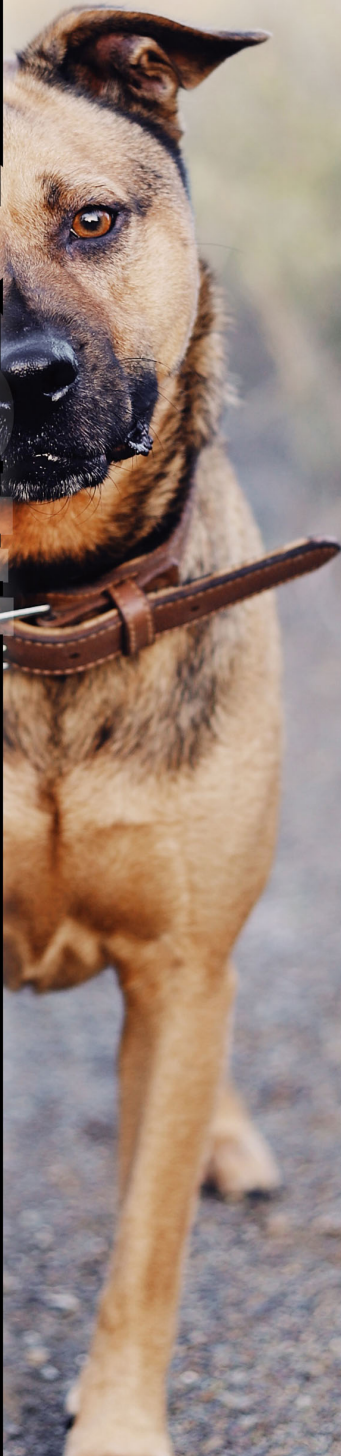


**HELP
BUILD
HOPE**



Neenah**Animal**Shelter



Dear fellow animal lovers,

We have a vision of building hope for a better future for the animals in need in our community. However, our greatest challenge to making this vision a reality is our 60+-year-old building. It is woefully inadequate, inefficient, small and outdated. We have reached the point where repairs are nothing but temporary fixes diverting resources away from caring for our animals and helping the community. Each day spent in our current building makes it more challenging to carry out our mission.

The most fiscally and organizationally responsible solution is to build a new facility. The animals and our community deserve it. **Please join us. Be a part of this vision and help us build hope.** Thank you!

Mary Setton

Mary Setton, President, Board of Directors, Neenah Animal Shelter



HELP BUILD HOPE

Envision a future with us where every animal that arrives at the Neenah Animal Shelter will be cared for in a comfortable, safe, stress-free environment; a future where they will be provided the best medical care in a modern, functional facility; a future where they will be able to be adopted quickly into a loving family.

Animal care and welfare has changed substantially since our shelter first opened its doors in 1962. Improved methods for caring for homeless animals, providing quality adoptions, and ensuring better living conditions for the animals in our care are priorities that require structural facility changes in order for staff and volunteers to realistically maintain these priorities long-term.

Our staff and volunteers have creatively kept pace with the complicated and increasing needs of the community and the homeless pets it brings through our doors. But it has been an uphill battle.

We've reached the critical point where, in order to continue to be a vital resource for our community for generations to come, we must build a new facility.

**“OUR NEENAH COMMUNITY
DESPERATELY NEEDS A
MODERN, SAFE ANIMAL SHELTER.**

Our at-risk animals deserve a safe environment out of harm's way where they can find refuge, recover from stress, receive the medical care they need, and find an adoptive family. A new building with proper ventilation and adequate space will enable the staff to provide the compassionate care that is needed.

Dr. Kenneth Bero, DVM

Veterinarian and Owner of
American Animal Hospital
in Neenah and Member of the
Capital Campaign Committee



**A NEW FACILITY
WILL LITERALLY SAVE
THOUSANDS OF ANIMAL LIVES.”**



MISSION

The Neenah Animal Shelter exists to humanely care for lost, surrendered, neglected, impounded and abandoned pets until loving, forever homes are found for them.

Our LifeFirst™ philosophy is a commitment to never euthanize any animal because of lack of space or funding, but to save, restore and rehome all adoptable animals under our care.

