



Event & Partnership OPPORTUNITIES



“

We have been thrilled and honored to partner with AHS over the past several years. We enjoy donating not only funds, but also seeing our employees engage in the cause as well. Getting to know many of the committed employees and volunteers that do the daily work to execute their mission keeps us coming back!"

Tom H. Sween, COO/President, E.A. Sween Company/Deli Express

About Animal Humane Society

As the leading animal welfare organization in the Upper Midwest, Animal Humane Society (AHS) is transforming the way shelters care for animals and engage their communities. From innovative medical and behavior programs to investments in outreach and advocacy, we're advancing animal welfare and creating a more humane world for animals everywhere.

Every year, AHS provides direct care and services to help thousands of animals in need across Minnesota.

Through our transport program, we also take in animals from around Minnesota and across the country, saving lives and providing critical support to overcrowded municipal shelters and organizations that lack the resources to care for them.

Our commitment to an open admission policy means we take in every animal surrendered to us, regardless of its health, age, breed, or behavior. We provide extensive medical treatment, surgery, behavior modification, and foster care to ensure every animal — even those with special challenges — is given a safe refuge and a chance at adoption.

As a result of these extraordinary efforts, **more than 90 percent of the animals that came through our doors last year were adopted or placed within the community.**

In addition to adoption, AHS offers programs to serve animals and the people who love them, including:

- A free Pet Helpline (952-HELP-PET) that provides community members with resources to help with everything from addressing common behavior problems to finding pet-friendly housing.
- More than 100 family-friendly dog training classes each week, along with puppy playgroups, and one-on-one training sessions.
- Education programs that foster humane values and compassion for animals, including day camps, classroom and reading programs, shelter tours, and more.
- Two convenient Veterinary Centers that offer affordable medical and preventative care, spay/neuter and specialty surgeries, and dental services to the public, with additional discounts based on income.
- A Community Outreach program that connects pet owners with free and low-cost resources they need to keep their pets happy and healthy, including pet food support and temporary pet housing.
- A Humane Investigations team dedicated to seeking justice for animals by responding to reports of animal abuse and neglect and collaborating with local law enforcement to protect animals.
- A Community Cats program focused on reducing euthanasia and providing alternative solutions for feral and free-roaming cats.



The Power of our Reach



MORE THAN
20.6 million
PAGEVIEWS
LAST YEAR



MORE THAN
190,000
EMAIL
SUBSCRIBERS



MORE THAN
41,000
DONORS
ANNUALLY



MORE THAN
129,000
FACEBOOK
FOLLOWERS



MORE THAN
46,100
INSTAGRAM
FOLLOWERS



MORE THAN
100,000
TIKTOK
FOLLOWERS



WOMEN AGES
25-44
MORE ENGAGED
WITH OUR SOCIAL MEDIA



MORE THAN
22,100
YOUTUBE
SUBSCRIBERS



MORE THAN
1,100
DEDICATED
STAFF & VOLUNTEERS

MORE
THAN

27,000

PEOPLE ENGAGED WITH AHS THROUGH ADOPTION,
TRAINING AND BEHAVIOR SUPPORT, EDUCATION, AND
VETERINARY CENTER SERVICES WITHIN THE PAST YEAR

Why support Animal Humane Society?

Animal Humane Society is an independent nonprofit organization with no affiliation to any national animal welfare organization or government agency. Our work is funded solely by private donations, special events, adoption and program fees, and merchandise sales in our adoption centers.

AHS is able to provide the highest quality of care and compassion to pets and people in our community through the generous support of donors and partners who are as passionate about animals as we are.

SUPPORTING ANIMAL HUMANE SOCIETY ALSO PROVIDES BENEFITS TO YOUR ORGANIZATION, INCLUDING:

- A connection to the largest animal welfare organization in the Upper Midwest and its broad, passionate support base
- Brand exposure to our key demographics, including women and families
- Employee engagement and team building
- Social responsibility and a way to give back to the community
- Alignment of company values with animal welfare, education, and community support
- Attracting new customers

WAYS TO SUPPORT AHS THROUGH A SPONSORSHIP OR PARTNERSHIP:

- Sponsor Walk, Wine Dinner, or Whisker Whirl – multiple sponsorship levels available
- Secure a space in the Vendor Village at the Walk for Animals
- Provide in-kind donations to offset costs at signature events
- Develop a custom partnership

For more information or to explore opportunities, reach out to partnerships@animalhumanesociety.org





Explore the world of AHS events — from a glamorous dog-friendly gala to a historic celebratory walk, our events raise awareness and funds to support animals in need.

