

The background of the advertisement is a photograph of three people and a small dog. On the left, a woman with long brown hair wears a white floral-patterned baseball cap with sunglasses perched on top and a pink long-sleeved shirt. She is gently holding a small, scruffy black and white dog. In the center, a woman with dark hair pulled back, wearing a blue medical scrub top, smiles warmly at the dog. On the right, a woman with blonde hair in a ponytail, wearing a dark grey sweater and a stethoscope, is looking down at the dog. The setting appears to be outdoors with green foliage in the background.

napa humane   
where compassion lives

# Six Decades of Making a **Difference**

**Established 1973**

Supporting critical animal welfare needs in  
the Napa Valley community and beyond.

Apoyo a las necesidades críticas de  
bienestar animal en nuestra comunidad —  
accesible \* todo el año \* para todos.



Humane treatment of companion animals is a vitally important indicator of healthy communities, and we consider Napa Humane a **community service** organization.

“ We need, in a special way, to work twice as hard to help people understand that the animals are fellow creatures, that we must protect them and love them as we love ourselves. ”

— CESAR CHAVEZ



Estimated number of pet-owning households in Napa County:

27,697\*



\*Sources: [avma.org](https://www.avma.org) | [census.gov](https://www.census.gov)

napa humane  
where compassion lives

# While rescue and adoption are critical components of the larger animal welfare landscape, they don't fully address the bigger core issues- **PREVENTION & EDUCATION**

“ Like in other counties in the state, feral cats are a growing concern in Napa County.

There has been a lack of veterinary services for spaying/neutering in the area. When the pandemic hit in 2020, most veterinary offices closed, which impacted where feral cats could get spayed and neutered. We're now seeing the increased feral cat population in the area as a result of the pandemic. Napa Humane is the only low-cost spaying/neutering clinic in the area.

COUNTY SPOKESPERSON,  
LINDA ONG

\*Source: [napavalleyregister.com](https://www.napavalleyregister.com)



Napa Humane's  
year-round programming  
is **100% focused** on  
solutions to address the  
biggest root cause of  
animal welfare issues in  
our community—to **help  
keep animals in safe,  
loving homes and out of  
shelters!**



**Our programs and services** are designed to address the needs of companion animals — and to provide community support, education, and assistance for the people who care for and about them through prevention, protection, advocacy, and education.



**Spaying/Neutering**



**Bilingual Community Education & Advocacy**



**Vaccination Program**



**Microchipping Clinic**



**Pet Safety Education**



**Behavioral Dog Training Programming**



**Support for Our Community**

## OUR PROGRAMS AND SERVICES

# Prevention of animal overpopulation through **spaying/neutering**

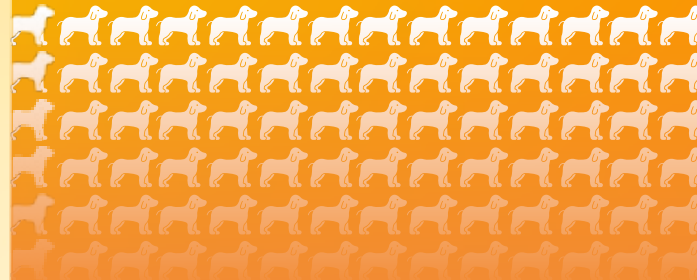


**Napa Humane is the only organization** that offers affordable year-round spaying/neutering for animals in a tri-county area including Napa, Solano, and Lake counties.

Spaying/neutering surgeries performed between 2021-2023:

# 13,124

Up to **508 puppies** can be born from one unspayed female dog and her offspring in seven years.



Up to **4,948 kittens** can be born from one unspayed female cat and her offspring in seven years.



“ A single non-profit organization is performing **virtually all community cat spaying/neutering surgeries** ‘provided’ by Napa County and local animal rescue organizations — and paying the lion’s share of the cost, too. That organization is Napa Humane, which celebrated 50 years of animal welfare work this year. ”

WENDI PISCIA, EXECUTIVE DIRECTOR, NAPA HUMANE

\*Source: [napavalleyregister.com](https://www.napavalleyregister.com)



## OUR PROGRAMS AND SERVICES

# Bilingual community education and advocacy



Quarterly **Napa Humane Wellness Clinics** aim to remove the financial and language barriers that often stand in the way of pets receiving quality care and lifesaving spaying/neutering surgeries.