Our goal is to improve the quality and strength of the bond between people and their pets through education and example.

HISTORY

For nearly 60 years, the Neenah Animal Shelter has been here for all kinds of animals in all conditions. When they have nowhere else to go, they can come to us, and we will help them find a new start in life--another chance to be loved.

In 1962 we opened our doors to take in the first of these heartwarming creatures. Since then thousands of animals, from street-smart cats and white-faced retrievers to newborn kittens and bouncing pups--have come through our doors needing food, warmth, medicine and a forever home.

VISION

Instead of just providing housing and caring for the physical needs of each pet, we want to provide nurturing, holistic care that ensures a comfortable, stress-free stay while at our facility; that each pet will remain healthy or be nursed to health quickly during their time spent with us; and that each pet will be matched with their forever family quickly, so that we can help more pets in need.





Shelter in 2020



Shelter in 1966

AN URGENT NEED FOR CHANGE

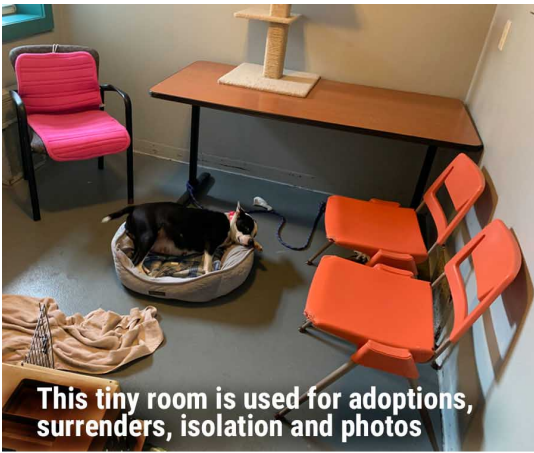
The Neenah Animal Shelter currently serves four municipalities that are home to nearly 35,000 people. The shelter is already taking in nearly 700 animals every year and is often forced to create makeshift cages. By the year 2025, NAS could easily see a need to care for more than 1,000 animals per year.

The current shelter building, which was built in 1962, is much too small for our needs, is quickly deteriorating beyond repair, and will not accommodate anticipated growth.

Our compassionate staff does an amazing job of working around the obstacles they encounter every day to provide the best possible environment for the animals in care. However, the space limitations and worn-out condition of the building make it challenging to keep the animals comfortable and healthy.

CRAMPED QUARTERS, INCREASED NUMBERS OF ANIMALS AND LOW-FUNCTIONING UTILITIES MAKE EVERY DAY A CHALLENGE.

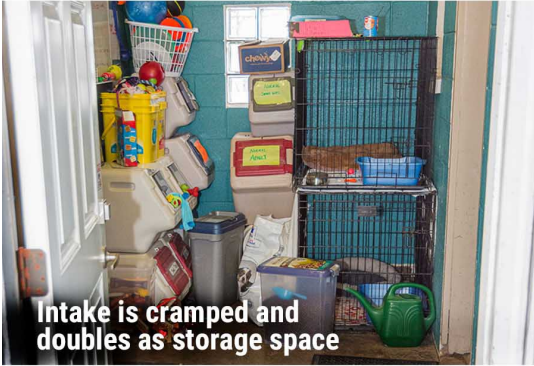




This tiny room is used for adoptions, surrenders, isolation and photos



Outdoor space is extremely small, difficult to shovel, and often floods



Intake is cramped and doubles as storage space



Isolation space is extremely limited



Medical care is done in this cramped corner



Low-functioning HVAC does not heat or cool all rooms efficiently

SEVERELY LIMITED SPACE

We have outgrown our tiny, outdated facility. Housing for dogs is extremely limited with only 13 kennels, and cats are overcrowded in cages. When cages are full, large carriers are often used, which are piled on top of each other in storage rooms.

During busy times, some visitors must wait outside in the cold, rain or snow because the lobby, which also functions as the office space, can only accommodate a small number of guests.

There is no room for education or training, making it nearly impossible to hold meetings and pet behavior and training classes. Often an off-site location must be used.

