



2026 Corporate Partnership Opportunities



Who We Are

Animal Friends is a full-service community resource center focused on celebrating the significant role that pets play in our lives while solving big challenges in our community like pet homelessness, lack of access to affordable veterinary care, combating animal abuse and neglect, and supporting a greater understanding of animal behavior and health needs through progressive programming.

Since our founding in 1943, Animal Friends has been at the forefront of progressive animal sheltering, continually tailoring our services to meet the ever-changing needs of pets and the people who love them in our community. It is our mission to rescue, rehabilitate and rehome animals in crisis, ensure healthy pets through education, advocacy and affordable services, and inspire a community where the animal-human bond is celebrated and nurtured.



LEADERSHIP

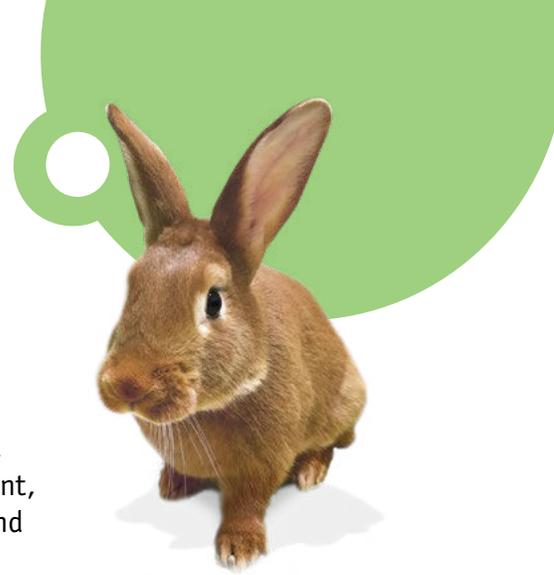
| | |
|------------------------|----------------------------------|
| Kathleen Beaver | President & CEO |
| Ann O'Brien | Chief Program Officer |
| Susan Salyards | Chief Administrative Officer |
| Lynette Vybiral | Chief Development Officer |
| Katie Vecchi | Chief Shelter Operations Officer |
| Cindy Cole | Chief Communications Officer |

BOARD OF DIRECTORS

| | | | |
|---|----------------------|----------------------|---|
| Bob Fragasso Chair | Mary Ann Bogosta | Howard Loevner | Charlotte Stephenson |
| Sarah McKean Past Chair | Sam Braver Esq. | Bonnie Loya | Marcy Tenaglia, Esq. |
| Matt Monsour, Esq. Vice Chair | Gina Carlos | Dena Mosti | Cris Winter |
| Dan Ringer Secretary | Andrea Curtis | Jeff Mulrooney, Esq. | Director Emeritus Marleen Ashton, Esq. |
| Kelly Swart Treasurer | Jeff Dutkovic | Michelle Race | |
| | Beth Henry | Cindy Russell | |
| | Brianne King | Katie Shockey | |
| | Sheri Levine-Everett | Doug Shriber | |

Corporate Relations & Partnerships

Animal Friends is proud to work alongside companies, community groups, and mission-driven organizations that want to make a meaningful difference. Through workplace giving, events, annual partnerships, volunteer involvement, and creative fundraising collaborations, your business can help provide second chances to the pets — and people — who rely on our care.



Workplace Giving & Employee Engagement

Payroll Contributions

Recurring payroll contributions are a simple, sustainable way to support animals all year long. By designating a small amount from each paycheck, employees directly support critical services including rescue, medical care, Chow Wagon distribution, humane education, and community outreach. Ask your employer if payroll giving is available through your HR or employee-giving program.

Matching Gifts

Many companies match charitable donations made by their employees. If your employer offers a matching gift program, your support for Animal Friends can be doubled or even tripled — helping us reach even more animals in crisis. Check with your HR or community relations department to learn more.



Corporate Volunteer Day of Service

Join Animal Friends for an exclusive, hands-on volunteer experience that allows your team to make a real impact in the community. This immersive opportunity is perfect for corporate groups looking to give back, strengthen team bonds, and gain insight into the vital work we do.

Your team will have the chance to:

- Experience first hand what it takes to care for and enrich the animals in our care.
- Help with projects to beautify or enhance our campus.
- Assist at a community vaccine or spay/neuter clinic.
- Support our Chow Wagon pet food pantry for families in need.

This experience also includes a behind-the-scenes tour, giving your team a unique perspective on the daily operations that keep our shelter running.

By participating in a Day of Service, your company provides dedicated volunteers for one full day of meaningful activities that support our lifesaving mission. It's a very satisfying way to invest in the well-being of animals and the local community, while fostering a spirit of teamwork and social responsibility within your organization.



