



Start Your FOAS Fundraiser

TOOLKIT

Who is FOAS?

Founded in 2005, Friends of Oakland Animal Services (FOAS) is a nonprofit organization that raises funds to support Oakland Animal Services (OAS), the City of Oakland's animal shelter.

Today, FOAS operates with a budget of nearly \$2 million and supports lifesaving programs such as foster care, adoptions, emergency veterinary services, behavioral support, and 14 FOAS-funded staff who work alongside OAS staff every day.

These strategic efforts have helped OAS achieve the highest save rate in its history. More than 90% of OAS animals are now saved—up from less than 50% when we started.

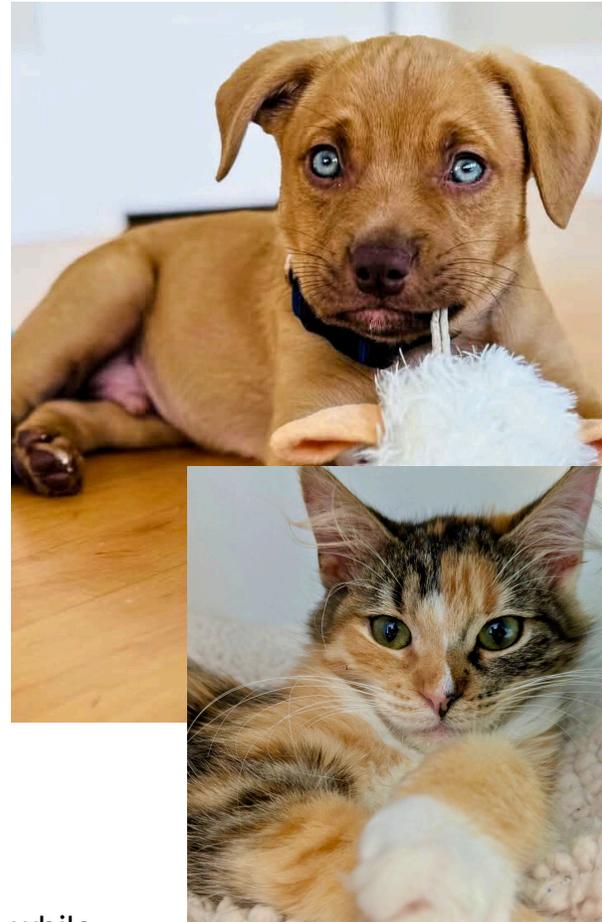
It's becoming increasingly difficult to sustain this.

Why now?

In the past few years, animal intake has surged by 40% while Oakland's budget crisis has led to cuts in OAS staffing by 30%, and to basic supplies—like food and veterinary care—by 40%.

Despite these challenges at OAS, we've made incredible progress, and we remain committed to maintaining the high save rate and building a more sustainable model for shelter animals.

We need your help to spread the word to reach people we can't.

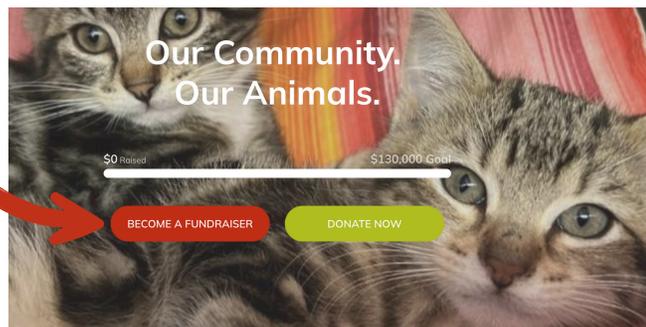




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Ready to get started?

- 1** Follow this [link](#), click "Become a Fundraiser," and choose how you'd like to fundraise:
As an Individual: Sign up and start fundraising on your own right away.
- 2 Set Your Fundraising Goal-** We've set a goal to help you get started, but you can totally make it your own! Pick an amount that feels right for you—you can always come back and change it later.
- 3 Add your headline-** Share a quick blurb about why you're fundraising for FOAS—let people know why you care deeply about this cause!
- 4 Share It!-** Set a short URL (e.g. <https://give.friendsofoas.org/VickyG>) to make your page easy to share—then spread the word! Share your fundraising page with friends, family, and to help grow your impact!



Start fundraising



As an individual



Join a team



Create a team

Create your page

Set your fundraising goal *

USD \$ 500.00

Your Page's Headline *

0/255

Set your Fundraising Page's Short URL (optional)

<https://give.classy.org/ExampleShortUrl>

Start typing



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Don't know where to start?