A STRUCTURE BEYOND REPAIR

In 2019, a private inspector examined the building, and determined that many of its critical components--such as the heating and ventilation, plumbing and septic systems--would all require exorbitant costs to repair or replace. Walls, windows and doors are cracked and crumbling. Outside kennel fencing is in dire need of costly repairs. The building structure is simply deteriorating.



Larger kennels would offer more space for large-breed dogs



This tiny kitchen serves as the food prep, medication, cleaning and staff breakroom area



Dog runs are too small and face the parking lot

STRESS ON THE ANIMALS

There are no separate areas for sick pets, which makes it difficult to treat and contain illnesses. Cramped quarters and no noise buffers make the environment stressful on the animals and the staff.

Stressed animals are much more likely to become ill. Despite strict cleaning and medication protocols, some animals with weaker immune systems continue to reinfect themselves, making their shelter stay much longer.



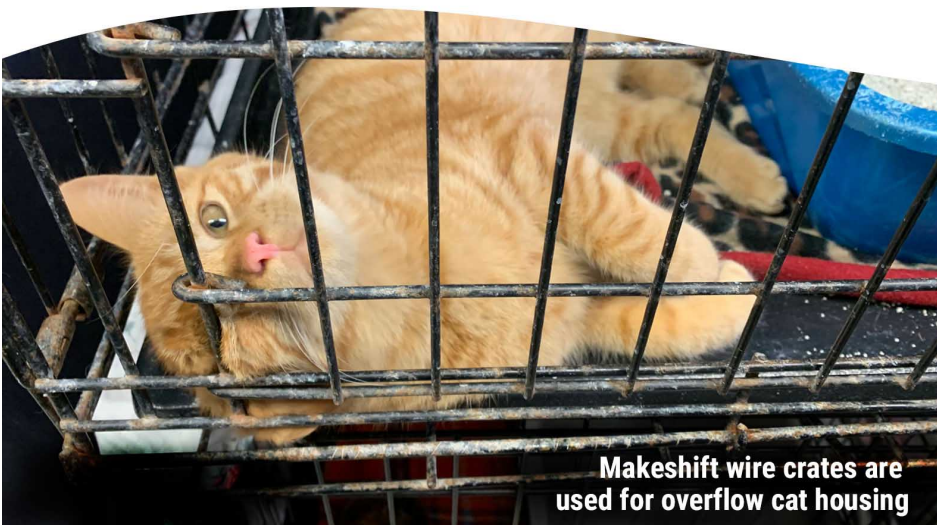
Floors, trim and doors are crumbling away

LACK OF SAFETY & SECURITY

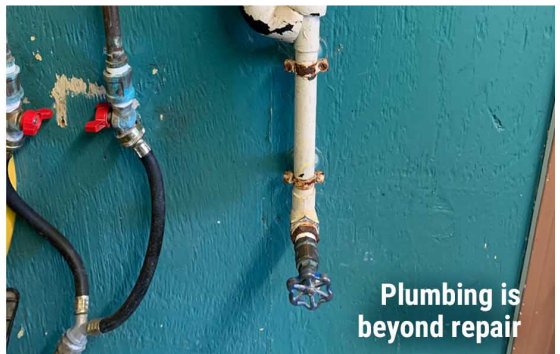
There is no backup generator or sprinkler system, which means if disaster strikes the animals and staff are severely at risk. The shelter building is also not ADA accessible, making adoptions to those with physical limitations extremely difficult. In addition, a higher functioning security system needs to be added to protect against vandalism or break-ins.



