



— HUMANE HEROES —

PARTNERSHIP OPPORTUNITIES

— 2016 —

Our Mission:

The mission of First Coast No More Homeless Pets (FCNMHP) is to end the killing of dogs and cats in shelters in our community, Northeast Florida and the nation.

Our Work:

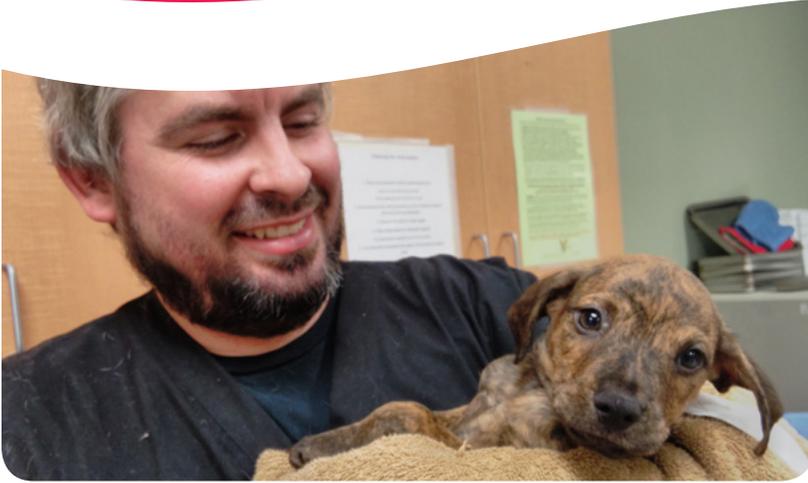
As a nonprofit that collaborates closely with the entire community, we strive to dramatically improve the welfare of animals and promote the valuable bond between humans and their pets. Our work is humane, purposeful and comprehensive.

Humane Heroes:

The purpose of this packet is to share with you opportunities for incredible marketing exposure while helping us save lives.



Mission



The Problem:

In the United States, approximately 3.7 million pets are euthanized every year. While euthanasia can alleviate suffering in some cases, healthy pets make up the majority of these figures.

The Solution:

Our combination of aggressive spay/neuter efforts, adoption initiatives and pet retention programs has resulted in significant improvements for animals. The euthanasia rate in Jacksonville has decreased by an astounding 95% since our inception in 2002.

Our Approach:

We carefully look at data from the city shelter and determine the origin of surrendered pets, as well as the types of pets least likely to leave the shelter alive. Armed with this information, we target our efforts.

Examples:

- We offer free spay/neuter services for feral cats and pets from zip codes with high surrender rates.
- Our Neuter Commuters provide transportation to those who need it in surrounding counties, ensuring all animals can get spayed or neutered.



Life Saving Programs



Spay/Neuter

We offer free and low-cost targeted spay/neuter services for dogs, cats and community cats (outdoor, non-owned). We partner with city shelters and rescue groups offering high-quality, low-cost options. In the past fiscal year, we performed 28,025 surgeries and have performed more than 210,000 surgeries since 2002. We are the largest spay and neuter clinic in the country.

Feral Freedom

We worked with the City of Jacksonville to establish Feral Freedom, a trap-neuter-return program for feral cats. This was the first program of its kind in the nation to eliminate the protocol of euthanizing feral cats in shelters. We pick up feral cats from the city shelter twice a day and spay/neuter, vaccinate and ear-tip before returning them to their home territories. Many communities are now implementing this program, saving hundreds of thousands of cats.

Low Cost Veterinary Care

Our low-cost veterinary clinic is open to the public seven days a week, regardless of income or place of residence, providing high-quality care at approximately half the cost of standard veterinarians. We also raise donations for our Angel Fund, a program that allows us to discount the cost of care even further for owners facing severe financial barriers or homeless pets. We see countless Angel Fund pets each week and believe no pet should suffer or go without care for financial reasons.

Mega Adoption Event

Pairing homeless pets with new families is a big part of our life-saving work. We plan and implement large-scale adoption events four times a year. These events are the largest of their kind in the nation, finding homes for up to 1,000 dogs and cats per event and attracting up to 9,000 individuals looking to adopt. In addition, we assist other communities with planning similar events, saving thousands of dogs and cats from potential euthanasia nationwide.

