

# TRANSFORMING THE FUTURE...



## A CAPITAL CAMPAIGN



### ...OF ANIMAL RESCUE

Every year, the ARL's large-scale rescue operations bring hundreds of vulnerable animals to safety at our shelter. The calls for assistance are not slowing, and with rescue after rescue bringing in animals by the dozens, it's time for the ARL to take a big next step so we can continue to meet the needs of these animals for years to come.

**400+**

ANIMALS RESCUED FROM  
CRUELTY AND NEGLECT EACH  
YEAR

**114%**

INCREASE OF HORSES  
NEEDING HELP

**100,000+**

STAFF HOURS SPENT  
CARING FOR THE ANIMALS

**700+**

ABUSE AND NEGLECT  
INVESTIGATIONS

# WHAT WE DO

*Protect the welfare of animals, preserve the human-animal bond,  
and prevent the overpopulation of companion animals.*

Rescuing animals from neglect and abuse has been a cornerstone of the ARL since our beginnings in a Des Moines home in 1926. At first, the goal was simply to get starving animals off the streets and into loving homes. In the decades since, the ARL has grown and expanded to meet the evolving needs of the pets and people in our community.

Now, nearly 100 years later, we are so much more than an adoption facility. From community pet support services to pet behavior training to animal cruelty intervention and more, our innovative programs have changed the lives of tens of thousands of pets in central Iowa and beyond.

## CORE SERVICES



### Adoption

An average of 25 animals find loving homes each day through the ARL, getting a second chance at the life they have always deserved – one with love, security and a family of their own. Beyond cats, dogs and small pets, our Second Chance Ranch is a safe haven and adoption center for abused and neglected horses and other barn animals.



### Pet Support Services

The ARL provides a wide range of outreach programs and events, including pet food pantries, spay/neuter clinics, crisis foster, veterinary assistance and vaccine clinics. Our goal is to keep pets out of the shelter and with the families who love them, even through tough times.



### Behavior & Training

We are committed to helping animals feel safe and comfortable during their stay. Every decision we make – from our building design to how we train staff and volunteers – is focused on stress reduction and allowing animals the freedom to exhibit natural behaviors. Our behavior team also works with individual pets daily to help them overcome challenges using humane training methods.



### Animal Welfare & Response

The ARL has been able to improve the lives of countless animals who were once mistreated or living in poor conditions. Our Animal Welfare Response Team investigates cases of animal cruelty throughout the state and works to raise awareness about how to recognize and report animal neglect and abuse in the community. They also respond to disasters that occur here in Iowa and across the country.

One thing that has not changed over time is our dependence on the support of our community. Individual, corporate, and planned giving, along with volunteerism and advocacy, are what make our life-changing initiatives possible. We hope you will join us in taking the next big steps to make a difference for pets in our community. They are counting on you!

# WORKING TOWARD A BRIGHTER FUTURE



## THE CHALLENGES WE FACE

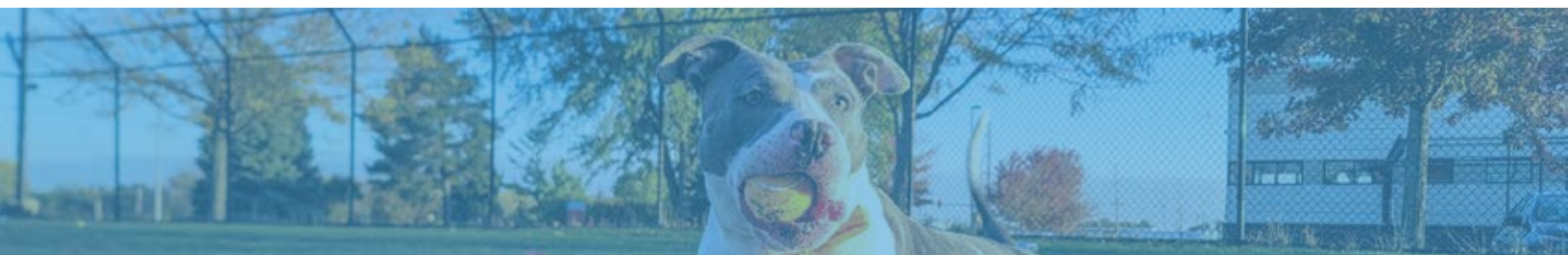
For nearly 100 years, the ARL has dedicated itself to being a safe haven for animals across Iowa and beyond. Working with law enforcement, our team conducts hundreds of animal cruelty investigations each year. In recent years, the number and scope of those rescue operations have only increased, creating challenges with housing and providing care for the animals that have been saved.

