

HAPPILY EVER AFTER'S

COMMUNITY INVESTMENT OPPORTUNITIES



20
25

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ON A MISSION TO INCREASE HUMANITY'S **CAPACITY**
TO CARE FOR ITS COMPANION ANIMALS.

ORIGIN

WALTER NEEDED HELP

In 2006, HEA's founder was a 21-year-old college student at the University of Wisconsin – Green Bay. At that time, animal shelters across the country were killing 50% of the cats and dogs who entered their doors. That meant that 1 out of every 2 lives was being destroyed, and our community was not exempt.

That same year, Amanda Reitz set out to save them, one by one. This young lady had visions of a refuge for any dog or cat in need of a safe and loving home.

That dream became a reality when she found Walter, Happily Ever After's (HEA) first rescue dog, wandering the woods of Northern Wisconsin. Amanda and her parents, Ken and Lois Reitz, brought Walter home and founded HEA in the family's garage.

The Reitz family committed to making the welfare of companion animals their life's work. Together, they set out on a journey to create positive and lasting change in companion animal welfare. 

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PURPOSE

VISION

A world where the life of every companion animal matters...

Every. Single. One.

MISSION

To increase humanity's **capacity** to care for its companion animals.

VALUES

At Happily Ever After (HEA), we have an unrelenting passion to make every life matter. **That's why we live by these four core values.**

When we **seek to understand** and connect, we truly listen and engage others. There is always something we can learn and discover to form a caring connection.

While it may be difficult for others to see beyond the current situation, we help them to **see what could be.**

We dream big! We **raise the bar** and are always looking at how we can increase our impact. Each of us has further potential and will improve to be better tomorrow than we are today. We are open to feedback – it helps us learn and grow from our mistakes and our successes. We have high expectations for ourselves and each other; because to do otherwise would indicate a lack of dedication to our mission and one another's success.

Why do we do it? Because we get to **change lives**, every day.

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INCREASING CAPACITY

An investment in the nonprofit sector has to generate a return – in the form of **impact**. HEA's efforts are increasing **humanity's capacity** to care for its companion animals.

HOURS VOLUNTEERED BY HUMANITY

YEAR	2024	3-YEAR TOTAL
# OF HOURS	28,985	86,162

SPAYED/NEUTERED BY HUMANITY

YEAR	2024	3-YEAR TOTAL
# OF ANIMALS	1,493	5,587

FOSTERED BY HUMANITY

YEAR	2024	3-YEAR TOTAL
# OF ANIMALS	453	1,532

ADOPTED BY HUMANITY

YEAR	2024	3-YEAR TOTAL
# OF ANIMALS	599	2,045

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INVESTMENT PACKAGES

Whether you're a long-time partner or you're brand new to the HEA family, we want you to know that we take our work and our relationship very seriously.

When we partner, you can count on HEA to deliver meaningful social impact – which is why we're asking for your help. In return, your brand will be represented with quality, strategy, and impact. In short, we put a lot of love into the HEA brand, and we are committed to doing the same for yours. **Let's do this!**

OVERVIEW

HEA's investment packages are established in relation to levels of financial commitment. The greater the investment, the greater the impact on the lives of companion animals – and the more exposure your brand receives.

INVESTMENT LEVELS

Elements of recognition on pages 6 & 7 are included according to the following levels of commitment.

- \$5,000
- \$2,500
- \$1,000

YOUR BRAND RECOGNITION

There's opportunity for your brand to be recognized throughout the year and as part of one or both of HEA's key annual campaigns/events.

- **ABOUT HOUR OF LOVE (JULY 2025)**
 - Hour of Love is HEA's largest annual fundraising and friend-raising campaign – it features hundreds of in-person cuddle sessions and an intense social media blitz. **In its first six (6) years, Hour of Love has raised just shy of \$600,000 to advance HEA's mission.**
- **ABOUT HEA'S VOLUNTEER APPRECIATION EVENT (Q2 2026)**
 - Volunteerism is deeply rooted in HEA's culture. That's precisely why we bring the whole family together to celebrate every spring! This gathering is attended by 150+ incredible humans – and they're certainly paying attention to who is investing in the lives of cats and dogs.

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PACKAGE DETAILS

DESCRIPTION	\$1,000	\$2,500	\$5,000
OFFICE VISITS & LOGO PLACEMENT - ONGOING			
60-minute office visit from HEA w/dogs (upon request)	1	1	2
Digital display at HEA's Adoption Center (6 months)	-	-	Y
Year-end e-blast: Sponsor Thank You (11,200+ w/42% OR)	-	-	Y
Year-end social media: Thank You Sponsors (FB, IG, & LI)	-	-	Y
Year-end donor summaries - print & mail (1,600 in 2024)	-	Y	Y
<i>The Companion</i> (20-page magazine with 12,500+ readers)	-	Y	Y
HOUR OF LOVE CAMPAIGN & LOGO PLACEMENT - JULY 2025			
Social media post: Sponsor logos (FB, IG, & LI)	-	Y	Y
Participant Toolkit website	-	Y	Y
Hour of Love Thank Yous (mailed to 500+ donors in 2024)	-	Y	Y
Digital display at HEA's Adoption Center (July 24-26)	Y	Y	Y
Hour of Love e-blasts (11,200+ w/42% OR)	5+	5+	5+
Sponsor section of houroflove.org	Beg 7/15	Beg 7/15	Immediate
Participant check-in	Y	Y	Y

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DESCRIPTION (CONT.)	\$1,000 (CONT.)	\$2,500 (CONT.)	\$5,000 (CONT.)
HEA'S VOLUNTEER APPRECIATION EVENT & LOGO PLACEMENT – Q2 (2026)			
Registration table	-	-	Y
Verbal mention during HEA presentation	-	-	Y
Social media post (HEA's internal page)	-	Y	Y
Tabletop display (each seated table)	-	Y	Y
Event day slideshow (displayed at least 30 times)	-	Y	Y

READY TO INVEST?

- **SEND US AN EMAIL**

- If you're ready to invest in HEA's mission, **thank you!** Send us an email to confirm your commitment. We'll send you a pledge receipt for payment processing. And then we'll generate a return on your investment by changing the lives of a growing number of companion animals and the people who love them!

- **COMMITMENT TIMELINE**

- Commitments can be made anytime prior to July 1. A commitment by June 15 will ensure inclusion in the maximum number of Hour of Love eblasts and social media posts.

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