



“He who feeds
a hungry animal
feeds his own
soul.”

-Charlie Chaplin

2024



Advertising & Sponsor Opportunities

who we are

The Humane Society of Harford County, Inc. (HSHC) is dedicated to the welfare and well-being of the approximately 2,500 animals that come to us each year—not only dogs and cats, but also reptiles, birds, livestock, rabbits, horses, rodents, wildlife, and even fish! We are an independent 501(c)(3) charitable organization. We are not a government agency or part of the Humane Society of the United States or any other national organization.

We are the only open admissions municipal shelter in all of Harford County. That means we take in every animal brought to us by County residents or from the Harford County Sheriff's Office Animal Control Unit, regardless of health, age, breed or behavior. We provide extensive medical treatment, surgery, behavior modification, and foster care to ensure every animal – even those with special challenges – is given a safe refuge and a chance at adoption.

As a result of these extraordinary efforts, 98% of the animals that came through our doors last year were adopted or placed within the community.



adoptions and beyond

In addition to pet adoption, HSHC offers programs to serve animals and the people that love them, including:

- Affordable pet vaccination & microchip clinics
- Pet food pantry
- Community cats program
- Free behavioral consultations through Mutt Magic Training Services
- Hometown Heroes program. Waived adoption fees for first responders
- Seniors for Seniors program. Waived adoption fees for those aged 62 and over.
- Lonely Hearts Club. Incentives to adopt overlooked pets
- Humane education programs for school-aged children & community groups



our reach



28,000
FACEBOOK
FOLLOWERS



2,400
INSTAGRAM
FOLLOWERS



800
TWITTER
FOLLOWERS



1,200
TIKTOK
FOLLOWERS



1,050,000
PAGE VIEWS
LAST YEAR



120
VOLUNTEERS
AND GROWING



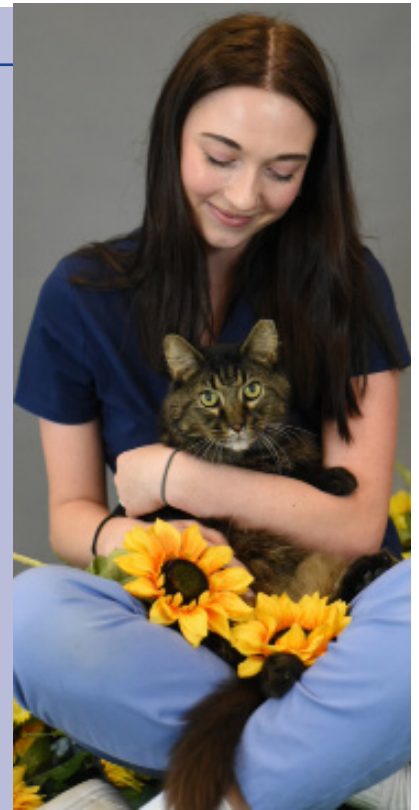
10,700
EMAIL
SUBSCRIBERS



1,260
ADOPTERS
LAST YEAR



16,200
HOUSEHOLDS
MAILED



awards received

We are proud to be recognized for the good work we are doing for the animals who can't speak for themselves.

- Voted Harford's Best Nonprofit for 10 years straight by the readers of *Harford Magazine*.
- Voted Best 501c3 for 7 years in a row by subscribers to *Harford County Living*.
- Won the prestigious Harford Award in 2018 from the Harford County Chamber of Commerce.
- Earned a Gold Seal of Transparency from Candid/GuideStar.
- Awarded a Four-Star rating with CharityNavigator.org.

why support HSHC?

HSHC is an independent 501(c)(3) charitable organization. We are not a government agency or part of the Humane Society of the United States or any other national organization. Our work is funded in part by private donations, special events, adoption and program fees, and merchandise sales. HSHC is able to provide the highest quality of care and compassion to pets and people in our community through the generous support of partners and donors like you who are as passionate about animals as we are.

