

# CAPITAL CAMPAIGN UPDATE!

*January 24, 2011*

Astonishingly, it's only 3 months since the Humane Society of Lebanon County launched its campaign to bring the County's Shelter into the 21<sup>st</sup> century. Admittedly it seemed like a job along the lines of pushing a peanut up the side of Mt. Kilimanjaro with your nose ---- but we're excited to tell you, that darn peanut's moving!!

In its earliest planning, the Shelter decided to take 'the road less traveled', and rather than select an important community personage to get out in front of the effort, it made Honey the face of the Campaign for two very important reasons. First, this project is all about the animals, cats and dogs like Honey --- the discards, the abandoned, and the lost. And secondly, the Board knew that the new Shelter would rise not because of one person's influence, but because of the very many people, ALL important, that have sustained the shelter since its 1939 start in a recycled chicken coup.

That peanut is making its way up the mountainside due to all of you who give from your heart, without consulting your social agenda. For that reason, we're delighted to tell you that the first plateau of the mountain is in sight; and in weeks ahead you'll hear big news about groundbreaking for the new kennel wings.

Along with the funds saved up by the Shelter, the proceeds of another successful Bow-Wow-Meow Ball, and the amazingly generous contributions made by our own Thrift Shop, plans for construction are able to move forward.

The Shelter will be partnering with a close neighbor, Dueck Construction of Myerstown, and with the continued guidance of Beyond Architects, will finalize plans to make the new building the very best it can be within the Shelter's budget.

Your generous holiday giving was highlighted by an astounding \$200,000. pledge from the Vernon & Doris Bishop Foundation. Kathy Bishop touched our hearts when she said her family's Foundation wanted to select a charity where they could really make a difference. The Foundation's generosity will make a vast difference for abandoned and unwanted animals for many years to come; and for the Shelter's volunteers, this enormous gift served to turn Honey's Dream into an attainable reality. The Foundation will sponsor one entire kennel wing in Phase One, and underwrite the launch of the Cattery in Phase Two slated to follow next year if we can all stay behind that peanut!

So to help raise the remaining \$100,000 needed for the new kennels, your check or pledge would be wonderful, but you can help the Shelter meet this goal without digging in your pocket at all.

If the Campaign is going to succeed, it's critical that we spread the word throughout the County. But since advertising is awfully expensive, we need your help to reach the folks in Lebanon

County who care and those who will appreciate that this is a once-in-a-lifetime chance to make a real difference in the care and future of homeless animals in our community.

Just a few of the ways you can really help:

- 1) Be sure to tell your friend and neighbors about Honey's Dream, and send them to [www.lebanonhumane.org](http://www.lebanonhumane.org) for all the details.
- 2) Continue to support the Shelter by attending the fun schedule of events planned for upcoming months. And when you do, please bring a friend. If each of our supporters reaches just one more person, we can DOUBLE our success!
- 3) Be sure to visit the Humane Society Thrift Shop. If you haven't been there, you'll be amazed by this really lovely store. And, of course, your continued contributions of nice merchandise play a big role in keeping the Thrift Shop growing.
- 4) Do you own, work for, or have a connection with a pet-friendly business?? If so, would they be willing to display Honey's brochures? And if they'd allow you to place a collection canister for the Campaign, that would be a huge help.
- 5) If you or a family member belongs to a group or an organization that might be willing to host a program about the Shelter and its Capital Campaign, again, please be in touch. We'll be delighted to match you with a speaker and program suitable for adults or children.
- 6) Do you belong to an organization that publishes a newsletter? If so, may we contribute a piece about the Shelter?
- 7) Do you have a fundraising idea to help us reach our goal? If so, we'd love to hear it. And if you'd like to work with one of our Committees in planning events, publicizing the campaign, or reaching out to potential donors --- again, please be in touch.

Our campaign work group may be reached at [honeydream@earthlink.net](mailto:honeydream@earthlink.net), or by phone (717) 802-1288.