

May 29, 2009

Dear Friend,

Every year thousands of animals arrive at the Cleveland APL, Northeast Ohio's largest humane society. Some are surrendered by owners who can no longer care for them, some are strays, while others are rescued by the APL's Humane Investigations team from abuse and neglect.

As a private, nonprofit organization, the APL receives no government funding and relies solely on donations to operate the shelter, investigate animal cruelty, provide medical care for our animals, and educate the community. While we hope every animal who comes to us finds a new home as quickly as possible, there is no limit on the amount of time an animal may stay at the APL. We care for every friendly, healthy animal until we find them a new family...and thanks to our Second Chance Fund, we've extended that commitment to an increasing number of animals with treatable illnesses and injuries.

We are writing to personally invite you to support the APL's upcoming fundraiser, Fur Ball: *Cold Noses, Warm Hearts*, to be held on Saturday, October 3, 2009, at the InterContinental Hotel Cleveland.

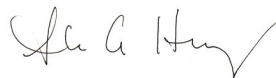
There are many opportunities to participate in Fur Ball, one of the APL's largest fund-raising events of the year:

- ❖ Table sponsorship: Varying support levels and correlated benefits for sponsoring companies/organizations;
- ❖ Individual ticket purchase(s): Invite friends, colleagues or clients to join you in support of this worthy cause;
- ❖ Donation of goods or services to the live and silent auctions: Showcase your business and commitment to animal welfare to a new stream of customers;
- ❖ Underwrite a portion of the event: Be recognized in the community for your philanthropic support, while reducing the APL's expenses for event parking, food, etc.
- ❖ Provide a product/service as a gift in-kind: Can your business provide the printing services for our invitations? Or maybe the decorations for the event? Or maybe gift bags for our guests?

Now more than ever, your generosity is critical. During these hard economic times, the APL is often the only safe haven for animals with no other options. With your support, Fur Ball will give thousands of animals in Northeast Ohio a second chance for love, safety, and a new family.

Please review the enclosed materials. If you should have any questions, please contact April Clark, Associate Director of Development, at 216-771-8823 or [aclark@ClevelandAPL.org](mailto:aclark@ClevelandAPL.org). Thank you, in advance, for your consideration and support.

Sincerely,



Sharon Harvey  
Executive Director



## CLEVELAND ANIMAL PROTECTIVE LEAGUE Northeast Ohio's Largest Humane Society

### Second Chance Fund: Helping Animals with Special Needs

As a private, nonprofit organization with a limited budget, the Cleveland Animal Protective League (APL) is frequently challenged by the cost of providing medical care for the thousands of sick, injured and special-needs animals who arrive on its doorstep every year. And yet, whether they're surrendered by their owners, turned in by caring individuals who found them as strays, or rescued by the APL Humane Investigations Officers from situations of abuse, abandonment or neglect, the APL believes they all deserve hope for a second chance.

The goal of the APL's Second Chance Fund is to provide veterinary care for animals who need another chance, a chance not only to survive, but also to heal and start a new, healthy life with a "forever" family. A few examples of animals who have benefited from the Second Chance Fund include:

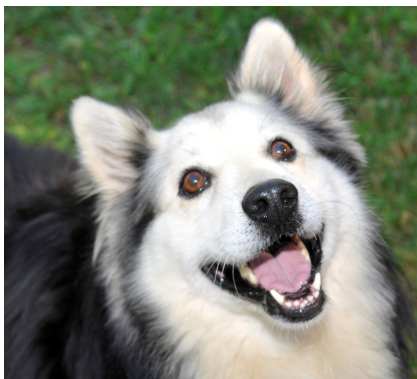
- ❖ Gotti, a six-week-old Boxer puppy, was dumped in the APL parking lot and was found by our staff as they were coming to work in the morning. Someone had tried to dock (cut off) his tail at home. The embedded rubber band was still wrapped around what was left of his grossly infected tail stub. Thanks to the Second Chance Fund, Gotti received immediate surgery and then recovered in a foster home. His foster dad has since adopted him.
- ❖ Clemente (right), a 4-year-old stray cat, was found by a Good Samaritan and rushed to the APL. She was barely moving, could not lift her head or open her eyes, and was struggling to breathe. Her fur was mostly gone and she was covered from head to toe with fleas, which were causing severe anemia. Thanks to the Second Chance Fund, Clemente received the veterinary care she needed and the love of a foster family while she regained her strength.



Through the Second Chance Fund, these sick, abused and injured animals have the chance to be adopted and brighten the lives of a new, caring family.