In addition to the unbelievable feeling of saving lives, the benefits to your organization include:

- A connection to the only municipal shelter in Harford County and its broad, passionate base of supporters
- Brand exposure to our key demographics, including women and families
- Employee engagement and team building
- Social responsibility and a way to give back to the community
- Alignment of company values with animal welfare, education and community support
- Attracting new customers

By partnering with HSHC, there are a multitude of ways that you can help homeless animals:

- Sponsor one or more of our signature events - multiple levels available (Pages 5-7)
- Attend an event and/or provide an in-kind donation
- Advertise in our monthly e-newsletter (Page 8)
- Permanently name a section or item inside the shelter (Page 9)
- Volunteer for a group project at the shelter (Page 10)
- Organize and donate supplies from our wish list (Page 11)
- Set up a workplace giving program to allow employees to make regular donations to HSHC through your payroll system.
- Host your own fundraiser and do a check presentation with us (Page 12)

For more information or to discuss opportunities, please contact Erin Long at erin@harfordshelter.org or 410-836-1090, x106.



signature event: PUP CRAWL

June 8

Held annually in June, the Pup Crawl has built a loyal following due to the festive atmosphere in support of animals. This event sells out every year and is attended by our friends from all over the County and beyond. After checking in, ticket holders receive a lanyard with a map of each participating pub, drink coupons, a chance to win a door prize and a free participation gift. Designated drivers can buy a Tag-Along ticket for unlimited sodas/water throughout the evening.

Key Highlights:

- 6 successful years on Main Street in Bel Air
- 5-6 pubs participate each year
- A sponsor board & shelter personnel at each pub for additional recognition
- More than 250 attendees annually
- Raises more than \$15,000 to support HSHC's mission

For more information, visit harfordshelter.org/PupCrawl.

To discuss opportunities, please contact Erin Long at erin@harfordshelter.org or 410-836-1090, x106.



signature event: BINGO

February 2 & August 2

Basket Bingo is an affordable evening featuring food, door prizes, raffles and themed basket prizes donated by local businesses, games and fun for all ages. Held on the first Friday in August at Level Volunteer Fire Company in Havre de Grace, proceeds from the event support vital programs and services including HSHC's foster program, rescue transports, veterinary care, spay/neuter surgeries, and more. There are many winners at HSHC's bingo, but the real winners are the homeless animals at the shelter!

► **NEW this year:** *Cash Bingo just added on February 2, 2024!*

Key Highlights:

- 7 great years with a loyal following
- More than 300 attendees
- Raises over \$12,000 for animals in need

For more information, visit harfordshelter.org/Bingo.
To discuss opportunities, please contact Erin Long at erin@harfordshelter.org or 410-836-1090, x106.



signature event: PUTTS FORE PAWS

September 5

Putts Fore Paws is a wildly popular golf tournament held on the 1st Thursday of September at the award-winning Bulle Rock Golf Course in Havre de Grace. A shotgun start at 9am kicks off this premier event that features breakfast, lunch and dinner, on-course contests, raffles, golfer goodie bag with commemorative t-shirt, digital photos of each foursome, door prizes, prizes for top three foursomes, and of course, appearances by adoptable animals. Other bonus activities have included a helicopter ball drop, the opportunity to take your shot with an air cannon, a million dollar shootout contest, and the chance to win a car. Golfers are small business owners and c-level executives in Baltimore, Harford, and Cecil Counties in MD and southern central PA with higher disposable incomes.

Key Highlights:

- A long history of 9 straight years!
- Grown to involve 140 golfers and over 40 sponsors
- Networking opportunities at yappy hour & dinner
- A Fast Pass that allows golfers to skip the check-in line and automatically enters them into all on-course contests and raffles
- Attracts a national sponsor - Tito's Handmade Vodka
- Raises over \$25,000 for animals in need

For more information, visit harfordshelter.org/PuttsForePaws.

To discuss opportunities, please contact Erin Long at erin@harfordshelter.org or 410-836-1090, x106.



advertise

The Dish is HSHC's monthly e-newsletter that is sent at the beginning of each month to 11,000+ pet lovers. The average open rate of The Dish is 45% and the average click rate is 3.2%* (data taken between 11/2022 and 10/2023).

Samples are available upon request. If you need help designing an ad, we can make one for you! This is a great way to reach our entire database of friends and supporters who are looking to patronize businesses that support the work of HSHC.

