



THE SNOWBALL CHALLENGE

Donate by December 31, 2019
and double your gift!

Who is Snowball?

Snowball is a fluffy white cat who suffered life-threatening injuries when he escaped from his home and was struck by a car. His owner, Tom, couldn't afford veterinary care and had to make the heartbreaking decision to surrender his beloved companion to OHS. Snowball received life-saving medical care at the OHS Holman Medical Center, and Tom checked on him by phone and in person every single day. Since OHS's resources are intended for homeless pets, it isn't typical that we provide care for animals owned by the public. However, because Tom never gave up on Snowball, it became clear that we had to make an exception and reunite them. This incredible human and animal bond is one of the many stories that inspired the New Road Ahead Capital Campaign.

What is the Snowball Challenge?

Snowball the cat was an inspiration not only for the New Road Ahead but also for a very generous anonymous donor. She goes by the pseudonym "Snowball," and she created the Snowball Challenge for gifts and pledges made in support of the New Road Ahead. "Snowball" is offering a dollar-for-dollar match, up to \$4 million, of any gift or multi-year pledge of \$10,000 or more made before December 31, 2019.

It's Working!

"Snowball" wants to inspire others to give to the New Road Ahead the same way that Snowball the cat inspired her - and it's working! To date OHS has received nearly \$3.5 million that will be matched - that's \$7 million for the animals. We are only \$500,000 away from meeting the \$4 million dollar goal. Please join us and double your impact for this vital project!

The New Road Ahead Capital Campaign

The New Road Ahead will build on our success and do even more for the animals in our community who need us most. We see three key areas where we can make a big difference: preventing animal cruelty, caring for rescued animals, and keeping pets and families together.

This once-in-a-lifetime \$35 million project will build a Community Teaching Hospital, Animal Crimes Forensic Center, Behavior and Rehabilitation Center and a Dedicated Animal Rescue Center. Expanding our facility and programs will allow us to serve even more pets and be a national model for animal welfare.

How do I Participate?

For more information on joining the Snowball Challenge and supporting the New Road Ahead campaign, please contact the campaign office at 503.802.6758 or newroadahead@oregonhumane.org

