

“Expanding Our Pawprint”

**CAPITAL  
CAMPAIGN**



**VOCAL**

voices of change animal league



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OUR  
**MISSION**

To solve the homeless pet problem, because every pet deserves an advocate, every person deserves compassion, and every life matters.



# OUR COMMUNITY NEEDS US NOW

It's Official! Ocala/ Marion County is the number one growth region in the US.

Our population has surged by **23% in just 11 years**, bringing more families and pets into our community. The need for a stronger safety net is rising faster than the resources meant to protect our most vulnerable animals.

At VOCAL, we meet people every day who want to care for the pets they love but lack the means. Sometimes the need is urgent and life-threatening, like **pyometra**, a preventable infection that is fatal without surgery. Unfortunately, this procedure can often be cost-prohibitive for many owners. Retail clinics often charge **\$2,000- \$4,000**; VOCAL provides the same lifesaving procedure for **\$400**. The relief on the owner's face and the life saved in that moment are priceless! This is the impact your investment makes possible.

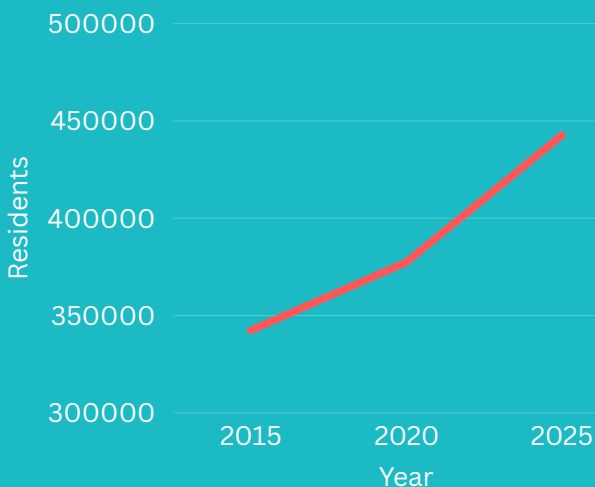
To keep pace with demand, our clinic must grow. In partnership with the **Bissell Foundation** and the **Duffle Foundation**, we will begin offering **FREE vaccine and wellness clinics** this year. Our current space cannot support expanded wellness services, which is why the new **Welcome Center** includes a dedicated Wellness Suite.

More people mean more pets, which ultimately means more animals will fall through the cracks without help. Our new **Intake and Recovery building** will enable us to **double** the number of new animals we can bring to safety. Our third and final phase of the Expanding Our Pawprint Capital Campaign will bring even more enhancements.

**Your leadership investment can turn today's strain into tomorrow's strength. Together, we can meet the challenge of our rapidly growing community.**

## MARION COUNTY GROWTH

Since VOCAL was founded in 2015, Marion County has experienced a population growth of 23%, with 15% of that growth occurring in the last 5 years.



# LEADERSHIP MATTERS



## POWERING BIG CHANGE

Leadership matters because donors like you make it possible for a community to move from reacting to crises to building real, lasting solutions. Your generosity gives VOCAL the ability to lead with intention; to look ahead, anticipate needs, and create programs that support families and protect animals before they're in danger and respond when they need help.

## ABOUT OUR FOUNDERS

VOCAL was founded by three women whose commitment to animal welfare was matched by their entrepreneurial drive. Linda Norman, Lauren Carpenter, and Kate Rengel combined their business expertise with a shared belief that compassion and sustainability must go hand in hand; thus, building a non-profit to anticipate growth, adapt to change, and meet the needs of a rapidly expanding community. Our vision has always been bigger than rescue alone. We are working to make this the best place to live for pets and the people who love them. **Your** investment in this campaign helps carry that founding vision forward.





# PHASE I WELCOME CENTER



## EXPANSION OF CLINIC SERVICES

Every visitor will immediately see what your generosity makes possible: healing, hope, and a healthier community. This is where your investment becomes lifesaving action.



## EXPANSION OF PET FOOD BANK

Our Pet food pantry is the heart of our outreach to pet parents in need of help caring for the pets they love. With your help they will now have a weather protected drive-through to pick up food and necessary items.



## NEW EDUCATION & COLLABORATION SPACES

Every workshop, every conversation, every moment of discovery that happens here becomes part of a long-term solution to animal suffering. Equipping young people with knowledge, empathy, and confidence can build a better future. for pets.



