Please join us and bring a friend or prospective friend of the Potter League.

Holiday Artisan Fair

The annual Holiday Artisan Fair is scheduled for Saturday, December 8th at the shelter from 10 a.m. to 4 p.m. If you have any questions, please see Erin. Applications have been mailed to past vendors and crafters.

Walk for Animals Upcoming Dates

Pawtending and Pizza at Cappy's

Thursday, September 20, 6-9 p.m.

Host bartenders are Noelle Shiland and David Enstone

All bartender tips and raffle proceeds to be donated

Scoop for Paws, Ben & Jerry's on Thames St, Newport

Saturday, September 29, 4-8 p.m.

A total of 20% of all sales will be donated

Ales for Animals, Newport Craft Brewing & Distillery (Newport Storm)

Wednesday, October 10, 5-8 p.m.

Bring your pet and enjoy a beer on the Pavilion

For every beer sold \$1 will be donated