Sponsorship Opportunities #1



# **Sponsorship Opportunities**



# *letter from the director*

Sponsor...

Dear Friends of Happy Trails,

This is the first in a series of special edition "Sponsorship Opportunities" newsletters in response to the popular question, "What else can we sponsor?"

The world is changing. It is finally becoming understood on a broad scale that animal abuse is animal abuse, no matter what animal is on the receiving end, whether it is a dog or cat, or one of the many farm animals that come through our doors at Happy Trails. Our animal abuse cases are so often linked to other violent crimes. One recent case in Columbiana County that ended with a guilty verdict several weeks ago started out with an investigation of domestic violence by a local police officer. It was then he discovered the emaciated horses and neglected farm animals.

The challenge that many people face is they want to make a difference and they want to partner with Happy Trails Farm Animal Sanctuary to address abuse of horses and farm animals, but with today's busy and hectic life-styles, folks often just don't have the time to volunteer or get involved as much as they'd like to.

Sponsorship opportunities give you the ability to make a difference by choosing where you want your donation to be spent. Sponsorships can be a complete sponsorship or in part. For example, you may wish to sponsor hoof trimming for all 50 horses, or you may want to sponsor hoof trimming for only one rescued horse. We, and the one



horse, will still be most grateful.

But if you would like to put your name on a project, sponsor a barn or shelter in full, or completely take ownership of a certain need, your name (or the name of your business or organization) can stake your claim to fame and have a sign attached to that need, showing the world you are making a difference.

We value ALL donations and support. Every penny that comes into Happy Trails enables us to provide services that are unique, and enable us to help people connect with animals in a big way. I love those commercials that say, "The more you know..." It's true. The more everyone understands the importance of addressing animal abuse of all animals, the closer we get to having safer communities and more kindness and compassion in our lives.

Thank you for taking the time to read our special Sponsorship Edition newsletter, and to then share it with a friend or co-worker. We welcome your calls and emails — let us help you choose something meaningful to you to sponsor, in whole or in part. Call us at 330-296-5914 or email at info@happytrailsfarm.org.

With kindness and compassion for all animals,

Annette Fisher Executive Director

Why should you get involved in animal rescue? Consider the words of Dr. Martin Luther King, Jr.

"The ultimate tragedy is not the brutality of the bad people, but the silence of the good people." Martin Luther King, Jr.



### Sponsor a Barn

There are several barns that house the rescued animals, and with each barn there is an opportunity for sponsorship. Here we are listing several barns available to sponsor and highlighting one. Appreciation plagues on the shelters will list the names of our sponsors. To thank donors who choose to sponsor a barn in its entirety, we have a very nice thank you package including unlimited private tours for you and your family and friends, free admission to educational classes and workshops, a logo apparel package, and more. Call us at 330-296-5914 to set up a visit to check out the shelter you are considering sponsoring and meet the animals currently in recovery in that barn. What a great way to make a difference and put your name on something extremely important!

- Farm Pig Barn \$27,000
- Cockfighting Rooster Barn \$12,500
- Poultry Barn \$12,500



• Multi-Purpose Barn — \$27,000 This building houses pot belly pigs on the left side of the first floor, a storage room for animal-related supplies upstairs, and the mini-vet clinic area is located on the right side of the first floor of the building. The vet-clinic has already been generously sponsored by the Kelvin and Eleanor Smith Foundation. This large two-story structure was built just this past year, and replaced the original old barn that had been repaired way too many times. This barn is the first building most people visit when taking a tour of the sanctuary.

For information about barn and shelter sponsorship opportunities, call us at 330-296-5914.

### The Rewards of Sponsorship

This issue of the Happy Trails newsletter is dedicated to sponsorship opportunities which highlights ways you can get involved and make amazing things happen for the sanctuary, the rescued animals, and the education and outreach programs, without ever leaving the comfort of your recliner. You can curl up with a good book or watch your favorite TV show, knowing that you are actually working very hard to make amazing things happen in this world.

The sponsorship opportunities presented in this newsletter showcase specific needs, projects, supplies, and other items that would make a big difference in the professionalism of our animal rescue and community services provided by Happy Trails.

