



PROVIDENCE ANIMAL RESCUE LEAGUE

Case for Support: A New Shelter Van

July 2023



WHY PARL?

OUR CORE BELIEFS

- The human-animal bond is an essential part of a thriving community.
- Animals and humans have a basic right to food, shelter, medical care, and healthy relationships.
- The physical, mental, and emotional needs of individual humans and animals are important.
- Policies and approaches of the animal welfare movement must be free from racism and discrimination.
- Animals and humans do the best they can given their circumstances and those who struggle should be supported.
- Partnerships with other animal welfare organizations and human service agencies are vital to support the holistic welfare of animals and their human families.

OUR VISION

We envision a community in which animals and their human families have the support and resources they need to thrive together.



OUR MISSION

Our mission is to provide for the rescue and relief of suffering and homeless animals, and to perform charitable or benevolent acts for the welfare of animals.



CELEBRATING 110 YEARS OF SERVICE

For more than 110 years, PARL has served as a haven for hundreds of thousands of animals in the Greater Providence area.

As an open admission shelter, we practice managed intake and aim to help pets and their people stay together whenever it is in the best interest of all. We also take in stray animals in situations where our shelter is the appropriate option for that animal, often working closely with local animal control agencies.

PARL meets the nationally recognized requirements to be considered a 'no-kill' organization. We do not euthanize any animal due to age, space, or length of stay. Our animal intake/outcome information is readily shared to maintain transparency and accountability.

Meet Leela



A local vet hospital contacted us to help with a pair of kittens drooped off to them in a plastic bag. Upon arriving at PARL, both kittens were mewling and eager for love despite severe eye infections. Leela's infection was so bad that she needed her eye surgically removed. She recovered and was adopted through her foster home.

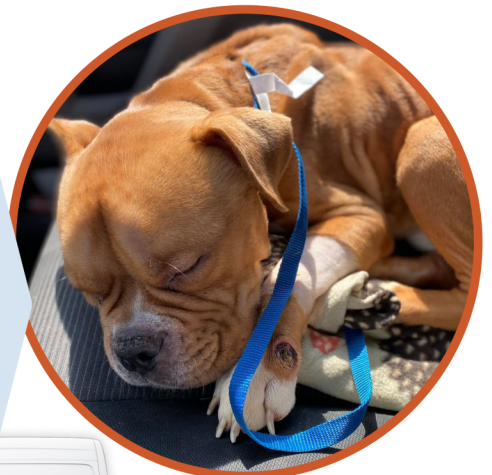


2022 IMPACT

- **701 Adoptions:** 367 cats, 178 dogs, and 156 small animals
- Administered **2,476 vaccines, 163 nail trims, and 669 microchips** through 16 low-cost preventative vet care clinics serving **1,538 family pets in our community** (126% growth compared to 2021).
- Served **1,307 animals** through our on-site Spay/Neuter clinic. This includes **514 family pets** in our community, and **418 animals from local animal control and rescue groups**, and **375 PARL animals** prior to adoption
- Distributed **58,858 pet meals** and **1,437 bags of cat litter**, along with treats, toys, and other supplies to family pets in our community.
- **Reduced overall length of stay** for the animals in our care by 3.5% compared to the previous year.
- **61** volunteers/interns contributed **3,783 hours of service.**
- **439 animals** were fostered in **205 foster homes.**

Meet Dobby

In May 2022, a concerned community member noticed something was not quite right with a neighbor's dog. Dobby was severely emaciated and in critical condition. They brought Dobby to PARL for help and we rushed him to emergency care. With time, Dobby's body learned how to digest much-needed nutrients and he was healthy enough for adoption just a few months later!



OUR WORK

GUIDED BY FIVE STRATEGIC GOALS

1

Center the human-animal bond in our programs, services, and storytelling.

2

Positively impact pet acquisition and pet surrender cycles within our community.

3

Increase access to preventative veterinary care for companion animals in our community.

4

Ensure long-term sustainability and fulfill our commitment to diversity, equity, inclusion, and belonging.