4,485
appointments for
well & sick animals

AFFORDABLE WELLNESS CARE

Our Animal Wellness Center provides affordable, high quality, compassionate care for routine vaccinations to specialized procedures.

AFFORDABLE SPAY/NEUTER

3,552
total spay & neuter
surgeries

Animal Friends strives to keep the population of cats and dogs more manageable to ensure fewer animals are left homeless.

VACCINE CLINICS

15,194
total vaccines
administered

Affordable and accessible vaccinations are at the forefront of Animal Friends' lifesaving services.

CHOW WAGON PET FOOD PANTRY

204,098 lbs
of free pet food
distributed

We assisted 36,056 pet owners struggling with food insecurity by providing pet food and supplies throughout our region.

ANIMAL FRIENDS MARKETING REACH

Pet-related content often performs well on social media platforms, with pet owners sharing photos, videos, and stories about their pets. This presents opportunities for sponsors to reach a large and engaged audience.



47k
email subscribers



93.3k
Facebook followers



16.6k
Instagram followers



10.9k
TikTok followers

TRACTION



12.1k
monthly interactions



10.4k
monthly website visitors



1.3k
monthly Google calls

Corporate Partnership Opportunities

As a business that serves our community, we invite you to become a partner of Animal Friends. In exchange, we will highlight your commitment to our broad network of engaged animal-loving supporters. Our partners believe in our mission and show their support through contributions that sustain our programs and services. As a sponsor, your impact is felt in every aspect of our organization.

We offer two types of partnership:

Event Partnerships

Event partnerships are individual opportunities to support specific Animal Friends events

Annual Partnerships

Annual partnerships are offered on a rolling basis



BENEFITS MAY INCLUDE:

-  Recognition and website link on sponsor page of Animal Friends website **300k+ views per year!**
-  Tagged in all social media posts related to your partnership **121k followers!**
-  Logo on program or event specific materials
-  Acknowledgment in Animal Friends' Impact Report, published every spring
-  Logo included in bi-weekly Friend-to-Friend eNewsletter **47k+ recipients!**
-  Day of Service volunteer opportunities for your team

2026 Event Partnership Opportunities



Alley Up



Sunday, March 1

Two Sessions: Noon & 3 p.m.

**Legacy Lanes
South Hills**

Presented by **Bonnie Loya**
BERKSHIRE HATHAWAY
HomeServices

Alley Up for Animal Friends is an annual bowling fundraiser that has been a beloved tradition for two decades, supporting Animal Friends' mission of rescuing and caring for homeless pets. The 2026 event, marking its 21st anniversary, is chaired by Animal Friends Board member and WDVE DJ Cris Winter, who has passionately led this event since its inception. Alley Up draws a vibrant community of supporters. With two bowling sessions at noon and 3 PM, this event engages nearly 300 participants. The day features exciting raffles, prizes, entertainment and ample opportunities for sponsor recognition, making it an exceptional way to showcase your brand while supporting a great cause.

Run for a Reason with AnimalFriends

Sunday, May 2-3, 2026 Downtown Pittsburgh

Select Animal Friends as your official charity!

Everyone runs for a reason — and for Team Animal Friends, that reason is saving lives. Through the Run for a Reason (RFAR) program at the DICK'S Sporting Goods Pittsburgh Marathon Weekend, runners turn their miles into meaningful impact for animals in our community.

By joining Team Animal Friends, participants fundraise while training for race day, creating an experience that's both personally rewarding and genuinely fun. Runners cross the finish line knowing their hard work directly supports adoption programs, lifesaving care, and critical resources for pets and the people who love them.

In 2024, **more than 4,000 runners raised over \$1.3 million** through the RFAR program — proving that when people run with purpose, incredible things happen.



REGISTER NOW!





Animal Friends Golf Open

Monday, June 29, 2026

The Club At Nevillewood

The Animal Friends Golf Open is a premier annual event that brings together golf enthusiasts and supporters for a day of friendly competition, all in support of Animal Friends' mission to save the lives of homeless pets. The 2026 outing will take place at the prestigious Club at Nevillewood, offering players an exclusive experience on one of the region's top golf courses. The event draws 32 foursomes, totaling 128 participants, who enjoy a day filled with golf, camaraderie, on-course contests, and a celebratory dinner. With a variety of partnership levels, this event provides exceptional opportunities for brand visibility and networking with a dedicated community of Animal Friends' supporters. Join us for a memorable day on the greens and make a meaningful impact on the lives of pets in need.



Black Tie & Tails

Saturday, September 26, 2026 at Animal Friends campus

Black Tie & Tails is Animal Friends' signature gala and one of the region's most anticipated fundraising events, celebrating the powerful bond between people and pets while fueling our lifesaving work. Last year's sold-out **Black Tie & Tails: Pawp Art** transformed our 75-acre campus into a vibrant playground of lights, color, art and community, delivering an unforgettable experience filled with bold installations, interactive moments, live music by the studio e band, elevated cuisine and an energetic live auction.