# PHASE II

# INTAKE & RECOVERY

## CRUCIAL FOR ALL SHELTER HEALTH

Newly arrived animals can carry the invisible weight of stress, uncertainty, and exposure to illness. Even when they appear healthy, many are incubating upper respiratory infections or other diseases brought on by the trauma of losing their homes. To protect the animals already in our care, a brief isolation period is required. Each animal will have its own indoor/outdoor run, allowing fresh air, sunshine, and a calm environment to become part of the healing process. For donors, this is an investment in both compassion and prevention. This protects the entire shelter population, while giving vulnerable animals the time and space to decompress and heal.

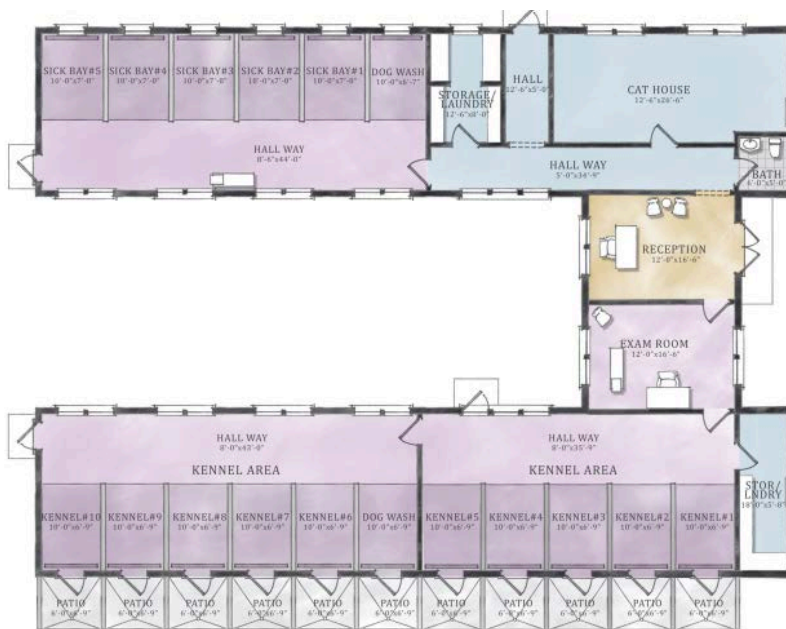
## QUARANTINE SPACES FOR PARVO & CONTAGIOUS DISEASE

Parvovirus is aggressive, contagious, and deadly. It usually strikes vulnerable puppies and young, unvaccinated dogs. In the right environment and with intensive treatment, it is now possible to save many puppies from what used to be a certain death sentence. This dedicated space will allow us to safely isolate infected animals, provide IV fluids, medications, and supportive care. For donors, this is a direct investment in saving lives.



## A SEPERATE CAT INTAKE AREA

Quiet rooms and individualized housing that let each cat decompress while we assess their health are critical to a successful transition to shelter or foster care. Here, they receive exams, parasite treatment, vaccinations, and supportive care before joining the larger cat community.



MAIN LEVEL PLAN-ISOLATION BUILDING  
3,507.9 SQ. FT.

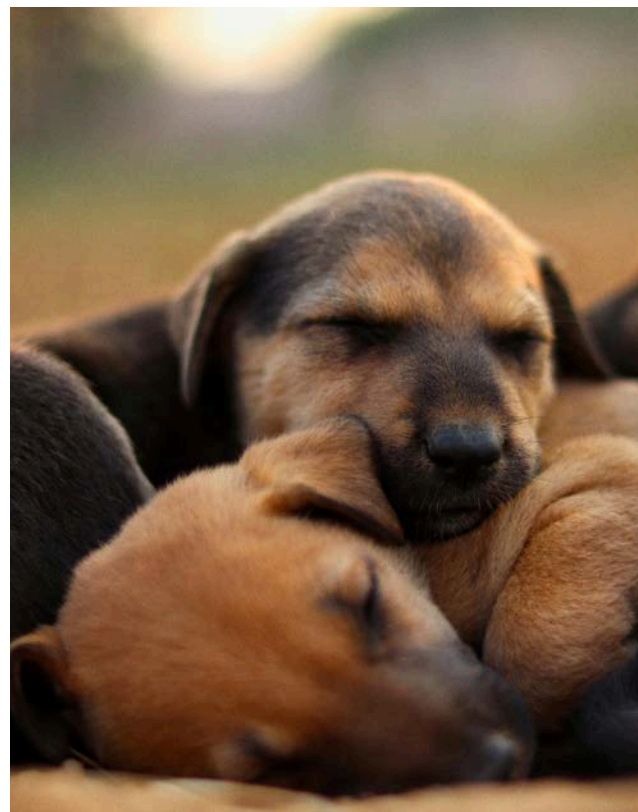
ARTIST'S CONCEPTUAL SKETCH SUBJECT TO CHANGE  
January 20, 2026

