Event and Program Overview
About Animal Humane Society

As the leading animal welfare organization in the Upper Midwest, Animal Humane Society (AHS) is transforming the way shelters care for animals and engage their communities. From innovative medical and behavior programs to investments in outreach and advocacy, we’re advancing animal welfare and creating a more humane world for animals in Minnesota and beyond.

Every year we care for more than 22,000 companion animals in need and aid thousands more through programs that help people nurture and protect their pets.

Our commitment to an open admission policy means we take in every animal surrendered to us, regardless of its 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, more than 93 percent of the animals that came through our doors last year were adopted or placed within the community.

In addition to adoption, AHS offers services and support for every stage of an animal’s life, including:

- A free Pet Helpline (952-HELP-PET) that provides caring pet advice and resources
- More than 100 family-friendly training classes per week
- Pet boarding at two locations — Animal House and Now Boarding
- Education programs and camps for children and families
- Low-cost spay and neuter surgeries, wellness services, specialty surgeries, and dental care for pets of people with limited means, military personnel and veterans, and nonprofit rescues and shelters
- Assisting pets and empowering their owners in underserved communities through our Community Outreach program
- Investigating reports of animal cruelty and neglect throughout Minnesota and neighboring states through our Humane Investigations department
- Partnering with local businesses and farms to give non-adoptable cats a chance to thrive through our Community Cats program
The Power of our Reach

- More than 23 million pageviews last year
- More than 140,000 email subscribers
- More than 116,000 Facebook followers
- More than 50,000 donors annually
- More than 25,600 Instagram followers
- More than 110,000 pet helpline calls
- More than 7,300 Twitter followers
- More than 10,500 YouTube subscribers
- More than 2,100 active volunteers
- More than 41,000 people engaged with AHS for pet or adoption services, including training, boarding, education, and community outreach support within the past year
Why support Animal Humane Society?

Animal Humane Society is an independent nonprofit organization with no affiliation to any national animal welfare organization or government agency. Our work is funded solely by private donations, special events, adoption and program fees, and merchandise sales.

AHS is able to provide the highest quality of care and compassion to pets and people in our community through the generous support of donors and partners who are as passionate about animals as we are.

SUPPORTING ANIMAL HUMANE SOCIETY ALSO PROVIDES BENEFITS TO YOUR ORGANIZATION, INCLUDING:

- A connection to the largest animal welfare organization in the Upper Midwest and its broad, passionate support base
- 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

Ways to support Animal Humane Society

- Sponsorship opportunities such as:
  - a special event (Wine Dinner, Whisker Whirl, or Walk for Animals)
  - a transport or outreach vehicle
  - a Community Outreach wellness event
  - a litter of animals or animals needing specialized care
- Make a financial donation
- Form a Walk for Animals team with family, friends, and coworkers
- Provide in-kind products such as treats, supplies, or enrichment toys for shelter animals, or silent/live auction items for special events
- Host a fundraiser to benefit AHS

DIY FUNDRAISING MADE EASY

Animals need our help year-round, and it’s with your support that we can change the world for dogs, cats, and critters in need. Whether it’s a friendly office competition, a celebratory event, a team fitness challenge, (or just because!) your business can use any occasion as an opportunity to fuel your own fundraiser.

With easy-to-use tools, you can fundraise on your own schedule, motivating your friends and family to give to something you love — animals!

Get started by visiting animalhumanesociety.org/DIY-fundraising.
Wine Dinner

Wine Dinner is a cultivation event, bringing together Animal Humane Society’s top donors for an amazing culinary experience and opportunities to give through ticket sales, live auction items, and a fund-a-need. This event grants access to our most charitable group of donors in an intimate setting. Attendees enjoy a five-course meal with wine pairings specially created by top chefs from around the Twin Cities.

- More than 20 successful years
- More than 200 attendees each year
- Raises more than $200,000 annually to support the mission of AHS

DEMOGRAPHICS*

- This is an invite-only event for our leadership donors that have a higher net worth and more disposable income than attendees at our Whisker Whirl or Walk for Animals events.
- The primary audience for AHS is women ages 35-60 years old. We see that trend continue at Wine Dinner, with spouses also in attendance.

* Based on 2018 attendees
Whisker Whirl

AHS supporters and their canine companions dress up and mingle with other pet lovers while enjoying food, drinks, auctions, and more.

Highlights include guest activities (e.g. photo opportunities, raffle), a VIP reception, and a mission-focused program. Silent and live auctions feature destinations, tasty cuisine, sporting events, and goods and services to spoil your pet.

- More than 12 successful years
- More than 550 people and 200 dogs in attendance each year
- Nearly $300,000 raised each year to support the mission of AHS

DEMOGRAPHICS*

- Higher disposable income than Walk for Animals attendees.
- The primary audience for AHS is women ages 35-60 years old. We see that trend continue in Whisker Whirl attendees, with spouses also in attendance. The average guest age is 51 years old.
- 18% live in Minneapolis, 8% live in St. Paul, 72% live in the metro area, and 2% live out-of-state. Highest concentration of metro attendees are from St. Louis Park, Edina, Plymouth, Minnetonka, and Golden Valley.
- 55% attended Whisker Whirl for the first time, 32% have attended the last 2-5 years, and 13% have attended for 6-10 years.