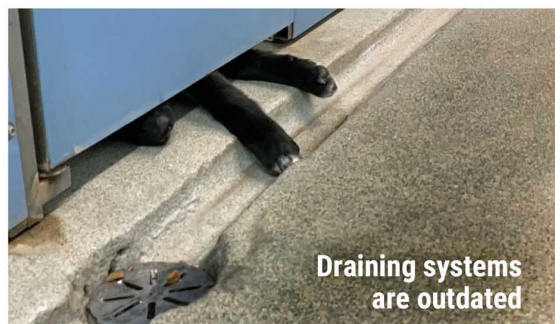
Lobby/office space is tiny and cramped



Makeshift wire crates are used for overflow cat housing



Plumbing is beyond repair



Draining systems are outdated



A NEW BUILDING TO HELP MORE PETS & PEOPLE

A feasibility study was conducted in 2019 to help guide the size and scope of this project. The study, which included interviews with community leaders, determined that our goal should be to build a new 8,000-square-foot, \$2-million-dollar facility with the following goals:



- Shelter more dogs and provide more space for enrichment and exercise
- House cats in communal rooms to minimize stress and time spent in cages
- Offer a private area for individuals who need to surrender their pet
- Include rooms for adoption “meet and greets”
- Include a better ventilation system that will keep animals healthier, shortening their stay at the shelter
- Build to meet appropriate safety, security and ADA guidelines

HOW A NEW FACILITY WILL LOWER COSTS

