

CASE STUDY: FOSTERING A FINANCIALLY AND OPERATIONALLY STRONGER HALIFAX HUMANE SOCIETY

THE CLIENT

Since 1937, Halifax Humane Society has been serving the animals and people of Volusia County. Soon after its incorporation, ground was broken on the first headquarters of the society, which included a business office, living quarters, and kennels for the animals. The headquarters opened in 1939 in Daytona Beach. One of the organization's first official acts was to observe Be Kind to Animals Week® from April 11 to April 18, 1937. Started in 1915, Be Kind to Animals Week® is still celebrated annually during the first full week of May and is the longest-running, most successful humane education campaign in American History.

THE NEED

Halifax Humane Society runs a number of successful programs to connect pets with people, including the Prison Pups program, a spay and neuter clinic, socialization programs, a shelter and foster care system. The cost of providing care is growing. Additionally, Halifax Humane Society is looking to achieve long-term financial stability.

THE PROJECT

Sharity is working with Halifax Humane Society through developing a stronger financial base with greater recurring major gifts, along with establishing a grant seeking branch. Specific duties, actionable steps, deadlines and metrics have been established to help forward progress on goals set.

THE RESULT

Although the work with Sharity is still underway, there are several exciting new fundraising programs in progress, such as a naming project to help raise funds. There are also efforts to better recognize current and past donors to help encourage giving, such as through the thank you note program. The grants program has already shown success, with a grant awarded from Goldberg Family Foundation. Over 100 major donor prospects were identified. The most exciting result so far is that the 14th annual Fur Ball gala fundraiser broke all records and earned \$537,501 for the Halifax Humane Society.

