Our Mission

The Humane Society of Charlotte is a community resource committed to improving the lives of companion animals through adoption, spay/neuter and education.

Who We Are

- Managed admission shelter that began in 1978
- 2,928 adoptions & 12,470 spay/neuter surgeries in 2015
- Operating budget $4.1 million
- Development revenue $2.2 million
- 56 staff members / 4.5 staff working on development
Pillars of our Work

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<th>Prevention</th>
<th>Retention</th>
<th>Placement</th>
<th>Awareness</th>
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<td>Community Outreach</td>
<td>Adoption</td>
<td>Marketing</td>
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<td>Pets for Life</td>
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<td>Community Cat Programs</td>
<td>Safety Net</td>
<td>Medical Care of HSC animals</td>
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<td>Pet Food Bank</td>
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<td>Training Classes</td>
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<td>Care – rehoming</td>
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<td>program for the public</td>
<td>of shelter animals</td>
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Philanthropy

- Volunteerism
- Donor Relations
- Community Engagement
- Relationship Building
- Donor Giving Groups
- Board Service

Giving Source Breakdown

- Individuals
- Corporate/Foundations
- Bequests
- Special Events

Segmentation

- Reach different audiences – young professionals/women
- Tailor marketing efforts to them
- Provide an opportunity for them to engage with HSC within their respective social groups
- Resulted in formation of YAP – Young Affiliated Professionals & Women for Animal Welfare Ladies Luncheon
**YAP**

- Donor society to engage young donors who want to invest in animal welfare through annual contributions, fundraising events & social activities
- Five engagement activities annually
- $180 per person / $300 per couple / 85 members
- Raises $25,000 annually

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**Women In Philanthropy**

- Women from all socio-economic levels are creating a new agenda
- Have a need/desire for involvement & change
- Giving reflects their upbringing & societal conditioning
- They gravitate towards organizations that engage them and know the "why" of their giving
- Women want to feel like their gift really mattered

Reference: Women, Generosity Across Generations by The Williams Group, Charlotte, NC

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**Women In Philanthropy**

- 43% of nation’s top wealth holders are women
- Women will control more than 60% of the US wealth
- Women out number men in all groups after age 40
- Women’s median income has increased over 60% in the past 30 years
- Women are more likely to give than men (85% vs. 80%)
- 84% of philanthropic giving decisions are made by women
- Single women are 40% more likely to give than single men
- Women will give a larger portion of their income

Reference: Women, Generosity Across Generations by The Williams Group, Charlotte, NC
What Does This Mean for Us?

- Over 70% of leadership level donors are women
- 57% of our Ties & Tails Gala attendees are women
- 82% of our volunteers are women
- 53% of our foster volunteers are women
- The ASPCA shared that 75% of their donors are women

Women for Animal Welfare

- Ladies-only luncheon
- Annual honoree(s)
- Title sponsor / luncheon sponsors
- Table hostesses at $500 each
- Raises $60,000-$70,000 annually

Thank you ☺