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## Non-Profit Community Project

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# Non-Profit Community Project

## **Cover Page Footnote**

Meridian Valley Humane Society

# MERIDIAN VALLEY Humane Society CANINE RESCUE

BY: Nicole Gomez, Christine Lee,  
Michelle McCollough, Riziki Mberwa, & Alex Tulen

## About the Project

### Meridian Valley Humane Society Canine Rescue

- Small, non-profit canine rescue for Meridian
- Create a brochure to explain the cost of adoption

## Details of the Project

### Finding an appropriate non-profit

- Originally chose Idaho Humane Society.
- After attending a volunteer orientation, learned they only needed bodies and money.
- Discovered a much smaller non-profit that would benefit from our Communications project: Meridian Valley Humane Society.

### Finding out what they need most from us

- MVHS has a need to educate the public on the rates of adoption and why they are higher than other rescues.

### Gathering details on costs of dog ownership

- We called all the veterinarian clinics in Meridian to gather the prices of spay/neuter, vaccines, wellness examination, etc.
- Then averaged the price of what it would cost to buy a dog instead of paying the adoption fee.

### Creating a brochure

- We spent 10 hours creating a new brochure that is eye catching, aesthetically pleasing, and informative to the community.

### Getting brochure approval

- After all members of our group approved the brochure, we passed it onto Jessica, the president of the board. We received edits and suggestions to the brochure and revised it, twice.

### Bringing the brochure to life

- MVHS still needs to tweak a few things, make sure copyrights are in order, and get the Media Committee's approval (Christine is currently on the committee). Publication is expected to be at the beginning of 2017.

## Ethical Philosophy

- We believe in helping the ones who cannot reach out and ask for help; the voiceless, abandoned, abused, and lost canines of Meridian.
- People are driven by their ethics and it is reflected by how and where their efforts are spent.
- We chose a small canine shelter because of our love of dogs and a need to fulfill our desires to impact our community in a big way.
- By spending our time creating a brochure with a non-profit organization that provides a clean and loving facility for dogs reflects our ethical philosophy.

## Brochure

*Because*  
**NO DOG**  
should walk alone

**Business hours:**  
Monday: 11am-4pm  
Tuesday: 2pm-7pm  
Wednesday & Thursday: Closed  
Friday: 2pm-7pm  
Saturday & Sunday: 11am-4pm

**How much does it cost to adopt a dog from MVHS?**  
The adoption fee depends on the dog's breed, age, and condition of the animal. Our price range starts at \$200 and up to \$350. Because we receive no county, city, state, or government funding, our adoption fees must cover the costs associated with caring for the dog at MVHS.

**How you can help:**  
**Become a Volunteer**  
Walk dogs, facilitate adoptions, help with events, and more.  
**Foster a Dog**  
Do you have room in your heart and home to help a homeless dog?  
**Donate**  
Your tax-deductible donations allow us to care for homeless dogs in our community and to place them in nurturing homes.

**SPEAK TO US**

**ADDRESS**  
191 North Linder Road, Meridian, ID 83642

**WEBSITE**  
MeridianValleyHumaneSociety.org

**E-MAIL**  
Office@MeridianValleyHumaneSociety.org

**TELEPHONE**  
(208) 794-0944

**PLAYTIME STARTS HERE**

**What's in the Cost?**

|                         | MVHS Adoption      | Buying Option |
|-------------------------|--------------------|---------------|
| Adoption Fees           | \$200-\$500        | Varies        |
| Spay/Neuter             | Included           | \$300-\$370   |
| Vaccines                | Included           | \$60          |
| Health Exam             | Included           | \$50          |
| Adoption Counseling     | Included           | N/A           |
| Obedience Training      | Included           | \$50-100      |
| Initial Flea Prevention | Included           | \$30          |
| Heart Worm Test         | Included           | \$40          |
| <b>Total Fees</b>       | <b>\$200-\$500</b> | <b>\$650+</b> |

**Tender Loving Care**  
Additional costs like dental surgery and treatments of injury or illness not included, but generally taken care of by the shelter before adopted out. Taxes not included.

Not only do the higher adoption fees cover medical costs, it also reduces the risk of reselling a dog through sites like Craig's List for a higher price to turn a profit.

*MVHS found more than*  
**300 DOGS**  
forever homes in 2016!

## Impact on Community Member

"We intend to use the brochure regularly at the Rescue, at events, and when networking around the community. The brochure will be distributed to members of the public, those looking to adopt, and anyone who would like to know more about our organization. We'll be more transparent and communicative when we can clarify the reasoning behind our adoption fees, including the vetting they cover and the lack of funding we receive. Of course, the brochure will also illustrate to potential adopters why rescuing a dog (versus "purchasing" a dog, who should never be a commodity) is even more of a brilliant idea. I think that a statement produced in a multimodal brochure or infographic will also reduce our workload by minimizing the time spent explaining our adoption fees to members of the public. Other shelters and rescues have similar statements, so it will help to make ours readily accessible in print and digital form." – Jessica Ewing; President of the Board at MVHS.

## Reflection

Working in a group over the semester taught us a lot. First, it was difficult to settle on an organization. Second, finding time that works for everyone. Last, but not least, which avenue of creativity we were going to venture down (Instagram, Twitter, fundraising, etc.). Even after all the debates, confusion, and changing organizations half way through the semester, we managed to work together to accomplish a long lasting and impactful piece of information. Group projects can be the bane of anyone's existence, and after completing our project, we are more confident in understanding the necessity of working together to accomplish something of meaning. And with that, it resulted in a more well-rounded project because of our different backgrounds, thought patterns, and talents. We successfully managed communication skills within the group and with members of the board at MVHS. Our group completed targets in a timely manner by designating tasks addressing skill sets each member possessed. Using the strengths of each member to create the brochure enabled us to ease the time constraints of volunteers and board members at MVHS so they can focus on more important things; like puppies.

## How Can I Help?

- Become a volunteer
- Foster a dog
- Donate

MVHS doesn't receive any county, city, state, or federal funding. Help by checking out their Wish list or send a check. Make checks payable to Meridian Valley Humane Society. Checks can be mailed to the Rescue at the following address:

**Meridian Valley Humane Society**  
3313 W. Cherry Ln. #603  
Meridian, ID 83642

## Contact Information

**Phone:** (208) 794-0944  
**Address:** 191 N. Linder Road Meridian, ID 83642  
**Website:** MeridianValleyHumaneSociety.org  
**Email:** Office@MeridianValleyHumaneSociety.org