

MSPCA Cape Cod Looks to the Future

In June 2014, the MSPCA-Angell Board of Directors voted to launch the Campaign for Cape Cod. The \$5 million fundraising campaign to build and endow the new Animal Care & Adoption Center began in October 2014 and has raised more than \$2.3 million in gifts and pledges from almost 250 Cape Cod animal lovers. On February 23, 2016,

under one roof, on our property in Centerville. The more efficient floor plan will allow staff and volunteers to provide the best care for the approximately 1,000 animals who come through our doors annually.

Animal care remains the first priority for the MSPCA Cape Cod, but we are committed to creating a better experience for our human visitors, too. We will provide better spaces in which those who are adopting can have conversations with our staff. Additionally, we will have the space to provide more education programs, dog training classes, children's programs, and public outreach.



The MSPCA Board of Directors approved a timeline allowing design and construction to begin in 2016. We will continue to fundraise for the Campaign to ensure we cover the costs of construction and create the endowment for the sustainability of the MSPCA's mission on Cape Cod.

The MSPCA is working with Steve Jensen of Blue Sky Architecture, who has also designed the facilities in Boston and Methuen, to design a new space all



The continued support of the community is vital to the future of the MSPCA and we look forward to sharing updates as we get ready to break ground. Please visit www.mspca.org/capecampaign for more details.

Join Us in Supporting Animal Welfare



Marjorie & John McGraw,
Lynne McGraw Photography

The MSPCA Cape Cod is an important resource for our community and the early support of the Campaign for Cape Cod has been enthusiastic and encouraging. Every dollar we have raised, and every dollar we continue to raise, will bring us closer to the day we can open our new Animal Care & Adoption Center. The MSPCA staff and volunteers provide kindness and compassion for those animals who require it most and my family and I are so proud to support the work they do every day and the plans for the future.

- Marjorie McGraw, Honorary Chair, Campaign for Cape Cod

Advantages of Our New Facility

One of the biggest differences in the new facility is a more efficient and effective layout, benefitting both the animals and the staff. An increase in square footage will allow for more flexibility to manage the population of animals based on the changing needs throughout the year. There



will be separate areas for animals recently brought to the shelter so that they can be medically and behaviorally evaluated, and larger, less stressful adoption areas for all species. Currently, this flexibility does not exist within the cramped and inadequate floorplan of the shelter.

Adoption counseling areas will offer human visitors the chance to ask questions in a private setting, while visitors will be able to navigate a lobby free from cages of bunnies, birds and other small

Lobby at MSPCA Methuen

animals, who will have their own spaces, best suited to their needs, in the new Center. Ultimately, both animals and humans will receive the individual care and attention that they deserve.

A new multipurpose room will be used to increase public education outreach for children, families and pet owners. Programs will include animal welfare presentations, rabies vaccination and microchip clinics, reading programs for children, and behavior classes for dogs.

A Donor's Perspective

Carol Beckloff began volunteering with the MSPCA Cape Cod more than 10 years ago, by supporting the Furry Affair, which was then still in its early years. After her retirement, Carol began volunteering more hands-on in the shelter. A lifelong animal lover, Carol believes that so much time is dedicated to raising money and awareness for humans that she wanted to be able to provide that same kind of support to animals in need. "I don't believe that there are bad animals. They are victims of circumstance and it is up to us to help provide a voice for them," Carol says.

Carol has actively supported the shelter in a variety of ways, including a monthly donation, support for special events, and her gift to the Campaign, which was one of the first pledges made after the October 2014 launch. She has spent enough time in the shelter to understand how important it is to provide a healthy and safe environment for animals and people. Carol believes that the new building will provide a space to enhance the wonderful work done by all the staff and her fellow volunteers.



Carol Beckloff
Kim Roderiques Photography

FAQs

How will the \$5 million be used?

\$4 million will be allocated to planning, building, and other costs associated with the project. A \$1 million endowment goal will help pay for the increased operating costs associated with a new building.

When are you starting the process?

We are currently in the design and permitting phase and anticipate breaking ground in time to continue the project throughout the winter months.

Will you remain open through construction?

As the only open admission shelter on Cape Cod, it is imperative that we remain open throughout this process. We will make every effort to manage the stress that may be caused by noise and disruption.

How much of my donation will stay on the Cape?