Pet Food Bank

Run entirely by volunteers and donations, our food bank serves as another means of keeping families and pets together. To date, we have served over one million pounds of food to hungry dogs and cats.

We have many other programs and encourage you to visit fcnmhp.org for more information.

Major Events



Mega Pet Adoptions | April, July, October, & December

Jacksonville Fairgrounds, 510 Fairgrounds Pl, Jacksonville, FL 32202

FCNMHP brings together shelters/rescues to adopt their homeless pets at the Jacksonville Fairgrounds. These weekend-long events are the largest in the nation. Each event has more than 1,000 dogs and cats with most of them finding their forever homes by the end of the weekend. As of October 2015, over 10,000 have been adopted through our Mega Adoption events. Mega Pet Adoptions are the largest of their kind in the Country.

Attendance & Audience: 8,000+ - Families and individuals looking to adopt a pet.

First Coast Angels | Thursday, February 25, 2016, 6 p.m. - 9:30 p.m.

Seasons 52, 5096 Big Island Dr, Jacksonville FL 32246

FCNMHP will host a night of fabulous food and cocktails at Seasons 52, recapping the most impactful Angel Fund stories from the past year. This elegant, all-you-can-eat, five-course dinner includes a presentation of Angel Fund rescues and testimonials from folks who adopted these Angels. There will also be a fundraising vote-off for favorite Angel, with the winner getting a \$500 gift certificate to a Pet Store. All finalists will receive a FCNMHP clinic coupon for \$100.

Attendance & Audience: 150 - From corporate leaders to local animal welfare supporters.

Humane Heroes Luncheon | May 28, 2016 | noon - 1 p.m.

Jesse Ball DuPont Fund Non-Profit Center

A major fundraising event designed to secure pledges from community businesses and leaders, the Humane Heroes Luncheon will highlight the work FCNMHP is doing in the community and honor our current Humane Hero sponsors.

Attendance & Audience: 300 - Business leaders, philanthropists, and animal advocates.

Dogtoberfest | October 23, 2016 | noon - 6 p.m.

Seawalk Pavilion, 1st St N, Jacksonville Beach, FL 32250

A popular and anticipated 'bring your dog' event that hosts a VIP area, beer garden, live music, pet related vendors, delicious food and the highly entertaining dog costume contest.

Attendance & Audience: 5,000+ - From corporate leaders to local animal welfare supporters.

Major Events Cont.



FCNMHP Weekend for the Animals | April 1-3, 2016

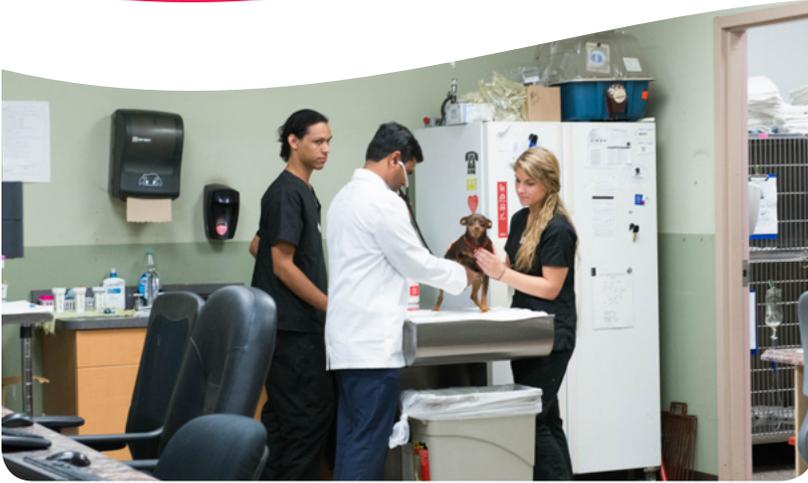
Several third party events and special business promotions converge on the first weekend in April. Businesses can choose to do a fundraiser on our behalf or simply donate a portion of sales from that weekend. The total amount raised will be announced the following Monday on the WJXT Channel 4 Morning Show.

Businesses often chose FCNMHP to benefit from a charity event or promotion, but this weekend offers an opportunity to expand reach and raise more awareness.

