

Bowling Green - Warren County



Humane Society

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Marketing Campaign  
Maddie's Fund  
2223 Santa Clara, Suite B  
Alameda, CA 94501

Dear Sir or Madam,

Thank you for offering this wonderful opportunity. Maddie's Fund has done so much for shelters, rescues and general animal welfare. I am honored to participate in this endeavor.

First, I would like to introduce you to us. I am representing the Bowling Green -- Warren County Humane Society. We are located in South Central Kentucky. The population of Bowling Green is approximately 55,000 with a total county population of approximately 90,000. Our shelter provides service for both the city and county. We are funded by both entities. We are approximately the fourth highest intake shelter in the state of Kentucky. We have 6,500-7,000 intakes / year almost equally distributed from city and county. In our efforts to reduce the pet overpopulation, we have a clinic and veterinary on site and we offer a low cost spay/neuter program. We also have local vets who perform surgeries for us once or twice a month on site as well. Annually, we perform approximately 5,000 surgeries. However, we continue to euthanize approx 1,500 animals / year due to sickness, injury or just 'not enough homes' for them. In 2004, one of our long term goals became a reality as we opened our No Kill Adoption Center. The Adoption Center has enabled us to save thousands more lives each year. When room becomes available, we pull animals from the Humane Society into the Adoption Center where they await their forever home. However our intake rate has grown equally compared to the lives we save. If we built an additional Adoption Center(s), we would only fill them up with unwanted animals. Therefore, spay/neuter is the ultimate answer!

Our main goal is to find homes for as many adoptable animals as we can. We are proud to have one of the *highest* adoption/rescue rates in the state of Kentucky. In addition to our main goal, we must now work aggressively to seek funding for our Adoption Center. We do not receive any government funding. It is solely operated on donations from the community. We are literally out in the community every month trying to raise money to fund this building making it hard to offer additional incentives to spay/neuter pets. Any

monies we raise above and beyond what is needed to keep this building operating, we try to allocate to offering spay/neuter incentives, such as free neutering for male cats, etc.

Having said all the above, this brings me to introduce you to what I feel like is one of most successful and creative events each year. This event not only raises much needed funding for our Adoption Center, but it features our *hard to place or long time residents*. The name of this annual event is: **ADOPT-A-THON: Where the animals are the STARS!**


The Humane Society teamed up with the local cable company, Insight Communications, to develop this event. The show is three hours and airs LIVE on a cable channel. Local restaurants have their television dialed in to the channel for diners to watch as they have dinner and donation banks are located on each table. The show features local radio and television personalities, government elected officials, business owners; shelter staff, shelter board members, etc. These locals appear on the show featuring an animal that is up for adoption. They tell the animals story and challenge the viewing audience to consider calling in to adopt the animal or make a donation pledge. Sylvia is a perfect example of the success of this event. Sylvia was the longest resident at the shelter when our Adopt-a-thon aired last year. She was a black pit bull mix. She had been at the shelter for six months before she was adopted. Unfortunately for Sylvia, her new brother did not take to her and the owner returned Sylvia to the Adoption Center. She spent six more months before she was adopted the second time. This time by a newly divorced male who promised to give Sylvia the kind of life she so deserved. Since Sylvia was such a shelter favorite, many followed up on her progress in her new home. Fortunately for Sylvia, one of those admirers was a city animal control officer who rescued her from the end of a four foot chain. She was covered in fleas and had 'hot spots' on her torso. Sylvia was now on her third trip back to the Adoption Center. Two weeks after the Adopt-a-thon aired, a wonderful couple came in to meet Sylvia. They stated they fell in love with her as they watched the show and wanted to make her part of their family. In addition Roberta and Flack, a black cat and kitten were also featured on the show. They were adopted the next day. Along with Sylvia, Roberta and Flack, 35 animals were adopted within two weeks after the show. The 2006 Adopt-a-thon generated over \$14,000 for the Adoption Center.

For your viewing purposes, I have enclosed videos of our 2006 and 2007 **ADOPT-A-THON: Where the animals are the STARS**. Sylvia was featured as a success story on our 2007 show which produced results at parity to our 2006 show. I hope you enjoy the videos and find our efforts worthy of "winner" status. Thank you so much for this opportunity and consideration.

Sincerely,



Benita C. Bartley  
Board President  
BG-WC Humane Society



Lorri C. Hare  
Executive Director  
BG-WC Humane Society