

## Executive Summary

### Capital Campaign Launched 2018:

**Phase 1:** Developed to ensure community was open and supportive of new facility and new programs

**Phase 2:** Live fundraising period, ensuring local organizations, corporations and government develop interest and a sustainable program would be formed.

**Phase 3 (CURRENT):** Architect and General Contractor awarded, Drawings development, construction estimating, continued fundraising, partnership programs launched (PAWS Mentorship and DCIT Education Program)

**Architect:** MPS of Greenville (portfolio of animal facilities across NC and SC)

**General Contractor:** North Industrial of Hartsville

**Structure:** Nucor of South Carolina

<b>Darlington County Humane Society - Capital Campaign - Funding Review</b>	
<b>What Is Secured</b>	<b>Total</b>
<b>Current Campaign Account Total</b>	\$ 301,000
<b>Current Investments (bonds)</b>	\$ 300,000
<b>Byerly Foundation</b>	\$ 500,000
<b>Taflinger Family</b>	\$ 100,000
<b>Mr &amp; Mrs Bob Brown</b>	\$ 20,000
<b>[REDACTED] (CONFIDENTIAL)</b>	\$ 3,250,000
<b>Evening Under the Oaks 2022</b>	\$ 50,000
<b>Mr &amp; Mrs John &amp; Judy Walker</b>	\$ 65,000
<b>Sonoco Foundation</b>	\$ 500,000
<b>Various Local Fundraising</b>	\$ 150,000
<b>Fully Funded Commitments</b>	\$ 5,236,000
<b>Estimated Total Construction Program Cost: (awaiting final estimate from sub contractors by 12.16.22)</b>	\$ 7,500,000
<b>Gap</b>	<b>\$ 2,264,000</b>

# Darlington County Humane Society – Capital Campaign – One Page Plan



## Capital Campaign Mission Statement

Secure \$7mm to build a new animal care and community facility. Design and implement Pillars for Progress for Darlington County Humane Society. The new facility is designed to be humane, welcoming, and cost efficient to build and to operate. It will be 24,000 square feet and situated on the six-acre parcel so that future commercial development – and DCHS revenue streams can be installed for the future.

## Problem Statement

Annually more than 2,998 animals are housed at DCHS in hazardous environments that lack critical infrastructure for the well being of animals housed or community involvement needed to decrease these numbers through adoption and education.

YEAR	DCHS OUTCOMES							TOTAL
	ADOPTED	RECLAIMED	RESCUES	EUTHANIZED	DIED	ESCAPED	TOTAL	
2016	353	62	1,939	790	115	31	3,292	
2017	346	93	1,716	693	171	26	3,041	
2018	360	93	1,657	530	225	38	2,903	
2019	470	99	1,583	638	139	48	2,977	
2020	306	77	1,552	652	155	36	2,778	
Average #	368	85	1,689	659	161	36	2,998	
Change %	11.87%	2.75%	-6.17%	22.61%	5.42%	1.17%		

Secure the \$7mm in funding to support the construction of an indoor shelter facility. Design sustainable partnerships with donors.

Through co-curricular education, volunteerism, and community outreach, advance the goal of becoming a no-kill shelter and increase adoption rates.

Develop the Pillars for Progress needed and an operation plan to ensure that the Board of Governors of DCHS has the resources necessary to successfully execute.

**CHS Pillars for Progress**  
Strategy in place for sustainable advancement of the needs of the community and the animals it serves.



Animal Adoption Center

## Strategic Outline → Operational Plan for DCHS

### Revised Fundraising Plan

- Foundations: \$3.5mm solicited to secure \$1.5mm in funding
- Corporations and Businesses: \$760K to secure \$250K in cash funding (does not include gifts in kind)
- Individuals: \$1mm solicited to secure \$500K in funding
- Total Fundraising Goal: \$5.25mm+ to secure 2.25mm+ Completed Fundraising:
- EUTO: \$514K
- Other: \$95,898
- \$3mm solicited from Oct 15 – Nov 29

### Construction Management

- MPS Architects – Greenville & North Industrial – Hartsville
- Original estimates of square footage increased with housing and medical need
- Community/Education Plan (outcomes of this make DCHS eligible for additional grants)
- Partners: Darlington County School District, Nucor & Sonoco – PAWS mentorship program beginning December 1st
- Nucor – technical work assistance (winterizing) with DCIT students in progress

### Marketing Plan

- Direct Mails – 4 direct mail campaigns annually (donor lists categorized and messaging tailored to groups by interest)
- Email & Social Media Campaigns – 4 emails, mirror direct mails, minimum of 4 social media posts weekly

## At A Glance

**Total Secured: \$5,091,237**

Evening Under the Oaks  
Individual Support Businesses  
\$250,000 seed donation  
Byerly Foundation Grant  
Sonoco Foundation Grant

**Expenditures: \$225,900**

Property Acquisition  
Renderings  
Needs Assessment  
Architect  
Engineering  
Merchandise/Postage/Etc.

