

TO: All our valued animal-loving friends, dedicated volunteers, invaluable small business sponsors, helping organizations, and corporate supporters

FROM: Barbara Bellows, Trina Hudson, and the Board of Directors of Animal Haven of Asheville

SUBJECT: Animal Haven Farm and Thrift Store Operations – *Plea for Help*

First, we'd like to thank all of you for your previous commitments in both time and money. Without your concern, the hundreds of rescued, abandoned, neglected and rehabilitated loved ones here at the Farm would not have received the much-needed comfort, food, shelter, and veterinary care provided them during the past eight years. From the bottom of our hearts, we can't thank you enough for your past efforts!

Today, just like all of you, we face new challenges that require the ultimate stretching of every dollar and in-kind service we receive so that the care provided by the Farm's operation may continue for the ever-increasing number of animals in need in this region.

The primary source of revenue that funds the Farm's operation is our Thrift Store (relocated onto the Farm property itself two years ago.) This relocation enabled us to stay closer to our furry and feathered friends, help acquaint new supporters with the Farm and its purposes, and refocus funds formerly spent on commercial rent directly back into the Farm's operating fund. This idea has worked well in concept and execution, to the point that the Thrift Store urgently needs to be expanded and relocated to be able to accommodate the increasing quantity of items donated by our supporters and the growing traffic levels in the store.

We have identified a parcel of land here on the Farm property where we will erect a new, modular building dedicated specifically to the handling of all the processes involved in Thrift Store operations. The new location will enable the larger store to generate the additional revenues needed to carry on our Farm Operations efforts for the foreseeable future.

Here's where we need your help – since the building will be constructed with volunteer labor, we have saved 50% of the total project cost. The remaining half is for the purchase of building shell, building materials and associated site costs, which we estimate will require a capital investment of \$20,000. Your support for this effort can be in the form of a gift, grant, pledge, monthly contract, pre-paid material purchase order, or any form that accomplishes the construction goal. We need to have the new building funds committed by this summer, so that we can complete erection before this winter.

Other ways that you can help Animal Haven of Asheville make this project happen include, but are not limited to: forwarding this message on to fellow animal lovers that you know and asking for their commitment, talking/meeting with potential business, service organizations or corporate sponsors (or providing us with the contact info'), and creating neighborhood awareness and participation via local "events" (like The Big Give).

For contributions of \$ 100, a slate plaque with your name or your pet's name will decorate the store and grounds; for \$1,000 and above, a plaque with the name of the donor, organization, or family will be mounted (if that is your wish) inside the new Thrift Store. Donations of \$5,000 and above will receive a permanent plaque (with your name or name of loved one) placed on an existing animal habitat in your honor. The insert to this letter better describes the opportunities for you to help Animal Haven.

Again, we would like to thank each and every one of you for your generous contributions to allow Animal Haven of Asheville to operate successfully in our mission for the past eight years. We sincerely hope that once again you can open your hearts for this much needed building, which will directly benefit the animals in our care and those in our future.