

# ZOE'S ANIMAL RESCUE SOCIETY

## ABOUT US

BE THE CHANGE YOU WISH TO SEE IN THE WORLD – GANDHI

Those are words which Sasha Campbell – a Strathcona County resident – lives by. And words which inspired both Sasha and Kath Oltsher, when they co-founded *Zoe's Animal Rescue Society* in 2012.

*Zoe's* is a volunteer run, shelterless, registered animal rescue society. The rescue team at *Zoe's* shares the objective of saving vulnerable and at-risk animals. The team is dedicated to each and every rescue animal – from intake, to medical care & standard vetting, fostering, home screening & finally adoption!

The goal of *Zoe's* is undoubtedly admirable. This year *Zoe's* is on target to help over 300 at risk animals - an average of 5-6 times as many pets as most other local rescue groups.

With *Zoe's*, 100% of all revenues and donations go towards helping the animals. There are no overhead costs and no administration fees. Donations and fundraisers help to pay ongoing vet bills and purchase supplies for the foster homes (everything from pet food to pet toys, bedding, supplies, etc).

The spay-neuter cost for an average, healthy cat is approximately \$200, plus an additional \$25/ month while they are in *Zoe's* care. The spay-neuter for an average healthy dog is \$350, plus an additional \$50/ month while in *Zoe's* care. Those costs increase considerably, when animals are not healthy. The latter are the focus of *Zoe's* efforts.

\$2-5	De-worming pills
\$10-20	Collar and leash
\$25	Advantage medication
\$15-30	Basic vaccinations
\$30-50	Microchip
\$60-150	Wire kennel
\$90-120	Wire exercise pen
\$100	Parvo test for a dog
\$140	Igloo and straw bale
\$150-400	Spay or neuter
\$3000	Mini spay and neuter clinic



The 2015 Financial Statement for *Zoe's Animal Rescue Society* is as follows:

REVENUES:	\$248,795
EXPENSES:	(\$282,965)
SHORTFALL:	(\$34,170)

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## THE DOG DAYS OF SUMMER EVENT

EVENT: DOG DAYS OF SUMMER  
 LOCATION: BROADMOOR LAKE PARK  
 DATE: SUNDAY, SEPTEMBER 11, 2016  
 TIME: 11AM UNTIL 3PM

Zoe's 2015 financial shortfall was cleared by early 2016 through enthusiastic fundraising by the group's dedicated volunteers. A high profile annual event though, would ease the financial stress on our volunteers ... and allow Zoe's to focus on even more animals in need.

The proposed **Dog Days of Summer** event would be the ideal solution! In addition to helping Zoe's bring in necessary revenues, it would be a great promotional event for Strathcona County too!

Ultimately the **Dog Days of Summer** would be similar to *Pets in the Park*, hosted by the Edmonton Humane Society. Naturally it will take a few years to reach the participation and attendance they have. However we expect the **Dog Days of Summer** event to grow quickly - based not only on existing recognition of the EHS event, but the uncomplicated public access that our community's venue allows.

The **Dog Days of Summer** will be open to the public. Our goal is to attract a minimum of 2,500 visitors this year, and grow every year afterwards. There will not be an admission charge, although we will be encouraging those attending to bring pet donations (ie. pet food, pet toys, supplies, etc). *Berkeley's Place* and *A Pet's Pantry* will be in attendance to accept the donations. *Berkeley's Place* and *A Pet's Pantry* will then re-distribute the donations back to the various rescue groups – and the Bissell Centre.

## ACTIVITIES

There will be a variety of activities, including:

- Music
- Dog Trainers, Dog Agility Demonstrations, Pet Groomers, etc
- Children's Activities (Catnip Gardening, Pet Glitter Tattoos and Painting for Children of all ages)
- Market Place Vendors (target 50 Vendors – from Garden Market, Pet Food, Pet Turf, Crafts etc)
- And, Other Community-Based Rescue Groups!

## ADVERTISING

Although already underway, official advertising for the event in general - and more specifically for Market Place Vendors – will begin the week of July 25, 2016. We will be putting free ads in the local papers every week until the event.

In addition, we would like to run at least 4 – 1/16 page color advertisements in the Sherwood Park News to attract even more attention. These will further increase name recognition and attendance. We will also be using Facebook and Kijiji to promote the **Dog Days of Summer**!

The **Dog Days of Summer** has the potential to be a noteworthy special event in Strathcona County. However - as a not-for-profit organization - *Zoe's Animal Rescue Society* requires financial assistance to achieve that goal. Thank you for reviewing our Priority Funding Application.

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## BUDGET 2016, DOG DAYS OF SUMMER

GENERAL REVENUES		REVENUES
Potential Sponsor - Children's Activities	\$	500.00
Potential Sponsor - Pet Photo Booth		500.00
Projected Vendor Revenues		5,000.00
GENERAL EXPENSES		EXPENSES
Advertising and Signage	\$	1,500.00
Children's Activities		500.00
Community Notfications		150.00
Music / DJ		300.00
Pet Photo Venue		500.00
Site Permits		200.00
St John's Ambulance		250.00
Volunteer Appreciation Area		150.00
Volunteer / Security Vests		100.00
Misc (ie. Dog Water Bowls, etc)		50.00
FACILITY EXPENSES		
Rental (Porta Potties)		850.00
Rental (Field and Picnic Area)		500.00
Rental (Damage Deposit)		500.00
Rental (Power)		200.00
Rental (Site Clean Up)		250.00
Rental (Extra Garbage, Recycle and Green Bins)		-
<b>TOTAL:</b>	<b>\$</b>	<b>6,000.00</b>
		<b>\$ 6,000.00</b>