So many people have extremely busy schedules between work, family, school, and other time-sensitive commitments. Often they want to get involved in animal rescue, but are not in a position to find even more time in their already hectic lives to volunteer. Sponsorships opportunities allow you to make a world of difference and at the same time, not even put the slightest crimp into your daily routine.

The rewards of sponsoring include the feeling of pride in a job well-done, knowing that your sponsorship was credited with filling a very specific need of the sanctuary. You have pride of ownership, knowing that the success of the project relies on you to make it happen.

One or more of our special needs or projects may speak to you. Please consider partnering with Happy Trails to make something good happen. Check out our sponsorship opportunities in this edition, choose something that you feel is important to you, and after you make your donation, carry on with your daily routine, knowing that you just did something amazing without even taking time away from your family, work. and school.

Call us at 330-296-5914 with any questions about sponsorship opportunities. We'd love to hear from you!

Join other caring folks who have sponsored some VIP projects, such as: (Top) the custom-designed rescue trailer, sponsored by caring donor, Ed Reece, MD; (Center) the minivet clinic generously sponsored



by the Kelvin and Eleanor Smith Foundation in honor of Carol Zett's retirement; (Bottom) the rest room building/break room sponsored by a very kind and supportive donor who wishes to remain anonymous.







Every abused horse that comes to Happy Trails Farm Animal Sanctuary for rehabilitation is assigned his very own *"Horse Cave"*, a recovery stall where he is kept safe and well-cared for.

Stall sponsorships help pay for the care of the rescued horses at Happy Trails Farm Animal Sanctuary.





### A "Horse Cave" Features

• Rubber mats providing soft footing for horses with hoof problems or leg injuries

• Electric heated water buckets to keep drinking water from freezing in the middle of winter

• Stationary feed buckets in the corners of the stalls for grain and special treats

• Hay bags which provide cleaner, more nutritious hay

• A ceiling light over each stall for vet exams and grooming

• Wooden walls reaching all the way down to the floor to prevent any ankles or legs from getting caught or breaking

• Thick, fresh, fluffy straw or sawdust for bedding provided daily — great for the comfort of emaciated horses to have a thick, soft bedding in which to lie down

• Fans for the hottest days of summer to help keep body temperatures in check

• Smooth welded edges on the stall frames for safety purposes

### **Sponsors Receive**

• Complimentary tickets to visit Happy Trails for a personal tour

• An engraved plaque hung proudly on the outside of your stall with your name (and/or your business name or memorial dedication if appropriate)

• A photo of your stall cave emailed to you

• A tax-deductible receipt for your kind donation

### "Horse Cave" Sponsorships

Yes, I would like to sponsor a stall for a rescued horse for a year	ar.
I have enclosed \$1.200. Please send me the sponsorship materia	I.

☐ Yes, I would like to sponsor a stall for a rescued horse for a year. I would like to make monthly payments of \$100 every month for twelve months.

I have enclosed \$\_\_\_\_\_ at this time and pledge to complete the stall sponsorship payments. Please send me the sponsorship material.

Name		
Business/Company Name		
Address		
City/State/Zip		
Work Phone		
Email		
I have enclosed a check		
Please charge \$	to my VISA	MC
□ Please deduct a monthly payment of \$ from my ch		

Card Number

Exp. Date

Name On Card (Please print)

Signature

### OTHER WAYS TO PAY A STALL SPONSORSHIP

Donate on-line at www.happytrailsfarm.org

• Call in your charge card information to Happy Trails at 330-296-5914.

"Horse Cave" sponsors are yearly sponsorships and stall sponsors reserve the first option to renew their sponsorship yearly.



### 330-296-5914 www.happytrailsfarm.org

CSC (3 digits on back)

Donations are tax-deductible. Happy Trails is a 501c3 non-profit organization.

Many thanks for your support!

Return to: Happy Trails Farm Animal Sanctuary, 5623 New Milford Rd. , Ravenna, Oh 44266

HC5-2015

# The New Education Center

On Thursday, April 23rd, Happy Trails hosted our first equine health class in the new Education Center, with nearly 30 people in attendance! The acquisition of this new property has been a dream-come-true for Happy Trails, and is enabling us to present a variety of seminars, clinics, and workshops this year to help people connect with and learn more about animals.