**According to Constant Contact, the industry average open rate is 37.14%, while the industry average click rate is 1.52%.*

Display Ad Details

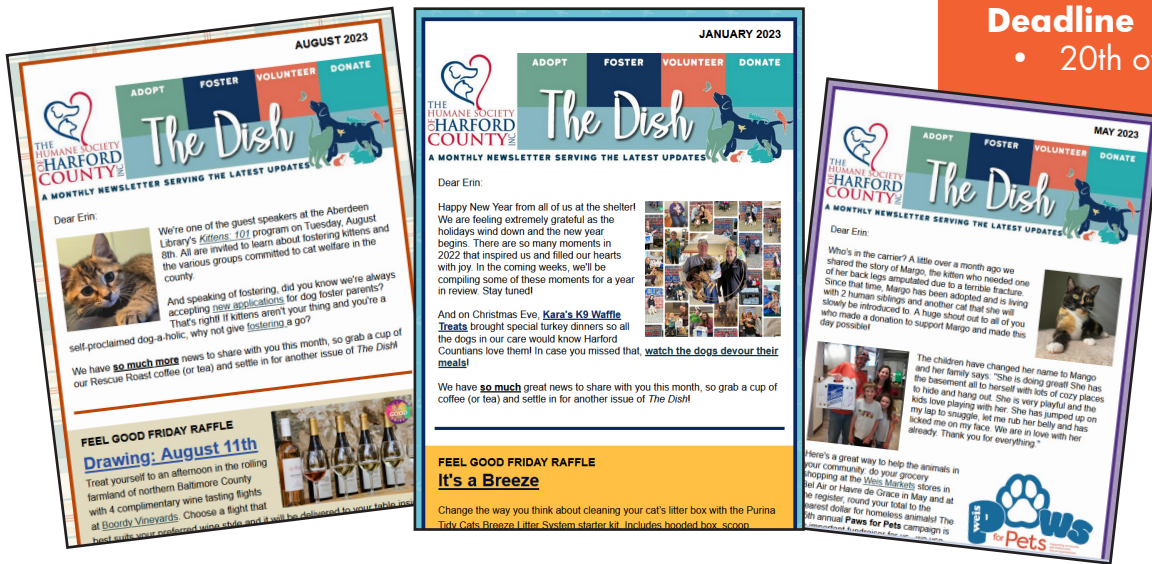
- full color
- 970 x 250 pixels
- 72 dpi
- JPG or PDF format
- link to your website

Rates

- 1 month \$25
- 3 months \$70
- 6 months \$135
- 9 months \$180
- 12 months \$240

Deadline

- 20th of each month



direct mail

Sponsor HSHC's annual appeal! HSHC sends one major appeal in November to our database of about 16,200 adopters, donors, volunteers, and other stakeholders. Most of those households (87%) are located in Maryland. Of those homes, 58.4% are in Harford County, while 21% are located in Baltimore City/County. We do not sell our mailing list.

Sponsor will receive:

- Exclusive logo placement on the front of mail piece, outer envelope and return envelope
- Logo on the acknowledgement letter sent to donor
- Ad on the HSHC landing page for donors who choose to make their donation online
- Social media mentions



naming opportunities

Permanently naming a section or an item in our facility is a beautiful way to help homeless pets. You can title the area with your company name or the name of a beloved pet or person.

Platinum Level *Naming Opportunities*



Shelter Building	\$1,000,000
Education/Training/ Meeting Room	\$100,000
Gift Shop	\$50,000
Dog Kennel Wing	\$50,000
Medical Department	\$25,000
Cat Community Room & Outdoor Catio	\$25,000
Courtyard	\$25,000
Small Animal Suite	\$25,000
Cat Nursery	\$25,000
Kitten Room	\$25,000
Cat Get-Acquainted Room	\$10,000
Indoor Dog Kennel & Outdoor Kennel Run	\$5,000
Cat Condo	\$2,500

Gold Level
Leaves of Love



Become part of this attractive, hand-carved wooden interior tree displayed prominently in our Adoption Center Lobby. Donors can honor a pet, person, or family, either living or deceased, or even a business or organization.

