



FINDING SOLUTIONS

THE 2006 CATTERY AND KENNEL CAMPAIGN

HUMANE SOCIETY OF BERKS COUNTY, 1801 N. 11TH STREET, READING, PA 19604
BERKS COUNTY'S LEADER IN ANIMAL WELFARE

Dear Friend of the Animals,

*Small organizations in our area, like the Humane Society of Berks County, spend a lot of time being told what they *can't* do. The excuses vary: We aren't big enough, there isn't enough support for animal welfare in our community, that the problems are just too great to overcome, or that we can't do it without having the *right* people supporting us. We have a million reasons why we *shouldn't* be able to succeed. At the HSBC, we've learned to brush these excuses aside and focus on what we *can* do.*

When we were told that there were just too many cats for us to make a difference, we created a nationally recognized adoption program that increased adoption and decreased euthanasia **by 80%**.

When we were told that we couldn't do a better job finding the owners of lost pets, we created the first internet based lost and found reporting in Berks County and increased the number of animal reunited with their owners **by 60%**.

When we were told that we couldn't help all the animals in need out there and should just focus on the ones at the shelter, **we did both**: We increased adoptions and improved the health of our rescued animals and we formed the first Berks County Animal Response Team to rescue animal victims of catastrophes as well as expanding our PetNet foster program by ten-fold, receiving recognition for our innovation from Harvard's John F. Kennedy School of Government.

Now we are facing a new challenge and once again we hear the voices of those telling us what can't be done in Berks County. Our facility is old. Despite the hard and dedicated work of our talented staff and volunteers, there is just so much they can accomplish for the animals given the constraints of our shelter.

Poor ventilation means cats and dogs are more likely to get sick. Unsealed floors trap dirt, odors, and disease no matter how hard we scrub. Bad lighting and old-style cages make animals less attractive for adoption. Crumbling walls need repair. All these problems combine to create an environment that is not as safe and healthy for the animals as we'd like and less attractive to the public that we rely on to adopt our animals.

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Fortunately, we have a solution for many of these problems. Through the hard work of our staff and board and the assistance of volunteer architects and contractors, we have developed an exciting plan for completely upgrading our cat adoption area and making vital improvements to our kennels. With veterinary grade ventilation, state-of-the-art cages, adoption and group cat rooms, properly sealed floors, improved lighting, and much more, we will have a building we can be as proud of as we are of our programs, staff, and volunteers.

However, even with the generosity of volunteers, this project will still cost money and a great deal of it. The combined renovation projects will cost nearly \$100,000. Once again, the “nay sayers” tell us that it can’t be done. They say, “Animal people don’t support projects like this. Animal people won’t give to for this sort of project and still support your general program needs. The HSBC doesn’t have enough of the right people to make the improvements that the animals desperately need.”

Maybe they are right. That’s why we are looking for all the *wrong* people. The every-day-animal-lover who, given the opportunity, will answer the call to improve the lives of helpless, homeless animals. The people who can give \$20, \$50, \$100 or even \$1,000 to make these improvements a reality, even if they can’t give a million. **People like you and me.**

I am asking you to join the thousands of new supporters of the Humane Society of Berks County making a very real, life and death, difference for our animals by making a generous donation to the HSBC’s 2006 Cattery & Kennel Campaign. Your donation will be used specifically for these urgently needed improvements. You will be saving cats and dogs from getting deadly illnesses. You will be helping more animals find permanent, loving homes. You will be providing animal victims of catastrophe a safe haven when they need it most.

Together, we can join forces to make a difference and show the pessimists we are the right people and that **we can get the job done right!** I have seen the success that optimism, hard work, and creative thinking has brought to the HSBC. I am confident that when we “break ground” on the Cattery and Kennel Project this winter it will be with the generous and strong support of those in our community and beyond who care about our mission and want to be part of a solution.

**I HOPE THAT YOU WILL BE AMONG THEM.
PLEASE, MAKE A DIFFERENCE TODAY.
MAKE A DONATION TODAY.**

Best Wishes,

Karel D. Minor
Executive Director