A new building will help us keep our costs down so that we can provide cost-effective services.

- The new facility will be energy efficient; this will save money on heat and utility costs.
- The new shelter will have a state-of-the-art ventilation system and separate areas to isolate sick animals, keeping pets healthier. This will decrease medication and treatment expenses, as well as their length of stay.
- By providing more educational opportunities, NAS will strive to reduce the number of incoming animals, and help keep more pets with their families.



NAMING OPPORTUNITIES

Provide a lasting gift of hope and compassion by putting your company's or your family's name on the area or item of your choice. Patrons will appreciate the permanent reminder of your generosity for years to come. The campaign offers naming gift opportunities throughout the new facility. Your gift or signed pledge will secure one or more named areas. Naming donor signage will be displayed upon pledge fulfillment.

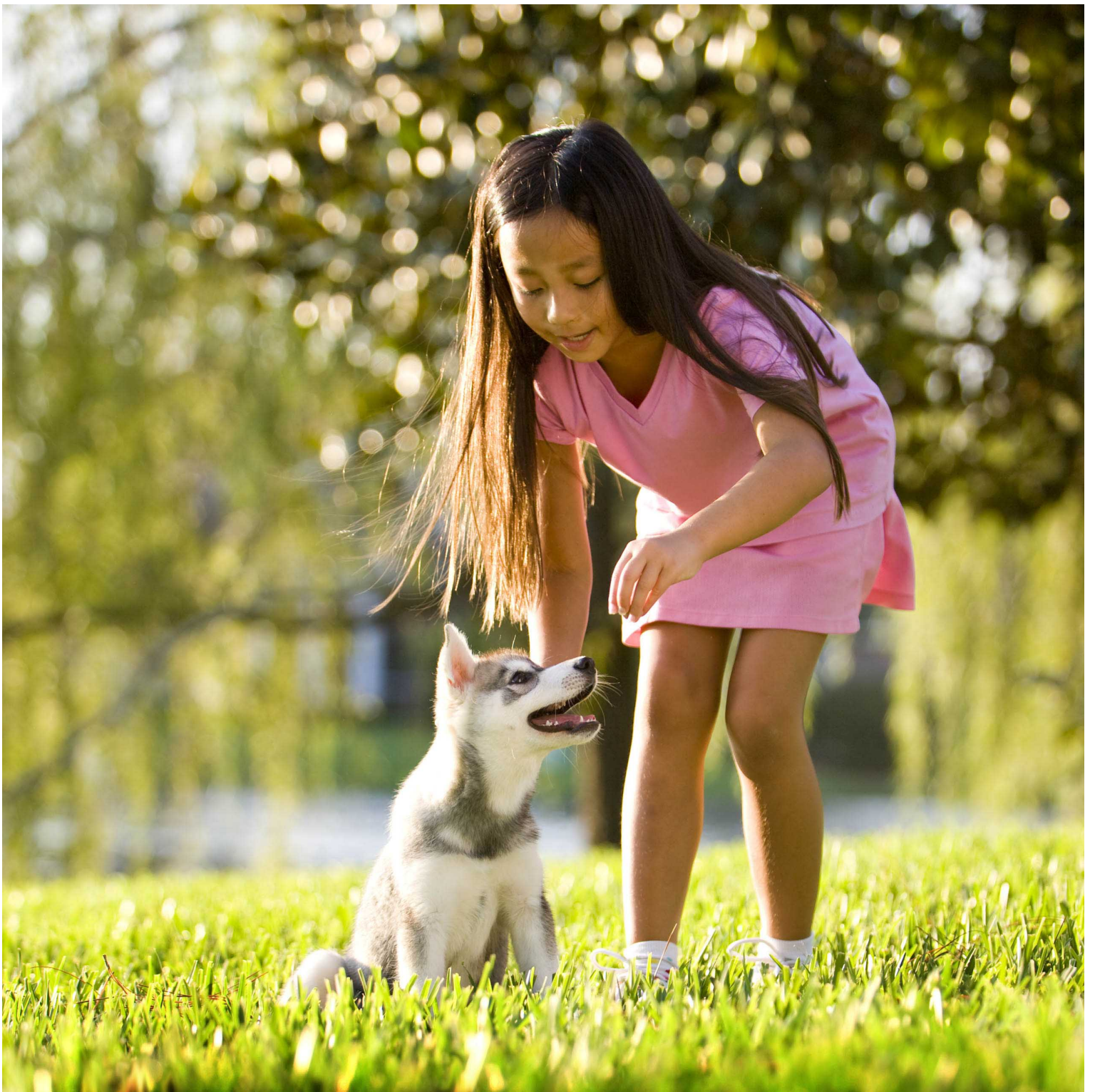
meet some of our NAS alumni...