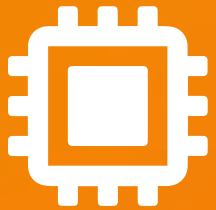
## OUR PROGRAMS AND SERVICES

Keeping our community's pets healthy while protecting public health through **Napa Humane's weekly drop-in vaccination program**



## OUR PROGRAMS AND SERVICES

# Prevention of lost companion animals through **Napa Humane's weekly drop-in microchipping clinic**



Microchipped dogs were **returned to their owners 52.2%** of the time, compared with only 21.9% of dogs without microchips.

Cats with microchips were **returned to their owners** more than **20 times** as often as cats with microchips.





## OUR PROGRAMS AND SERVICES

Pet safety education through **Napa Humane's Humane Education Programs** in elementary schools in the Napa Valley Unified School District



**Approximately**

**4.5 million**

people are bitten by dogs each year in the United States alone, and children are more likely than adults to be bitten.\*

\***Source:** American Veterinary Medical Association (AVMA)

## OUR PROGRAMS AND SERVICES

Prevention of surrendered and/or abandoned animals due to behavioral issues through Napa Humane's **Behavioral Dog Training Programming**



It is estimated that approximately

# 1.5 million

dogs are euthanized in animal shelters across the United States each year for a variety of reasons, including behavior problems.





## OUR PROGRAMS AND SERVICES

**Support for our community and their beloved pets** who may have fallen on hard times or who have financial and/or language barriers through:



- ♥ **Income qualified** program at The Napa Humane Spay/Neuter Clinic
- ♥ **Free services** for pets of the unhoused via contracts with Napa County Health and Human Services
- ♥ **Bilingual staff** at The Napa Humane Spay/Neuter Clinic, Humane Education Program, & Behavioral Dog Training Program



Napa Humane Animal Welfare

**Impact on the Community** (annual average)



4,500

Spaying/neutering surgeries performed



1,478

DHPP (parvo) vaccines administered



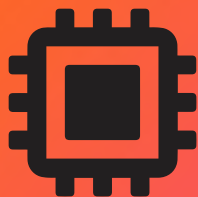
2,456

FVRCP (protects against Panleukopenia, a deadly disease in cats and kittens)



3,011

Rabies vaccines administered/given



1,742

Microchips administered



3,408

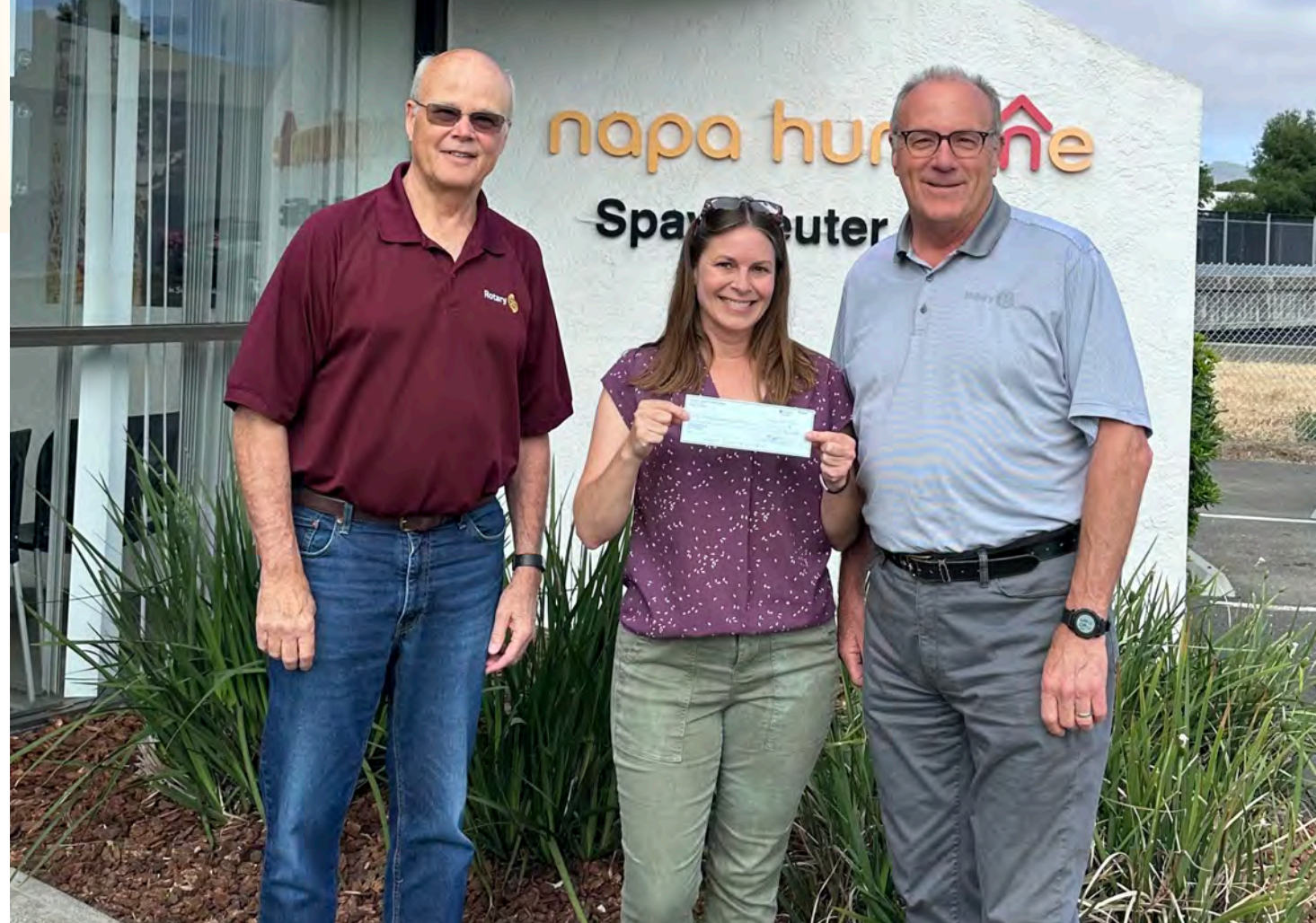
Kids reached for Napa Humane  
Education workshops



