

Press Release

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Humane Society Silicon Valley to Host Marketing and Development Conference for Animal Welfare Employees

MILPITAS, Calif., Sept. 18, 2009 – Humane Society Silicon Valley’s new Animal Community Center has been selected as the western United States’ host site for a three-day, certified marketing and development training course for animal welfare employees.

From October 7–9, nearly 100 members from animal shelters, animal rescues, and other animal welfare organizations will visit HSSV’s new facility, learn valuable marketing/development skills from industry experts, and get a first-hand look at HSSV’s state-of-the-art Animal Community Center as a model for animal welfare organizations nationwide.

“HSSV is honored to be chosen to host this exciting seminar at our new Center,” says Christine Benninger, HSSV president. “This is the first of many opportunities where we hope to share mission related ideas with others in our industry.”

Fundraising and Marketing for Animal Shelters and Rescue Groups is being offered by [The Philanthropy Team](#), LLC, an Arizona-based company that specializes in fundraising and marketing services for animal shelters. The [three-day training](#), which normally costs \$349/person, is being offered FREE of charge to any animal shelter or rescue group employee, volunteer or board member. This course will be instructed by well-respected and highly successful animal welfare industry experts from Convio, PETCO Foundation, Grizzard, and Joan Greene and Associates, who are also the seminar’s sponsors. Topics include direct mail, special events, online fundraising, cultivation/solicitation of donors, media and PR, and grants.

Registration for training at the Humane Society Silicon Valley has already reached 70 people representing more than 48 shelters across 17 different states.

To register for the training, visit: <http://www.philanthropyteam.com/Registration.html>
For more information about The Philanthropy Team, visit www.philanthropyteam.com.

About The Philanthropy Team

The Philanthropy Team's mission is to assist non-profit animal welfare organizations by conducting successful and cost-effective fundraising campaigns. The Philanthropy Team was created by Tim Crum, a career non-profit fundraiser and marketer who felt that too many non-profit animal welfare organizations did not have the financial means to hire an experienced fundraiser that could help their organization achieve financial stability and independence. The company specializes in providing non-profit animal welfare groups with the expertise and tools needed to help them raise more money, acquire new donors and run better special events. To learn more about The Philanthropy Team visit <http://www.philanthropyteam.com/> or call 623.975.1234.

About Humane Society Silicon Valley

Humane Society Silicon Valley (HSSV) is an independent, non-profit agency offering quality adoptions, medical care, pet care services and education programs to enhance the human-animal bond. Established in 1929, HSSV has served Silicon Valley for more than 80 years and found homes for more than 500,000 animals. HSSV is an “open door” facility and accepts animals 24-hours a day, seven days a week, regardless of any temperament or health related problems. HSSV’s medical center offers affordable spaying/neutering, vaccinations and microchips to the public. More information about HSSV can be found at our website at www.hssv.org. ###