Audience: Business owners who are passionate about saving pet lives



Reputation



Online Review
September 5, 2014



"This organization is a model of what to do correctly. They have more work than they can humanly do, but they keep at it! I have had several cats spayed and neutered and have referred folks to them for same services and shots. I have been able to take in more animals into my home because of their affordable services. I have helped others become first time pet owners through this informative and affordable organization. The world is a better place because of these folks! GOD BLESS THEM ALL!!"

-Della Stout

Online Review
September 6, 2015



"Very satisfied with my recent visit here. The staff was friendly and took very good care of my Stella! Thanks again!"

-Tara Canon

Online Review
September 1, 2015



"They were wonderful with my puppy! We received excellent care and the cost was so affordable."

-Lydia Parker



4.8



4.0



4.0



Supporters



Vet Clinic

As a low-cost option, most of our constituents are in the working class and have limited disposable income. They are loyal, hard working, and friendly people who care deeply for their pets.

Age Range: 18-55

Socioeconomic: Lower, Upper Lower, and Middle Class

Behavior: Looks for discounted quality products and services

Clients in Database: 70,050

Average Daily Served: 78

Average Bill: \$95

Donors

Deeply rooted in animal and pet welfare, our donors are more established financially. Many donors have rescued or adopted pets themselves, and our mission to end the killing of homeless pets resonates with them.

Age Range: 35-65+

Socioeconomic: Upper Middle and Upper Class

Behavior: Follow passions in life; Philanthropic



Donors Cont.

Donors in Database: 10,600

Email List: 22,000

Mailing List: 14,000

Average Gift: \$171

Did you know?

86% of Northeast Florida residents have at least one dog or cat.*

62% of U.S. households have at least one pet.*

9 out of 10 pet owners consider pets part of the family.*

*Statistics from the Humane Society of the United States and The Harris Poll



Marketing Reach



E-newsletters

Twice a month, to 14,000 donors and supporters
Average open rate 13 percent
 $(14,000 \times 24) \cdot (0.13) = 21,840$ estimated impressions

Direct Mail

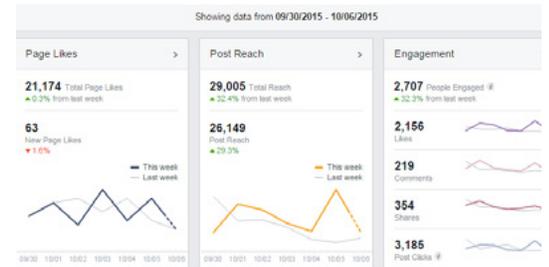
5 per year to average of 16,000 donors/ mailing
Average open rate of direct mail is 56 percent (CMO Council Facts and Stats)
 $(16,000 \times 5) \cdot (0.56) = 44,800$ estimated impressions

Website Traffic

Average 18,000 sessions/month, 216,000/year

Social Media

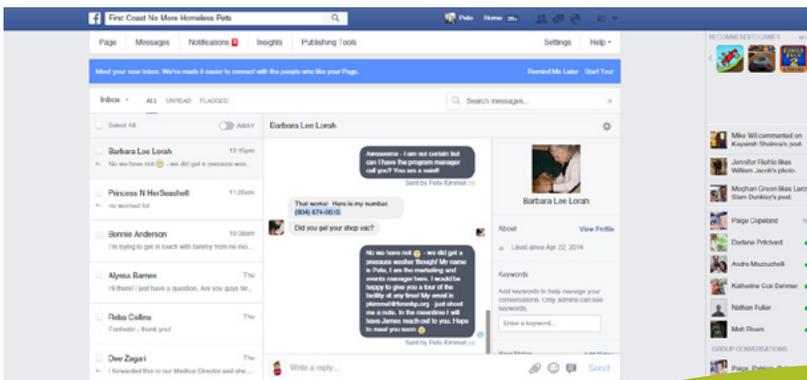
23,500 followers
30-50 posts/week



First Coast No More Homeless Pets added 2 new photos.
July 19 · 🌐
Drum roll 🎵 830 pet adoptions at the Mega Pet Adoption Event! Thank you all for the wonderful support and for saving so many lives! #jaxmega