# How we are funded



Napa Humane is a **501(c)(3)** organization.



**✗ WE DO NOT** receive money from national animal organizations such as the Humane Society of the United States or the ASPCA.

**✗ WE DO NOT** receive government funds.



# Why We Need **Your Support**

- ✓ Prevention is **COST-EFFECTIVE**
- ✓ Prevention is the **MOST HUMANE APPROACH**
- ✓ Prevention is the **BEST USE OF RESOURCES**
- ✓ Prevention is the **SOLUTION**



BE A PART OF THE SOLUTION—

# Support Napa Humane!



# Looking Towards the **Future**

Phase Two of expanded bilingual behavioral dog training programming in Spanish at our new **Napa Humane Dog Training** facility opened in 2023.

**31%** of Napa County speaks Spanish at home.

**Community case management staffing** (working with pets of the unhoused in Napa County).

**Funding of Veterinary and RVT Scholarships** as a proactive measure to address long-term Vet-Med staffing shortages, Vet-Med sustainability at Napa Humane, and recruiting, retention of scarce Vet-Med staff.

A startling statistic negatively impacting animal welfare. Over the next decade, the expected **shortage\* of veterinarians will be upwards of 15,000.**

**\*Source:** Bureau of Labor Statistics, April 2023



# Major Donor **Opportunities**

**The Animal Welfare Heroes Circle** is Napa Humane's leading donor group, providing critical philanthropy support that empowers Napa Humane to be there for animals and our community when they need us the most.



In recognition of this generosity, The Animal Welfare Heroes Circle **members enjoy special engagement opportunities**, including:



**Personal contact** with the Napa Humane Development team



**Complimentary Tickets** to Napa Humane events throughout the year



Opportunities for behind-the-scenes **tours** at our veterinary clinic and dog training facilities



Annual Information **updates** on the state of Animal Welfare with Napa Humane's Executive Director, Wendi Piscia



**Recognition** on the Napa Humane donor page on our website (optional)



# Major Donor **Opportunities**

Donation \$		Donor Categories
<b>\$51,000 and above</b>	————→	Community Heroes Circle
<b>\$26,000 – \$50,000</b>	————→	Community Champion
<b>\$16,000 – \$25,000</b>	————→	Community Advocate
<b>\$6,000 – \$15,000</b>	————→	Community Guardian
<b>\$2,500 – \$5,000</b>	————→	Community Partner in Animal Welfare

# Business Sponsor Opportunities

Meet your business's philanthropic goals with an investment in Napa Humane.

