Ani-Care Animal Shelter Fundraiser

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Author Note:

This project was completed for the Bachelor of Arts from the Department of Interdisciplinary Professional Studies at Boise State University, Boise, Idaho

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Abstract

My capstone project was an action project. I decided to collaborate with the Ani-Care animal shelter in Malheur, County after hearing about their lack of pet food and pet supplies. I wanted to make an impact and share with the community how any small contribution could make a difference. My goal was to help out the manager of this shelter by providing pet food and pet supplies for the animals. I created two fundraisers, as well as reaching out to local pet stores for donations. I decided to help out by promoting my fundraisers to stakeholders to be able to come up with enough funds to purchase the items that the animal shelter was in need of. Thanks to the support from my family, friends, neighbors, D&B, and Zamzows I was able to provide a large donation of pet food and pet supplies for the Ani-Care animal shelter.

Keywords: animal shelter, pet food, promoting awareness, dogs, fundraisers
Section 1: Introduction to your Capstone Project

My focus and goal for this project is to help raise funds for my local animal shelter. The animal shelter is Ani-Care Animal Shelter and is located in Nyssa, Oregon. I have decided to help this animal shelter out after hearing about the lack of food and pet supplies that they are currently experiencing. For this reason, I have decided on applying my integrative thinking skills to be able to come up with a solution. “How Might I raise funds for the Animal Shelter in Nyssa, Oregon to help them purchase pet food and pet supplies? Either I reach out to local pet stores for donations or I create different fundraisers to help raise funds.” These solutions will help me determine the best approach to support my project and help me reach my overall goal. I will also consider how stakeholders could be impacted and how this project could make a difference for them. In order to achieve this goal, I will reach out to stakeholders to obtain input on how they could support me with my ideas and how they can contribute to my project.

Section 2: Elements coming together

Innovative Approach

As an animal lover, I have always wanted to help out the animals who live at this shelter. I know that many of the stakeholders such as the donors and employees who contributed to my fundraisers are also animal lovers who were willing to make a difference for them. I am bringing different perspectives into this project by seeking advice from different stakeholders. For example, I am communicating with the Ontario Animal Control officer, as well as the Animal shelter manager to be able to consider their own ideas on how to raise funds for the animal shelter. I am also taking in their input and information on the needs that are currently lacking. With these new potential ideas, I will be able to generate new solutions that will be beneficial to continue raising funds for the animal shelter. This is an innovative approach as I am the first
college student that has been willing to help raise funds for the animal shelter and the first person within my community to create fundraisers and donate the funds that were raised.

**Emotional Intelligence**

The work that I am completing for this project demonstrates my self-awareness and love for animals in many ways. I was able to use the social-emotional skills that I learned in the Interdisciplinary Professional Studies Program to be able to collaborate with stakeholders and make a positive impact. First of all, giving back and helping these vulnerable animals shows how caring and loving I am towards them. Second, being self-aware of the things that lack within my community demonstrates that I am a creative person and I am able to come up with solutions to problems. Being self-aware has allowed me to get out of my comfort zone and do something that will make a difference within my community. Self-awareness is the key to success and when I find that I am unable to solve a problem I have been able to apply my integrative thinking skills to generate better solutions. Third, self-awareness has boosted my confidence to reach my goals each week and be a better decision-maker. Lastly, self-awareness has provided me with the ability to communicate more effectively and build stronger relationships with professionals. I have been able to maintain a positive relationship with Amanda (animal shelter manager) to be able to reach my ultimate goal of raising funds for this animal shelter. Applying my self-awareness skills has allowed me to be open to her feedback and be able to look at things from a different perspective.

**Creative Thinking**

I decided to begin this project by first reaching out to Amanda and asking her about previous fundraisers that they had done. I then proceeded with asking her whether or not those fundraisers were successful. Having a conversation with her about these fundraisers made me
realize how I could take on a different approach and create something that would be more effective within my family, coworkers, neighbors, and friends. I thought about my stakeholders, the impact they had on my project, and how I could get them more involved with this project in order to come up with the best possible solution and achieve my goal. Upon speaking with stakeholders, I questioned them and asked them about the things that the animal shelter is currently struggling with and why the community has not been more involved in providing that support. Many of the answers were “the animal shelter is located in a rural town” and “lack of funds.” Having these conversations with stakeholders really shifted my perspective and allowed me to come up with solutions that could make a difference in the lives of these animals. For this reason, I was determined to reach out to as many people as I possibly could, to inform them about my fundraisers and the impact that they could have on my project.

**Your Innovative Solution**

For this project, my ultimate goal was to help raise funds for my local animal shelter in order to help purchase pet food and pet supplies. The innovative idea allowed me to get creative and brainstorm different ideas for fundraisers and figure out my innovative solution. This project consisted of me talking to stakeholders and identifying what the needs were and the impact that each and everyone wanted to create. Keeping their needs in mind, I was able to consider different approaches and view things from different perspectives in order to find the best solution. Since I was already communicating with so many different people I realized that I could reach out to them, and inform them about my upcoming fundraisers. Informing others about my project was important in order to help spread awareness. For the first fundraiser, I reached out to stakeholders to inform them of my yard sale fundraiser. After sharing the details about this fundraiser, I had a few donations from stakeholders. While getting things ready for the yard sale fundraiser, I
realized that I could sell other things besides clothing and household items. With this in mind, I got creative and decided to sell my mother’s Mexican churros. Having food at an event is always great and for this reason, I decided to incorporate this idea.