33,578 people reached
442 Likes 27 Comments 146 Shares
Like Comment Share



Sponsorship Levels

ALPHA DOG: \$50,000

E-newsletters

Twice a month, to 14,000 donors and supporters

Average open rate 13 percent

-Logo at the end of every email

-Two sponsored featured stories

Direct Mail

5 per year to an average of 16,000 donors/ mailing

Average open rate of direct mail is 56 percent (CMO Council Facts and Stats)

-Alpha Dog logo included on back of each letter

Website Traffic

Average 18,000 sessions/month, 216,000/year

-Special/custom offer listed as popup on main page for 2 months

-Listed as sponsor on Humane Heroes page

Social Media

23,500 followers

30-50 posts/week

-Sponsor three #AngelFund dogs/cats per year

-12 special offer posts available per year

-Listed as sponsor twice per event on Facebook and Twitter posts, 12 posts total per year

Events

-First Coast Angels Presenting Sponsor

-Humane Heroes Luncheon Presenting Sponsor

-Contributing Sponsor for Dogtoberfest and a complimentary booth

-Booth at four MEGA Adoption Events

-Event promotional materials or "swag bags" handed out at sponsored events

Norwood Clinic

-Custom handout or giveaway for customers

-Humane Hero Alpha Dog spotlight poster hung in each exam room (4)

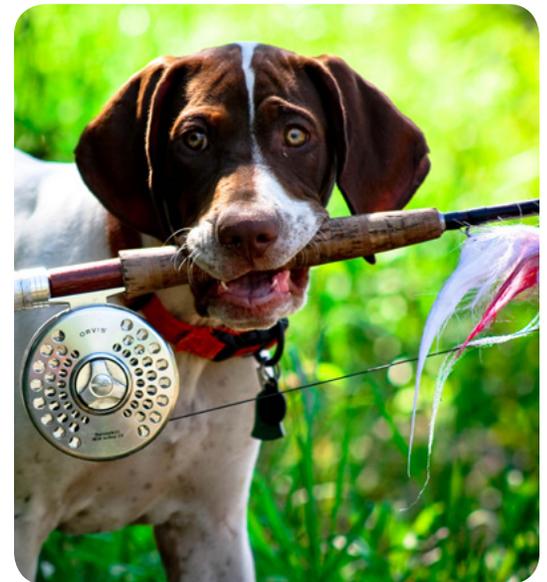
- 18" x 18"

Cassat Clinic

-Custom handout or giveaway for customers

-Humane Hero Alpha Dog spotlight poster hung in each exam room (12)

- 18" x 18"



TOTAL MARKETING REACH



610,000

potential customers

Sponsorship Levels

CAT'S MEOW: \$25,000

E-newsletters

Once a month, to 14,000 donors and supporters
Average open rate 13 percent
-Logo at the end of every email

Direct Mail

5 per year to an average of 16,000 donors/ mailing
Average open rate of direct mail is 56 percent (CMO Council Facts and Stats)
-Cat's Meow logo included on back of each letter

Website Traffic

Average 18,000 sessions/month, 216,000/year
-Special/custom offer listed as popup on main page for 1 month
-Listed as sponsor on Humane Heroes page

Social Media

23,500 followers
30-50 posts/week
-Sponsor two #AngelFund dogs/cats per year
-Six special offer posts available per year
-Listed as sponsor twice per event on Facebook and Twitter posts, 12 posts total per year

Events

-First Coast Angels Contributing Sponsor
-Humane Heroes Luncheon Contributing Sponsor
-Dogtoberfest Contributing Sponsor and a complimentary booth
-Booth at two MEGA Adoption Events
-Event promotional materials or "swag bags" handed out at sponsored events

Norwood Clinic

-Humane Hero Cat's Meow spotlight poster hung in each exam room (4) - 11" x 14"

Cassat Clinic

-Humane Hero Cat's Meow spotlight poster hung in each exam room (12) - 11" x 14"



TOTAL MARKETING REACH



450,000

potential customers

Sponsorship Levels

PAWRIFFIC PARTNER: \$15,000

E-newsletters

Once a month, to 14,000 donors and supporters

Average open rate 13 percent

-Logo at the end of every email

Direct Mail

3 per year to an average of 16,000 donors/ mailing

Average open rate of direct mail is 56 percent (CMO Council Facts and Stats)