To get the new property in good repair, we had to do an assortment of upgrades and updates to bring things up to code. We made the necessary improvements to launch our classes, but still have some needs we will have to address as we continue to make improvements and repairs. Sponsorships of any of these needs will help us create the new Education Center and make it possible for us to host animal-related educational classes and other workshops.

### New Furnace/Air Conditioner - \$5,400

The experts tell us the old furnace is not worth fixing and it's time to install a



new furnace with an air conditioning unit. This is an expense that we are hoping to address as soon as possible, since this

necessary item is crucial to making the classes comfortable with cool air during the hot summer and providing heat for our facility in the winter.



**New Sign - \$80** A small printed sign was created and placed in the front of the property. The wooden background and posts that would hold the actual sign was sanded and painted by volunteer, Alex Hale.



Plumbing Repairs -\$1,030

Considering that someone stolen all the copper piping out of the house before Happy Trails purchased it at the sheriff's auction, replacement of the plumbing was crucial to making sure the bathrooms were operational for guests.



**Drywall - \$925** Multiple walls needed

drywall repaired due to the damage done by thieves who stole the copper piping out of the walls. We have pictures of the damage we can show you.

### Water Softener -\$450

We had to replace the water softener in the new Education Center. The old water softener was bad and beyond repair.



### Hot Water Heater - \$250

It was necessary to replace the hot water heater in order to establish working bathrooms.





### Parking Lot - \$2,200

Additional parking was needed, and we created this new parking area to the left of the driveway. After removing the surface layer of top soil, a geo-cloth was laid and #306 limestone was smoothed into place. The parking extends from the house all the way to the street. This project is half-way completed, and we anticipate completing the second half of the new parking lot by June. While we are paying for gravel, much of the labor was donated by Happy Trails neighbor and dedicated volunteer, Dave Robinson, who operated the Happy Trails excavator and skidsteer. Thanks Dave!

#### Table - \$40

A table was needed for the projector which is used for the Power Point presentations.

# The New Education Center

### Painting the Bathroom - \$400

After repairing the walls and the plumbing and tearing out an old shower, the bathroom needed painted. This is one of two bathrooms in the facility. So far our budget has only allowed us to repair one of the bathrooms. To repair the second



bathroom would double all the costs. Your donations will help make this happen.

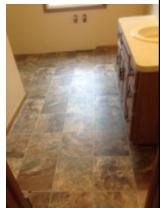
### Lighting - \$80

An area of the upper classroom has no overhead light. Instead of having the expense of installing ceiling lighting, a lamp was purchased to provide light in that area of the classroom.

#### Bathroom Flooring - \$600

The finishing touch to repair the damaged bathroom was to install a flooring. The removal of the

shower/ tub had left a damaged area of the floor, and it was necessary to replace the tile on the floor.





This cost involved preparing and painting the walls and ceilings of the two classrooms, front entrance and hallway, and the newly repaired kitchen wall. The walls are now a uniform, inviting, welcoming, soft yellow color.





### Carpet Cleaning - \$139

Though we would love to remove the carpet in the house, we discovered that there is only plywood underneath the carpet. So for now, until we can get other funding or a sponsor to install a commercial flooring, we chose to go the cheaper route of simply cleaning the carpet throughout the entire house. Our goal will be to someday remove the carpet and install a laminate flooring for ease of cleaning.



### Projector Screens - \$286 X 2

We installed a wallmount projector screen to allow the veterinarians and class instructors to use power point presentations for classes. We need one screen in the upper classroom, and one screen in the lower classroom.



### Fencing for Horses - \$18,850

The back four acres of property are being fenced in for the rescued horses. This area will include two turn-out areas, complete with gates linking each pasture. The fence will consist of wooden posts, horse-safe field fencing, top wooden boards, a row of electric, and an electric charger. The entire project will cost \$18,850. A generous donor has contributed \$10,000 toward the cost of this project. To complete the project, we need to raise \$8,850.



#### Dumpster - \$450

We rented a dumpster to remove the miscellaneous 'treasures' left behind in the house and garage. Volunteers worked hard on cleaning out the 'stuff', and doing an overall cleaning of the house in general, saving the sanctuary the expense of labor.