THE MAJORITY OF OUR ANIMALS ARRIVE AT OUR DOORSTEP THROUGH NO FAULT OF THEIR OWN.

People do not want to give up their pets, but often, they are forced to because they have no other choice. Some of the top reasons pets are surrendered to our shelter include owner health issues; owner financial issues; divorce; moving and unable to take pet/new landlord won't allow pet; owner having personal problems; cannot afford vet bills; new allergies in the family; or unwanted litters.

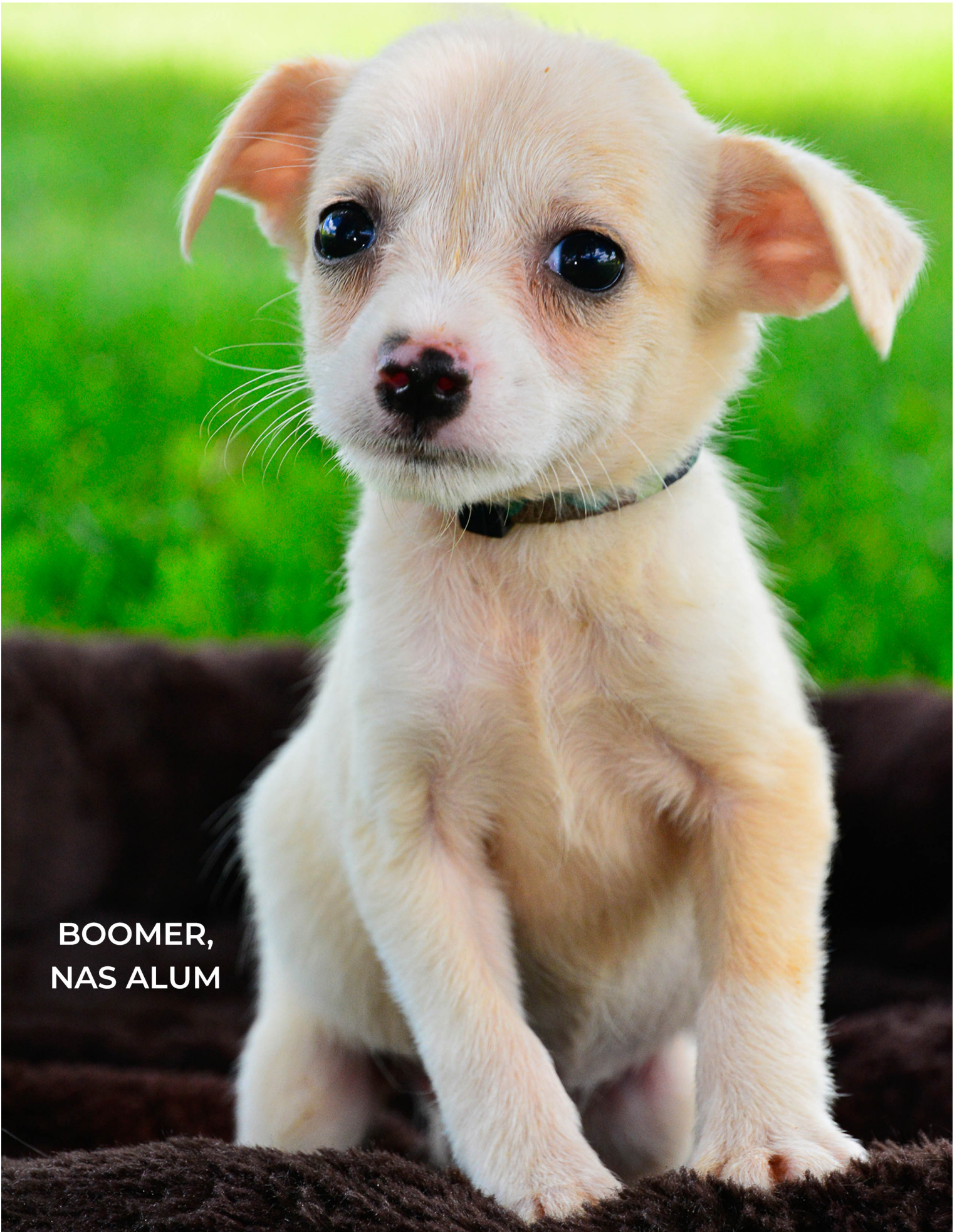
We give these pets the second chance they need, and give their previous owners the peace of mind of knowing we will care for them and find them new families.



