

Grant Name: 2013 ASPCA Mega Match-a-Thon
Requested Funds: \$8,000

Project Description:

The requested \$8,000 in grant funding will be used to host a “Midnight Madness” Mega Match-a-Thon at Greenville County’s Animal Care complex. The shelter will open on Saturday, October 19 at 11:00am and remain open through 12:00am on October 20. Animal Care has proven ability to hold large-scale adoption events and the goal for this year’s Mega Match-a-Thon will be to clear the adoption center, which can house up to 150 dogs, cats and other small furry animals.

Animal Care requests \$4,725 to make ready approximately 75 cats and kittens, 45 large adult dogs, and 30 puppies and small dogs for adoption. Adoption specials throughout the day will encourage customers to visit our adoptable pets well into the night, including “Name Your Own Price”, “Fee-Waived”, and 50% off special pricing hours – all to coincide with fun happenings throughout the adoption day.

From polling attendees at last year’s Mega Match-a-Thon event, the most effective advertising methods to attract customers to our facility includes using yard signs within a five mile proximity of the shelter and distributing full-color posters and flyers at businesses throughout Greenville County. \$1,500 is requested to purchase these marketing materials.

\$1,175 is requested to enable Animal Care to pay salaries for ten hourly employees to work an additional six hours on the day of the event. \$600 will be needed to purchase enough collars for each adopted pet. Identification tags will be offered for free to every adopter through a grant previously received (ID Me).