

FLORIDA KEYS SPCA

5230 College Road
Key West, FL 33040-4302
(305) 294-4857
www.fkspca.org

[Mr. John Q. Sample]
[Grizzard Communications Group]
[Secondary Address]
[3500 Lenox Road, Suite 1900]
[Atlanta, GA 30326]
[Barcode]

BUILDING A BRIGHTER FUTURE

Your gift today will **DOUBLE** to help
build a new shelter for local animals!

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Hopkins MN



Matching Gift Offer Enclosed





FLORIDA KEYS SPCA

[DT25]
[DT94]
[DT45]
[DT33]
[DT12] [DT48] [DT61]
[Donor IM Barcode]

Thanks to a \$500,000
Matching Gift, your gift today
will double to help build a new
shelter for vulnerable animals!

June 2016

Dear [DT44],

Thanks to generous friends like you, the Florida Keys SPCA (FKSPCA) has been finding permanent homes for animals since 1999. But our current space has long been inadequate for our needs, making it increasingly difficult to care for homeless and helpless animals.

A few years ago, we decided to “Build a Brighter Future” and design a modern, hurricane-resistant shelter. The support of our entire community has been amazing, and we are ready to begin construction!

Today, I have extraordinary news to share with you about the new facility:

A generous friend of the FKSPCA has agreed to match, dollar for dollar, the next \$500,000 in gifts made to the campaign. So any gift you make today will DOUBLE to help build an incredible new space for local animals!

To help you understand why your support is critical, please read about [why this building is so desperately needed](#). You’ll see firsthand how your gift will help provide a welcoming and safe shelter . . .

The Old Shelter is Outdated and Outgrown

By now, you probably know that the FKSPCA operates as an open-admission shelter. Thanks to friends like you, this means no animal is ever turned away — regardless of health or condition.

The FKSPCA has been serving Key West and the Lower Keys for 17 years now, and last year we expanded to serve Monroe County all the way up to MM 70. But we have outgrown our current shelter, which is built on the “pound model.” To be blunt, it has become unsafe for humans and animals alike.

Some of the physical challenges of the current facility include:

- It is too small for the number of animals we intake, limiting the amount of care we can provide for vulnerable animals.
- The building is old and routinely floods during common thunderstorms, creating hazardous conditions.
- There is inadequate office space to conduct daily business and provide customer service, and no space available for staff or animal training.
- The shelter is mostly outdoors, subjecting our staff to the elements during the daily course of animal care.
- Our clinic is housed in a cramped trailer that was damaged by Hurricane Wilma, hindering the medical services we can provide.

(over, please)

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Detach and mail today

MY GIFT TO HELP BUILD A BRIGHTER FUTURE

I want my gift to go twice as far to help build a safe, inviting facility to care for local animals! **Please DOUBLE my gift of:**

- ☐ [CT49] to become [CT58] ☐ [CT55] to become [CT78]
☐ [CT52] to become [CT77] ☐ \$_____ to go twice as far

And, if you can add a zero or two to your gift, that would be wonderful!

[DT25]
[DT94]
[DT45]
[DT33]
[DT12] [DT48] [DT61]

- ☐ Please contact me about naming opportunities for gifts of \$5,000 or more.

Email: _____

Phone: _____

Please make your check payable to Florida Keys Society for the Prevention of Cruelty to Animals and return with this slip in the enclosed envelope. To charge your gift, please see the back of this form. Your gift is tax deductible to the extent allowed by law. The Florida Keys SPCA is a 501(c)(3) completely independent, private, not-for-profit organization. We are not under the umbrella of, nor are we funded by, any other national humane organization.



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[GROUP_ID] [TEXT_1_FILE_NAME] [KIT] [AREA_ID] [SEQUENCE#]

All of that brings me to my reason for writing you today: After nearly 10 years of research and planning, we are finally taking steps to enhance the long-term well-being of the animals we serve . . .

Building a Brighter Future

We are proud to announce that plans have been finalized, and we are ready to break ground. **This state-of-the-art facility will expand from the 6,000 square feet we currently have to 23,784 square feet, to offer:**

- Increased kennel space to allow us to take in more animals, as well as space to house the pets of first responders during a hurricane.
- Open, comfortable living spaces to decrease stress on animals during their stay, and promote an easier transition to their new homes.
- An interior constructed of durable, disease-resistant materials to promote a healthier environment.
- Improved veterinary and rehabilitation services to care for ill and injured animals.
- Enhanced administrative offices for day-to-day shelter management, as well as a multi-purpose training room.

Of course, these are just a few highlights. After you finish reading the letter, please take a moment to review the enclosed brochure to learn even more about this impressive undertaking.

How You Can Help

As you can imagine, our new facility requires a major commitment of resources — *\$6 million* to be precise. The FKSPCA is incredibly fortunate in that the city of Key West has donated the land and we have already raised \$5 million in gifts and pledges. But we still need to raise \$1 million more to have all the funds in place to begin construction.