At the heart of the evening were the animals themselves. Guests connected with Animal Friends' Therapets teams, creating joyful, share-worthy moments, and explored Shelter Showcase Tours that offered an inside look at how partner and donor support directly impacts rescue, care and second chances for animals in need.

With more than 500 engaged attendees each year, Black Tie & Tails provides sponsors meaningful visibility, authentic storytelling opportunities and direct connection to a loyal, generous audience. Partnering with Animal Friends for the 2026 Black Tie & Tails gala is a powerful opportunity to elevate your brand, demonstrate community leadership and be part of a night where fun, philanthropy and lifesaving impact come together.



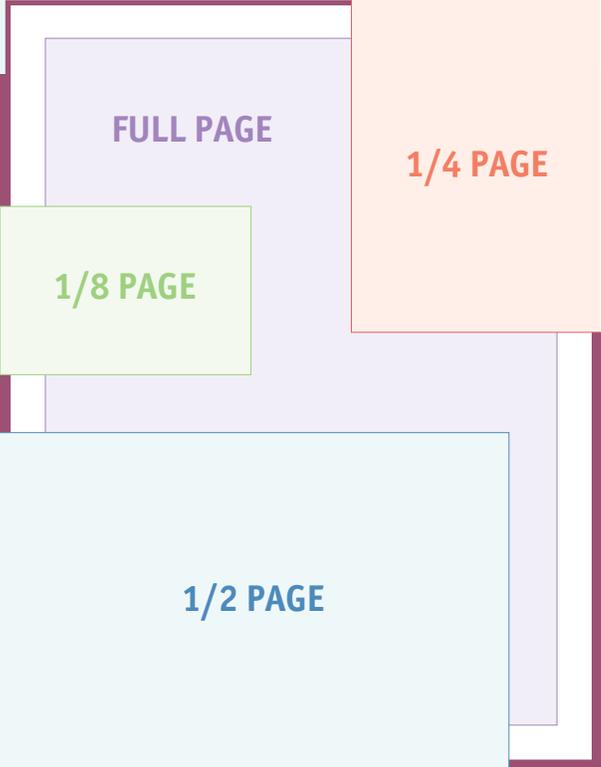
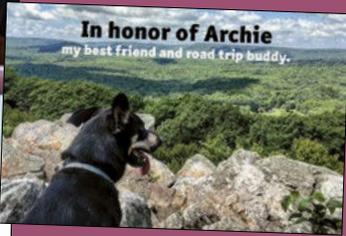


Petsburgh MAGAZINE

Advertising and Tribute Opportunities

Petsburgh Magazine, Animal Friends' flagship publication, reaches an audience of **35,000 animal-loving readers**. The publication shares exciting news, articles and updates from Animal Friends and the people and businesses that support our lifesaving mission. Ads can be purchased separately or can be part of a partnership package.

Discounts are available for a year-long commitment



Annual Corporate Partnerships to Support Our Mission

Animal Friends is a private nonprofit organization that relies on generous donations to do our lifesaving work. General, non-restricted donations allow us to do what we are best at: giving each individual resident animal what they need – no matter how simple or complex – to get the second chance they deserve. Likewise, Animal Friends has many programs and services for the community to ensure that pets remain in their homes.



Kennel Partnerships

Year-long partnerships are available for dog kennels, cat condos and rabbit residences at Animal Friends. Annual partnerships support our lifesaving programs and provide an opportunity to pay tribute to a special individual or publicly display your company's dedication to our work.

Customized signage with pet, family or company name for 12 months.

| | |
|---------------------|----------------|
| Dog Kennel | \$1,000 |
| Cat Condo | \$500 |
| Rabbit Residence | \$500 |
| Dog Recovery Kennel | \$750 |
| Cat Recovery Kennel | \$250 |

Other Corporate Collaborations

- Lunch and Learn Visits
- Round Up Programs
- Office Donation Drives
- Seasonal Supply and Donation Driven Partnerships



Pet Support Programs

Animal Friends supports local communities by providing intake diversion support for pet owners throughout the Pittsburgh area. Through a diverse array of resource-based offerings, our goal is to keep pets out of the sheltering system and in their homes whenever possible, and to provide a safe, judgment-free zone for anyone in need.



Animal Friends University

Committed to providing tools to pet owners to help them foster strong and lasting relationships with their pets.

- **Manners and Social Interaction Classes**
- **Dog Sports**
- **Scent Work**
- **Play Yard Rentals**

Humane Offerings

- Pet CPR and First Aid Class
- **Cat and Rabbit Offerings**
- Cat Massage Therapy
- Bunny Care Basics

Adoption and Rehoming Programs

- **Home-to-Home Program**
- **Adoption Partners**
- **Foster Program**



Humane Education

Through Humane Education, Animal Friends will inspire the next generation of animal advocates by promoting safe, humane interactions between pets and people while instilling the values of kindness, care and compassion.

