

From: **Sanja Djukic** <sdjukic@new-hampton.k12.ia.us>
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Subject: S.N.A.P. Initiative Supply Drive Pitch
To: Matt Manson <m_manson@new-hampton.k12.ia.us>
Cc: Jerzi Gitch <jgitch@new-hampton.k12.ia.us>, Holly O'Brien <obrienh@nicc.edu>

Dear New Hampton High School School Board,

This year through Iowa BIG North, we decided to create a new initiative: S.N.A.P. It is centered around the Chickasaw County Humane Society also known as S.N.A.P. With the help of Gayla Hugeback, who runs the organization, we have been able to accomplish many things. We made an Instagram profile to expand S.N.A.P.'s advertising, we installed new doors at the pound for the dogs who are too scared to go through the old metal ones, helped with promoting and bringing awareness to their Fat Head and Can Food Drive this winter, as well as visited the facility to offer companionship to pets waiting to be fostered.

This spring, we would like to further help S.N.A.P., Gayla, and her volunteers. With the pandemic, adoption rates for animals have skyrocketed due to everyone staying home. Even in our small town, S.N.A.P. has had major successes with adopting out their animals. When an animal is adopted, Gayla likes to send the animal home to their new owners with a collar, a leash, and food. Due to these rising numbers, supplies for the animals have become extremely low.

To solve this problem, the IBN S.N.A.P. initiative has come up with the idea of hosting a supply drive. With this supply drive, we would like to set up drop-off boxes at a few local businesses around the community: ACE, Theisens, Fareway, and the High School Lobbies. With spring cleaning season upon us, we think this will be a very successful fundraiser and inexpensive. Our goal is to collect towels, blankets, leashes, collars, treats, toys, kennels, etc. We will accept gently used, as well as new items. Once a week, a member of our initiative would go and check the boxes and take whatever was donated to Gayla. In doing this, we will avoid creating an overflow of supplies for the businesses and leave enough room for other people to continue to donate to the cause.

With your permission, we would like to move forward with hosting a Supply Drive for S.N.A.P. We would like to create flyers with details regarding the fundraiser, where you can donate and what we would be accepting. We would like to leave our boxes out in the community for the month of April starting on March 29th and through April 30th. As with many other promotional drives S.N.A.P. has been a part of, we are confident this will be successful with our partnership. We have a strong team leading the force and have brainstormed several ways to promote such as through social media platforms, the flyer we'll create, and through word of mouth.

Thank you and we look forward to hearing your decision.

IBN S.N.A.P. Initiative Team