SHARITY
PARTNER. POWER. PROPEL.

THE CLIENT

Turpentine Creek is an Arkansas wildlife refuge for abused, abandoned, and neglected big cats, with an emphasis on tigers, lions, leopards, and cougars.

THE NEED

To construct a new educational facility and museum, Turpentine Creek needed to raise US$4M. Previously, they had used needs-based fundraising and annual fundraising. They had yet to roll out a structured capital campaign.

THE PROJECT

Sharity developed a strategy to reach people in the community beyond those who are passionate about animal welfare. Education, conservation, museums, and tourism were used as avenues to identify new fundraising prospects. Around these pillars, Sharity created cultivation strategies and support materials. This allowed the Refuge to stratify existing donors, identify and leverage door openers, create new engagement strategies, and establish their first multimillion-dollar campaign. The campaign's goal was reaching its revised target, a sum of $6.5M, and securing government funding for the first time, based on the economics of tourism.

THE RESULT

Over the course of our collaboration, the Refuge has achieved the following milestones.

- *Sustainable fundraising* — Raised 100 percent of capital campaign goal (US$4.2M raised to date). Doubled annual revenue and increased monthly giving by 70 percent. Secured US$750K in tourism funding.
- *Growth* — Acquired two nonprofits including Carol Baskin's high-profile Big Cat Rescue. Projected 50K new visitors annually.
- *Recognition* — Named one of the top 10 percent of attractions worldwide in TripAdvisor's 2023 Travelers' Choice Winner. Filmed as part of a documentary to be shown at London's Natural History Museum.
- *Advocacy* — Passed the US Big Cat Safety Act in December 2022.