

## 2011 Smyth County Humane Society Proposed Committee Goals and Objectives

### Membership committee – Vicki Tagarelli, Chair

**Goal:** To work with the publicity committee to increase paid and non –paid volunteer memberships to at least 90 and contributors/ and memorial donations to at least 85.

**Objectives:**

- Update the marketing brochure with 2010 shelter statistics and reorder by April 1 for use with the 2010 membership campaign, and for other general publicity uses.
- By the end of March, send a letter of invitation and marketing brochure to each person on the master potential membership list which was updated in 2010.
- Contact at least five civic groups to offer to present a presentation about SCHS's mission/current programs to their membership to encourage support for and new memberships/donations for the SCHS
- Explore new ways to attract youth (high school and college age youngsters) to the organization.
- Sent copies of monthly minutes and meeting agendas to all members each month
- Work with the Shelter Committee to explore ways of recruiting volunteers to work on volunteer team at the shelter
- Encourage members to recruit acquaintances to join our group.

### Finance/Fund Raising committee – Carolyn Copeland, Chair

**Goal:** To raise funds for the spay/neuter program, community education efforts, office supplies, marketing and communication needs, food outreach efforts and membership growth of the organization.

**Objectives:**

- 1) Pursue sources of grants and processes for applying for them
  - a. Grants to apply for:
    - i. \$5,000 from the DJ&T Foundation
    - ii. \$5,000 the Two Mauds Foundation and matching funds from municipal localities as directed by the grant specifications for 2011
    - iii. \$1,000 Sam's Club
    - iv. \$500 Wal\*Mart Foundation
    - v. \$2,000 Wells Fargo
    - vi. Follow up on pending PetSmart grant submitted in fall of 2010
    - vii. Investigate other potential available grants such as VFHS,ASPCA, US Humane Society, as well as possible grants from pet food companies such as Pedigree, Iams, etc.
- 2) Hold the annual Christmas Auction in November 2011 with a projected goal of raising \$5,500.
- 3) Hold a monthly bake sale from May through October at The Farmer's Market in Marion with a total projected goal of \$1,200.
- 3) Hold the annual condominium raffle in July with a goal of selling \$2,500 in tickets.

- 4) Hold a \$1 raffle by selling tickets with the chance of winning prizes/pursuing donations for the raffle, with a projected goal of raising \$800.00 from ticket sales
- 5) Hold two yard sales (spring and fall) with a projected total goal of \$2,500.00
- 6) Continue to offer logo wear (tee shirts, sweatshirts, hoodies )
- 7) Sponsor a booth at the Marion Chili Cook-off in July to sell baked goods, logo wear and offer face painting with the projected goal of \$200
- 8) Tentatively explore offering a pet walk/run in the fall, a gold/jewelry fundraiser through Cornett's Jeweler's, and a possible restaurant fundraiser/donations from the Tuscan and McDonald's Restaurants in Marion.

### **Publicity Committee – Leah Lowe, Chair**

**Goal:** To increase visibility of the SCHS's goals and objectives and to promote program, fundraising and shelter pet adoption efforts within the community.

#### **Objectives:**

1. Publicize SCHS's monthly meetings, major events, and fundraisers through announcements posted in *Trade Times Free Classifieds* and *Smyth County News and Messenger*, the Bristol Herald Courier, as well as the SCHS's website, SCHS's Facebook page, and Twitter account.
2. Submit PSA's regarding SCHS major events and fundraisers to FM96, Y100, Z103.5, and Rock 102.5 radio stations.
3. Maintain SCHS's Facebook and Twitter pages, and explore the use of Craigslist for publicity.
4. Work with Dan Mendez, the webmaster, to keep the SCHS web site updated monthly, and explore ways to enhance the creative appearance of the web site.
5. Receive, proofread, and forward all articles submitted by SCHS members to the *Smyth County News and Messenger* and the *Bristol Herald Courier*.
6. Write articles for the *Smyth County News and Messenger* and *Bristol Herald Courier*.
7. Participate in county holiday parades with decorated cars or floats, as volunteer are available.
8. Arrange for quarterly noon TV spots on WCYB.
9. Organize a display window at the Smyth-Bland Regional Library.
10. Co-sponsor the Blessing of the Animals in October with Christ Episcopal Church.
11. Compose and distribute a newsletter in the spring and fall.
12. Arrange for pictures to be taken at all SCHS events.
13. Explore the idea of formulating a calendar of events flyer to insert in the newsletters.

