

CORPORATE SPONSORSHIP



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About Rabbit Runaway Orphanage

Rabbit Run-away Orphanage is set apart as



- Victoria's first no kill dedicated pet rabbit rescue, and
- The first and only Official Chapter of the House Rabbit Society in Australia.

In September 2013, Rabbit Run-away Orphanage was invited to become the first official Australian chapter of the esteemed House Rabbit Society (HRS). The House Rabbit Society (established for 26 years) is the oldest and most respected animal welfare organization for pet rabbits in the world.

Aims of the charity

- provide care for sick, unwanted, stray, or mistreated rabbits,
- facilitate appropriate short-term care, medical treatment, rehabilitation and long-term re-homing solutions
- educate the public on rabbit ownership and care,
- prevent unnecessary euthanasia of rabbits, and
- decrease cruelty to pet rabbits through education and awareness.

Perhaps our most significant difference to other rabbit welfare charities is our special needs support program. We pay for the vet care of rabbits identified to have special needs, for the life of the rabbit (currently 168 in this program). In addition, we assist owners who adopt cashmere and angora rabbits (long-fur breeds) by offering grooming support for the life of the rabbit. We constantly review the care needs of the rabbits we place into foster and permanent homes (and the needs of these foster carers and rabbit owners), and provide ongoing support to maximize the wellbeing of these rabbits throughout their life. Further, if the health of a rabbit adopted from the Orphanage changes at any time, we offer support for its vet care - by providing this ongoing support, we reduce the likelihood of re-traumatizing the rabbit through surrendering/dumping/neglect due to financial limitations.

By show-casing the Orphanage with its no-kill policy, we can demonstrate this alternative path for pet rabbit welfare, where education, supported care and placement into well-informed permanent foster homes negates the need for unnecessary euthanasia.

Our programs

1. Our foster program provides equipment, training, vet care and on-going support to foster carers, new rabbit owners and those trialing rabbit ownership, and those introducing a second rabbit into their family.
2. Our special needs (VIB) foster program places rabbits with ongoing health needs into permanent foster homes that can provide the love and care needed, while the Orphanage meets all vet care costs and provides equipment, supplies and ongoing support.
3. Our rehabilitation program places rabbits that are difficult to re-home (often due to previous cruelty and neglect) into short-term foster homes so that they can be socialized, rehabilitated, and have one-on-one care.
4. We respond to calls from councils, pounds, shelters, vet clinics and the public to provide information and advice and to transfer lost, dumped and injured rabbits to our Orphanage to receive care and rehoming solutions to prevent unnecessary euthanasia.
5. We provide education and advice on rabbit welfare to all levels of public and government. We regularly participate in pet expos, adoption information days and other events to educate the public on pet rabbit care and welfare, and to promote responsible and kind ownership. We will have a presence at sold out events like World Animal Day at Edgar's Mission, World Vegan Day at Royal Melbourne Showgrounds, and Pets in the Park in Malvern, which has over 5000 attendees.
6. We have become a nationwide referral/advice service. We received calls from all over Australia regarding care/bonding/problem behaviors, locating vets with rabbit expertise, and locating local services to help with lost/found/surrendered rabbits.

Animal Welfare and Community Values

Community value research indicates that empathy, gender (female) and attitudes about the mental life of animals, all shaped views towards animal welfare. Research into support for animal welfare also clearly shows that there is a widespread belief that animal welfare is important. Community values, that is knowing what the community thinks, can provide a barometer by which decision makers can adopt strategies that reflect those values.

Coleman G. 2017 Public perceptions of animal welfare - an international perspective

<http://www.australiananimalwelfare.com.au/app/webroot/files/upload/files/Public%20perceptions%20of%20animal%20welfare%20-%20an%20international%20perspective.pdf> Accessed 3/5/2017

Why sponsor Rabbit Runaway Orphanage

Our work directly demonstrates community values on animal welfare and demonstrates that it is possible to provide no kill solutions to the overpopulation of dumped, lost and abandoned domestic pets.

When you become a sponsor of Rabbit Runaway Orphanage we will ensure that our collaboration compliments your existing brand values, enhances your image, and provides a platform to increase the positive community perception, values and credibility of your business/product.

The benefits of sponsorship donation

The operators of Rabbit Runaway Orphanage have worked with rabbits in an educational and welfare environment for 13 years and have a wealth of experience and knowledge that is recognised across the welfare community. We have a dedicated following of animal welfare advocates that are passionate and willing to support businesses with likeminded values. Aligning your organisation with us immediately adds to the credibility of your brand, in today's socially conscious world.

Your donation of sponsorship will assist us to provide the ongoing vet care for our special needs rabbits to maintain a healthy and extended life for these disadvantaged pets.

With the support of our corporate sponsors, the opportunities is real and life changing for the animals. There are a number of ways in which your business or corporation can get involved. However you choose to help, you'll send a message to the community about your commitment to supporting animal welfare and education pathways.

SPONSORSHIP OPTIONS

There is a sponsorship levels to suit the size of most organisations.
We have four sponsorship levels: Diamond, Gold, Silver and Bronze

Your sponsorship will have a direct and immediate impact on supporting our special needs rabbits and allowing them to live long and fulfilling lives.