The second fundraiser that I hosted was my tamales fundraiser. I decided to reach out to friends and family to inform them of this fundraiser. Again, I expressed to them how the funds raised would be able to make a difference in the lives of the animals at the shelter. I informed them that with the money raised, I would be able to purchase pet food and pet supplies. My family and friends were really supportive of this idea and I was able to sell 20 orders of tamales.

**Section 3: Results**

Zamzows donated 3000 lbs. of pet food and 100 lbs. of dog treats. They also donated a $100 dollar gift certificate, and I was able to raise $400 from both of my fundraisers. With the money raised, I purchased new pet toys, pet bowls, pet shampoo and conditioner, and cooling beds. The donations that I received from stakeholders, and the money that I raised during the fundraisers helped out a total of 20 dogs. These dogs will not have to worry about food for the next couple of months and I have purchased new pet supplies with the money raised. These donations would not have been possible without the support of stakeholders, friends, and family.

The greatest outcome from this project is knowing that I have been able to relieve some stress from Amanda (animal shelter manager), as she does not have to worry about reaching out to other local stores for donations. She is grateful for all the amazing things that have happened and is excited to use the $100 certificate for future pet supplies purchases. Zamzow's donations to local animal shelters have been recognized by community members and will receive recognition for donating the 3000lbs to Ani-Care animal shelter.
In the front of their building, they have a large check indicating the amount of donations they do to local animal shelters in the State of Idaho. Ani-Care Animal is an Oregon animal shelter and I am grateful that Zamzows was able to support another State and make a difference. All it takes is one person to initiate something and I am hoping that those involved in my project will continue to contribute as needed. Due to my hard work and dedication to my project, these animals will live a better and more comfortable life until they find their forever homes.

Section 4: Conclusion

In conclusion, I was able to raise enough money and reach my goal. The 3000 lbs. of pet food, and 100 lbs. of dog treats, were delivered to the Ani-care animal shelter, along with other supplies. Thanks to the donors and individuals who supported my project the animals at this shelter will have enough food for the fall and winter months. The skills I acquired from this action project allowed me to create action plans and take directives to reach my goals. Getting out of my comfort zone helped me to be creative and do things differently and I was able to receive a large donation from Zamzows. If it wasn’t for that one call I would have not been able to reach my goal and now realize how much of a difference a simple call can make.

I would have approached this work differently to enhance innovation by helping out Amanda (animal shelter manager) with their social media advertising. If I would have done more advertising on social media platforms I would have reached out to more individuals and more of them would have contributed to my project, which would have led to more funds being raised. I would have posted my two fundraisers on their website in order to reach more stakeholders.

In addition, I would have translated everything into Spanish to reach out to those individuals who are only Spanish speaking. Next, I would have reached out to the community board members to inform them of my project and how my fundraisers could have been promoted.
on the community's Facebook page. Overall, I am grateful for the outpouring of support from stakeholders and individuals who helped me to make an impact in my community and in the lives of the animals.

Section 5: Appendix

https://drive.google.com/drive/folders/1Qz2gycBvW72Rrlm1XTXqazjO6Elp0N5O?usp=sharing
References:


(A. Grosdidier, personal communication June 28, 2023)

(A. Gregory, personal communication July 19, 2023)

(B. Devine, personal communication July 14, 2023)
Pay to the Order of Local Area Animal Shelters $61,286.00

Sixty One Thousand Two Hundred Eighty Six Dollars and 00/00 Dollars

Memo ANIMAL SHELTER DONATION

Jos Zamzow
Callie Zamzow
Certificate # 2023-396
July 19, 2023

Donation for any Zamzows or Gm’s Pet Food or Pet Supplies

As a special consideration to Boise State University Capstone Project supporting Ani-Care Animal Shelter is pleased to provide the holder of this letter with the following item(s):

$100 towards purchase of any Pet Supplies or any Gm Z’s or Zamzows brand Pet Food

Please take this letter to any Zamzows store to redeem it for the above item(s), only from the department specified above. Since this donation specifies Pet Supplies or Gm Z’s / Zamzows Pet Food, this letter is NOT good towards purchase or renewal of our annual lawn program, or for Lawn & Garden products. We are sorry for any inconvenience this may cause. Delivery or Vaccination services are not included. This letter carries no cash or exchange value, and must be spent all at one-time.* No cash or credit can be given as change. This coupon may NOT be sold, combined with any other offer or coupon and may not be applied to an existing Zamzows balance. It will expire if not used on or before December 31, 2023.

Zamzows is pleased to provide you with this donation letter. We look forward to seeing you when you redeem it. If you have questions, please call Art at (208) 614-6170.

Sincerely,

Art Gregory
Zamzows Marketing Team
Zamzows Inc.

Please Fill Out When Redeeming - DO NOT DETACH!

Name: ___________________________ Date: ___________________________
Address: ___________________________
City: __________________ State: ______ Zip: ______ Ph: ______

Item Redeemed For: ___________________________ Retail Price: ______

Employee’s Name: ___________________________ Store: ___________________________