Campus Fundraising Initiative
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What is the Campus Fundraising Initiative?
An initiative to build a Culture of Philanthropy at San Diego Humane Society that fully engages our employees, adopters, and guests in supporting our work.

Training Staff and Building Buy-in
Trivia
How much money did San Diego Humane Society raise last year?
A. $500,000
B. $1,000,000
C. $5,000,000
D. $15,000,000
E. $25,000,000

What are its goals?
• Education
• Inspiration
• Engagement
• Philanthropy

Education
• All adopters/guests are made aware of key programs and how we are funded.
• All adopters/guests informed of how they can support our lifesaving work.
San Diego Humane Society plays a leadership role in animal welfare in San Diego and beyond.

San Diego Humane Society is fueled by Philanthropy.

• Volunteer
• Advocate
• Financial supporter

$50,000 goal per campus

$12.25 per adoption
Thank you!!!