

# Fundraising for Community Kitten Foster Initiative

## Stray Cat Alliance

**Project title:** Fundraising for Community Kitten Foster Initiative

**Organization:** Stray Cat Alliance

**Project lead(s):** Christi Metropole

**Project completed:** 4/30/18

**Grant amount:** \$26,450

**Initiative:** Foster Care

**Project type:** Phase 1

**Project Summary:** Stray Cat Alliance evaluated the sustainability of the Safe-At-Home project by fundraising for the project within their community. The project used the following channels to increase the support: direct mail, email/social media, major gifts & mid-level donors, sponsorship and events. The project was successful; funding increased from 2017 to 2018.

**Objective:** To increase monetary support through a variety of fundraising channels.

**Methods:** The following fundraising methods were used to increase financial support: direct mail, email/social media, major gifts & mid-level donors, sponsorship and events.

### **Results:**

- Direct Mail raised \$29,009
- Email/Social Media (Saving Pets Challenge) raised \$153,091
- Major Gifts & Mid-Level Donors raised \$94,850
- Sponsorships and Events raised \$5,774
- Total: \$282,724
- Increase in Constituents: 2,060

**Conclusions:** Funding for the project increased from 2017 to 2018.

*Keywords: Foster Care, Stray Kittens, Fundraising, Fostering*

*Audience: Shelter/rescue, Executive leadership, Veterinary team*