

September 2018

Dear Animal Lover,

I am reaching out from the all-volunteer Massachusetts nonprofit Phinney's Friends, asking you to **become a sponsor or donor** to our Holiday Festival.



Over the last **22 years**, we estimate **we've helped over 2,000 pets stay with their low-income pet parents**, avoiding their surrender, by doing in-home pet services, buying pet food and paying critical veterinary bills. Only last year, we responded to **over 1,500 requests of pet parents** in great need, and **spent \$49K on veterinary services** that included surgeries, diagnostics, medication, vet visits, and spays/neuters. Phinney's relies solely on volunteers, so we practically have no overhead costs.

The people we serve generally need ongoing assistance. They are mostly elderly, HIV/AIDS and cancer survivors, people with mental illness, and those unemployed, homeless, or at risk of homelessness.

- We pay veterinary bills
- We foster pets while their owners are hospitalized
- We transport pets to vet appointments
- We purchase and deliver pet food and supplies
- We do in-home pet care for the chronically ill

For the third year in a row, our annual fundraiser **Paws for the Holidays Festival** will take place in Lincoln, MA, on **November 11, 2018**. To ensure its success, we are advertising on social media, with physical signage, on public calendars, and targeted websites with an **estimated reach of 9,500 people**. We had over 300 people attend the 2017 holiday festival, with \$12,000 raised. This year, we aim to host over 500 attendees, and raise over \$20,000 dollars.

Each year, Phinney's Friends helps hundreds of pets who would have been surrendered if we didn't offer various types of support. In the next year, we would like to double the 1,500 requests we fulfilled for pet parents in need. Over the next 5 years, we aim at extending our services from Massachusetts to New Hampshire and Rhode Island, helping thousands of families each year.

We can only reach these goals with your support.

Will you become a sponsor and help Phinney's keep pets and their people together?

Our **sponsorship levels** range from less than \$500 to \$10,000 sponsors (see table attached). If you or your business are unable to sponsor us this year, please consider **donating items** and gift cards for our silent auction and sales tables, and making a **tax-deductible monetary donation** through our website. This will be a perfect opportunity to promote your business or organization.

Please visit our website to learn more at www.phinneys.org/festival.

Thank you,

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