When dozens – or often hundreds – of animals are rescued from cruelty situations all at once, it puts immense pressure on our current facility. Our team has gotten used to thinking on our feet and finding creative solutions to allow us to save these animals. Often, we have to quickly convert rooms not meant for rescues into areas we can use to house the new animals and temporarily isolate them from our existing population for the health and safety of all involved. Animals rescued from abuse and neglect have urgent needs, and our medical and behavior teams must evaluate them in areas that are less than ideal so we can give them the immediate help they deserve. While the ARL team continuously provides top-notch care in these situations, this system is simply not sustainable.

The opening of the new Des Moines Animal Services building has helped create space for animals in need within Des Moines city limits. However, the city-owned facility is limited to serving residents of Des Moines, leaving little room for expansion.

**Animals across Iowa need us.** The calls for assistance with large-scale rescues are not slowing and we need a facility that allows us to better meet the needs of large numbers of rescued animals as they start their journey to recovery.

In addition to the ever-growing need of our Animal Welfare and Response team, our barn program also has capacity challenges due to the barn being land-locked at our Main campus. There is currently no pasture area for horses in our care to graze while our team helps them get ready for adoption. Our limited space has also challenged us to provide medical care, behavior work in spaces that are designed for other purposes.



# THE TRANSFORMATION

The ARL now has a unique opportunity to transform our rescue operations by moving our barn program to a new location just one and a half miles down the road from our Main Campus and renovating the current barn to a rescue facility that will better accommodate large intakes, rescues, animals being rescued from disasters and create a better experience for all animals and the people who serve them.



## THE DIFFERENCE YOU CAN MAKE

Your contribution to our Transform the Future campaign will pave the way to create a new rescue facility that will allow our team to conduct rescues more efficiently and reduce stress on the animals while aiding their general well-being. Our team will be able to better assess behavior and each animal's needs, establish a dedicated staging area for rescued animals and provide medical care all in one place.



The new Second Chance Ranch facility will allow a big step forward for our rescue operations. It will allow us to provide even better care for animals of all species by giving them the space and specialized environments they need to heal and start over. It will also increase out self-sufficiency with the potential for growing our own hay in the new pastures we will have access to.

This transformation will also provide more breathing room for horses in our care with pastures for grazing and allow our barn program to become more self-sufficient in a way that is not possible in its current location.



Current



New

# JOIN THE JOURNEY



You can join us on our incredible journey to serve even more animals and give them a second chance at the lives they deserve. When you contribute to our Transform the Future campaign, you will help us build a brighter future for all species of rescue animals by helping expand our Second Chance Ranch to a new location where we can continue to answer the call for barn animals, and create a rescue intake facility from our existing barn and arena for all types of animals being rescued from cruelty.

## THE GOAL

The ARL aims to raise \$6 million for our Transforming the Future campaign, and we can't do it without people like you who share our vision. With your help, we can change even more lives.

As the animals in our care embark on their journeys of healing and finding new families, we hope you will join us on our transformative journey to change even more lives.



## THE FIRST STEP

The new Second Chance Ranch will help better meet the needs of the horses and other barn animals in our care by providing them with more space to work with the ARL's behavior team, graze in the new pasture, and so much more!