**In Kind Secured**  
*(Value Not Yet Determined)*

Ervin Engineering  
MKA  
Palmetto Furniture  
Dove Data  
Lawson Turf

**Total Raised: \$5,317,134**



Driver of Economic Activity



Community Volunteer Center



Animal Welfare Advocate



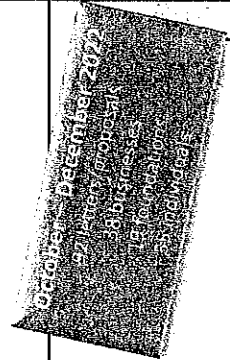
Community Education Partner

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# DCHS Capital Campaign: Grants & Fundraising



<p><b>Mission</b></p>	<p><b>Identify, research, cultivate, and solicit prospects to secure \$2.2mm ASAP</b></p>		
<p><b>General Messaging</b></p>	<p>Conditions at the current DCHS facility are desperate. Financial support is critically needed to provide safe and secure housing to homeless pets in Darlington County. The construction of a new shelter facility is essential to the future of the Darlington County Humane Society. A new facility means more adoptions and less euthanasia, and it represents a paradigm shift in DCHS operations that integrates animal care, community outreach and education, co-curricular education, and volunteerism to improve the lives of people living in Darlington County.</p>		
<p><b>Target Audience</b></p>	<p><b>Local, Regional, and National Foundations and Corporate Foundations</b></p>	<p><b>Local, Regional, and National Corporations and Businesses</b></p>	<p><b>Major Gifts from local Individuals</b></p>
<p><b>Strategy</b></p>	<p>Submit Custom Proposals and Follow Up</p>	<p>Submit Custom Proposals and Follow Up</p>	<p>Submit Custom Proposals and Follow Up</p>
<p><b>Deliverables</b></p>	<p>Goal: \$3.5 million+ in solicitations to foundations For \$1.5 million in funding secured - ASAP</p>	<p>Goal: \$760K+ solicitations to corporations and businesses to secure \$250,000 in funding</p>	<p>Goal: \$1 million+ in solicitations to individuals by 2022 to secure \$500,000 in funding - ASAP</p>
<p><b>Funding Needed/Budget</b></p>	<p><i>Funding Managed by Capital Committee</i></p>		
<p><b>Distribution Channel</b></p>	<p>Personal communication with foundation program managers and directors Written and electronically submitted proposals</p>	<p>Personal communication with community outreach personnel Written and electronically submitted proposals</p>	<p>In-person, written, and virtual introductions Written proposals</p>
<p><b>Timing</b></p>	<p>Ongoing based on proposal submission deadlines</p>	<p>Ongoing based on proposal submission deadlines</p>	<p>Ongoing based on research with emphasis on EUTO as a cultivation tool</p>



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# DCHS Capital Campaign: Building and Construction



<p><b>Mission</b></p> <p>Continue advancing the planning and communication of the project to key stakeholders to include; MPS Architects, City/County Officials, State and Local Zoning, Economic Development, etc.</p>	
<p><b>General Messaging</b></p> <p>The capital campaign committee along with input from the Humane Society workers and volunteers will create a building that is easy to operate, economical to build and ideally suited to better care for the animals in residence. This will be a community gathering place for volunteers, special events and provide educational opportunities for classes of students as well as individual interns.</p>	
<p><b>Target Audience</b></p> <p>Public Local Officials/Service Organizations/County &amp; City Councils/School Districts/other non-profits</p>	<p>General Public of lower Pee Dee Region (prioritizing Darlington County Citizens)</p>
<p><b>Strategy</b></p> <ul style="list-style-type: none"> <li>Working with MPS on construction drawings to be delivered about 1/30/23</li> <li>Possible phased approach to building</li> <li>Soil Borings – in process</li> <li>DD delivered &amp; out for updated bidding</li> <li>Land purchase - \$100,000 -- complete</li> <li>Renderings - \$30,000 – complete</li> <li>Design Drawings – complete</li> <li>Updated estimates – in process</li> </ul>	<p><b>Option 1</b></p> <p>Omit medical wing &amp; isolation kennels - \$5,661,000 <i>(Note: Committee doesn't see as viable option)</i></p> <p><b>Option 2</b></p> <p>Omit one neighborhood of kennels (38 dogs) - \$7,000,000</p>
<p><b>Deliverables</b></p>	<p>Construction Drawings – TBD estimated late 2022-early 2023</p>
<p><b>Funding Needed/Budget</b></p>	<p>Updated</p> <ul style="list-style-type: none"> <li>Construction costs - \$8,700,000</li> <li>Fixtures &amp; Furniture - \$690,000</li> <li>Professional Comp &amp; misc. - \$425,000</li> </ul>
<p><b>Donations</b></p> <p><u>Local Business Partners (\$ amt in process)</u> North Industrial Machine Nucor</p>	<p><u>In Kind Secured</u> Ervin Engineering MKA Palmetto Furniture Dove Data Lawson Turf</p> <p><u>In Kind Prospects</u> Lowe's Lee Lane AO Smith</p> <p><u>Additional Opportunities for Support</u> Security System Audio/Visual System Industrial Fans for Neighborhoods Signage Fencing Lighting</p>
<p><b>Endowments</b></p>	<p>\$500K cash donation - secured 2 land donations - secured Portion of 6 acres not used, to be sold/leased to add to endowment - future</p>