# Vehicles and Machinery

### Backhoe — \$5,000 Backhoe Repairs —\$255

Last year Happy Trails purchased a back hoe for \$5,000 to help make us more self-reliant and able to do a great deal of our own work on the property. There is constantly a need for heavy equipment in our projects at the sanctuary. The backhoe has been running great, but was recently in need of an air filter, ignition switch, fuel pump,



and a few other parts as well. While the backhoe itself was not originally an expected purchase, the price was right for such a great piece of equipment and it has saved us thousands of dollars already not having to rent a back hoe or pay someone else for this service.

### Dump Truck Repairs — \$5,330.57

We continue to limp Ol' Blue along since she is used mainly for hauling manure off the property of Happy Trails about three times per week. She

recently was in need of a few major repairs, which caused her to be "off work" for about four weeks while parts were being ordered and repairs were being made. She finally came back to work, with a repair bill of \$5,330.57. While the repairs may sound costly, it is still a great deal cheaper than having to replace her. Just like the old saying..."Better the



devil you know, than the devil you don't." We have put a lot of improvements in Ol' Blue over the years, and we know what she is capable of and what she isn't. We hope that she will be with us for a long time to come.

Her repairs included: replacing all eight of the fuel injectors; milling the heads because they were warped; installing all new valve guides; where it was leaking, replacing all four valves; two bolts in each head were broken and needed replaced; installing new gaskets all the way around; replacing all the cap screws for the exhaust manifolds; \$325 of the cost went to totally clean out the radiator and repair it's leak, and then put it back together; they had to do two complete oil changes during the repairs for \$135 (there are 4½ gallons of oil in each oil change); put 32 locks on the exhaust manifolds; and so much more. They did a TON of work!

And now thankfully Ol' Blue is back in business for hopefully another ten years at least!



### Tractor — \$1,000 Tractor Brakes and Minor Repairs — \$178

Last year Happy Trails also purchased a used tractor for \$1,000 an unheard of low price in the world of tractors. This tractor was worth about five times what we paid for it, and it serves us well. However, it would be great to be able to stop it. Replacing the breaks is a must in order to keep using it, and it needs a few other minor pieces-parts as well. Other than that, it runs like a champ!



#### Manure Dumpsters —\$1,250

But while Ol' Blue was off work, we still had to have our manure hauled away. The cost to the sanctuary for manure dumpsters while the truck was in recovery came to a total of \$1,250. We were certainly glad to welcome her back.

### Tires for the Bobcat —\$250 each

The Bobcat works very hard every day at the sanctuary, hauling and

moving everything imaginable. It's that time once again where it needs new tires. The tires and



cost for mounting are \$250 per tire, and all four tires need replaced for a grand total of \$1,000.

### **Community and Special Events**

Happy Trails participates in carefully selected special events to promote our organization, our mission, our animal rescue services, educational programs, community outreach programs, animal adoptions, tourism, and so much more. We choose these events based on criteria such as how many people we can reach and what goals we hope to achieve through our participation. At these events we can

### Equine Affaire Booth for 2016 — \$1,194

Equine Affaire, an event held at the Ohio Expo Center in Columbus, is one of the biggest gatherings of horse enthusiasts that takes place for four days every year in April. Happy Trails is setting up booth space for the 2016 event from April 7th through April 10th to promote the work of the sanctuary, promote horse adoptions, and hopefully



raise some funds as well as awareness. We are planning some unique and creative things for our display to attract attention. The \$1,194 booth space price also includes electricity.

increase our donor list, hand out literature, encourage animal adoptions, help people sign up for tours and workshops, and promote ways to get involved.

We strive to present Happy Trails in the most professional way possible. Your sponsorship of any event opportunities listed on this page will help us attend as well as put together a professional presentation for the tens of thousands of people we will meet and interact with at each event.

#### Home and Garden Show Double-Booth for 2016 — \$1,965 (includes electricity)

The Great Big Home and Garden show held at the Cleveland IX Center boasts over 120,000 visitors every year. Happy Trails has secured a double booth space for the 2016 show which

will take place from February 5th to February 14th. Our goals include promoting tour season, selling our concrete statuary to home owners to raise funds for the rescued animals, promoting animal adoptions, securing a mailing list through sign-ups for prizes, and providing ways for people to get involved with Happy Trails.



