

# CENTER COPY

## Facts about the Capital Campaign of the SBWCN

1) The Santa Barbara Wildlife Care Network is embarking on a new eighteen-month, \$2,450,000 capital campaign to establish a permanent Wildlife Care Center. The campaign will raise funds for:

- a. The purchase of an Ag II zoned property (1.5 acres or larger)
- b. The refurbishment and/or construction of a facility that will accommodate the specialized needs of injured and orphaned wildlife
- c. A sanctuary for certain wildlife that cannot be released back into the wild.
- d. Increased annual operating expenses.
- e. A training and education area for volunteers, staff and members of the public.
- f. The quarters for a live-in caretaker.
- g. An endowment fund.

2) As a result of the capital campaign we expect to:

- a. Increase the number of birds and mammals treated and released.
- b. Consolidate the network sites into one centralized location.
- c. Offer immediate care to injured wildlife on site and eliminate the need to transport wildlife to non-network facilities which are as far away as Ojai and Long Beach, which is the current practice.
- d. Reduce the stress-related mortality for these animals and increase the number of injured and orphaned wildlife that we are able to save by 20% to 45%.
- e. Own a permanent facility dedicated to injured and orphaned wildlife instead of rented or volunteered spaces.
- f. Increase annual gifts to the organization by 50% by the end of the campaign.
- g. Have the beginning of a permanent endowment fund which will stabilize future funding for the care of injured and orphaned wildlife.

- h. Provide outreach and education to the community on how to prevent wildlife injuries and what to do when an injury occurs.

**3) What will the new center contain:**

- a. Adequate runs and rehabilitation pens for small mammals, including proper lighting, water, heat and space.
- b. A quarantine area for contagious animals
- c. Incubators for infants
- d. Adequate and appropriate cages for all types of wildlife
- e. Indoor cages for intensive care
- f. Outdoor cages for fledgling birds and maturing mammals
- g. Ponds for seabirds
- h. Flight aviaries for birds ready for release
- i. Sanctuaries for disabled wildlife that cannot be released
- j. Emergency treatment facilities for oiled wildlife
- k. An education and training center for employees, volunteers and members of the public
- l. Dedicated space for a-resident caretaker

**4) The Wildlife Care Network will achieve its goal by implementing a professionally designed capital campaign that will include:**

- a. The screening and rating of potential donors.
- b. Foundation grants research and an increased number of grant applications.
- c. Donor nurturing events.
- d. Solicitation of leadership gifts, major gifts and community gifts.
- e. Dissemination of printed campaign materials.
- f. An appeal designed specifically for the campaign.
- g. News media releases and paid advertisements regarding the campaign.

**5) What have we completed to-date:**

- a. Established a Capital Campaign Committee
- b. Hired a campaign consultant

- c. Hired a professional grant writer.
- d. Completed the rating and screening process for SBWCN donor prospects.
- e. Drafted case statement for campaign
- f. Submitted significant grant requests to local foundations for the campaign.
- g. Established time line and next steps for campaign
- h. Secured a challenge grant in the amount of \$100,000.

6) **Summary of Campaign Time Line: October 1, 2003 to April 30, 2005**

- a. Complete the screening and rating of donor prospects Oct., '03
- b. Match challenge gift of \$100,000 Jan. 1, '04
- c. Raise operational expenses for the campaign, Jan. 1, '04
- d. Formalize the campaign structure/hire campaign coordinator, complete the printed campaign brochures. Dec. 03, -  
Apr. 04
- e. Purchase Ag II land ASAP
- f. Secure leadership gifts, major gifts and community gifts Jan. '04 -  
Dec. '04
- g. Hold donor nurturing events, Ongoing
- h. Build and/or renovate new Center Aug. '04-  
Jun.'05
- i. Implement broad community solicitation activities & campaign Wrap-up