In addition to the sponsor benefits detailed on the next page, partnering with Napa Humane can impact your business by:



Aligning your brand with a **trusted community leader** in Animal Welfare, showcasing your business as a **champion of compassion**



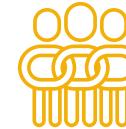
**Elevating your image** through meaningful philanthropy with an admired nonprofit organization



Demonstrating a commitment to social responsibility, **creating a lasting connection** with clients & customers



Inspiring Employee **pride** and fostering a **positive** company culture



Building **enduring relationships** with like-minded businesses and individuals



Being a catalyst for **positive change** in your community

## Our Reach

### Social Media and Email



4,587 followers



2,104 followers



15,017 email subscribers

### Average Monthly Visitors



Spay/Neuter Clinic - 590



Pet Education Center - 75



Website Users - 8,769  
Website Views - 14,267



# Business Sponsor **Benefits**

## CHAMPION FOR ANIMALS

**\$25,000**

- 6 complimentary tickets to Napa Humane events
- Year-round recognition in event promotions
- Logo featured on annual Pet Photo Contest website
- Logo featured on **cover** of annual Pet Photo Calendar
- **10** complimentary Pet Photo Calendars
- Logo featured on 3 Napa Humane bus ads
- **Top placement logo** feature at Spay/Neuter Clinic and Pet Education Center
- Year-round logo feature on Napa Humane homepage
- Year-round logo **top placement** feature on Napa Humane Business Supporters page
- Logo featured in each Napa Humane Enews + **1 feature highlighting partnership**
- Social media recognition throughout the year. **3 sponsored posts + 3 additional posts**

## GUARDIAN OF ANIMALS

**\$10,000**

- 4 complimentary tickets to Napa Humane Events
- Year-round recognition in event promotions
- Logo featured on annual Pet Photo Contest website
- Logo featured in annual Pet Photo Calendar **top placement**
- **6** complimentary Pet Photo Calendars
- Logo featured at Spay/Neuter Clinic and Pet Education Center
- Year-round logo feature on Napa Humane homepage
- Year-round logo **top placement** feature on Napa Humane Business Supporters page
- Logo featured in each Napa Humane Enews
- Social media recognition throughout the year. **1 sponsored post + 2 additional posts**

## PROTECTOR OF PAWS

**\$5,000**

- 2 complimentary tickets to Napa Humane events
- Year-round recognition in event promotions
- Logo featured on annual Pet Photo Contest website
- Logo featured in annual Pet Photo Calendar
- **4** complimentary Pet Photo Calendars
- Year-round logo feature on Napa Humane Business Supporters page
- Logo featured in each Napa Humane Enews
- Social media recognition throughout the year. **3 posts**

## ALLY TO PETS

**\$2,500**

- Logo featured on annual Pet Photo Contest website
- Logo featured in annual Pet Photo Calendar
- **2** complimentary Pet Photo Calendars
- Year-round logo feature on Napa Humane Business Supporters page
- Logo featured in each Napa Humane Enews
- Social media recognition throughout the year. **2 posts**

# Testimonials

“ The receptionists and medical staff were professional, helpful, courteous, and friendly. I'm glad we have a service like this in Napa. I may not have vaccinated nor neutered my cat if I had to pay full price at a vet. ”

“ I can't say enough about how wonderful your office is and what an invaluable service you provide! We are happy to take in barn/ranch cats when there's a need, but do not want to contribute to the population of unwanted or neglected cats, so this was a huge help in providing an affordable spaying/neutering service for us to be responsible caretakers. Thank you for all you do! ”

“ I was very pleasantly surprised at the ease of the process and the professionalism of everyone at the clinic. I felt more than safe having my pet cared for there. I only wish I could bring her there for all veterinary services. She is healing beautifully as well. ”

“ I applaud the Humane Society of Napa for their service, friendliness, and expertise about how to work with your pup. I felt supported and my dog was safe and served well. ”

“ Exceptional service and we are very grateful for the low cost income eligible program. If it wasn't available, we might've never had gotten all three of our pets spayed/neutered. Thank you again for your service. ”

“ The entire crew is amazing! Alyssa is a fabulous trainer and her explanations are great. She does a wonderful job of helping us see the world from the puppy's perspective. There were a number of “a-ha” moments for us which has truly helped us be more effective at both training and consistency with our pup. She also went out of the way to ensure our child was engaged and an active participant in the class. It was a truly wonderful experience for our puppy and family. ”



# Questions?



## Wendi Piscia

Executive Director

Napa Humane

707.255.8118 ext. 201

[wpiscia@napahumane.org](mailto:wpiscia@napahumane.org)

## Natalie Scott

Development Director

Napa Humane

707.255.8118 ext. 203

[nscott@napahumane.org](mailto:nscott@napahumane.org)

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