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ABC Shelter (name changed, etc.; used with permission of client) Business Appeal Letter _ v 1.0

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[Agency logo flush right. Caption: ***With the immediate contribution from community businesses like yours, the ABC Shelter can continue to make positive impacts on Denver's cat population!***]

Dear community business owner,

Have you seen our cats?

Chances are that you may know some of the folks in the metro area who have adopted one of the 500 cats we place in homes *annually*.

Possibly you have driven by the ABC Shelter facility located on the corner of 12th and Main streets and have seen our unique cat and kitten housing facility.

[photo of building – front]

Or perhaps you have noticed one of our potential future occupants roaming around the streets.

While there is no way to know just how many cats there are on the streets, it has been estimated that there are as many as 250,000 just in Denver and the metro area. Some are feral, some have been abandoned, some have been abused ... we've seen a lot of situations in our nearly 30 years in Denver.

According to the Catalyst Council Coalition, Denver was in the top ten of cat friendlies cities in the United States in 2009!

I'd like to tell you a story...

My name is Al Smith and I am the board president of ABC SHELTER.

I would like to share a quick story about one of our cats with an *amazing* personality. One look onto his sweet face and you realize how special he is. *Pork Chop* is one of the many cats we have at the ABC SHELTER who has special needs.

[photo of Pork Chop]

About a year ago, *Pork Chop* had a one-pound tumor removed from his small intestine which was found to have been cancerous. Today, he is still healthy, cancer free, and just waiting for a new home. He does have arthritis and a slow limp, but he milks it so he can get more lap-time!

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I'm glad to share this story with you and I'll be touching on a few more in this letter. There are also many others available on our website and in our newsletter.

And I would also like to share that without the support of amazing businesses in our community like yours, this story and hundreds over the course of the year...and thousands since we've been operating in Denver ... could not happen.

How we are different...

ABC SHELTER is **not** your typical cat shelter -- for a number of reasons...

Did you know that in Colorado, there are only about 31 no-kill shelters? In 2009, nearly 24,000 cats were euthanized (about 70% of the occupants of the shelters and mostly including cats over the age of six) in Colorado. **ABC SHELTER is one of the no-kill shelters!**

What this means is that we put *extra time and care* into finding what we call, "forever homes" for our cats and kittens.

Georgia Perot came in to our facility looking to replace a recently lost family pet.

About our facility, Georgia said, "...*Upon arriving at ABC Shelter, we were impressed with how clean the facility was as well as how happy the kitties were running free, socialized by the many volunteers that visit daily...*"

Another unique feature we offer at ABC SHELTER is that instead of kennels and cages, we have the cats and kittens roam free throughout the rooms and the wonderful backyard refuge! This is a great way for our adoptive families to interact with the prospective family members.

[Photo of facility, backyard and/or interior room]

Your donation will continue to keep our unique facility functioning. We rely on our wonderful donors like you to help us provide a safe shelter ... and second chances ... to homeless cats and kittens.

Of your gift, **100% goes to the shelter** for ...

- Operating expenses such as litter, food, medical costs, and building maintenance and repair.

- Salaries to our dedicated staff which includes a certified vet tech. Our staff *genuinely cares* about the animals and the quality of life for these cats and kittens.

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Who have we helped?

I'd like to introduce you to some of our past and present tenants:

- *Bennie* was living in a trash can before he was brought to us. He had the beginning stages of kidney disease and receives a special diet made just for him
- *Musk* became a tenant when her owner had to move into assisted living
- *Ralph* came to the ABC SHELTER after his owner died
- *Sunflower* was found as a stray in an alley behind a vet clinic and when her owner failed to claim her, came to stay with us
- *Bonnie* was witnessed being abandoned from a car in front of a business
- *Rocky* was a feral cat trapped at Fitzsimmons before they began developing the area. He had a tumor in his ear which had to be removed
- *Fitzzy* arrived at ABC SHELTER from the hurricane disaster
- *Jessie* was found abandoned with two older kittens after her owner moved away
- *Marlin* was rescued from a young man trying to feed him to a dog then. He then lost his home ten years later from foreclosure
- *Muffin* was left on the doorstep of ABC SHELTER

As you can see, ABC SHELTER has received cats and kittens through a number of ways and in a variety of conditions. At any one time, we house about 160 homeless, abandoned, abused, and neglected cats and kittens.

And no cat or kitten is ever turned away.

Again, our mission, as it has always been, is to prevent cruelty to animals and to provide a safe shelter and a second chance for homeless cats and kittens.

Donors Mark & Julia Jones wrote about ABC SHELTER, "*We wanted to say how happy and excited we are to have brought home our newest addition Jellybean. We also adopted Mitts and Barker earlier this year in February! You all provide such a wonderful service and help so many cats/kittens find wonderful homes. Thank you for all you do ...*"

How can you assist the ABC SHELTER?

As a caring, proactive, and valuable member of the community, we know you are as concerned about this issue as we are. This is why we ask you to donate generously to our mission!

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In this packet of information, there is a membership form for you to fill out and return in the self-addressed stamped envelope. Your contribution of \$2,500, \$3,750, \$5,000 or more will go a long way toward continuing these inspiring community stories.

This packet also includes a link to a video where you can take a quick guided tour of our facility right from your business ... giving you the front-row opportunity to meet some of our staff and residents and see how unique we truly are!

From all of us here at the ABC Shelter, thank you.

Sincerely,

[Signature]

Al Smith
Board President of ABC Shelter

P.S. With your generous gift of \$5,000 or more, you will receive, among other benefits, a full year of **free** advertising on our website! So don't wait any longer to get that free advertising ... while also helping our community cats in the process. Send in your membership application and tax-deductible donation today!