



Phinney's Friends - Dedicated to the human-animal bond

P.O. Box 425 - Lincoln - MA - 01773

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Dear Animal-Loving Superhero,

Phinney's Friends needs your help! Our data shows we're extremely effective at what we do, and we do it well, but there is an ever-growing need for our services throughout Eastern Massachusetts, in addition to the rest of the state/region. In 2019, we spent \$91,000 assisting over 200 clients with their pet care needs, ranging from pet supplies to medications and veterinary care, averaging \$400 spent per client. We know that Phinney's is effective at preventing pet surrenders and increasing pets' (and their humans') quality of life, and we want to extend our reach and impact.

We hope that you will invest in Phinney's Friends continued growth and success. I'm reaching out to you early this year in preparation for our 4th Annual Paws for the Holidays Festival, taking place November 10, 2019, to ensure we stay on track to meet our annual client needs for 2020. Those goals can't be realized without meeting our fundraising targets, as we're a 100% volunteer-run organization that more than 1,500 clients depend on each year.

Why Phinney's Friends matters to Massachusetts:

- Over the last fiscal year, we responded to over 1,500 requests, totaling \$91,000, helping pet parents afford surgeries, veterinary visits, medications, food, and other necessities
- Our volunteers helped physically care for 224 pets by doing in-home visits and being temporary foster parents in 2018
- Over the past 23 years, we've helped over 2,000 pets stay with their owners, rather than being surrendered to a shelter or euthanized

Our Goals:

- Increase fundraising at our 2019 Holiday Festival by 25% from \$15k to \$20k
- Increase Holiday Festival attendance 25% from 300 people in 2018 to 375
- Increase the investment in our clients from \$91k to \$125k in 2020 by increasing available funds/resources
- Advertise Festival to 10,000 MA residents to increase Phinney's Friends awareness through social media, radio, web presence

What do we need?

To be frank, we need major donors and sponsors. We are 100% privately funded, with 41% of operating costs coming from private donors and 59% from fundraising events. Each year, to run a fantastic Festival, we have to use some of the proceeds from the previous year to cover the cost of the venue and purchase the required supplies to ensure the event is a huge success. We're looking for sponsorships totaling \$7,000 for each of these costs to allow us to put the fundraised money directly toward our clients.

Why do we need it?

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

What can you do to help?

- Become a sponsor, or monetary or in-kind donor
- Become a volunteer
- Share this letter and info about Phinney's with your network to help cultivate other donors/sponsors

I'm attaching more information regarding our Festival-specific sponsorship needs, as well as other donation opportunities. Thank you so much for supporting Phinney's Friends.

Thank you,

Daniela Caride
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