

POTSDAM HUMANE SOCIETY

Community Support

PHASE ONE FUNDRAISING — JANUARY 2007 TO JANUARY 2009

Over \$250,000 was committed in cash and in-kind support from over 700 contributors.

FEBRUARY TO MARCH 2009

- Over \$1,500 was raised in just three weeks from “Huge Heart Pet Paw” collections taken up by stores, restaurants and others in Potsdam, Canton, Norwood and Colton. Jrecks Subs in Potsdam was the top fundraiser, bringing in \$300.88 in donations from their generous customers.
- Lucas Manning, owner of the Partridge Café in Canton, took the Campaign to new heights! He raised \$3,500 in support by sitting on his roof for eight hours to draw attention to our cause.
- BonTon’s Community Day promotion netted over \$500 from area shoppers.
- Wireless World held the first of a planned annual open skate event at Cheel Arena to benefit PHS.
- Sleepy Hollow Tattoos and their customers contributed \$500 during a special promotion for PHS.
- Community members of all ages and walks of life rallied around PHS to secure \$5,000 in Shelter makeover funds from the national Zootoo Internet competition.
- Former Potsdam Mayor Ruth Garner got her first-ever tattoo as part of Sleepy Hollow/Zootoo promotions. Over \$600 was contributed by municipal employees and friends in her honor.
- McDuff’s Tavern donated St. Patrick’s Day cover charges to PHS – a \$430 contribution!
- Bottles drives by college Greek organizations and the Canton community netted over \$100 in support.
- Clarkson Business School students raised over \$250 in a car wash, the first of several fundraisers to be held for PHS.
- Evans and White raffled off a five pound Hershey Bar for PHS!

APRIL TO MAY 2009

- Angelo’s Restaurant, Potsdam, sponsored a benefit dinner – happy diners contributed \$640 in support.
- “Dress-down” days at Potsdam and Madrid Waddington schools raised over \$800 for the Labor of Love Campaign.

- Garden Clubs from Clarkson University and Potsdam planted seeds of support with a plant sale for the building campaign.
- Canton-Potsdam Hospital employees initiated plans for a variety of fundraisers for the Shelter.
- PHS Shelter staff held an Adopt-a-thon to encourage animal adoptions and raise funds for the building project as well.
- Multiple vendors participated in a “Furry Friends Festival” under a big tent at Dillon’s Used Furniture in Potsdam with proceeds going to PHS. Festival participants included La Sophia, Home and Garden, Avon, Longaberger Baskets, the Nut House, Cubby the Clown, and Jeff Yette’s DJ Service. A raffle for an antique writing desk overflowing with vendor donations was a highlight of this event.
- Colonial Gift Shop sponsored a special sales promotion for PHS.

ADDITIONAL SUPPORT

- Clarkson’s Security staff are donating fees paid by students for opening dorm and car doors when keys get lost.
- PHS will hold its second annual Bubblemania event and other activities at the Potsdam Summerfest. Local middle school students are hoping to organize a talent show to benefit PHS as well.
- Look for PHS at ‘Pause for Pets,’ a benefit day for all area animal Shelters sponsored by the NY Power Authority and being held at their Visitors Center in Massena.
- Cruisin’ for Critters, an annual fundraiser for the Shelter by a local motorcycle club, revs up for another year in August.
- Angelo’s is planning their Third Annual Gourmet Dinner for PHS – last year, this event raised \$2,000.
- Look for PHS at the Norwood Pet Fair, the Potsdam Fall Island Festival and the Canton Harvest Festival!
- Youth support — Annually, youth of all ages support PHS in a variety of ways, ranging from young children who choose to donate their birthday money to college students who volunteer extensively at the Shelter, promote PHS as part of class projects, or hold community fundraisers for our cause.

MORE TO COME!

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Testimonials

"For the good work of the Potsdam Humane Society and your love for animals, please give generously to the 'Labor of Love' campaign."

Catherine Newell, Sweetgrass Foundation

"Showing school spirit and support of the Potsdam Humane Society go hand-in-hand at Clarkson University. Nearly a quarter of all shelter volunteers during the academic year are Clarkson students caring for the cats and dogs waiting to be adopted. The Potsdam Humane Society is an organization worthy of broad community support."

Anthony G. Collins
President, Clarkson University

"The Potsdam Town Board endorses the Potsdam Animal Shelter, not only with words, but with monetary support. It is money well spent."

Marie Regan, Potsdam Town Supervisor

"I proclaim March 17, 2009, is Potsdam Humane Society Day in support of their continued dedication to the animals of this community. My family has a new family member, Maggie, whom we adopted from the Shelter ... I wish that everyone would consider helping out the homeless pets that cannot help themselves."

Ron Tischler, Mayor, Village of Potsdam

"My mother, Betsy Kaplan, one of the original founders, would be so pleased to see how PHS has grown to serve over 1,200 animals a year! If she were here today, my mom would urge everyone to support the renovation and expansion of the Shelter. I, too, am personally very excited to see the community supporting animal welfare, and hope everyone will give generously."

John Kaplan, Chief, Potsdam Village Police

"February 13th was cold, windy, and where was I? On the roof of my restaurant — freezing, but getting the attention of potential donors — \$3,500 worth ... so it was well worth it. I plan to do it again in '10!"

Lucas Manning, owner, Partridge Café, Canton

"The Potsdam Chamber of Commerce is proud to support PHS so that our animal companions can be afforded the most efficient, caring and humane treatment possible."

Brenda Thornton, Director

"Our precious dog and cat came from the Potsdam Animal Shelter. We proudly support PHS and the wonderful work they are doing."

Dr. José and Gina Lizardi, Potsdam

"We appreciate the long standing relationship between PHS and the Vet Tech program at SUNY Canton and look forward to continuing our relationship. We wish PHS the best of luck in its efforts to renovate its facilities — it is much needed by animals and people!"

Dr. Joseph and Dine Kennedy, President and spouse, SUNY Canton

"Our pets from the animal Shelter are valued family members with their lives permanently woven into ours. Along with our human children, they have enriched our quality of life and have made our home more complete. Please join us now in giving whatever you can to enable unwanted animals find loving homes such as ours."

Dr. Michael and Barbara Maresca, Potsdam

"PHS is doing a great job in providing a unique and necessary service in the North Country. The organization is very progressive in its programs, which reflects a dedicated and knowledgeable Board."

J.C. Palermo, Veterinarian

"The staff at PHS are a wonderful, caring and nurturing group of people who are constantly innovating and creating programs that add to the quality of the Shelter animals' lives."

Tracy Sharlow, foster mom for PHS animals/Teacher, BOCES

"Those individuals who work for the welfare of the animals at 'our' Shelter are truly good human beings. A little help from lots of us will ensure that PHS will reach its target for a new facility to better care for the animals."

Nobi and Joanne Ackerman, Clarkson Garden Club

"Thanks to the PHS, we have a wonderful addition to our family ... please consider helping out to fund the 'facelift' to the present Animal Shelter; the need to upgrade the building is great, and giving to the animals can make us feel better in these tough economic times."

John Wolfe, Lime Hollow Boys, Norfolk

"It has been a great, hands-on learning experience for my students to work with PHS and to get a glimpse of what it means to be involved in a civic project for a local community organization."

Carol Wright, Agriculture Teacher/FFA advisor, Canton Central Schools

"As animal lovers, we wholeheartedly support the PHS and the good things they do for the animals there. We encourage others to do the same, especially now, with the urgent need to renovate the present facility."

Dr. Alexandru and Jean Stoian, Potsdam