SIGNATURE FUNDRAISING EVENTS

Wine Dinner

Wine Dinner

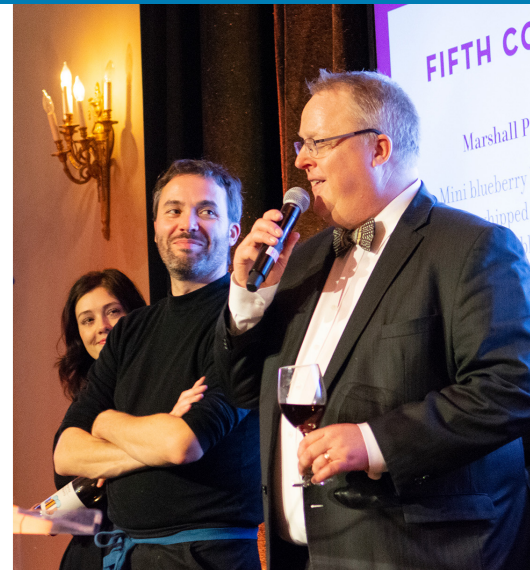
Wine Dinner is an upscale donor cultivation event, bringing together Animal Humane Society's top donors for an amazing culinary experience and opportunities to support our mission through ticket sales, live auction items, and a fund-a-need. This event grants access to our most charitable group of donors in an intimate setting. Attendees enjoy a multi-course meal with wine pairings specially created by top local chefs and wine experts.

- More than 23 successful years
- 150-200 attendees
- Raises more than \$200,000 annually to support the mission of AHS

DEMOGRAPHICS*

- This is an invite-only event for our donors that have a higher net worth and more disposable income than attendees at our Whisker Whirl or Walk for Animals events.
- Of the 174 guests in attendance, 32 had a combined net worth of \$95.1 million and an average net worth of \$2.97 million.*
- The average guest age was 59.2 years old.*

* Based on 2019 attendees





Whisker Whirl

Whisker Whirl

Animal Humane Society supporters and their canine companions experience a night on the town, mingling with other pet lovers while enjoying food, drinks, auctions, and more.

Highlights include guest activities (e.g. photo op, wine and spirit pull, raffle, signature cocktails, and more), and a mission-focused program. Silent and live auctions feature destinations, tasty cuisine, products and services from local businesses, sporting events, and goods and services to spoil your pet.

- More than 15 successful years
- More than 300 people and 100 dogs in attendance each year
- Nearly \$300,000 raised each year to support the mission of AHS

DEMOGRAPHICS*

- Higher disposable income than Walk for Animals attendees.
- The primary audience for AHS is women ages 35-60 years old. We see that trend continue in Whisker Whirl attendees, with spouses also in attendance. The average guest age is 55 years old.
- 34% live in Minneapolis, 4% live in St. Paul, 60% live in the metro area, and 2% live out-of-state. Highest concentration of metro attendees are from Golden Valley, St. Louis Park, Plymouth, and Edina.
- 70% are first-time attendees, 17% have attended Whisker Whirl the last 2-5 years, and 13% have attended for 6-10 years.

* Based on 2022 attendees



Our partnership with AHS continues to be a real privilege. We are incredibly proud of the turnout at Whisker Whirl and the success of the live auction prize we donated – that hasn't even sunk in yet. We admire the compassion, dedication, and positive change AHS is making in the world for animals. It's been our family's lifetime dream to give back to AHS through a sponsorship. Thank you for letting us make that a reality."

Jamie Compton, Owner & Culinary Concierge, *Wandering Kitchen & Barkley's Bistro*

Event Promotional Examples

QUINCY HALL

WHISKER WHIRL

MINNEAPOLIS

SATURDAY, SEPTEMBER 23, 2023

LET’S CHANGE LIVES TOGETHER

Join us in the heart of the Minneapolis Arts District for an evening of celebration to benefit Animal Humane Society. The best part: Your dog is invited too!












TICKETS AVAILABLE
animalhumanesociety.org/whiskerwhirl

WHISKER WHIRL

AN EVENING TO BENEFIT

WELCOME





Gourmet treats for your pup by

Must be Ruff

Event signage & experiences

YOUR LOVE
GIVES THEM A
SECOND CHANCE



THANK YOU

PARTNERS





TABLE HOSTS

Marianne Barnett
Lisa Erickson
Josh Fettig

Sally Godfrey
Dana Johnson
Kelly Lindberg

Brenda McCormick
Jeannine Rivet
Constance St. Germain

Event presentation

YOU'RE INVITED

SEPT 2023

WHISKER WHIRL

NORTHEAST MPLS



AN EVENING TO BENEFIT
ANIMAL HUMANE SOCIETY

Invitation postcards

SEPT 2023

WHISKER WHIRL

NORTHEAST MPLS



AN EVENING TO BENEFIT
ANIMAL HUMANE SOCIETY

WHISKER WHIRL

SEPTEMBER 23 | 6 PM

QUINCY HALL | NORTHEAST MPLS

COME CELEBRATE WITH US
AND CHANGE LIVES

Join us for an unforgettable evening in the heart of the Minneapolis Arts District at Whisker Whirl. Make a difference for animals while enjoying a cocktail reception, silent auction, activities, and seated dinner. The best part: Your dog is invited too!