* Based on 2019 attendees

“Our partnership with Animal Humane Society continues to be a real privilege. We admire their compassion for animals and their dedication to helping the less fortunate. It’s organizations such as AHS that make corporate sponsorship a rewarding part of our business. I am glad we are on their team!”

Jayme Wisely
President & CEO
GLS/NEXT Precision Marketing

Bonus sponsorship assets available with commitment by October 1.
Pet Dish E-newsletter

A GALA TO BENEFIT
WHISKER
WHIRL
FEBRUARY 16, 2019
MINNEAPOLIS
CONVENTION CENTER
TICKETS
animalhumanesociety.org/whiskerwhirl

Spend Valentine's Day weekend with your one true love! We hope you and your pup will join us at our annual Whisker Whirl gala. You'll enjoy a delectable seated dinner, exquisite drinks, and exciting auctions and activities—all to help animals in need. You and your furry Valentine won't want to miss this memorable evening.

TICKETS
animalhumanesociety.org/whiskerwhirl

763-432-4842

whiskerwhirl@animalhumanesociety.org

Pets hold a special place in our hearts and it's a love worth celebrating! Join us with your pup at our annual Whisker Whirl gala. You'll enjoy a delectable seated dinner, exquisite drinks, and exciting auctions and activities—all to help animals in need. You and your furry Valentine won't want to miss this memorable evening.

Animal Humane Society
845 Meadow Lane North
Golden Valley, MN 55422

SAVE THE DATE
2.16.19

NEW LOCATION
MINNEAPOLIS CONVENTION CENTER

TICKETS ON SALE DECEMBER 1
animalhumanesociety.org/whiskerwhirl

QUESTIONS?
763-432-4842
whiskerwhirl@animalhumanesociety.org

Promotional Examples

Save the Date Postcard
E-mail Stationery Footer
Table Tent
Event Program
In-shelter Banner
Mail Insert
Facebook Thank You Post
Animal Humane Society provides resources that compassionately serve all the stages of an animal’s life. Our mission is to engage the hearts, hands, and minds of the community to help animals.

SPONSORS

2019 GALA COMMITTEE

Josh Arnold
Debra Evans
John Glenn
Liz Grey
Liv Hagen
Dick Hall
Shanna Haugland
Andrew Leonard
Alysha McClain
Kate Rafferty
Ali Schneider
Ellie Smith
Mary Tan

A GALA TO BENEFIT

FEBRUARY 16, 2019

TICKETS
animalhumanesociety.org/whiskerwhirl
763-432-4842
whiskerwhirl@animalhumanesociety.org

Spend Valentine’s weekend with your one true love! You’ll enjoy a delectable seated dinner, exquisite drinks, auctions, and activities that celebrate the special place animals hold in our hearts.

Don’t forget to bring your own beloved pup!

NEW LOCATION
MINNEAPOLIS CONVENTION CENTER

2.16.19
Walk for Animals

The Walk for Animals is a celebratory day featuring a 2.5-mile walk, live band, vendors, fun activities for all ages, and a festive atmosphere honoring the special bond between humans and their pets.

The Walk is also the largest and most successful fundraising event for AHS with a goal of raising $1 million for animals in need.

- Long history — 48 successful years!
- Largest human/animal walk in the country
- Estimated 9,000 people and 5,000 animals in attendance
- More than 400 corporate, veterinary clinic, and friends/family teams
- A dedicated team of more than 300 volunteers and 150 staff make this well-organized event possible
- 45 “flealess market” vendors, food and beer trucks
- Radio station featuring music and giveaways
- A Walk for Animals rally emceed by celebrity guests

DEMOGRAPHICS*

- Primary audience for AHS is women ages 35-60 years old. We see that trend carry over to this event.
- All ages enjoy participating in the Walk for Animals, especially families with children. The average guest age is 42 years old.
- Walkers averaged 2.3 years of participation.
- The majority of people attending reported living in Minneapolis or St. Paul. Large audience segments also came from surrounding suburbs including Plymouth, Maple Grove, St. Louis Park, Coon Rapids, Blaine, and Golden Valley.

* Based on 2019 attendees

“We have been thrilled and honored to partner with AHS over the past several years. We enjoy donating not only funds, but also seeing our employees engage in the cause as well. Getting to know many of the committed employees and volunteers that do the daily work to execute their mission keeps us coming back!”

Tom H. Sween, COO/President, E.A. Sween Company/Deli Express

Bonus sponsorship assets available if commitment made by December 1.
It's time to lace up and leash up to make the world a better place for animals. Your support helps us care for thousands of animals in need.

Donate. Walk. Celebrate. It's time to lace up and leash up to make the world a better place for animals. Your support helps us care for thousands of animals in need.