## SAFELY DOUBLING THE NUMBER OF ANIMALS WE CAN BRING INTO OUR CARE.

By protecting the health of the existing population while efficiently stabilizing new arrivals, we can open our doors to far more pets who need us.

# IMAGINE THE FUTURE WE WILL BUILD TOGETHER

- Expand access to care for pets in need
- Double our capacity to intake homeless pets into our shelter
- Save more lives of very sick animals
- Expand our three key programs
- Create safe spaces for the most vulnerable animals
- Invest in youth humane education, creating tomorrow's advocates
- Create a campus that will serve this community for decades



**A community's growth should  
never outpace its compassion.**

# NAMING & SIGNAGE OPPORTUNITIES



## WELCOME CENTER \$2,000,000 PHASE 1

- |                    |                  |                                |                |
|--------------------|------------------|--------------------------------|----------------|
| • Reception        | \$500,000        | • Director's Office            | \$100,000      |
| • Education        | \$150,000 (sold) | • Furniture pkg (3 available)  | \$10,000 each  |
| • Conference       | \$216,000 (sold) | • Exam equipment (3 available) | \$5,000 each   |
| • Outreach         | \$300,000        | • Workstation (5 available)    | \$5,000 each   |
| • Break room       | \$120,000        | • Outside awning cover         | \$6,000        |
| • Event closet     | \$80,000         | • Entry walk pavers            | \$250-500 each |
| • Exam 1           | \$75,000         | • Garden area                  | \$25,000       |
| • Exam 2           | \$75,000         | • Memorial tree                | \$2,500        |
| • Exam 3           | \$75,000         | • Memorial bench               | \$3,500        |
| • Clinic reception | \$60,000         | • AV equipment                 | \$2,500        |

## INTAKE & RECOVERY Phase 2 \$1,800,000

- |                                           |                |
|-------------------------------------------|----------------|
| • Cat Area                                | \$75,000       |
| • Exam room 1                             | \$65,000       |
| • Exam room 2                             | \$65,000       |
| • Intake kennels (10 available)           | \$10,000 each  |
| • Sick bays (5 available)                 | \$5,000 each   |
| • Shared kennel sponsorship               | \$5,000        |
| • Shared sick bay sponsorship             | \$5,000        |
| • Kennel patios & covering (10 available) | \$5,000 each   |
| • Recovery storage cabinet                | \$5,000        |
| • Laundry equipment                       | \$2,500-7,500  |
| • Exam room equipment                     | \$10,000       |
| • Pavers                                  | \$250-500 each |
| • Walkway                                 | \$30,000       |
| • Benches                                 | \$2,500-3,500  |
| • Wash tub (2 available)                  | \$850          |

## INFRASTRUCTURE PHASE I, II & III

Roadways, parking lots,  
water, sewer, lighting,  
engineering  
\$500,000 allowance

## PHASE III

TO BE DETERMINED



# PHASE III AND BEYOND



## MOMS & BABIES VILLAGE

This area will provide individual cottages and yards for new dog Moms and their babies until they are ready for adoption. This will enable us to take many more canine families in urgent need.



## LONG-TERM CARE HOUSING

Our shelter's senior pets and our endowed pets in the Paws for Thought program will have their own separate building with a home like atmosphere.



## WHISKER TOWNSHIP

Additional cat cabins and an expanded area where cats can live in temperature-controlled housing and have safe, enclosed outdoor areas.



## WALKING TRAILS

Our campus sits on 22 acres, giving us room to grow. Our third phase will implement walking trails, trees for shade and covered pavilions for dog walkers and the dogs to train and rest.



BE THE  
DIFFERENCE  
THAT CHANGES  
**THE FUTURE**

*Because every pet deserves a chance  
to heal, to hope, and to go home.*



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