# DCHS Capital Campaign: Marketing Strategy

2022 Outline



**Mission** Advance the communication of the DCHS Capital Campaign, Raise the Woof. Develop events and quarterly mailings (digital and physical) that showcase our plan and progress while providing awareness of proper animal education to the citizens of Darlington County to encourage financial or in-kind donations.

**General Messaging** Raise the Woof Campaign is a \$5mm project to build the first even indoor animal housing facility for Darlington County Humane Society. This facility will ignite the community to volunteer, adopt and participate in educational programs to change our trajectory from negative to positive for animal care. (Each event or mailing will outline detailed messaging for the audience. Fundraising, awareness, education will all be themes throughout). Once \$5mm is raise then events and mailings will focus on awareness and progress to our educational goals as well as general donor "thank you" moments.

**Target Audience** Prospective Adopters & Volunteers (building the future base) General Public of lower Pee Dee Region (prioritizing Darlington County Citizens)

**Strategy** Education and awareness driving more individuals and families to adopt and volunteer. Communicating progress and opening of community facility such that new generation of volunteers are born. Implement a diverse marketing channel to educate and promote the public around the progress of DCHS Capital Campaign. A monthly schedule of social media, planned e-mail and direct mail pieces centered around Fundraising and Outreach Strategy (see schedule). Communicating progress and opening of community facility such that new generation of volunteers are born. Continue to produce **Evening Under the Oaks** as the premier annual event for the Darlington County Humane Society. Using the exposure time with supporters to showcase progress and thank the community and volunteers for all they do.

**Budget** Managed through current Fundraising Budget. Expenditures TBD but to include cost of mailings (see Fundraising Plan) and events. Events such as **Evening Under the Oaks** will be managed through donor dollars and not funded through the campaign.

# DCHS Capital Campaign: Community Outreach



<p><b>Mission</b></p>	<p><b>Develop annual plan of community outreach aligned with our Marketing Strategy and goals of committee to increase awareness of the capital campaign and raise the \$5mm needed to build a new indoor Darlington County Humane Society.</b></p> <p>To keep community stakeholders, municipalities, members of the press, and civic groups informed and up-to-date on campaign progress, as well as encourage donations.</p>	
<p><b>General Messaging</b></p>		
<p><b>Target Audience</b></p>	<p>Public Officials/Service Organizations/School Districts/other non-profits:  <i>Hartsville Mayor, Casey Hancock</i>  <i>Hartsville City Manager, Daniel</i>  <i>Hartsville City Council (2nd Tuesday)</i>  <i>Darlington Mayor, Curtis Boyd</i>  <i>Darlington City Council</i>  <i>Darlington County Council</i>  <i>Darlington County School Board</i>  <i>Hartsville Rotary</i>  <i>Hartsville Kiwanis</i>  <i>Hartsville Lion's Club</i>  <i>Darlington Rotary</i>  <i>Darlington Kiwanis</i>  <i>Local Veterinary Hospitals</i></p>	<p>General Public of lower Pee Dee Region (prioritizing Darlington County Citizens)                  Social Media (see Marketing Strategy)                  WPDE                  WBTW                  Print, (Messenger, Morning News)                  Local Festivals &amp; Event Signage</p>
<p><b>Strategy</b></p>	<ul style="list-style-type: none"> <li>Capital Campaign Review with Target Audience groups for alignment</li> <li>Partnership with local Vets – in process</li> <li>2022 Logo Design Contest (finalized May 2022)</li> </ul> <p>2022 Logo Design Contest (finalized May 2022)</p>	
<p><b>Deliverables</b></p>	<ul style="list-style-type: none"> <li>Relationships</li> <li>Partnerships</li> <li>New Campaign Logo</li> </ul> <ul style="list-style-type: none"> <li>Community Visuals (billboards, event signage, swag giveaway to build awareness)</li> <li>Relationships</li> <li>Partnerships</li> <li>New Campaign Logo</li> </ul>	
<p><b>Funding Needed/Budget</b></p>	<ul style="list-style-type: none"> <li>Logo Design Finalized – purchase of decals and other swag for sale to support campaign and build awareness</li> </ul> <p>Billboards                  Event Visuals                  Swag                  Total Budget: \$5,000</p> <p style="text-align: right;">Confidential</p>	