### Cleveland APL Facts

Thanks to the support of our donors, the Cleveland APL is able to:



- ❖ Provide shelter for nearly 10,000 homeless animals annually.
- ❖ Employ three certified Humane Investigations Officers who rescue animals seven days a week.
- ❖ Provide emergency veterinary care for animals who are victims of abuse and mistreatment.
- ❖ Provide loving foster care for orphaned and special-needs puppies, kittens, dogs and cats.
- ❖ Offer sterilization for every dog, cat and small mammal adopted from our organization.
- ❖ Care for every friendly, healthy animal, and an increasing number of sick or injured animals, until a new home is found.

***The Cleveland APL has been their voice for the past 96 years.  
Please help us continue our work.***

**Cleveland Animal Protective League**  
**Fur Ball 2009**  
***Cold Noses, Warm Hearts***  
**Saturday, October 3, 2009**  
**InterContinental Hotel Cleveland**

Join us at the InterContinental Hotel Cleveland on Saturday, October 3, 2009, for a gala event to support the Second Chance Fund. The festivities begin at 6 p.m. with wonderful food stations, sounds of the legendary No Name Band, and unbeatably fabulous live and silent auction items.

**Corporate Sponsorship Opportunities**

**\$10,000 Platinum** (\$9,050 tax deductible) ***Provides ten months of admitting care for all incoming animals***

- ❖ Private reception the evening of the event to preview auction items
- ❖ Corporate name/logo will be recognized with a plaque on a cage in our adoption center areas
- ❖ Recognition as a major sponsor in all event promotion materials
- ❖ Corporate logo on event invitation and premier placement of full-page ad in program
- ❖ Corporate logo in the *Pet Patter* quarterly newsletter reaching 12,000 constituents
- ❖ Corporate logo and company website link posted on Cleveland APL website for six months
- ❖ A premier reserved table for ten guests at Fur Ball 2009

**\$5,000 Gold** (\$4,050 tax deductible) ***Sponsors 10 days of animal cruelty and neglect rescue services***

- ❖ Corporate name/logo will be recognized with a plaque on a cage in our adoption center areas
- ❖ Recognition as a major sponsor in all event promotion materials
- ❖ Corporate logo on event invitation and full-page ad in program
- ❖ Corporate logo in the *Pet Patter* quarterly newsletter reaching 12,000 constituents
- ❖ Corporate logo and company website link posted on Cleveland APL website for six months
- ❖ A premier reserved table for ten guests at Fur Ball 2009

**\$2,500 Silver** (\$1,550 tax deductible) ***Provides one year of life-saving foster care for a litter of kittens***

- ❖ Corporate logo on event invitation and half-page ad in program
- ❖ Corporate logo in the *Pet Patter* quarterly newsletter reaching 12,000 constituents
- ❖ Corporate logo posted on the Cleveland APL website for six months
- ❖ A reserved table for ten guests at Fur Ball 2009

**\$1,000 Bronze** (\$620 tax deductible) ***Feeds all the shelter puppies for 10 months***

- ❖ Corporate logo in event program
- ❖ Corporate logo will appear in the *Pet Patter* newsletter reaching 12,000 constituents
- ❖ Corporate logo posted on the Cleveland APL website for three months
- ❖ Reserved seating for four guests at Fur Ball 2009

**\$500 Brass** (\$310 tax deductible) ***Feeds all of the shelter cats and kittens for 10 days***

- ❖ Corporate logo in event program
- ❖ Corporate logo will appear in the *Pet Patter* quarterly newsletter reaching 12,000 constituents
- ❖ Corporate logo on the Cleveland APL website for one month
- ❖ Reserved seating for two guests at Fur Ball 2009

**For more information, please contact April Clark at 216-771-8823 or [aclark@ClevelandAPL.org](mailto:aclark@ClevelandAPL.org).**

# Cleveland Animal Protective League Fur Ball 2009

## *Cold Noses, Warm Hearts*

Saturday, October 3, 2009

InterContinental Hotel Cleveland

Join us at the InterContinental Hotel Cleveland on Saturday, October 3, 2009, for a gala event to support the Second Chance Fund. The festivities begin at 6 p.m. with wonderful food stations, sounds of the legendary No Name Band, and unbeatably fabulous live and silent auction items.

### Underwriting Opportunities

Underwriting a portion of the event affords the opportunity to increase the proceeds going directly to the Second Chance Fund, while providing a company with a unique opportunity to be recognized in the community for its philanthropic support and showcasing its business to a new stream of customers.

