



Nov. 14, 2007

BC businesses soft-hearted about Biscuit Fund

Almost \$100,000 donated to save injured homeless and wild animals

Vancouver, BC — BC businesses are rallying to support BC's hundreds of injured homeless and wild animals by donating money and services to the Biscuit Fund, a recently established BC SPCA fund specifically designated to providing emergency medical treatment for these animals.

"Since its inception in 2004, the Biscuit Fund has helped more than 460 injured homeless and wild animals," said Simon Trevelyan, BC SPCA general manager of revenue development. "More than \$80,000 has been donated through corporate sponsorships and the BC SPCA is hoping to increase that figure to ultimately meet its goal of raising the \$1.5 million it costs annually to save these animals and give them a second chance at finding a loving home."

Over the coming months, the BC SPCA Biscuit Fund will be expanding its corporate outreach to various businesses for employer and employee-driven sponsorships. 100 per cent of funds raised go directly to helping the animals.

Businesses supporting the Biscuit Fund to date have demonstrated creativity as well as generosity. The BC SPCA expresses deepest thanks to these businesses and hopes they will inspire other businesses to follow suit.

North Vancouver-based VetInsurance is a major Biscuit Fund sponsor, having donated almost \$50,000 which includes a three-year commitment of \$30,000 plus the revenue from the monthly donations they collect on the Biscuit Fund's behalf.

Collision Plus has committed to fundraising for the Biscuit Fund at their province-wide locations throughout the year. This past September's Collision Plus Charity Golf Classic raised \$11,047 for emergency medical animal care. Each Collision Plus location has a "Biscuit Fun" binder featuring animals that have been helped in their community, and displays Biscuit Fund brochures.

Vancouver-based PR firm Calico Communications has donated more than \$20,000 in Pro Bono communications services to increase Biscuit Fund profile, and has sponsored two animals.

Other business sponsors include Langley's Marble Slabery dessert shop (which donates \$1 from each strawberry shortcake sold), Ming Pao Daily



News, Princess and the Pea B&B in Langley, Cloverdale-based Cats At Home, and Rogue Endeavors.

Direct donations can be made to the Biscuit Fund in the following ways:

- Donating online at www.sPCA.bc.ca/biscuit, or calling 604.681.7271 or 1.800.665.1868.
- Sponsoring or co-sponsoring an animal through annual or monthly giving.
- Volunteering time for Biscuit Fund fundraising activities throughout the year.

About the Biscuit Fund

The Biscuit Fund was established in 2004, named after the wonderful dog that inspired the program. Biscuit was a stray wandering the streets when he was repeatedly stabbed by an unknown person and left for dead. The small dog managed to pull himself into a nearby garage where he was found by a family and rushed to a veterinarian. Biscuit was transferred to the BC SPCA where he was nursed back to health in a safe, nurturing environment. Despite his ordeal, Biscuit harbours no grudges. He is friendly and gentle, and thriving in the care of his new loving family!

Visit the Biscuit Fund website, www.sPCA.bc.ca/biscuit

The Biscuit Fund website not only shows one how to help, it also displays photos of the animals that have already been helped, and identifies the donors who have generously sponsored them.

Watch the Biscuit Fund rise by viewing the Biscuit O'Meter at:
<https://www.strategicprofitsinc.com/hosted/bcspca/biscuit/donate.php>

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The BC SPCA is a non-profit organization funded primarily by public donations. Our mission is to prevent cruelty and to promote the welfare of animals through a wide range of services, including cruelty investigations, emergency rescue and treatment, sheltering and adoption of homeless and abused animals, humane education, advocacy, farm animal welfare, spay/neuter programs, and wildlife rescue and rehabilitation.