



# MAKING ROOM FOR MORE LOVE

AN EXPANSION PROJECT TO TRANSFORM A REGION.

EST. 1967 | RALEIGH | NORTH CAROLINA

## CAPITAL CAMPAIGN AMBASSADOR CABINET

**Olivia Holding**  
*Cabinet Co-Chair*

**Prentiss & Joan Baker**  
*Cabinet Co-Chairs*

**Smedes & Rosemary York**  
*Cabinet Co-Chairs*

- Frank Baker
- Vic & Mary Grady Bell
- Laura Bell
- James Bell Black
- Mark Carlton
- Jeff & Boo Carver
- David Coats
- Michelle D. Connell
- Kristin Cooper
- Helen Daughtry
- Ron & Brenda Gibson
- Emmett Haywood
- Kenneth C. Haywood
- Frank & Ruth E Holding
- Jay & Boo Jefferson
- Kelly Lee
- Alex Mihajlov
- Chan Namgong
- Tim & Anita Nicholls
- Missy Orr
- John Parham
- Mary Ann Parrott
- Chelsea Poole
- Paul Reynolds
- Monty & Nancy White
- JoEllen Wilkes
- Mary Willis
- George York

FROM: KIM JANZEN, PRESIDENT & CEO  
EXECUTIVE BRIEF

### SPCA Wake’s Capital Campaign to build a Regional Campus for Pets & People

Since 1967, the SPCA of Wake County has served our community by providing innovative programming, compassionate care, and workable solutions for people and pets in need. We are on the front lines of advancing the humane treatment of all companion animals, and we have a proud legacy of leadership in setting the standard for how pets are treated in our community.

SPCA Wake has launched a capital campaign to build North Carolina’s first-ever Regional Campus for Pets & People. This project will help transform entire communities and deliver profoundly needed resources for people and pets. **Led by Raleigh leaders Smedes York, Prentiss Baker, and Olivia Holding, as well as SPCA Wake President & CEO Kim Janzen, the campaign has raised \$19 million of its \$27 million goal.**

#### About the SPCA of Wake County

The SPCA of Wake County is an independent, 501 (c)(3) animal welfare organization and shelter. Headquartered in Raleigh, SPCA Wake works in 59 NC counties through collaborative partnerships that save pets and help people. Funded entirely by charitable support, SPCA Wake provides vital community programs that pick up where local government agencies leave off.

SPCA Wake is already well known for our lifesaving pet adoptions. But what many are less familiar with are our comprehensive pet-and-people programs that serve to make our community – and our state – better.

In 2022, in addition to placing over 4,250 pets in new homes, SPCA Wake provided over 7,300 spay/neuter surgeries and other low-cost veterinary services to the community, managed 6,744 requests for assistance through our pet helpline, and supplied over 159,000 pet meals to food-insecure, homebound seniors and families in need.

Providing mental health support outside the bounds of traditional approaches is just one of the innovative ways SPCA programming helps the community. The pandemic underscored the immense value pets play in the role of human **mental health**. Pet companionship is proven to alleviate loneliness, reduce anxiety, and even help people live longer, more fulfilling lives. SPCA Wake works to keep pets and their families together by removing the barriers (like food insecurity) that prevent many in our community from having equal access to the benefits of pet ownership.

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## Where We Work:

Despite our locally focused name, **SPCA Wake works in 59 counties across our state, supporting many rural and resource-strapped areas in order to save more lives and help more people.** As a result of this work, SPCA Wake has identified a need for the people and pets in our region and beyond that isn't currently being met.



### A Regional Campus for Pets & People

Located at 200 Petfinder Lane in Raleigh on a 22-acre tract of land, this regional campus includes our existing Pet Adoption Center that will be joined by the new Pet Admission & Resource Center. The campus will serve as a place for the community to come to for help as well as a central hub to deploy resources across the state.

#### ● **More Prevention and More Lives Saved**

This new campus will increase the number of homeless pets we transfer into our care from the NC counties with high intake and low adoptions, to population centers where adoption demand is high. In North Carolina, over 200,000 dogs and cats enter animal shelters each year; 60,000 of them never make it out. Working with municipal animal agencies across the state will allow us to leverage public-private partnerships toward a shared vision to end the euthanasia of healthy dogs and cats. In addition, a state-of-the-art veterinary medical center will focus on prevention by doubling the number of spay/neuter and wellness services SPCA Wake provides annually to the pets of families unable to afford the service elsewhere.

#### ● **Expanded Safety Net Services**

Through our current services, SPCA Wake is helping people provide necessary care for their beloved pets. *As a result, we are changing the narrative that the only solution people have when facing hardship is losing their beloved pet.* To provide a safety net and help people care for their whole family, SPCA Wake must expand our community outreach programs. Our Community Resource Center will provide the needed space to help families access affordable pet care and resources necessary to help them through temporary hardships.

#### ● **Youth Education**

Through partnerships with youth education organizations like the Girl Scouts, Boy Scouts, and YMCAs, SPCA Wake's Learning Center will provide the necessary space for children to participate in youth education opportunities that foster values such as kindness, honesty, and tolerance. The Center will provide space for pet behavior classes to strengthen the human-animal bond through positive, reward-based training. In addition, professional development programs for animal shelter professionals from area shelters will help them to strengthen and build new people-focused services throughout North Carolina.

### **A Vision This Big Doesn't Happen Without You**

SPCA Wake is seeking leadership funding to create this transformative Regional Campus for Pets & People. This capital project provides a once-in-a-lifetime opportunity to make substantial, sustainable, and lasting improvements in the lives of pets, people, and our North Carolina community for decades to come.