5

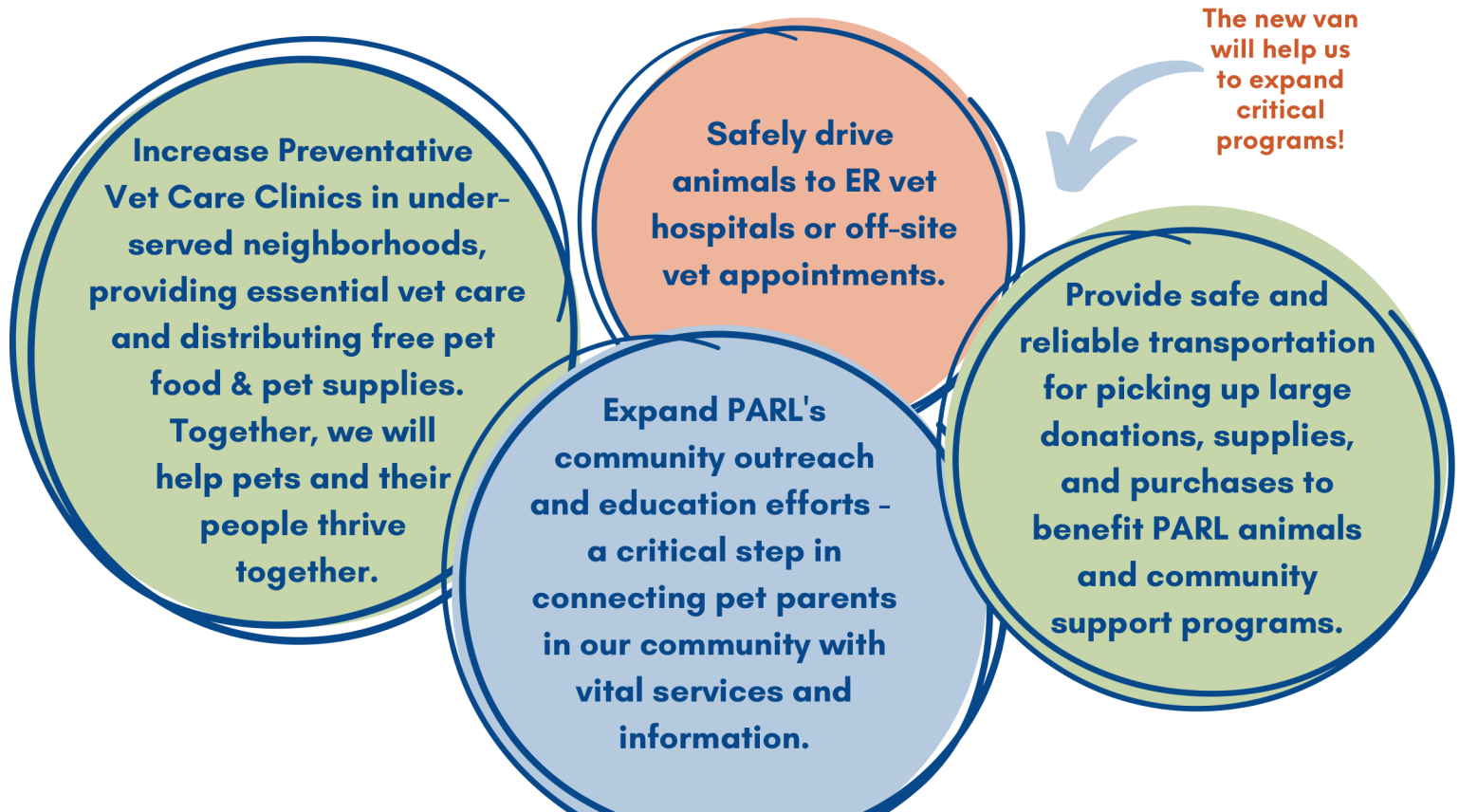
Maintain and improve our facilities to successfully support our work and the animals in our care.

NEW VAN = NEW HORIZONS

Last year, our 2010 Ford Transit Connect van spent more time in the shop than it did in use. At nearly 13 years old, it was time for a larger, safer, and more reliable van. Simply put, a new van was critically needed in order to achieve all of our strategic goals.

Thanks to partial funding support from The Champlin Foundation and Petco Love, along with lead sponsorships by local businesses, Chaffee Industrial Roofing and Adler's Design Center and Hardware, we purchased a new 2023 Ford Transit Cargo Van in June! This van is large enough for our staff team to stand up inside of (perfect for preventative vet care clinics), is fully equipped with key safety features, and happens to already be the perfect shade of "PARL Blue"!

At the end of this year, we will be finalizing the wrap for the van to include names/logos of participating sponsors. Sponsorship funding will help fuel the growth of critical programs relying on the van for maximum impact. Will you join us?



VAN WRAPS ARE TRULY IMPRESSIVE – AND IN MORE WAYS THAN ONE!

VAN WRAPS PROVIDE...

- Extremely cost effective advertising impressions! Inclusion on our van wrap proudly announces your company's generosity, support for PARL, and love for animals – all at once!
- Ability to reach multiple markets, accrue countless impressions, and be viewed by thousands of people each and every time we drive the van (or someone drives past our shelter where the van has a highly visible parking spot)!
- Consumer-friendly advertising that is unobtrusive and generates purposeful leads and name recognition!
- Something for your future customers to look at while sitting in Rhode Island traffic!
- Easy advertising! Our van will travel thousands of miles over the next several years (mostly along the Route 95 corridor) and will be parked in highly visible areas for events and community outreach efforts including:
 - Schools, businesses, and retail spots
 - Flea markets and festivals
 - Donation collection events
 - Pet Food Pantry events
 - Preventative Vet Care Clinic events



TOGETHER, WE CAN GIVE ANIMALS A LIFT!

SPONSORSHIP MENU

\$3,000

- Business name on both sides of van wrap
- Business recognition in press release and ribbon cutting ceremony

\$5,000

- Business logo on both sides of van wrap
- Business recognition in press release and ribbon cutting ceremony

\$10,000

- Business logo on back of the van wrap
- Business logo on both sides of van wrap
- Business recognition in press release and ribbon cutting ceremony

Sponsorship can be one-time donation or pledge payable over three-year period starting in 2023 or 2024.

Donation is tax-deductible as allowed by law. Please work with your tax professional to determine the value of selected advertising space.



VAN WRAP: DRAFT MOCK UP



Similar design on both sides.

Van is blue and will have a partial wrap with vinyl decals.

Colors and photos used on van may vary in accordance with final design and considerations for sponsor logos.



FOR MORE INFORMATION, PLEASE CONTACT:



Nate DeSalvo
Director of Development

✉ ndesalvo@parl.org
 ☎ (401) 421-1399 x210

🌐 www.parl.org
 📍 34 Elbow Street
 Providence, RI 02903