

# CASE STUDY: A NEW HOME FOR HOMELESS ANIMALS

## 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 assisted with the feasibility study and campaign development and worked with leadership to put the right team in place. Ongoing support was provided through groundbreaking.

The Pet Alliance has successfully completed their \$19M campaign for a 25,000 square foot space will allow for:

- Double the medical space to care for ill or injured animals – including the largest shelter medical unit in Florida
- Disease specific quarantine space for dogs and cats to reduce the potential for disease transmission.
- Modern shelter space with air conditioning for dogs and cats
- Flexible space for Pet Alliance to evolve and grow in the future

