



## WALK FOR THE ANIMALS

ANIMAL LOVERS UNLEASHED

*benefiting the Animal Protection Society of Durham*



**Colony Park Animal Hospital  
2009 1st Place VIA Team**

### WHAT IS THE APS WALK FOR THE ANIMALS?

The *Walk for the Animals* is the largest fundraising event sponsored by the Animal Protection Society (APS) of Durham. Last year, the event was attended by over 900 walkers, canine companions and supporters and raised more than \$94,000 to support the APS!

The 2010 Walk will take place on May 22nd at Duke University. It promises to be one of the premier fundraising events in the Triangle. We expect 1000+ walkers with extensive newspaper, TV, and radio coverage for the event. Through the Walk, we plan to raise more than \$100,000 to help provide safe, clean shelter for more than 7,000 animals each year and to support our mission to reduce pet overpopulation and promote responsible pet ownership throughout the community.

### WHAT IS THE VETS IN ACTION PROGRAM?

The *Vets in Action (VIA) Program* is a vital part of the *Walk for the Animals*. Through VIA Partners we are able to reach out to a broad network of animal lovers in the Triangle. Last year, Vets in Action Partners and their clients raised over \$17,000 to help support our efforts to serve abandoned and abused animals. VIA Partners receive extensive publicity about their involvement in the Walk and have an opportunity to interact with clients in this fun and worthy fundraising event.

#### ***Here's what some of our VIA Partners said about their involvement:***

*"The positive energy that our staff and clients experience from raising donations for the APS Walk is extremely rewarding and worth the effort."*

*~ Suzanne Koller*

*Carver Street Animal Hospital*

*"I am proud to be a Vets In Action Partner as as we strive to make Durham and the Triangle a better place for homeless and neglected animals."*

*~ Dr. Joyce McKinney*

*Colony Park Animal Hospital*



2117 E. Club Blvd. ♦ Durham, NC 27704  
919-560-0640 ♦ [www.apsofdurham.org](http://www.apsofdurham.org)

## HOW DOES THE VIA PROGRAM WORK?

In return for a small donation – and an active involvement in promoting the Walk to your clients – we invite you to become a Vets in Action Partner for the 2010 *Walk for the Animals*.

### ***What we ask our Vets In Action Partners to do:***

- 🐾 Make a small \$250 donation to the APS Walk for the Animals.
  - 🐾 Display Walk posters in a prominent area in your waiting room.
  - 🐾 Actively promote the Walk to your clients.
  - 🐾 Have staff members wear “Ask Me About the Walk” buttons.
  - 🐾 Hand out Walk brochures or postcards to your clients.
  - 🐾 Ask clients to support the Walk with a donation.
  - 🐾 Put out a canister (or dog treat jar!) on your counter for donations.
  - 🐾 Invite clients, friends, neighbors and staff to be part of your team.
- VIA Partners with at least 5 members get special t-shirts with your team name.



**Carver Street Animal Hospital  
2009 3rd Place VIA Team**

### ***What we offer our Vets In Action Partners:***

- 🐾 10 coupons for \$5 off the Walk registration fee you can give to clients.
- 🐾 10 “Ask Me About the Walk” buttons for staff.
- 🐾 200 Walk postcards that can be customized with the name of your practice.
- 🐾 Special Team T-shirts for the Walk.
- 🐾 Posters and brochures for promoting the Walk.
- 🐾 Marketing plan with action items and time line.
- 🐾 Recognition for VIA Partners in the Herald-Sun, Walk website and APS E-Newsletter.
- 🐾 VIA Partners Tent at the *Walk for the Animals* – with a place to display practice information.



**Westside Animal Hospital  
2009 2nd Place VIA Team**

🐾 **Congratulatory Lunch and Trophy for the top Vets in Action Team** 🐾

### ***HOW DO I SIGN UP TO BECOME A VETS IN ACTION PARTNER?***

Please join the APS of Durham in sponsoring the 2010 *Walk for the Animals*! It is a wonderful opportunity to promote your practice while helping animals in need.

For more information about the Walk for the Animals or to become a Vets In Action Partner, please contact Karen Childers, APS Corporate Sponsorship Committee at 309-7939 or [kwchilders@nc.rr.com](mailto:kwchilders@nc.rr.com) or Rebecca Hankins, APS Development Director at 560-0640, Ext 231 or [development@apsofdurham.org](mailto:development@apsofdurham.org).

***On behalf of the thousands of animals who need your help, thank you for your support.***



2117 E. Club Blvd. ♦ Durham, NC 27704  
919-560-0640 ♦ [www.apsofdurham.org](http://www.apsofdurham.org)