



## Financing plan

### Mission Paws United

Mayday's headquarters to care, help, and love

## Summary

- 1 - Plan for the launch
- 2 - Launch fundraising
- 3 - Long-term financing
- 4 - Partnership program

## 1 - Plan for the launch

To finance the opening of the premises, which includes furnishing and equipping it, we rely on the precious support of our donors and the general public.

A fundraiser has been set up for this purpose, using various resources:

<https://missionmayday.ca/en/pattesolidaire>

### A - Fundraising in progress

- section on the website
- social networks
- press release for the media
- newsletters
- sponsorship program
- email campaign to our adopters
- public donation campaigns by Zeffy
- Wish list

- half-and-half draws (permit application in March 2025)
- Facebook sponsorship

## **B - Upcoming benefit events**

- The Grand Woof which will take place on April 26
- Opening event in May
- Flash Day Tattoo in June

## **2 – Launch fundraising**

**Objective: Minimum of \$30,000**

### **Funding methods:**

- Website with manual updating of funds raised
- Special Zeffy fundraising with monthly and annual donation option + activation of participatory fundraising:  
<https://www.zeffy.com/fr-CA/peer-to-peer/un-local-pour-soigner-aider-aimer>
- Paypal fundraising link:  
[https://www.paypal.com/donate/?hosted\\_button\\_id=JQYFE64DJDQ6C](https://www.paypal.com/donate/?hosted_button_id=JQYFE64DJDQ6C)
- Interac e-Transfers:  
comptabilite@missionmayday.ca
- Checks: contact pattesolidaire@missionmayday.ca and ask for the address of the treasury

### **Website layout**

- Page with donation options + donation progress + a description of the organization + a section with updates on the progress of the project
- Special section on the home page
- Pop-ups on all main pages
- Sponsorship of the page on Google Ads (Google Ads Grant)

### **Communications strategy**

- Regular newsletters
- Posts in the sponsoring group
- Posts on Instagram and Facebook to gradually reveal the project
- Press release

- Call for support from our partners
- Backstage stories on Instagram and Facebook
- Manual posting of texts in popular groups
- Poster campaign in Montreal (indoors + posts)

### **Topics to put forward:**

- The more funds we raise, the more projects we can carry out locally.
- Helping poor families is essential for us
- Storage location for donations and food bank
- Access to basic care for animals at a better price

## **3 - Long-term financing**

**Objective: create new activities to raise funds**

### **Event ideas**

- Puppy kindergarten classes
- Behaviour consultations
- Thematic photo sessions  
Christmas, Halloween, Valentine's Day, Summer Vacation
- Nail trimming days
- Microchipping days
- Garage sales and art sales
- Zeffy virtual auction
- Meeting our animals + pop-up market
- Dog wash-a-thon

### **Other income**

- Sale of accessories
- Rental of premises for courses
- Cage rental
- Donation box on site
- Amazon wish list
- General monthly donations
- Added option of donations by checks sent to the premises
- Clinic greeting card packs
- Rental of enclosures to our partners (temporary boarding)
- Animal adoption fees

## **Application for charitable status**

The organization will apply for charitable status as soon as possible in order to be able to issue tax-deductible donation receipts. However, this will require more management from our volunteers in the accounting department who will have to create the receipts.

This will help to improve donor confidence, establish new partnerships with local businesses, and seek funding in the hope of being eligible for financial support programs.

## **4 - Partnership program**

### **A - Sponsorship requests**

Local businesses have been contacted to request financial or material support to fit out our new premises. Several levels of sponsorship have been identified:

#### **Platinum Partner (target: 1)**

Monetary donation of \$5,000 or more, or material donation equivalent to this amount

To thank generous Platinum partners, Mission Mayday commits to:

- posting an individual thank you on Facebook and Instagram
- displaying the partner on the Dashboard\*
- displaying the logo on printed promotional materials
- displaying the logo on the online fundraising on the website
- displaying the logo in all newsletters related to this project
- inviting their representative(s) to our grand opening
- mentioning them in posts on our social networks

#### **Gold Partner (target: 1 to 2)**

Monetary donation of \$3,500, or material donation equivalent to this amount

In order to highlight our valuable Gold partners, we will:

- display the partner on the Dashboard\*
- display the logo on the online fundraising on the website
- display the logo in 2 newsletters related to this project
- invite their representative(s) to our grand opening
- mention them in posts on our social networks

#### **Silver Partner (target: 2 to 3)**

Monetary donation of \$2,000, or material donation equivalent to this amount

In order to thank our Silver partners, we commit to:

- displaying the logo on the online fundraising on the website
- displaying the logo in 1 newsletter related to this project

- inviting their representative(s) to our grand opening
- mentioning them in posts on our social networks

### **Bronze Partner (target: 4)**

Monetary donation of \$1,000 or organization of a fundraiser

To show our appreciation to Bronze Partners, we plan to:

- display the logo on the online fundraising on the website
- invite their representative(s) to our grand opening
- mention them in posts on our social networks

\*Dashboard = a sign that will be displayed in our premises in the long term

Material donations are for the fitting out of the premises and not for accessories or food for the animals we rescue.

## **B - Co-pilot program**

Material donations over a one-year period including: food, supplies, and accessories for the animals

To thank the members of this special funding program, Mission Mayday undertakes to:

- post an individual thank you on Facebook and Instagram
- display the partner on the Dashboard\*
- display the logo in the website partners
- display the logo on printed promotional materials
- display the logo on the online fundraising on the website
- display the logo in all newsletters related to this project
- invite their representative(s) to our grand opening
- mention them in posts on our social networks

## **C - Canvassing**

1 - Contact our partner companies and those who have raised funds for us and the veterinary clinics surrounding the premises

2 - Special plan for our partner clinics (suggestion to organize a Nail-Trim-a-Thon with visual material provided by Mission Mayday)

3 - Call to all on social networks: invite subscribers to identify local businesses that could help us by funding our project.

## **D - Email to send**

**Title:** A partnership to save lives

Good morning,

We are contacting you today to request your valuable contribution for the launch of a major project. Mission Mayday will acquire premises in order to be able to save more animals, but also to launch a new program to help low-income families who need support for their pets, and to educate young people about animal welfare!

Affordable services will be offered for grooming, dog behaviour consultations, microchipping, and other activities. The goal is to keep families together and provide good care for their faithful companions. If we receive enough support, we will also be able to help families care for their animals in the future. We are thinking big!

The fundraising campaign *Mission Paws United (Mayday's headquarters to care, help, and love)* officially begins today with the goal of raising at least \$30,000 to finance 3 rental months for the premises, as well as the fitting out of the premises, and all associated costs.

I have attached the sponsorship request if you would like to help us with a monetary or material donation, or a fundraising event. A long-term partnership is also possible in some cases.

We hope we can count on your company's support to take this big step towards a better future for the animals of Greater Montreal!

Thank you for your attention,  
Mégane Bigot of La Touanne  
Treasurer, Mission Mayday

## **E - Conclusion**

By combining different platforms and types of communications, we firmly believe that our new premises can become a benchmark in supporting low-income families, while improving internal management to care for the animals in our care.

Thank you for believing in our missions and our projects!