
A NEW LEASH ON LIFE



Kosciusko Leadership Academy

Class of 2019

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Table of Contents

I. Executive Summary

II. A New Leash on Life: About

III. Program Goals

A. Help raise funds to keep animals off the streets

B. Sustain a safe environment for all Kosciusko residents

IV. Implementation

V. Sustainability

A NEW LEASH ON LIFE

I. EXECUTIVE SUMMARY:

The Animal Welfare League of Kosciusko County has outgrown a faltering facility. The AWL has continued to take in animals, provided them care, kept the surrendered or stray animals out of harm's way and, simultaneously, prevented harm from being visited upon the community. The New Leash on Life program offers the AWL the blueprint necessary to successfully plan for, and benefit from, annual fundraising programs. With the dollars that will be generated from the proposed fundraisers, the AWL can continue to offer a measure of protection for the Kosciusko County community at large and provide the stray, surrendered and abandoned animals that live in our county with us the care they deserve and so desperately need.

The proposals offered by the New Leash on Life program impact all Kosciusko County residents in the following ways:

- Lost or stray animals are taken off the streets;
- The personal safety and health of Kosciusko residents is enhanced;
- A safe operational facility for Kosciusko domesticated animals is established; AND
- Residents of Kosciusko County are provided the ability to humanely surrender an animal for which they may no longer be able to care.

Without a functional facility to bring our stray animals to, we as a community face the dangers associated with having stray animals roaming through the neighborhoods and streets of the communities in our County.

A few of those dangers include: the potential of animals running into oncoming traffic and causing accidents that put property at risk; the possibility of animals becoming agitated and attacking people, thus placing the health of Kosciusko residents at risk; and the certainty that animals will endure the unimaginable suffering that comes with starvation, frostbite and dehydration that is the fate of many neglected creatures.

II. A New Leash on Life: ABOUT

The New Leash on Life program will be utilized by the staff at the Animal Welfare League as a guide for the implementation of fundraising events and low maintenance giving opportunities. There are eight proposed events guides.

The event guides include the activities, time lines, estimated income, and when to contact sponsors or participants. These eight events can be interchanged, evaluated, and changes made based on the community's response.

There will be a hard copy and a digital copy provided so any changes can be made easily and placed in the binder for quick access and reference.

Please see appendix A for the event guides and appendix B for the fundraising extensions.

III. PROGRAM GOALS

The goal of the fundraising binder is to give the Animal Welfare league the ability to implement several events throughout the year to raise funds to keep its new facility operational. The Animal Welfare League is a Not for Profit organization that relies heavily on donations to continue their mission.

IV. IMPLEMENTATION

The New Leash on Life program will help to take the stress and guesswork out of planning the fundraising events. The goal is to utilize the binder with the event plans and timelines as a guide to keep events on track and sponsors contacted in an appropriate time frame. The binder should be reviewed annually with reminders established for advanced contact dates with vendors and sponsors. It should then be used monthly for upcoming events detailing what the event will entail, when promotion should be provided to residents, and setting out the materials necessary for implementation. While this is a strong beginning, the program must be reviewed and changes made over time as the results of each event are evaluated. It will require dedication and follow through from the staff of the Animal Welfare League.

V. SUSTAINABILITY

The KLA team for this whitepaper has partnered with the Animal Welfare League to help implement the program. Katey Wilks Zemen, Executive Director of the AWL, and the board of directors for the Animal Welfare League, have agreed to facilitate the introduction and ongoing operation of A New Leash on Life program. Katey has begun procuring printing services and media outlets for the announcements of upcoming events outlined in the program. In sum, the executive and the board of an organization that provides this vital service for the residents of our county is already deeply committed to making the goals of the New Leash on Life program a functioning reality. If awarded the Jean Northenor grant, funds would be used to purchase initial event items such as the discount cards, thank you notes, and reusable items for the Easter Egg Hunt.

Our KLA team goal is to have the New Leash on Life program implemented by June of 2019 and to start raising operating funds for the organization immediately thereafter. More importantly, the goal of the AWL is to put the program to use over the course of years to come to help sustain its effort to benefit the residents of Kosciusko County, whether they be human, canine or feline.