-Pawriffic Partner logo included on back of each letter

Website Traffic

Average 18,000 sessions/month, 216,000/year

-Special/custom offer listed as popup on main page for two weeks

-Listed as sponsor on Humane Heroes page

Social Media

23,500 followers

30-50 posts/week

-Sponsor one #AngelFund dog/cat per year

-Four special offer posts available per year

-Listed as sponsor once per event on Facebook and Twitter posts, 6 posts total per year

Events

-First Coast Angels Sponsor

-Humane Heroes Luncheon Sponsor

-Complimentary booth at Dogtoberfest

-Booth at one MEGA Adoption Event

-Event promotional materials or "swag bags" handed out at sponsored events

Norwood Clinic

-Humane Hero spotlight poster hung in each exam room (4) - 11" x 14"

Cassat Clinic

-Humane Hero spotlight poster hung in each exam room (12) - 11" x 14"



TOTAL MARKETING REACH



400,000

potential customers

Sponsorship Levels

FURTAISTIC FRIEND: \$10,000

E-newsletters

Once a month, to 14,000 donors and supporters

Average open rate 13 percent

-Logo at the end of every email

Direct Mail

2 per year to an average of 16,000 donors/ mailing

Average open rate of direct mail is 56 percent (CMO

Council Facts and Stats)

-Furtastic Friend logo included on back of each letter

Website Traffic

Average 18,000 sessions/month, 216,000/year

-Special/custom offer listed as popup on main page for one week

-Listed as sponsor on Humane Heroes page

Social Media

23,500 followers

30-50 posts/week

-Two special offer posts available per year

-Listed as sponsor once per event on Facebook and

Twitter posts, 6 posts total per year

Events

-First Coast Angels Sponsor

-Humane Heroes Luncheon Sponsor

-Complimentary booth at Dogtoberfest

-Booth at one MEGA Adoption Events

-Event promotional materials or "swag bags" handed out at sponsored events (excluding MEGA)

Norwood Clinic

-Humane Hero spotlight poster hung in each exam room (4) -

11" x 14"

Cassat Clinic

-Humane Hero spotlight poster hung in each exam room (12) -

11" x 14"



TOTAL MARKETING REACH



370,000

potential customers

Sponsorship Levels

HOMELESS HELPER: \$5,000

E-newsletters

Once a month, to 14,000 donors and supporters

Average open rate 13 percent

-Logo at the end of every email

Direct Mail

1 per year to an average of 16,000 donors/mailing

Average open rate of direct mail is 56 percent (CMO

Council Facts and Stats)

-Homeless Helper logo included on back of letter

Website Traffic

Average 18,000 sessions/month, 216,000/year

-Listed as sponsor on Humane Heroes page

Social Media

23,500 followers

30-50 posts/week

-One special offer posts available per year

-Listed as sponsor once per event on Facebook and

Twitter posts, 6 posts total per year

Events

-First Coast Angels Sponsor

-Humane Heroes Luncheon Sponsor

-Complimentary booth at Dogtoberfest

-Event promotional materials or "swag bags" handed out at sponsored events

Norwood Clinic

-Humane Hero spotlight poster hung in each exam room (4) -

11" x 14"

Cassat Clinic

-Humane Hero spotlight poster hung in each exam room (12) -

11" x 14"



TOTAL MARKETING REACH



340,000

potential customers

Sponsorship Levels

LIFE SAVER: \$2,000

Website Traffic

Average 18,000 sessions/month, 216,000/year

-Listed as sponsor on Humane Heroes page

Social Media

23,500 followers

30-50 posts/week

-One special offer posts available per year

-Listed as sponsor once per event on Facebook and

Twitter posts, 6 posts total per year

Events

-Humane Heroes Luncheon Sponsor

-Complimentary booth at Dogtoberfest

-Event promotional materials or "swag bags" handed out at sponsored events



Norwood Clinic

-Humane Hero spotlight poster hung in each exam room (4) -

8.5" x 11"

Cassat Clinic

-Humane Hero spotlight poster hung in each exam room (12) -

8.5" x 11"