- **Seasonal Camps**
- **In School Programs**
- **Humane Helpers (youth/student fundraisers/supply drives)**
- **Humane Education & Engagement Center (hands on learning space on our campus)**
- **Pet Assisted Literacy Programs**



Animal Friends for Veterans

Animal Friends has a long standing tradition of underwritten adoptions for veterans and active military. The program also focuses on pet retention and relationship-building with pets.

- Fee free customized adoptions
- Affordable spay/neuter packages for owned cats & dogs
- Affordable veterinary services
- No or low-cost behavior support
- Free pet food assistance
- Emergency boarding



Animal Friends Therapets

We impact tens of thousands of lives each year with the healing power of animals through our pet therapy programs.

Accompanied by their human handlers these dogs, cats and rabbits visit:

- Hospitals
- Schools
- College Campuses
- Courtrooms
- Specialized Care Facilities
- Other locations throughout the region



Chow Wagon

The Chow Wagon Pet Food Bank provides access to free, nutritious food for dogs, cats and rabbits for individuals and families facing financial difficulty.

- Pet Food Bank
- Pet food distribution to local food pantries
- D.I.Y. community cat shelter kits
- Seasonal straw drop for community cat shelters



Friends For Life Pet Retention Services

Friends for Life provides support to pet owners in need, breaking down financial barriers to pet wellness services.

- Resource referrals for affordable veterinary care and other needed pet resources
- Pet care supplies
- Low cost resale shop



Let Us Customize a Corporate Partnership That Fits You

Choose a partnership level that aligns with your marketing objectives, and let's create a partnership that makes a lasting impact.

Animal Friends is excited to offer tiered partnership packages that provide consistent benefits across our signature events, with additional unique perks tailored to each event. Our partnership levels are designed to maximize your brand's visibility and engagement with our dedicated community, whether you choose to support Alley Up, the Pittsburgh Marathon, the Golf Outing, Black Tie & Tails or a combination of events.

Each tier includes core benefits—such as prominent logo placement, recognition on our website and social media, and event signage—along with exclusive opportunities specific to your chosen event.

Please note that Presenting Partnerships are available and negotiated separately, offering exclusive branding and premier recognition. Current presenting sponsors will be given the first right of refusal to continue their support. Additionally, some partnership benefits are subject to print deadlines, so we encourage early commitment to ensure your brand receives maximum exposure.

| Corporate Partnership Benefits | ALPHA PACK LEADER \$30,000 | CHAMPION FOR COMPANIONS \$20,000 | TOP DOG PARTNER \$15,000 | FELINE FRIEND \$10,000 | BUNNY BUDDY \$5,000 |
|---|-------------------------------|-------------------------------------|-----------------------------|---------------------------|------------------------|
| Featured as partner name at Black Tie & Tails | ● | ● | ● | ● | ● |
| Recognition at all Animal Friends events | ● | ● | ● | ● | ● |
| Opportunity to be featured at select top tier events | ● | ● | ● | ● | ● |
| Logo on print or digital materials with link to site | ● | ● | ● | ● | ● |
| Dedicated social spotlights | ● | ● | ● | ● | ● |
| Logo recognition at shelter | ● | ● | ● | ● | ● |
| Gift bag inclusion at all events | ● | ● | ● | ● | ● |
| Full page feature ad in Pittsburgh Magazine | ● | ● | ● | ● | ● |
| Half page feature ad in Pittsburgh Magazine | ● | ● | ● | ● | ● |
| Recognition in annual Impact Report | ● | ● | ● | ● | ● |
| Prominent logo and link in Friend to Friend | ● | ● | ● | ● | ● |
| Premium ticket package for Annual Gala | ● | ● | ● | ● | ● |
| Opportunity for on-campus branding | ● | ● | ● | ● | ● |
| Opportunity for branding at community events | ● | ● | ● | ● | ● |
| Customizable annual partnership purrks | ● | ● | ● | ● | ● |
| Day of service volunteer opportunities | ● | ● | ● | ● | ● |
| Opportunities for customizable logo lights at AF events | ● | ● | ● | ● | ● |

INTERESTED IN BEING A CORPORATE PARTNER?



Learn more on our website at ThinkingOutsideTheCage.org/Sponsor

For more information, please contact:

Mike Warren
Corporate and Community Partners Manager
MWarren@ThinkingOutsideTheCage.org
or 412.847.7073

SCAN ME!





562 Camp Horne Road
Pittsburgh, PA 15237

412.847.7000

ThinkingOutsideTheCage.org