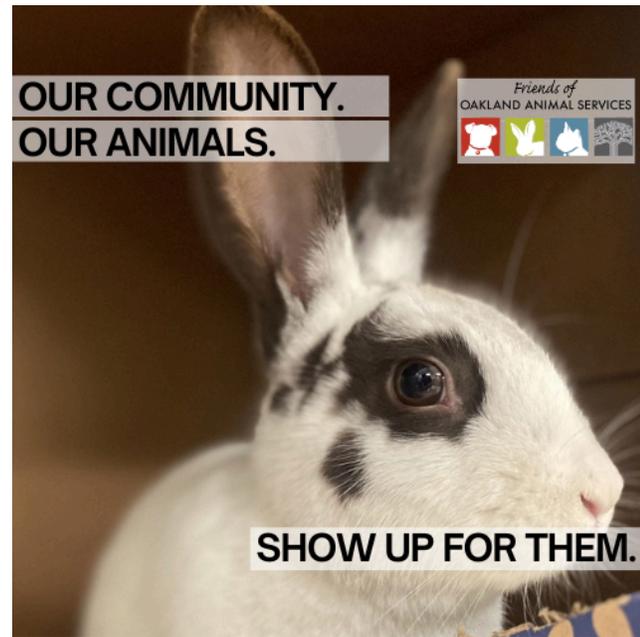
Start with your closest inner circle
Share on social media

Work as a team and fundraise with your coworkers or cohorts

Cast a wide net, don't be afraid to look beyond your immediate connections and expand your list. Some people in your wider network may have a personal connection to our mission, which could spark some great conversations on top of a donation towards your goal!

Share your personal story or what inspires you!

Whether it's your experience with adoption, fostering, volunteering, or something else that has motivated you, people want to hear what drives you.



**DOWNLOAD THESE GRAPHICS FROM
OUR [WEBSITE!](#)**

**OUR COMMUNITY.
OUR ANIMALS.**

Friends of
OAKLAND ANIMAL SERVICES

SHOW UP FOR THEM.

The highest save rate in OAS history.
City budget cuts put this progress at risk.
Let's not go back!

Share this. Help us reach more
people to save more lives!

SCAN FOR
MORE INFO

SCAN TO
DONATE

Social Media Copy

“ I'm raising funds for Oakland shelter animals with Friends of Oakland Animal Services! Today, Oakland Animal Services has the highest save rate in its history, but City budget cuts put this progress at risk. Let's not go back! 💔 Share this. Help us reach more people to save more lives!



Our Community. Our Animals
#FOAS #OurCommunityOurAnimals
#ShowUpForThem

”



TOOLKIT

Email Copy

“

Hi *[name of person]*,

I'm reaching out to ask for your support for an organization that's close to my heart.

You may already know, but if you don't, Friends of Oakland Animal Services (FOAS) is an incredible nonprofit dedicated to funding lifesaving programs for animals in need at Oakland Animal Services (OAS).

I deeply care about the animals in my community, and this is why this is important to me.

FOAS has made a real difference, and I'm proud to say that more animals are saved at OAS today than ever before in OAS's history. But this progress is at risk because of severe City budget cuts.

That's why I'm stepping up to help raise funds, and I'm asking you to join me.

Your gift today supports lifesaving programs like foster, transfer, and adoption, and helps provide essential supplies and medical care for shelter animals in need.

Here's how you can help:

- **Donate:** No amount is too small, and your donation will be doubled!
- **Share:** If you're unable to donate, you can still help by sharing this message with your network. The more people we reach, the more lives we can save.

[Include your unique fundraising link here]

Every dollar counts. Every action saves lives. Thank you so much for your support.

Sincerely,
[Your name]

”



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Talking Points

- FOAS supports the city of Oakland's animal shelter, which takes in over 8,000 animals each year.
- FOAS was founded in 2005, when less than half of the animals at OAS were being saved.
- The shelter is severely underfunded and struggling to meet growing needs. Budget cuts are worsening the situation.
- Thanks to FOAS, over 90% of OAS animals are now saved – the highest ever.
- Oakland's budget crisis has led to cuts in OAS staffing by 30%, and to basic supplies—like food and veterinary care—by 40%. At the same time, animal intake has surged to 40% due to economic struggles and the housing crisis.
- The animal that most needs the intervention, whether it be medical care or behavioral support, is the least likely to get it without investing FOAS resources.
- FOAS funds lifesaving programs, including a team of 14 staff focused on better outcomes for animals. This includes the foster program, adoption, playgroups, behavior support, transfers, outreach, etc.
- FOAS also covers veterinary care and basic shelter supplies, including food, medicine, and other items.
- The adoption rate has tripled over the last 3 years.





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Thank Your Supporters!

We'll also be reaching out to say thank you, but it's important for them to hear it from you as well.



Thank you, we appreciate you so much!

Send us an email if you have any questions!

Note: This is a template that can be personalized as you see fit!

Thank You Copy



Subject: Thank you so much for helping shelter animals!

Hey [Name],

My fundraising campaign has officially wrapped, but the impact of your contribution will continue! I am extremely grateful for your support of Friends of Oakland Animal Services.

With your help, I have raised [\$X] for Oakland's shelter animals!

Thank you again for your generosity.

[Your Name]