DIAMOND SPONSOR (4 available)

Donation \$2000

Sponsor a bunny medical recovery cage for 12 months

RECOGNITION THROUGH

- **Naming rights location:** Our vet consultation room for 3 months: eg: our vet consultation room is proudly sponsored by (.....) Supporting our special needs rabbits.
- **Naming rights mobile:** on our vehicle for 3 months
- **Promoted at our offsite events:** our 4 diamond sponsors will be named and “promoted” in our advertising at offsite events for World Vegan Day, World Animal Day and Pets in the Park at Malvern. eg Rabbit Runaway Orphanage is proudly sponsored by (.....)
- **Displayed at our offsite events:** Business cards and brochures displayed on our sponsor’s table and sponsors board
- **Promoted in our newsletter:** Our charity is proudly sponsored by (.....)
- **Article in our newsletter:** A 500 word article published in our newsletter
- **Sponsor a medical recovery cage:** Your name/logo, on a bunny medical recovery enclosure
- **Promoted on our website:** Your Company’s logo will feature prominently on our website. A link from our website will provide easy access to your products or services.
- **Promoted through our Facebook page:** 12 (monthly) posts on our Facebook page which has nearly 10,000 followers
- **Endorsement by Rabbit Runaway Orphanage:** use of our logo and endorsement of the Orphanage for your business in a mutually agreed arrangement
- **Event at the Orphanage:** you may organize a 3 hr afternoon visit/event in the grounds of the Orphanage for up to 20 employees/family, with a site visit and brief talk by the Operators
- **Corporate volunteer experience:** your employees are welcome to undertake a volunteer experience at the Orphanage.
- **Acknowledgement in our Annual Report**
- **Certificate of Appreciation**



GOLD SPONSOR (14 available)

Donation \$1500

Sponsor a bunny enclosure for 12 months

RECOGNITION THROUGH

- **Promoted at our offsite events** – our gold sponsors will be named in our advertising at offsite events for World Vegan Day, World Animal Day and Pets in the Park at Malvern eg Rabbit Runaway Orphanage is proudly sponsored by (.....)
- **Displayed at our offsite events** - Business cards and brochures displayed on our sponsor's table and sponsors board
- **Promoted in our newsletter:** Our charity is proudly sponsored by (.....).
- **Article in our newsletter:** 200 word article published in our newsletter
- **Sponsor a bunny enclosure:** Your name/logo, on a 'direct line of site' bunny enclosure
- **Promoted on our website:** Your Company's logo will feature on our website. A link from our website will provide easy access to your products or services.
- **Promoted through our Facebook page:** 12 (monthly) posts on our Facebook page which has nearly 10,000 followers
- **Endorsement by Rabbit Runaway Orphanage:** use of our logo and endorsement of the Orphanage for your business in a mutually agreed arrangement
- **Event at the Orphanage:** you may organize a 3 hr afternoon visit/event in the grounds of the Orphanage for up to 15 employees/family, with a site visit and brief talk by the Operators
- **Corporate volunteer experience:** your employees are welcome to undertake a volunteer experience at the Orphanage.
- **Acknowledgement in our Annual Report**
- **Certificate of Appreciation**



SILVER SPONSOR (14 available)

Donation \$1000

Sponsor a bunny enclosure for 12 months

RECOGNITION THROUGH

- **Promoted at our offsite events:** our silver sponsors will be named in our advertising at offsite events for World Vegan Day, World Animal Day and Pets in the Park at Malvern eg Rabbit Runaway Orphanage is proudly sponsored by (.....)
- **Displayed at our offsite events:** Business cards and brochures displayed on our sponsor's table and sponsors board
- **Promoted in our newsletter:** Our charity is proudly sponsored by (.....)
- **Article in our newsletter:** 100 word article published in our newsletter
- **Sponsor a bunny enclosure:** Your name/logo, on a bunny enclosure
- **Promoted on our website:** Your Company's logo will feature on our website. A link from our website will provide easy access to your products or services.
- **Promoted through our Facebook page:** 12 (monthly) posts on our Facebook page which has nearly 10,000 followers
- **Endorsement by Rabbit Runaway Orphanage:** use of our logo and endorsement of the Orphanage for your business in a mutually agreed arrangement
- **Event at the Orphanage:** you may organize a 3 hr afternoon visit/event in the grounds of the Orphanage for up to 10 employees, with a site visit and brief talk by the Operators
- **Corporate volunteer experience:** your employees are welcome to undertake a volunteer experience at the Orphanage.
- **Acknowledgement in our Annual Report**
- **Certificate of Appreciation**



BRONZE SPONSOR (12 available)

Donation \$600

Sponsor a bunny enclosure for 6 months

RECOGNITION THROUGH

- **Promoted at our offsite events:** our bronze sponsors will be named in our advertising at offsite events for World Vegan Day, World Animal Day and Pets in the Park at Malvern eg Rabbit Runaway Orphanage is proudly sponsored by (.....)
- **Displayed at our offsite events:** Business cards and brochures displayed on our sponsor's table and sponsors board
- **Promoted in our newsletter:** Our charity is proudly sponsored by (.....)
- **Sponsor a bunny enclosure:** Your name/logo, on a bunny enclosure
- **Promoted on our website:** Your Company's logo will feature on our website. A link from our website will provide easy access to your products or services.
- **Promoted through our Facebook page:** 6 (monthly) posts on our Facebook page which has nearly 10,000 followers
- **Endorsement by Rabbit Runaway Orphanage:** use of our logo and endorsement of the Orphanage for your business in a mutually agreed arrangement
- **Event at the Orphanage:** you may organize a 3 hr afternoon visit/event in the grounds of the Orphanage for up to 6 employees, with a site visit and brief talk by the Operators
- **Corporate volunteer experience:** your employees are welcome to undertake a volunteer experience at the Orphanage.
- **Acknowledgement in our Annual Report**
- **Certificate of Appreciation**

HOW TO APPLY FOR SPONSORSHIP

Please choose your Sponsorship online www.rabbitrunaway.org.au

Further information please contact: Dr Judi Inglis, President Rabbit Runaway Orphanage on (03) 9751 1229