



**BUILT ON
SECOND CHANCES**

Where Animals Find Their Way Home



NAMING OPPORTUNITIES

Campaign Recognition Opportunities

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DONOR RECOGNITION

Donor recognition opportunities celebrate the generosity of those who make our work possible and the lasting impact of their support on animals and people throughout Northumberland County. Through meaningful recognition, we honour our donors and the important role they play in building a more compassionate future for our community.

NORTHUMBERLAND HUMANE SOCIETY RECOGNITION TIERS

\$1,500,000 — Founder

Transformational Donors creating an enduring legacy for animal welfare in Northumberland County

\$500,000+ — Visionary

Leading the way toward a better future for animals

\$250,000+ — Shelter Champion

Transforming care for animals in our community

\$100,000+ — Advocate

Animal Welfare is Community Welfare

\$50,000+ — Benefactor

Strengthening our ability to care, serve and support

\$25,000+ — Guardian

Helping protect and care for animals and the people who love them

\$10,000+ — Patron

Investing in compassionate care for animals

\$5,000+ — Supporter

Helping make second chances possible

\$1,000+ — Friend

Standing with us in support of animals in need

Under \$1,000 — Ambassador

Sharing in our commitment to a more compassionate community.



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ADOPTION CENTRE

\$1,500,000

As the cornerstone of animal welfare in Northumberland County, the new facility will welcome animals, families, volunteers and community members for generations to come. The Northumberland Humane Society — supported by [Donor Name] — will feature prominent recognition in their honour, including exterior signage, donor walls, dedicated recognition on our website and acknowledgement through our campaign communications, media outreach and social media channels.

VETERINARY CLINIC

\$1,000,000

The Northumberland Humane Society's future Clinical & Veterinary Centre will expand access to essential veterinary care, helping animals stay healthy and supporting families who may otherwise struggle to afford care. The Clinical & Veterinary Centre — supported by [Donor Name] — will feature prominent recognition in their honour, including signage, dedicated recognition on our website, and acknowledgement through campaign communications and social media channels.

Phase 1 – New Adoption Centre

Area	Gift Value	Description
Adoption Centre	\$500,000	Where animals and families find each other.
Dog Adoption Wing	\$250,000	Safe, low-stress housing for dogs
Cat Adoption Wing	\$250,000	Calm, enriching spaces for cats
Meet & Greet Room	\$150,000	Where lifelong connections begin
Kitten Nursery	\$100,000	A nurturing space for the most vulnerable
Reception/Surrender Area	Committed	
Cat Adoption Room (2)	\$ 50,000	A quiet space for introductions
Small Animal Room	\$ 50,000	Specialized care for smaller companions
Dog Pods (3)	\$ 25,000	Comfortable housing for dogs awaiting homes
Director's Office	\$ 25,000	Supporting leadership, planning & Community
Shelter Manager's Office	\$ 25,000	Supporting daily animal care and shelter operations
Community Meeting Room	\$ 25,000	A space to connect, learn and gather
Feature Cat Rooms (5)	\$ 10,000	Comfort, enrichment and care for cats
Animal Care Laundry & Feeding	\$ 10,000	Supporting essential daily animal care
Individual Dog Kennels (12)	\$ 5,000	A safe, comfortable space while awaiting a home

*** Kitten Cam** **\$ 15,000** **Where all the action happens 24/7**

Phase 1 – On the Grounds

Area	Gift Value	Description
Dog Walking Trail	\$ 10,000	Exercise, enrichment and time outdoors
Dog Enrichment Kennels (2)	\$ 10,000	Safe outdoor space to run and play
Benches	\$ 10,000	A place to pause, connect and reflect
Trees	\$ 5,000	In memory or celebration

Phase 2 – Retrofit of Current Shelter

Area	Gift Value	Description
Indoor Dog Training/Enrichment	\$100,000	Supporting behaviour, learning and wellbeing
Shelter Isolation Unit	\$ 75,000	Safe care for animals needing isolation
Shelter Vet Tech/Exam Room	\$ 75,000	Dedicated space for animal care
Shelter Medical Intake Area	\$ 50,000	Assessment and care from the moment of arrival
Staff & Volunteer Lounge	\$ 50,000	Supporting the people who care for animals
Animal Grooming Station	\$ 25,000	Supporting hygiene, comfort and wellbeing
Animal Care Laundry/Feeding	\$ 10,000	Essential support for clean, healthy care
Dog Assessment Kennels (TBC)	\$ 5,000	A safe place for assessment and support
Dog Holding Suite (TBC)	\$ 5,000	A safe space for lost dogs awaiting their person
Crisis Care/Emergency Housing	\$ 5,000	A safe haven for dogs while their family navigates change

Phase 3 – Northumberland Humane Society Veterinary Services

Area	Gift Value	Description
Medical Treatment Suite	\$100,000	Providing accessible care for community pets
Cat Recovery Area	\$ 25,000	A calm recovery space designed for cats
Dog Recovery Area	\$ 25,000	A comfortable recovery space designed for dogs
Veterinary Office	\$ 25,000	Supporting the Veterinary team behind the care

Donor Recognition – Donor Walls

Campaign Donors – Pledge Amount
Humane Heroes – Cumulative Lifetime
Annual Donors – Current Year's Gift
In Memory/Tribute – Current Years Gift

All levels are listed from highest to lowest giving level, then alphabetically by last name.

WHY NOW? BUILDING OUR CAPACITY TO SERVE

Animal welfare today is about more than providing shelter. It is about supporting people and pets, protecting the bond they share, and helping families before they reach a point of crisis.

Whenever possible, our goal is simple: keep pets with the people who love them.

Our expansion will give NHS the capacity to provide more preventative support, accessible veterinary care, crisis assistance, education and training — while providing exceptional care for animals who need us.

MORE THAN A NEW BUILDING

Built on Second Chances — Where Animals Find Their Way Home is an investment in the future of animal welfare in Northumberland County:

- Greater capacity to serve our growing community
- More support to help families keep their pets
- More opportunities to prevent surrender and abandonment
- Compassionate care for animals

HELP US BUILD WHAT COMES NEXT

Your investment will help ensure NHS is ready to serve our community for generations to come, **keeping more pets with their people and providing compassionate care when it is needed most. Together, we can create more second chances for animals, families and our community.**

**For more information about naming opportunities,
please contact:**

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