A COMMUNITY GATHERING SPACE

We envision a new facility which will offer more activities to help more people, including:

- Space to help temporarily shelter pets for those in crisis through partnerships with nonprofits
- Educational programs to help children learn about animals and responsible pet care
- Training classes for new pet parents, e.g., first-time pet owners, puppy preschool, kitten kindergarten
- Low-cost vaccination clinics and Trap-Neuter-Return (TNR) clinics
- Other community engagement opportunities such as school trip outings, birthday parties, family activities and more



**BOOMER,
NAS ALUM**



WAYS OF GIVING

Please help us make the dream of a new shelter building a reality. You can give by:

Check, credit card or money order: Make your check out to the Neenah Animal Shelter - Capital Campaign.

Appreciated Securities: Gifts of Securities may be handled through your bank or broker or handled by you directly. Contact us to learn more about transferring securities to support the campaign.

Give through your IRA: Check with your personal financial or tax advisor for information on making a charitable gift directly from your IRA assets without tax implications.

Corporate Matching Gifts: Ask your employer (or former employer if you are retired) if the company will match your contribution to the campaign.

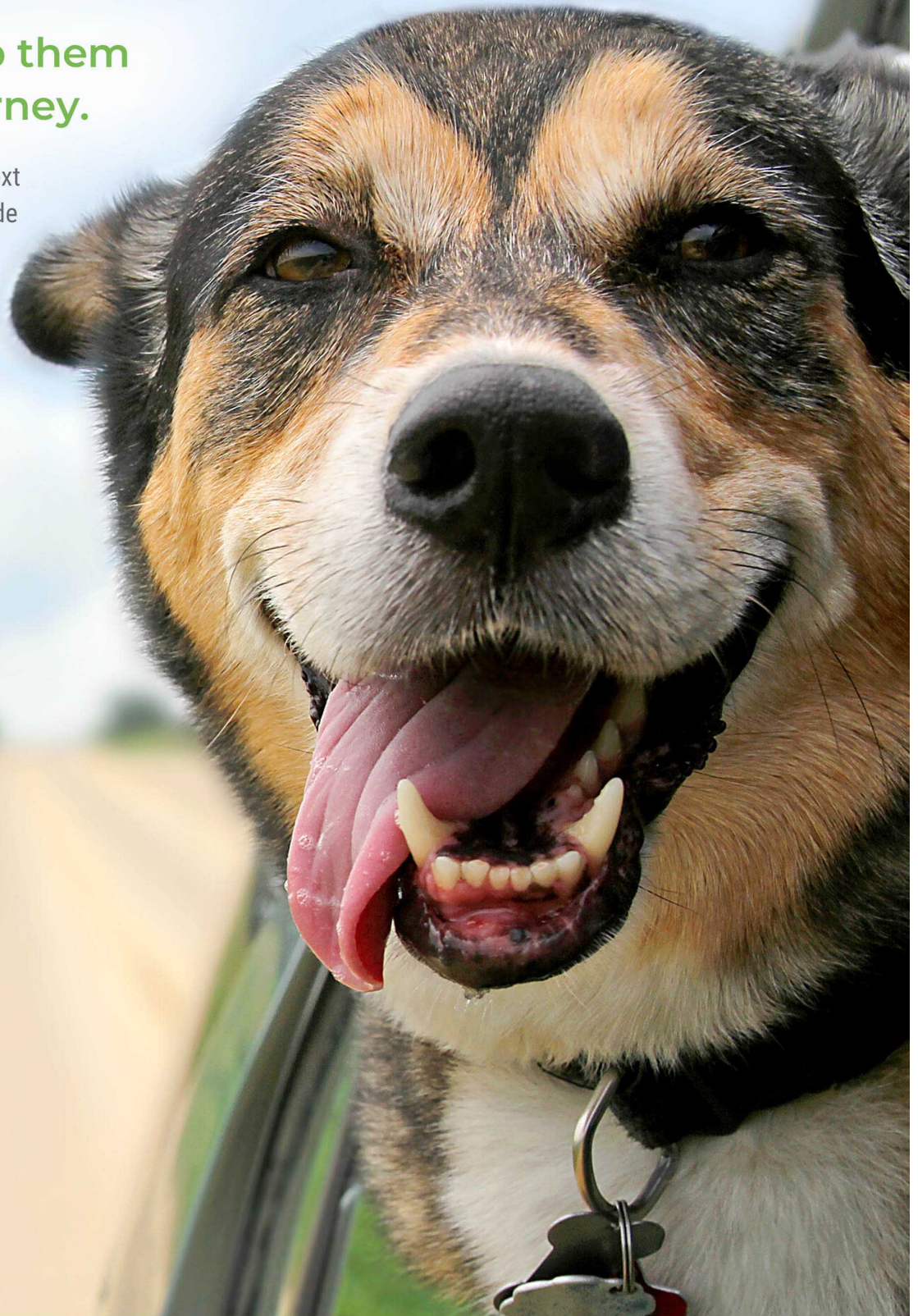
Bequests: You may also remember the Neenah Animal Shelter in your will or estate planning. Consult with your attorney to consider including the following in your will: "I devise the sum of \$_____ (or the balance of my estate) to the Neenah Animal Shelter of Neenah, Wisconsin in furtherance and support of its charitable and educational purposes."

**THE NEENAH ANIMAL SHELTER
SAVED 684 PET LIVES IN 2019.**



Help us help them on their journey.

As we prepare for the next 50 years, we must provide the resources that will enable us to expand as the needs of our community increase. Please help us meet the urgent needs of today and prepare for the challenges of tomorrow.



All contributions will go directly to the construction of a new facility.

There are no professional fundraisers involved in this campaign. If additional monies are raised, they will be put into a much-needed endowment fund to ensure a secure future for NAS.