#### Parking:

##### **\$3,500 (\$2,550 tax deductible)**

- ❖ Corporate logo on event invitation and half-page ad in program
- ❖ Corporate logo in the *Pet Patter* quarterly newsletter reaching 12,000 constituents
- ❖ Corporate logo posted on the Cleveland APL website for six months
- ❖ Option to have company branded item placed in each car (i.e., coupon, flier, key chain, etc.)
- ❖ A reserved table for ten guests at Fur Ball 2009

##### **\$3,000 (\$2,620 tax deductible)**

- ❖ Corporate logo on event invitation and half-page ad in program
- ❖ Corporate logo in the *Pet Patter* newsletter reaching 12,000 constituents
- ❖ Corporate logo posted on the Cleveland APL website for six months
- ❖ Option to have company branded item placed in each car (i.e. coupon, flier, key chain, etc.)
- ❖ Reserved seating for four guests at Fur Ball 2009

#### Auction Paddles:

##### **\$4,000 (\$3,050 tax deductible)**

- ❖ Corporate logo on event invitation and full-page ad in program
- ❖ Corporate logo in the *Pet Patter* newsletter reaching 12,000 constituents
- ❖ Corporate logo posted on the Cleveland APL website for six months
- ❖ Custom screen printed graphic logo (approximately 2.25" x 4") on reverse of paddles
- ❖ A reserved table for ten guests at Fur Ball 2009

##### **\$3,500 (\$3,120 tax deductible)**

- ❖ Corporate logo on event invitation and half-page ad in program
- ❖ Corporate logo in the *Pet Patter* newsletter reaching 12,000 constituents
- ❖ Corporate logo posted on the Cleveland APL website for six months
- ❖ Custom screen printed graphic logo (approximately 2.25" x 4") on reverse of paddles
- ❖ Reserved seating for four guests at Fur Ball 2009

For more information, please contact April Clark at 216-771-8823 or [aclark@ClevelandALP.org](mailto:aclark@ClevelandALP.org).

**Cleveland Animal Protective League**  
**Fur Ball 2009**  
***Cold Noses, Warm Hearts***  
**Saturday, October 3, 2009**  
**InterContinental Hotel Cleveland**

**Corporate Sponsorship Opportunities**

- Yes, we would like to participate with a \$10,000 Platinum Sponsorship (\$9,050 tax deductible)**
- Yes, we would like to participate with a \$5,000 Gold Sponsorship (\$4,050 tax deductible)**
- Yes, we would like to participate with a \$2,500 Silver Sponsorship (\$1,550 tax deductible)**
- Yes, we would like to participate with a \$1,000 Bronze Sponsorship (\$620 tax deductible)**
- Yes, we would like to participate with a \$500 Brass Sponsorship (\$310 tax deductible)**

**Individual Support Opportunity**

- Yes, I/we would like to attend the event and would like to reserve \_\_\_\_\_ ticket(s) at \$175 each.**  
(\$80 tax deductible per ticket)

**Silent/Live Auction Donations\***

**Please contact me regarding the donation(s) of the following auction item(s) described below:**

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**Underwriting/Gift In-Kind\***

**Please contact me regarding underwriting a portion of the event/donation of a product or service.**  
**Describe briefly:** \_\_\_\_\_

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**Doggone it! I can't come.\***

I am unable to party with you pooches but want to throw in a few "bones" for the homeless animals at the APL.  
Please accept my donation of \$\_\_\_\_\_.

**\*All auction donations and contributions are tax-deductible**

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(Please print all information below)

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

Please complete entire form and return to:  
Cleveland Animal Protective League, 1729 Willey Avenue, Cleveland, OH 44113-4391  
Make check payable to the Cleveland Animal Protective League. **For credit card payment, see reverse side.**

For more information, please contact April Clark at 216-771-8823 or [aclark@ClevelandAPL.org](mailto:aclark@ClevelandAPL.org).

**Cleveland Animal Protective League**  
**Fur Ball 2009**  
***Cold Noses, Warm Hearts***

**Payment by Credit Card**

Please charge my personal account

Please charge the company account

VISA   OR    MasterCard

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_  
(please print)

Company Name on Card (if applicable) \_\_\_\_\_  
(please print)

Signature \_\_\_\_\_

Home Phone \_\_\_\_\_ Work Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_

E-mail Address \_\_\_\_\_  
(please print)

**For accurate information, please be sure to complete the front side of this form before mailing.**