Yes, it's ambitious, but with the support of friends like you, we can reach this goal. **Thanks to the Matching Gift from our generous friend, any gift you make today will be matched — up to \$500,000.** And, if you can add a zero or two to your gift, that would be wonderful! I strongly believe that we can raise the remaining \$500,000 needed to build this wonderful new facility to care for local animals.

Won't you help by sending your most generous gift today?

And if you are feeling especially considerate, naming opportunities are available for gifts of \$5,000 or more. If you are interested in making a gift in honor or memoriam, please check the box on the attached remittance and we will contact you with information on naming opportunities.

On behalf of animals in the Lower and Middle Keys who will enjoy a wonderful new place to stay until they find their forever homes, thank you in advance for your generosity.

Gratefully,

Jammy Jax

Tammy Fox
Executive Director

P.S. Your gift today will help build a modern, safe shelter for animals in the Lower and Middle Keys. And thanks to a \$500,000 Matching Gift, any donation you make today will go twice as far to help support this new building!
To put your gift to work faster, donate online at **www.fkspca.org/donate**.

Special Gift On My Credit Card

FLKW2

Please charge my:    

☐ For a one-time gift of \$ _____

☐ For a **monthly** gift of \$ _____, starting _____ (month/year), until I cancel

Account Number

- - -

Expiration Date - Verification Code
found on back of card

Print name on card

Signature _____

- ☐ I have enclosed my company's matching gift form.
- ☐ Send me information on volunteering.
- ☐ Send me information on providing for animals in my will.
- ☐ My email address is: _____
- ☐ My phone number is: _____

DON'T FORGET: PLEASE ENCLOSE THIS COUPON WITH YOUR GIFT IN THE ENVELOPE PROVIDED.
All gifts are tax deductible to the extent allowed by law. Tax ID #65-0891564

BUILDING A BRIGHTER FUTURE

The Florida Keys SPCA Shelter



A new facility that will offer 23,784 square feet of modern, hurricane-resistant space to shelter and care for animals in the Lower and Middle Keys until loving homes can be found.

YOUR SUPPORT WILL HELP CHANGE LIVES

Building a better standard of care



Since 1999, the FKSPCA has been dedicated to the well-being of animals in need. The old facility has become inadequate and unsafe, so construction on a new shelter needs to begin to advance the way we care for local animals:

- Room to house about 250 animals at one time, and serve more than 2,000 animals annually.
- State-of-the-art veterinary care and rehabilitation rooms for a higher level of comfort and care.
- Multi-zone air-handler systems to reduce infection and promote health for every animal.

Building resources to fight animal cruelty



Our new community shelter will spearhead the charge against animal cruelty in the Lower and Middle Keys.

Currently, our cruelty investigators respond to more than 1,000 complaints each year and work collaboratively with law enforcement to bring abusers to justice. We also provide animal control with 24-hour availability.

A more comfortable, less stressful environment will benefit the animals we rescue, easing their transition to normal, loving homes.

Building adoptive families



Our goal is to find homes for all of our adoptable animals. The new building's enhanced ability to provide long-term care will bring us closer to that goal.

Separate entrances will be constructed for adoptions and surrenders. This will help provide privacy during the surrender process while ensuring a more comfortable environment for potential adopters.

Open, inviting spaces will better serve the social, physical and mental needs of animals during their stay. This will foster the best possible transition from our facility to new homes.

Building a stronger community



The FKSPCA's new facility will play a key role in caring for people and pets in the Lower and Middle Keys.

- Additional kennel space will enable us to house the pets of first responders during a hurricane.
- Adequate administrative offices will better support the daily business of running a shelter for the 15 employees and 125 volunteers on site.
- A training room will be available for the needs of animals and staff, as well as other activities such as school field trips.

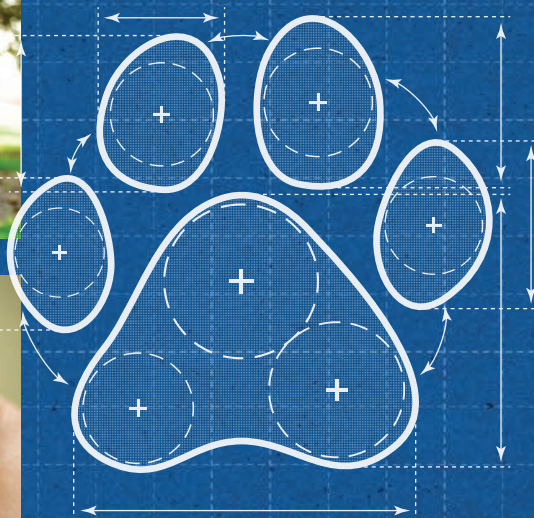
You can help build something great!

The new Florida Keys SPCA shelter will be so much more than a building . . .

It will be a communal center dedicated to improving and enriching our community. It will allow us to operate in a safer, healthier environment that will benefit both animals and humans alike.

And you can help make this extraordinary vision a reality by sending your most generous donation today!

Your gift will help touch thousands of lives. You can save vulnerable animals, fill adoptive homes with love, and make the Lower and Middle Keys a better, more compassionate place for generations to come.



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***My gift to help build
a brighter future!***

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Your stamp
here saves
lives!

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