CAPITAL CAMPAIGN COMMITTEE

Jolene Moran, Co-Chair	Cheryl Heinz	Kathy Murray
Emily Anderson, Co-Chair	Dhanukshi Jayawickreme	Scott Piotrowski
Timothy Anderson, JD	Alyce Licari	Craig Rabideau
Dr. Kenneth Bero, DVM	Tom Lyons	Darin Schumacher
Wendy Bergstrom-Noskowiak	Kelly Malmquist	Patrick Trzebiatowski
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Tawana Hanamann	Tom Moran	Jill Ziolkowski
Rick Hearden	Zach Moran	Jeff Ziolkowski
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Kay Pavlik, Vice President	Laurie Blank	Kris Hackbarth-Horn,
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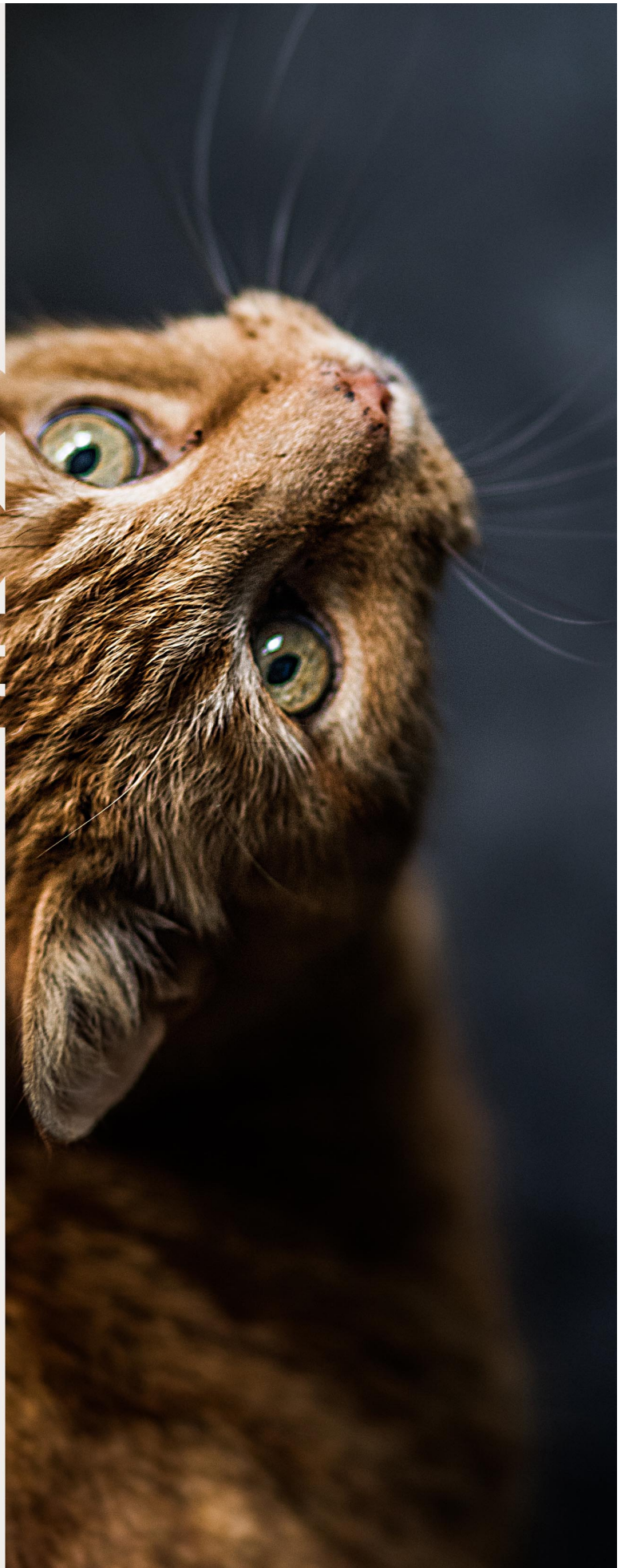
Cindy Flauger, Executive Director

Ellen Pichler, Shelter Coordinator

The Neenah Animal Shelter is a private, 501(c)(3) nonprofit organization that does not receive funds from the state or federal government, United Way or national associations. Each year, the entire operational costs are met through fundraisers, contractual agreements, private donations and corporate support.

*Cover and back cover designs donated by Chris Schudy of Design4Real LLC;
select photography donated by Skip Wilson and Emily Anderson; interior design and copywriting
donated by E-Impact Marketing Solutions; printing discounted by Steinert Printing.*

HELP BUILD HOPE



Neenah **Animal** Shelter

Saving Animals. Serving Community.

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