

CASE STUDY: PET ALLIANCE

THE CLIENT

Pet Alliance is an animal welfare agency, which began as the Orlando Humane Society in 1937. The organization provides shelter and veterinary services to dogs and cats.

THE NEED

Pet Alliance owned a building that was on county property and no longer met their needs. They owned the building, but could not expand on that site. As a result, \$19M was needed for a new building and site. Pet Alliance had never run a campaign of that size.

THE PROJECT

Pet Alliance engaged Sharity as campaign architect to assist with a feasibility study, campaign plan, training, and to support hiring an in house campaign staff member. Sharity led prospectus development, wealth screening and strategy, and provided ongoing support through the campaign on an hourly basis.

THE RESULT

Sharity taught the Pet Alliance staff how to do development work, and Pet Alliance was the architect of and executed on their campaign.

Key materials included a [website landing page about the new building](#) and a [prospectus](#).

