
Heartland Animal Rescue Team (HART) to conduct a Fundraising Feasibility Study

Heartland Animal Rescue is in the process of conducting a feasibility study with hopes of building a new shelter

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The Heartland Animal Rescue Team (H.A.R.T.) today announced that it has retained Animal Shelter Fundraising, an Arizona-based consulting firm specializing in helping animal welfare groups with fundraising, marketing and operations, to conduct a Fundraising Feasibility Study for the 25-year-old non-profit organization located on Dellwood Drive in Brainerd. The Fundraising Feasibility Study is an in-depth and comprehensive look at the various factors that assess the organization's chance of successfully raising enough capital to fund construction of the new animal shelter and ability to attract community leadership and gain public support. Animal Shelter Fundraising anticipates completing and reporting the results of the study by the end of September.

The humane society's current animal shelter is a Pole Building that formerly housed a manufacturing company retrofitted for an animal shelter. The facility's design is inefficient cool in the summer and heat in the winter, while schematically the design contributes to higher incident of stress and disease for animals being housed. The organization believes the current facility no longer meets the needs of the community.

"HART is celebrating twenty five years of sheltering unwanted, abandoned and abused animals. We are very excited to move on to the next phase of improving HART in the next twenty five years," remarks executive director, Donna Wambeke, "In doing so we have hired Animal Shelter Fundraising to guide us through this process and develop a winning plan."

About Heartland Animal Rescue Team

Heartland Animal Rescue Team (HART) founded in 1987, serves as the humane society for the Brainerd Lakes area as well as Aitkin, Crow Wing and southern Cass counties. HART's mission is to; Build compassionate relationships between people and animals through quality education, sheltering, and adoptions.

About Animal Shelter Fundraising

Animal Shelter Fundraising is an Arizona-based limited liability corporation that specializes in helping non-profit animal welfare groups with fundraising, marketing and operations. Animal Shelter Fundraising is the nation's only company comprised of former animal welfare professionals and dedicated solely to the animal welfare industry. For more information about Animal Shelter Fundraising, visit www.animalshelterfundraising.com or call 623.975.1234.

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Web Site: <http://www.hartpets.org>

Contact Information:

Donna Wambeke

15494 Dellwood Drive, Brainerd, mn 56402
(218) 829 4141