### 5 Life Size Animal Cut Outs — \$250

One of the things that attracts people to Happy Trails booths is the rescued animals when they are there with us in person. However, depending on the environment, it is not always realistic for us to bring animals to each event. One of the things that

seems to equally draw a crowd to our displays is lifesize cut-outs of our rescued animals. They serve as a conversation starter and help us break the ice with potential adopters, donors, volunteers, and tourists. The cost is \$50 per animal, and we can feature five Happy Trails animals for \$250.



THE GREAT BI

# Booth Display Items for Community Events —\$2,009.82

Signage, posters, banners, table covers, and other display items can help Happy Trails

present a professional display at community events,. These items will be designed creatively so they are timeless and not dated in any way. The display items we hope to purchase include:

• 2 literature stands complete with carrying case at \$171.12 each

• Free-Standing aluminum stand \$94.58; attached to this would be a 3 three-pocket acrylic brochure holder at

\$21.33 each and a 24" x 36" single-sided snap frame at \$39.58

• Retractable sign banner includes graphics at \$347.95

• 2 custom printed 8"

table coverings, hunter green with 4full-length sides at \$199.66 each

• Folding velcro 10 panel display board that is floor-standing at \$499.12

# Animal Care



### Expanding Sheep Fencing —\$100

Kyle and Renaldo are ornery boys who enjoy playing around. Their current yard is fairly small and we would like to expand it if possible. Additional fencing for Kyle and Renaldo will expand their outdoor area to about ten times the current size. This will be beneficial for not only Kyle and Renaldo, but for any animals who come after them and get to recover in that yard area.

### Pig Vet Expenses — \$1,800

Are you a "pig person"? Pigs are some of the most entertaining creatures,



and also the best teachers - showing us lessons like how to take life one day at a time, enjoy naps every afternoon, and don't turn down a belly rub if it helps you relax. The pigs require vet attention yearly, just like your dog. They get vaccinated, have their hooves trimmed, get their eyes and ear canals cleaned out, are dewormed, and are tranqued to handle the experience of an examination. The vet cost is \$100 per pig for

their yearly exam. Considering we have 18 rescued pot belly pigs at Happy Trails, at \$100 per pig, it adds up very quickly.

### Equine Teeth Floating —\$145 x 50 horses

(Right) Veterinarian Dr. Avery Sauder and her assistant work on floating teeth for one of the Happy Trails horses. Teeth floating is a dental procedure that needs done once a year for horses to maintain the integrity and health of their teeth so they can eat and digest food prop-



erly. Due to the way they chew, the diet they have, and their age, they can grind sharp edges onto their teeth which need to be filed down to prevent mouth ulcers and promote better chewing. There are approximately 50 horses in the Happy Trails rescue program at this time, and this Spring, all needed their annual teeth floating at \$145 per horse.

### Misc. Needs

#### Printing Costs...

Tour Brochures — \$290
Getting To Know Us Brochures — \$165
Planned Giving Brochures — \$72.50
Horse Stall Sponsorship Brochures — \$82

Happy Trails is always striving for ways to become more self-

sustaining. To achieve this goal, we are creating a series of brochures and other promotional pieces of literature to help promote the sanctuary and the services we provide. The costs listed here are for printing the brochures and promotional pieces. These costs occur again with each re-print. Re-prints are always exciting, for that means that hundreds of brochures were picked up at our community and special events!



- Mugs and Mouse Pads — \$376.12
- Logo Apparel and
  Screen Printing —\$779.67
  Concrete Statuary —
  \$650



If you are a business entrepreneur, you understand the saying, "You have to spend money to make money". In the Happy Trails gift shop, we sell items that at the very least triple our profits to raise funds for the sanctuary . In the case of t-shirts, we are often able to bring in five times or more the costs of the shirts. The concrete bird baths, statues and yard decorations will triple your donation with a three-times mark up for these items. Donations made that allow us to purchase items for our gift shop actually triple the income for the sanctuary. If you donate to the business side of things, your donation actually goes a very long way to making even more money for the rescued animals.