It's time to celebrate.
It's time to make second chances possible.
It's time to Whirl.

TICKETS AVAILABLE
animalhumanesociety.org/whiskerwhirl

In-shelter postcard



WHISKER WHIRL

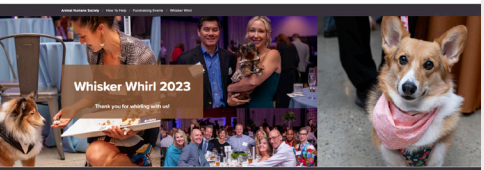
SEPTEMBER 23

SPECIAL THANKS TO



AN EVENING TO BENEFIT ANIMAL HUMANE SOCIETY

Social media presence & Pet Dish newsletter promotions



Whisker Whirl 2023

Thank you for sharing with us!

SAVE THE DATE







Whisker Whirl 2024 will be held Saturday, September 14, 2024
Quincy Hall • 1325 Quincy St NE, Minneapolis, MN







You helped us change lives!

We're grateful we were able to celebrate together again, and we're already looking forward to next year's event. Save the date and join us Saturday, September 14, 2024.

Question? Please fill out our contact form or call 763-432-4862.

Big thanks to our Whisker Whirl 2023 partners!





Interested in partnering with Animal Humane Society? We offer pet-friendly opportunities that provide valuable benefits to businesses that support our events and programs. Please contact Whisker Whirl postcard and website.

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Privacy Policy

Event website

Walk for Animals



Walk for Animals

The Walk for Animals is a celebratory day featuring a 1-mile walk, live band, vendors, fun activities for all ages, and a festive atmosphere honoring the special bond between humans and their pets.

The Walk is also the largest and most successful fundraising event for Animal Humane Society with a goal of raising \$1 million for animals in need.

In 2022, the Walk for Animals moved to the MN State Fairgrounds in St. Paul after outgrowing the space at our Golden Valley shelter. This location provides free parking, a designated and covered space for vendors, and ample room for all types and sizes of animals - from dogs, cats, and bunnies to ferrets, ducks, and miniature ponies!

- Long history — 52 successful years!
- Estimated 7,000-10,000 people and 2,000-3,000 pets
- More than 240 corporate and friends/family teams participate
- A dedicated team of more than 100 volunteers and 140 staff make this well-organized event possible
- A Vendor Village featuring 70+ businesses: pet-related products, rescue partners, AHS booths, food and beverage trucks, and more
- A local radio station featuring music and giveaways
- Live music, mascot appearances, a pet costume contest, and more

DEMOGRAPHICS*

- Primary audience for AHS is women ages 35-60 years old. We see that trend carry over to this event with the highest concentration of participants being 25-54 years old or 55+.
- All ages enjoy participating in the Walk for Animals, especially families with children. The average guest age is 50.4 years old.
- Walkers averaged 2.3 years of participation.
- The majority of people attending reported living in Minneapolis or St. Paul. Large audience segments also came from surrounding suburbs including New Brighton, Mounds View, Arden Hills, Anoka, Ramsey, Maple Grove, St. Louis Park, Golden Valley, Edina, Robbinsdale, Crystal, and Fridley.

* Based on 2023 attendees

Event Promotional Examples

EVERY STEP IS A
SECOND CHANCE

ANIMAL HUMANE SOCIETY
**Walk FOR
Animals**
MAY 6

It's time to come together and
change the world for animals.
It's time to celebrate second
chances. It's time to Walk!

REGISTER AND START
FUNDRAISING TODAY.

walkforanimalsmn.org





ANIMAL HUMANE SOCIETY

Walk FOR Animals

We're back for our largest fundraising event of the year! Join us on Saturday, May 6, to celebrate second chances for local animals.

REGISTER TO FUNDRAISE TODAY

walkforanimalsmn.org

PURINA
Your Pet, Our Passion.