As always, 100% of funds received for this campaign or the MSPCA Cape Cod operating budget stay on Cape Cod. Nothing is used for organizational overhead.

How will the capacity change?

We are designing a space to better serve the community with more flexible housing to address the ever-changing needs of our animals.

How long will the project take?

Once we break ground, it should take about one year to complete construction and move into our new Adoption Center.

For answers to more of your questions, please visit www.mspca.org/capecampaign

Elizabeth Arnold Stevens Medical Suite

In September 2015, the Campaign for Cape Cod received a \$750,000 gift from the Elizabeth Arnold Stevens Trust. Mrs. Stevens, a longtime Cape Cod resident, provided the opportunity for many of the most respected Cape Cod organizations to benefit from her Charitable Remainder Trust.

This gift, which is designated entirely to the building of the new Animal Care & Adoption Center, will name the clinical suite, which will be used for sterilization surgeries along with treatment and medical intervention for the animals cared for at the adoption center.

Each year, the MSPCA Cape Cod cares for almost 1,000 animals in

the adoption center. Our goal is to be able to accept, treat, care for, and adopt out many more animals, as well as expand the programs and services offered to the community.

The MSPCA provides low-cost spay/neuter surgeries for low-income families throughout Cape Cod and the South Coast of Massachusetts. Currently these services are only offered through local veterinarians and are not performed onsite. The new medical suite will allow the MSPCA to streamline this process. We will continue to work with local veterinarians, who are most generous to the MSPCA, for more complex cases.



Leaving a Legacy Gift

Gifts from estate plans as well as life income gifts are an important source of support for MSPCA Cape Cod.

If you have already included the MSPCA in your estate plans, or would like more information on how to do so, please call Laura Hay at (508) 815-5239. We would like to invite you into our Circle of Friends Society and acknowledge your thoughtful concern for the future of our organization. By providing for the animals in your own future plans, you become an essential member of our Society.

Naming Opportunities

The MSPCA Cape Cod is honored to recognize individuals who make significant contributions to the Campaign for Cape Cod. The following list will give you an idea of some of the naming opportunities available to you. Please contact Laura Hay at lhay@mspca.org or at (508) 815-5239 for questions or more details concerning the campaign.

General & Multi-Use Spaces

Lobby	\$500,000
Training & Education Room	\$250,000
Adoption Counseling Area	\$100,000

Dog Spaces

Adoption Pavilion	\$150,000
Outdoor Dog Yards	\$50,000-\$100,000
Dog Runs	\$15,000-\$25,000

Cat Spaces

Adoption Room	\$100,000
Cat Colony Room	\$50,000
Get Acquainted Room	\$15,000

Small Animals & Rabbits

Two Rooms Available	\$75,000
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Ways You Can Help

Although we are ready to get started, we still need to raise an additional \$2.7 million in order to complete the Campaign for Cape Cod. We are looking to the community at large to join in the effort and help us reach our goal before we open the new shelter.



Morgan, Kim Roderiques Photography

- **Host a house party:** Reach out to friends, family, and neighbors and join together to learn more about the Campaign and the MSPCA Cape Cod.
- **Create your own challenge:** Decide on your own gift to support the Campaign and ask others to join you at that level. Consider matching donations.
- **Invite a member of the MSPCA staff** or Campaign Committee to speak at your civic or social organization or club.

Please call Campaign Director Laura Hay with any questions (508) 815-5239.



campaign for cape cod

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"I'm excited for the community to see a shelter worthy of the animals, one which they can be proud to support and encourage them to become more involved in animal welfare issues on Cape Cod and in Massachusetts."

Carol Beckloff
2016 Guardian
Angel Award Recipient



Prima, the cat
Buddy, the dog
Kim Roderiques Photography

Animals and Kids: Getting Them Together

In the new adoption center, we will grow our educational offerings to mirror the successful programs held at the MSPCA Boston and MSPCA Methuen, including Little Bookworms, reading programs, school vacation programs, and even a summer camp.

The MSPCA Cape Cod enjoys a collaborative relationship with many local organizations committed to enhancing educational opportunities for children.

Whether we talk with groups visiting the shelter to learn more about our daily activities or our staff and volunteers present animal welfare curriculum at schools and museums, the bond between kids and animals has never been stronger.



Pictures: Cape Cod Children's Museum, Cape Cod Academy, Hyannis West Elementary