## THE FINAL TRANSFORMATION

Converting our current barn and arena to a rescue intake facility will help all types of animals we take in receive lifesaving medical care. The extra space will also allow animals to stay in the intake facility while they recover until they are ready to continue their journeys and look for new homes.



# HOW TO HELP

## THERE ARE MANY WAYS TO HELP, AND YOU WILL BE CHANGING LIVES NO MATTER HOW YOU CHOOSE TO GIVE

### NAMING OPPORTUNITIES

Contact us at [arl-iowa.org](http://arl-iowa.org) to claim a naming opportunity at one of the ARL's campuses. You can name area such as our pasture, barn, kennels and medical exam rooms after yourself, a beloved pet, or a person you wish to honor.

### GIFTS OF CASH

A gift of cash is the easiest and most direct way to support our new Second Chance Ranch and rescue intake facilities.

### GIFTS OF STOCK

Give the gift of a highly-appreciated stock. You can benefit from this method by avoiding capital gains and taking a full-value deduction on your tax returns, all while changing animal lives.

### MATCHING GIFTS

Many corporate employers will match employee's gifts to a 501(c)(3) nonprofit. If your company has such a program, all you have to do is request their matching gift form and send the completed form to us. We'll take care of the rest!

### IRA'S OR REQUIRED ANNUAL DISTRIBUTIONS

You can avoid penalties for your annual required distribution by donating from your investments.



# MAKE YOUR MARK

THROUGHOUT THE RESCUE INTAKE CENTER AND SECOND CHANCE RANCH, WE OFFER A VARIETY OF ITEMS AND AREAS TO BE SPONSORED. YOU CAN CHOOSE TO FEATURE YOUR NAME OR THE NAME OF A BELOVED PET OR PERSON ON ANY OF THE FOLLOWING:

## Second Chance Ranch Opportunities

Second Chance Ranch	\$ RESERVED
Second Chance Barn	\$ 500,000
Adoption Center	\$ 250,000
Welcome Center	\$ 250,000
Event Arena	\$ 250,000
Indoor Arena	\$ RESERVED
Front pasture	\$ RESERVED
West pasture	\$ 150,000
North pasture	\$ 100,000
Horse Alley (west)	\$ 75,000
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Rescue Roost	\$ 50,000
Goat Hut	\$ 50,000
Tack shop	\$ 25,000
Intake/Medical Checkpoint	\$ 20,000
Arena horse signs	\$ 15,000
Stalls (X/X) available)	\$ 10,000

## Rescue and Intake Center

Rescue Intake & Rehab Center	\$ 750,000
Dog Bungalows	\$ 250,000
Cat Kennels	\$ 250,000
Medical exam room	\$ 25,000
Individual Bungalow	\$ 5,000
Individual Cat Kennel	\$ 3,000

1 available unless otherwise noted. Projects subject to change. Naming opportunities shall remain in place for a minimum of 10 years unless impacted by facility improvements, structure changes or other alterations required to better serve the animals.

**TOGETHER, WE CAN TRANSFORM OUR RESCUE EFFORTS AND PROVIDE A BETTER FUTURE FOR ALL SPECIES. JOIN US IN MAKING THIS DREAM A REALITY.**

# GIFT RANGE CHART

Number of Gifts	Amount	Level Total	Total
1	\$1,000,000	\$1,000,000	\$1,000,000
2	\$500,000	\$1,000,000	\$2,000,000
3	\$250,000	\$750,000	\$2,750,000
3	\$150,000	\$450,000	\$3,200,000
4	\$75,000	\$300,000	\$3,500,000
4	\$50,000	\$200,000	\$3,700,000
6	\$25,000	\$150,000	\$3,850,000
10	\$10,000	\$100,000	\$3,950,000
15	\$5,000	\$75,000	\$4,025,000
20	\$2,500	\$50,000	\$4,075,000
Many	\$2,499 or less	\$1,925,000	\$6,000,000



# THANK YOU!

WE CAN'T  
WAIT FOR  
YOU TO  
SEE IT!