MetLife

DELI EXPRESS

EAS
E.A. SWEEN COMPANY

ANIMAL HUMANE SOCIETY

Walk FOR Animals

MAY 6



Show your support for local animals!

Join us on Saturday, May 6, at the Minnesota State Fairgrounds to change animals' lives!

PURINA
Your Pet, Our Passion.

MetLife

DELI EXPRESS

EAS
E.A. SWEEN COMPANY

chewy
grocery delivery

ADAM'S
Pet Market

FOX 9

Dougherty's

Henri's



ANIMAL HUMANE SOCIETY

Walk FOR Animals

MAY 6 • MN STATE FAIRGROUNDS

REGISTER



ANIMAL HUMANE SOCIETY

Walk FOR Animals

MAY 6 • MN STATE FAIRGROUNDS

PURINA
Your Pet, Our Passion.

MetLife

EAS
E.A. SWEEN COMPANY

Not all heroes wear capes!

Your early fundraising success means you've earned your Walk T-shirt! We hope you'll wear it proudly on Saturday, May 6, at the Minnesota State Fairgrounds for event day — because making a difference is always in style.

#WalkForAnimals







Look forward to an email on May 18 so you can claim the rest of the awesome prizes you worked so hard to earn. All cash or check donations must be postmarked by May 12 to count toward your final fundraising total. Good luck! The animals are counting on you!

Prizes are cumulative and include:

\$250 Baseball cap or treat jar

\$2,500 Fleece hoodie, zip-up, or anorak jacket

\$500 22 oz. stainless steel tumbler or long-sleeve tee

\$5,000 Digital pet portrait by Risa Marie

\$1,000 OGIO® cooler or backpack

\$10,000 Choice of priceless AHS experience

Questions? Email our team at walk@animalhumaneociety.org.

ANIMAL HUMANE SOCIETY

Walk FOR Animals

MAY 6 • MN STATE FAIRGROUNDS

We're back for our largest fundraising event of the year! Every dollar raised at Animal Humane Society's Walk for Animals creates happy new beginnings for local dogs, cats, and critters.

Register today at walkforanimalsmn.org

When you raise \$100 by March 31, we'll send you your Walk T-shirt early, so you can arrive at the event in style!

Questions?
walkforanimalsmn.org | 763-432-4841
walk@animalhumaneociety.org



<<Address>>
<<Addr1>>
<<Addr2>>
<<City>>, <<State>> <<Zip>>



ANIMAL HUMANE SOCIETY

Walk FOR Animals

MAY 6 • MN STATE FAIRGROUNDS

LEARN MORE



ANIMAL HUMANE SOCIETY

Walk FOR Animals

MAY 6 • MN STATE FAIRGROUNDS

LEARN MORE



ANIMAL HUMANE SOCIETY

Walk FOR Animals

MAY 6 • MN STATE FAIRGROUNDS

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EAS
E.A. SWEEN COMPANY

chewy
grocery delivery

ADAM'S
Pet Market

FOX 9

ANIMAL HUMANE SOCIETY

Walk FOR Animals

MAY 6



Show your support for local animals!

Join us on Saturday, May 6, at the Minnesota State Fairgrounds to change the world for animals in need!

PURINA
Your Pet, Our Passion.

MetLife

DELI EXPRESS

EAS
E.A. SWEEN COMPANY

ANIMAL HUMANE SOCIETY

Walk FOR Animals

YOU PUT THE STAR IN WALK STAR

Show your support for local animals!

Join us on Saturday, May 6, at the Minnesota State Fairgrounds to change animals' lives!

PURINA
Your Pet, Our Passion.

MetLife

DELI EXPRESS

EAS
E.A. SWEEN COMPANY

chewy
grocery delivery

ADAM'S
Pet Market

FOX 9

Dougherty's

Henri's

THANK YOU, WALK STAR!

Fundraising is hard work, you must be thirsty. Have a drink on us!

Valid for one (1) free beer or soda at Shanghai Henri's in the International Bazaar.



ANIMAL HUMANE SOCIETY

Walk FOR Animals

MAY 6 • MN STATE FAIRGROUNDS



DONATE.

Make a difference for animals in need by registering to fundraise or donating at walkforanimalsmn.org.



WALK.

Join thousands of animal lovers and their pets on Saturday, May 6, at the Minnesota State Fairgrounds.



CELEBRATE.

The funds raised at the Walk support thousands of second chances every year — now that's something to celebrate!

walkforanimalsmn.org

animal humane society

PURINA

MetLife

EAS
E.A. SWEEN COMPANY

Thank you for joining us for the Walk for Animals and helping make the future brighter for animals in need.













In-shelter promotions

Email footers



Past Supporters