TOTAL MARKETING REACH



290,000

potential customers

Sponsorship Levels

LEVEL

RECOGNITION

	Alpha Dog \$50,000	Cat's Meow \$25,000	Pawrific Partner \$15,000	Furtastic Friend \$10,000	Homeless Helper \$5,000	Pet Lover \$2,000
Bookmarks at Norwood Clinic						
Bookmarks at Cassat Clinic						
E-Newsletter Feature Stories	2					
Facebook Angel Fund Sponsor Stories	3					
Dogtoberfest Sponsor						
MEGA Adoption Events (with Booth)	4 (+swag)	2 (+swag)	2	1		
Web Site Main Page Pop-up	2 months	1 months	2 weeks	1 week		
Direct Mail (Logo)	5	4	3	2	1	
E-Newsletter (Logo)	24	24	24	24	24	
First Coast Angels Event Sponsor	Presenting (+swag)	Contributing (+swag)				
Dogtoberfest Event Booth						
Humane Heroes Luncheon Sponsor	Presenting					
Facebook Custom Posts	12	6	4	2	1	1
Facebook Event Posts	12	12	6	6	6	6
Web Site Humane Heroes Page						
Norwood Clinic Exam Room Posters	18"x18"	11"x14"	11"x14"	11"x14"	11"x14"	8.5"x11"
Cassat Clinic Exam Room Posters	18"x18"	11"x14"	11"x14"	11"x14"	11"x14"	8.5"x11"



Humane Hero Agreement

PARTNERSHIP INFORMATION

Alpha Dog (\$50,000)

Cat's Meow (\$25,000)

Pawrific Partner (\$15,000)

Furtastic Friend (\$10,000)

Homeless Helper (\$5,000)

Pet Lover (\$2,000)

PAYMENT INFORMATION

Method of Payment (Check one)

Check enclosed: Make payable to: First Coast No More Homeless Pets

Mail check: 6817 Norwood Ave. Jacksonville, FL 32008

Invoice Request

Credit Card (*fill in information below*)

VISA

MASTERCARD

PAYPAL: Send all payments to fcnmhp@fcnmhp.org



Cardholder Name (please print): _____

Card Number: _____

Billing Zip Code: _____ Expiration Date: _____ CVC Code: _____

Card Holder Signature: _____

Authorized Signature _____ **Date** _____

A COPY OF THE REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE WITHIN THE STATE 800-HELP-FLA. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE. FL REGISTRATION #CH14160

Thank You!

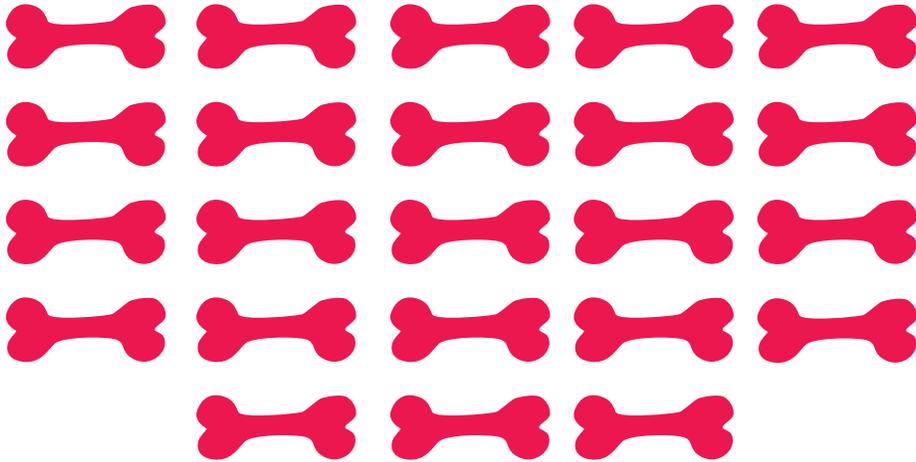
Thank you for choosing to support First Coast No More Homeless Pets. Your partnership can help save lives while also reaching a wide audience of active and engaged community members.

Please indicate partnership level and return to Barbara Barrett,
Development Director at bbarrett@fcnmhp.org or
6817 Norwood Avenue, Jacksonville, FL 32208.
For more information, call 904.520.7902.

JACKSONVILLE



2002 Animals Euthanized



2014 Animals Euthanized