### Hey, Hey, Hey, Help Us Cut **Our Own Hay!**

During hay season there are farmers who invite Happy Trails to cut their hays fields and keep the hay for the rescued animals. How generous is that? We have collected an assortment of hay equipment,



but are still missing a few key pieces of equipment. So far Happy Trails owns a tractor and has use of a rake and a tedder. We are getting a mower-conditioner and round-baler donated, but they will both need a little work. If you or anyone you know has any of the following equipment to donate to Happy Trails to help us bale hay from generous area farmers, please let us know. If we are fortunate to receive multiple pieces of equipment, we can cut several fields at once. (As you know, when it's time to cut hay, it's time to cut hay — the weather waits for noone!). Even old equipment would serve us providing a back up plan if (more likely when with hay equipment) something breaks or goes wrong.

Hay equipment includes:

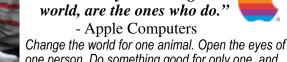
- Hav wagons - Square baler - Kicker Baler - Tedder - Rake - Tractor

- Mower/



Conditioner Donations of equipment are taxdeductible and we can pick them up. Call Happy Trails at 330-296-5914.

DONATION	INFORMATION 5-20
I am enclosing \$	to sponsor
the entire cost of the proje	ect(s) I have indicated below
□in part the cost of the proj	ect(s) I have indicated below
Please accept this donation	on:
To sponsor the follow specie	fic needs:
To be used where peeded r	
To be used where needed r	
	Address Home Phone
	Email
Check enclosed	
□ Please charge myVIS	AMastercard
Orad Number	
Card Number	
Exp. Date	CSC (3 digits on back)
Name On Card (Please print)	
Signature	
OTHER WA	AYS TO DONATE
<ul> <li>Donate on-line via PayF</li> </ul>	Pal at www.happytrailsfarm.org
	rge card information to
Happy Trail	s at 330-296-5914 5-201
	ails Farm Animal Sanctuary Rd. Ravenna, OH 44266
Want to become	e a <i>monthly</i> donor?
Simply fill out the donation form	Please charge my credit card
above and include this coupon!	each month in the amount of \$
Yes, I would like to support the work of Happy	♥ Please send me pre-addressed
Trails on a monthly basis.	envelopes so I can send in a monthly check.
"	People who are crazy enough
	to think they can change the



you've done something good.

one person. Do something good for only one, and



5623 New Milford Road, Ravenna, Ohio 44266 (330) 296-5914

www.happytrailsfarm.org



Valerie is one of 11 sheep that will be trimmed this Spring. The total cost to have the group professionally trimmed is \$220, or \$20 per sheep.

### Safe Driveways and Walkways are Crucial!

Access to all areas of the sanctuary is a must for veterinarians and for emergencies. While our dream is

to someday be able to afford cement walk ways, cement parking lots and cement driveways throughout the sanctuary, right now our immediate goal is to upgrade some of our walkways and driveways, and get a new layer of gravel in some areas and lay base rock down in other areas.

#304 limestone is the gravel of choice for most

driveways, and a smaller pea gravel on some walking paths makes walking easier and looks very nice as well.

We have guesstimated that to complete all our walkway and driveway areas, including the driveway going back to the pet cemetery, we will need to order 120 ton of #304

limestone at \$20/

ton. The total for

\$5.450. While that

#304 would be

expensive, it is

much cheaper

than the \$80,000

for concreting a

large portion of

the driveways. We

also are looking at

approximately 80

tons of pea gravel,

a less costly gravel

for the top layer in

\$13/ton for a total

of \$1,840. A roll of

some places, at

quote we received

may sound



geo-cloth that goes underneath the new areas of the walkways and drives is \$500 per roll. You may wish to sponsor a ton of gravel or sponsor the project!

OR CURRENT RESIDENT

### **Our Mission**

Happy Trails Farm Animal Sanctuary Inc. is a non-profit 501(c)(3) organization that rescues, rehabilitates, and provides an adoption program for abused, abandoned, and neglected farm animals such as horses, ponies, potbelly pigs, farm pigs, chickens, ducks, turkeys, sheep, goats, and cows. Happy Trails serves the entire state of Ohio and any other state requesting our help, and works in cooperation with county humane societies, animal protective leagues, and local and state law enforcement officers. Animals in our program must have been removed from a situation of abuse, neglect or abandonment by law officials, and cruelty charges must be filed against the person(s) responsible for the crime.