



LEAVE A LEGACY OF COMPASSION

Campaign Naming Opportunities



BUILT ON SECOND CHANCES

Where Animals Find Their Way Home

Every Space Has a Purpose. *Every Gift Leaves a Legacy.*

This is not simply a campaign to expand a building. This campaign is about creating a true humane shelter.

It will be a place that represents hope for frightened animals, comfort for families, and a community committed to compassionate care. A place where second chances begin.

Named opportunities allow donors to create a lasting legacy while helping build a facility that will serve Northumberland County for generations.

Every naming opportunity represents more than recognition—it is an investment in better care, healthier outcomes, and a future where every animal has the opportunity to find a safe and loving home.



Naming Opportunities

Create a Legacy. *Change Lives.*

Your gift will be recognized with distinction and will make a lasting impact on animals, people and our community.



Leadership Legacy Gifts

Transformational Opportunities that shape the future of humane care.

\$1,500,000

Signature Spaces

High-impact spaces that enhance animal wellbeing and adoption success.

**\$100,000 -
\$500,000**

Community Spaces

Spaces that bring people together in support of our mission and humane education.

**\$ 25,000 -
\$100,000**

Everyday Care Spaces

Essential spaces that provide comfort, care and safety every day.

**\$ 5,000 -
\$25,000**

LEADERSHIP LEGACY GIFT

ENTIRE BUILDING \$1,500,000

A transformation opportunity for
visionary leaders who wish to leave
a lasting legacy of compassion in
Northumberland County.



Your Legacy

Your name will be proudly
displayed as the presenting
donor of the entire facility.



Building a space for a humane future.

SIGNATURE SPACES

*Meaningful spaces that make
a lasting difference.*



Dog Wing - Investment: \$250,000

The **Dog Wing** will provide a calm, purpose-built environment where dogs can begin to recover from fear, trauma, illness, or uncertainty.

Designed with animal wellbeing at its core, this space will feature improved ventilation, sound-dampening materials, natural light, larger kennels, and dedicated enrichment areas that reduce stress and promote healing.



Cat Wing - Investment: \$250,000

The **Cat Wing** will provide a quiet, thoughtfully designed environment where cats can recover from stress, illness, neglect, or abandonment.

Created with feline wellbeing in mind, this space will feature improved ventilation, sound separation from the dog areas, natural light, spacious accommodations, and enrichment features that encourage comfort, confidence, and healthy behaviour.

Recognition Opportunity

The Dog or Cat Wing will proudly bear the name of the donor, family, or organization whose generosity made this transformative space possible.

Every gift matters because every life matters.

SIGNATURE SPACES

Accessibility Initiative

Accessibility - Investment: \$500,000

Designed to remove both physical and emotional barriers, this initiative creates welcoming spaces that support accessibility, mental wellbeing, and compassionate care.

From quiet areas for staff experiencing compassion fatigue to accessible pathways for people and animals, every detail helps create a more humane environment.

Every second chance
should be within everyone's reach.



NORTHUMBERLAND
**HUMANE
SOCIETY**



A welcoming
space for
everyone.

Accessibility is not just about ramps and doorways—it is about reducing barriers to care for everyone who enters the building.

COMMUNITY SPACES

*Spaces that bring people together
in support of animal welfare.*



Reception/Surrender Area - **SOLD**

The generosity of this donor ensures every person and every animal is welcomed with compassion, care and hope from the moment they arrive.

Animal Meet & Greet Room

Investment: \$150,000

Designed to feel more like a living room than a shelter, this welcoming space allows animals and families to interact naturally, helping each adoption begin with comfort, confidence, and hope.



Staff & Volunteer Lounge

Investment: \$50,000

Designed as a place of comfort and restoration, this quiet retreat recognizes that caring for vulnerable animals can be emotionally demanding. By supporting the wellbeing of our staff and volunteers, this space helps sustain the compassion, dedication, and exceptional care that every animal deserves.



Community Room

Investment: \$50,000

Where community meets compassion. This multipurpose space will support education, outreach, and special events while generating rental income that helps sustain our mission for years to come.



**Animal Welfare Workers
are Frontline Caregivers.**

EVERYDAY CARE SPACES

Essential spaces that provide
comfort, care, and safety.



Individual
Dog Kennels
\$5,000



Dog Pod
(4 kennels)
\$20,000



Feature
Cat Rooms
(each x 5)
\$10,000



Adoption Rooms
(Cat/Dog)
\$75,000



Small Animal
Room
\$75,000



Veterinary /
Exam Room
\$75,000



Isolation Unit
\$75,000



Laundry /
Food Prep
\$10,000



Kitten Adoption
Room
\$100,000



Medical
Intake Area
\$100,000



Community
Gardens (Phase 2)
\$50,000



Dog Enrichment
Area
\$100,000

Animal Welfare is an Essential Service.



MORE THAN *A SHELTER*

*Supporting Pets. Strengthening Families.
Building Community.*

Every day, we support animals and the people who love them. We help families stay together during difficult times, provide emergency support when life takes an unexpected turn, reunite lost pets with the people who love them, care for vulnerable animals, and inspire compassion through education, outreach, and volunteerism.

Our expanded facility will allow us to do even more—offering lowcost veterinary services, wellness and microchip clinics, spay and neuter services, humane education, youth programs, community outreach, and initiatives that strengthen the wellbeing of both pets and people throughout Northumberland County.

Together, we're creating a community where pets are cared for, families are supported, and the human-animal bond is protected for generations to come.

How We Serve Our Community



Keeping Pets with Their Families

- Pet Food Bank
- Emergency Boarding
- Lost & Found Pet Reunification
- Rehoming Support

Caring for Animals

- Shelter & Adoption Services
- Foster Care
- Medical Care
- Behaviour Support

Supporting Our Community

- Humane Education
- Community Outreach
- Volunteer Program
- School & Shelter Tours

Growing for the Future

- Low-Cost Veterinary Services
- Spay & Neuter Clinics
- Wellness & Microchip Clinics
- Youth Programs
- Community Veterinary Clinic

Every program is designed to help pets stay with the people who love them while ensuring every animal receives the care, compassion, and second chance they deserve.

Northumberland Humane Society is Investing in the Future of Our Community.

\$1 Million Leadership Commitment

The Northumberland Humane Society has committed more than \$1 million to this transformational project through its capital contribution, campaign investment, and early project expenditures.

Built on Second Chances Campaign Campaign Goal: \$4 Million

Together are building a community resource that keeps pets with the families who love them, provides compassionate care for vulnerable animals, expands access to veterinary services, and creates new opportunities for education, outreach, and wellness across Northumberland County.

The Campaign in Three Phases *One Vision. Three Phases. Decades of Impact.*



PHASE 1 - \$2.2 Million (est.) ***A New Humane Society***

- 6,200 sq. ft. expansion
- Accessible & welcoming
- Designed around animal wellbeing
- Modern animal care spaces



PHASE 2 - \$1 Million (est.) ***Transforming the Existing Building***

- Dog enrichment and training areas
- Volunteer and staff wellness space
- Community education opportunities
- Enhanced support services



PHASE 3 - \$1 Million (est.) ***Low-Cost Veterinary Services***

- Spay and neuter clinic
- Preventative care programs
- Expanded access to veterinary support
- Improved animal health outcomes

Building a space for a humane future.

YOUR LEGACY STARTS *HERE*

*Home is the greatest gift
we can give.*

To learn more about *Built on Second Chances Campaign*,
please contact:

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