### **Education Committee – Chair vacant**

**Goal:** To provide educational information and programs to the community about the importance of spay/neutering pets and general pet owner responsibility

#### **Objectives:**

1. Work with the county Animal Shelter staff to continue to provide an in-person educational program to 6<sup>th</sup> grade public school students at each county school about responsible pet ownership.
2. Provide local Boy Scout, Girl Scout troops, 4 H groups, church youth groups with educational programs as requested.
3. Distribute information to members regarding pertinent animal rights legislation as it arises.
4. Write a letter to the Marion Kiwanis Club asking for funds to assist with publications that could be used with second graders at the annual Discovery Days at Marion Primary School. Also, ask to place SCHS brochures and spay/neuter information in the 2011/2012 school year in the snack packs they provide to low income students.

### **Spay/Neuter Committee – Julie Reimer, Chair**

**Spay/Neuter Goal:** To reduce the unwanted pet population of Smyth County by working to see that as many dogs and cats as possible are spayed and neutered.

### **Spay/Neuter Objectives:**

1. Continue to schedule and subsidize spay/neuter surgeries for pets of income eligible families in conjunction with the Margaret Mitchell Spay/Neuter Clinic each month. Continue to promote the service through flyers placed throughout the community and placing ads in the *Trade Times*.
2. Assist the sterilization of over 600 animals in 2011. This will be accomplished by scheduling animals on 2 van transports each month, and adding extra transports as interest and financing allows.
3. Educate the community about the importance of sterilizing their pets. This will be accomplished through newspaper articles, advertisements for the spay/neuter assistance program, and by displaying spay/neuter information at our bake sales/info booths/parades.
4. Continue to provide a short report each month that accounts for all animals that have scheduled surgeries, actual surgeries performed, and a breakdown of how much owners paid and how much the SCHS paid.
5. Promote “*The Barnyard Brigade*” program. This program is hoping to connect homeless outdoor cats in need of food and shelter with local farmers or agricultural businesses who want a safe, non-toxic method of pest control for the barns, garden areas or storage facilities. The SCHS will not be sheltering these animals, but will be *networking* people that have too many cats with people that are in need of cats.
6. Research additional sources of grant money, and apply for additional grant funding to subsidize the cost of spay/neuter surgeries

### **Shelter Relations Committee – Brittany Shuler, Chair**

**Shelter Relations Goal:** To support the Smyth County Animal Shelter by providing volunteers, public relations, and lobbying efforts to increase the number of shelter animals adopted, and work towards all animals adopted being sterilized. In addition, to maintain open channels of communication between the Humane Society and the county Animal Shelter and Animal Control staff, as well as with other local animal rescues.

### **Shelter Relations Objectives:**

- Maintain a positive relationship with Smyth County Animal Control.
- Work the county shelter staff by providing volunteer assistance in opening the shelter for viewing/adoptions on Saturdays by May 1<sup>st</sup>. Form four teams of 3 volunteers each to work at the shelter on alternating Saturdays.
- Lobby the Board of Supervisors to allow interactive visitation between adoptable animals and potential adoptive families. Continue to encourage them to consider using trustee labor from the regional jail to assist the labor shortages at the shelter.
- Keep SCHS brochures and educational materials supplied in the shelter lobby.
- Continue providing ID tags with the shelter phone # for each dog adopted.
- Continue providing wormer for shelter staff to administer to adoptable puppies.
- Continue taking pictures weekly of adoptable animals and posting them on the [www.adoptapet.com](http://www.adoptapet.com) web site, the SCHS Facebook page, as well as in the Smyth County News, featuring a Pet of the Week.
- Maintain communication with Promised Land Animal Rescue, Appalachian Animal Rescue, Saving Furry Friends, Linda Dewell and other rescues in an effort to maximize adoptions from the county shelter.

### **Food Outreach Committee – Emma Mendez, Chair**

**Goal:** To help low income and disadvantaged county residents to keep from having to surrender their pets by collecting pet food from a variety of community resources, and distributing to them through the four local food pantries.

#### **Objectives:**

- Maintain contact with Mr. Steve DeBord of K-VAT foods (Food City) to arrange for broken bags of pet food to continue to be donated as available. Pick up pallets of food, store as necessary and transport to available food pantries for distribution.
- Contact Wal-Mart in Marion weekly and pick up donated pet food as available.
- Explore placing a new bin at the Food Lion in Marion for shoppers to leave pet food donations.
- Work with civic or high school clubs, 4 H groups, and or scout groups interested in organizing food drives on behalf of the SCHS.