Schedule - May 4, 2019

8:00 a.m. Check-in, prize pick-up, activities, vendors & food trucks open
9:00 a.m. Summit Brewing Company beer truck, and Bloody Marys, courtesy of Crooked Water Spirits and Fast Mary's, open
9:30 a.m. Walk Rally
11:00 a.m. Purina Pro Plan Performance Team show
11:30 a.m. Pet costume contest begins
12:30 p.m. Check-in & prize pick-up close

Live music by American Bootleg

1:30 p.m. Purina Pro Plan Performance Team show
2:00 p.m. Shuttle service to parking lots ends

Thanks for walking!

Animal Humane Society is a private non-profit organization that receives no federal, state, or government funding. This is why your contributions are critical.
Join Animal Humane Society at the Walk for Animals on Saturday, May 4, and help raise money for animals in need. Every dollar raised provides medical treatment, behavior programs, and compassionate care to the 23,000 animals who come to our four Minnesota shelters every year. Together, we’ll make the Walk for Animals a monumentl success!

Questions?
walk@animalhumanesociety.org
763-432-4841
845 Meadow Lane North
Golden Valley, MN 55422

You’re just a walk away from giving animals in our community the happy new beginnings they deserve. Register now at walkforanimalsmn.org.

Together, we raised $1 million to help animals in need. The second chance they need to find their forever homes.


On Saturday, May 4, thousands of animal lovers and their pets came together to donate, walk, and celebrate — making the 2019 Walk for Animals a monumental success!

Thank you for supporting animals and Animal Humane Society. We hope to see you at next year’s Walk on May 2, 2020!
IDEAS FOR EVERYONE

• Start early. The sooner you start asking for donations, the more time you'll have to grow your fundraising. Also, think about some great ways to share with your community! By fundraising for the Walk for Animals, you're helping to create happier, healthier lives for animals. Thank you for making a difference in the lives of animals in our community.

Make a personal donation. Be the first to show your commitment to animals in need.

Make a pledge. Pledge to raise a specific amount for the Walk and then share your goal on social media.

Send emails. Email your family, friends, coworkers, and others to request a donation.

Ask your animal-loving friends, family, coworkers, and others to join you in supporting Animal Humane Society and the Walk for Animals.

• Join or start a Walk for Animals team! Why? Because humans and animals benefit together.

TEAM QUESTIONS

Three or more people are required to form a Walk team.

Can I check in before the Walk?

Yes! Early check-in will take place from 4 to 8 p.m. on Thursday, May 2, at our Golden Valley location and Summit Brewery.

Where do I turn in donations at the Walk?

Donations can be turned in at general check-in. Prizes are awarded based on individual fundraising goals. Awards will be directed to general check-in. Walkers who have personally raised $999 and below will have the option to pick up their awards at their team's check-in. Walkers who have personally raised more than $999 will have the option to pick up their awards at the AHS Golden Valley location and Summit Brewery.

What do I need to bring to check-in?

• Donation Tracker form (if applicable)
• Employer matching gift forms (if applicable)
• Cash and check donations along with your completed Donation Tracker form
• Electronic donations are counted automatically. Please bring cash for food and merchandise purchases — not all of our vendors accept credit cards. Also, pay attention to any specific item requests we may have.

What else should I bring to the Walk?

• Water bottles
• Sunscreen
• Snacks

CHECK-IN AND WALK DAY QUESTIONS

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Where do teams check in on event day?

Walkers who have personally raised $999 and below will have the option to pick up their awards at their team's check-in. Walkers who have personally raised more than $999 will have the option to pick up their awards at the AHS Golden Valley location and Summit Brewery.

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FUNDRAISING QUESTIONS

Can I still raise money and earn prizes if I cannot attend the Walk?

Yes! You can still raise funds to help animals even if you're unable to attend the Walk. If you have cash or check donations, attend our early check-in on Thursday, May 2, or you can still collect your prizes after the Walk.

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Every dollar you raise goes directly toward creating happier, healthier lives for animals. And more importantly, the love and care they deserve.

Fundraising comes easily when you do it from the heart. Be creative and make it personal. And remember, you're working hard for a wonderful cause — to help animals in need.

A great way to boost your fundraising and go mobile is to download the AHS Walk for Animals social app to schedule posts, update your personal page, and more. Use #walkforanimals whenever you post about the Walk.

Keep your Facebook updates by reaching out on social media. You can follow us on Facebook, Twitter, Instagram, and LinkedIn to see the latest news and updates. To stay updated, connect with us here:

Facebook: https://www.facebook.com/AnimalHumaneSociety/
Twitter: https://twitter.com/AHS
Instagram: https://www.instagram.com/animalhumanesociety/
LinkedIn: https://www.linkedin.com/company/animal-humane-society/

Take a look at the resources and fundraise on the go with our Fundraising Toolkit. Find more fundraising tools and information, including the fun prizes you could earn, at walkforanimalsmn.org.

Frequently Asked Questions

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Keep your Facebook updates by reaching out on social media. You can follow us on Facebook, Twitter, Instagram, and LinkedIn to see the latest news and updates. To stay updated, connect with us here:

Facebook: https://www.facebook.com/AnimalHumaneSociety/
Twitter: https://twitter.com/AHS
Instagram: https://www.instagram.com/animalhumanesociety/
LinkedIn: https://www.linkedin.com/company/animal-humane-society/

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Current and Past Supporters