Contributor Stone	\$5,000
Brass Leaf	\$2,000
Copper Leaf	\$1,000

Silver Level
Plaque of Hope



The Plaque of Hope is prominently located in the Adoption Center Lobby and celebrates those who have given hope to the animals.

Engraved Silver Plate	
$1\frac{1}{2} \times 3\frac{3}{4}$	\$500
$\frac{7}{8} \times 2\frac{3}{4}$	\$250



To learn more about the levels of giving, payment plans, and/or to submit engraving requests, please contact Erin Long at erin@harfordshelter.org or 410-836-1090, x106.

teambuilding & hosting a fundraiser

Tackling a project together for a cause you care about is an extremely meaningful way for your team members to have a positive shared experience. From organizing a fundraiser on behalf of the animals to putting a donation jar in a busy area of your business, you have the power to help countless animals with your generosity.

- Organize a supply drive (see the Wish List of our most-needed items on page 12)
- Attend one of HSHC's signature events
- Launch a new product or service and donate a portion of your proceeds
- Hold a 50/50 raffle or raffle off a gift card to your establishment
- Ask customers to round their total at the register to the next dollar and donate that change
- Setup a Facebook fundraiser
- Place a donation jar in a busy area
- Sell paw prints at your register and hang them in a prominent place.

For more information or to discuss opportunities, please contact Erika Ponsiek at erika@harfordshelter.org or 410-836-1090, x102.



wish list of most needed items



Wish List

FOR DOGS & CATS

- ♥ Purina Pro Plan dry/canned food for dogs, cats & kittens in the shelter
- ♥ Dry/canned food for dogs, cats & kittens (any brand) for our Pet Food Pantry
- ♥ Kitty litter (any brand/type)
- ♥ Powdered KMR (kitten milk replacer) *can be found in most pet stores*
- ♥ Miracle Nipples™ & nursing bottles/kits for kittens
- ♥ Pill pockets for dogs & cats
- ♥ Semi-moist cat & dog treats like Pupperoni & Pounce
- ♥ Shelf-stable low-sodium broth

FOR SMALL ANIMALS

- ♥ CareFresh small animal bedding
- ♥ Timothy & alfalfa hay
- ♥ Oxbow rabbit & guinea pig food
- ♥ Unused small animal toys

CLEANING SUPPLIES

- ♥ Germicidal bleach (no low-splash)
- ♥ Trash bags
- ♥ Toilet paper
- ♥ Paper towels
- ♥ Disinfectant spray & wipes



CLEANING SUPPLIES cont'd

- ♥ Simple Green all-purpose cleaner
- ♥ Dawn dish soap
- ♥ Nitrile/vinyl gloves
- ♥ Jugs of white vinegar
- ♥ Laundry detergent for HE (high-efficiency) washing machines
- ♥ Dryer sheets

OFFICE SUPPLIES

- ♥ Copy paper
- ♥ 1st-class stamps
- ♥ 3-tab manila folders
- ♥ Colored 2-pocket folders
- ♥ Batteries (AA, AAA & 9V)

OTHER

- ♥ Gift cards to Staples, Walmart, Target, PetSmart, The Mill, Tractor Supply, Home Depot, etc.
- ♥ Gas gift cards

Behold, our most-needed items! We also have Amazon, Chewy, and Kuranda bed wish lists!

Visit harfordshelter.org/wish-list to see all our lists!

Donations may be dropped off during business hours: M-F 11am-6pm, Sat 10am-5pm, Sun 11am-4pm

2208 Connolly Road Fallston, MD 21047 ♥ 410-836-1090 ♥ www.harfordshelter.org

deck the paws

Harford County small business owners Jason & Katie Davis love animals. That's why each year they invite fellow businesses to host a one-day event or month-long campaign and donate proceeds to help "Deck the Paws" for animals without homes at the holidays.

The Davises provide support and guidance, HSHC will help promote all the events, and at the conclusion, check presentation photos with us are not just suggested, they're highly encouraged!



For more information or to discuss opportunities, please contact Katie Davis at kmdavis014@gmail.com.

