

WOMEN'S HUMANE SOCIETY

35,612	Total Donors	\$75.00/M
8,957	Last 24 Month Donors	\$80.00/M
5,558	Last 12 Month Donors	\$88.50/M
3,384	Large Dollar Donors	\$88.50/M

A nonprofit animal shelter, the *Women's Humane Society* seeks support from the private sector to prevent animal cruelty, neglect and abuse.

Founded in 1869 by Caroline Earle White, the *Women's Humane Society* is one of the oldest animal shelters in the country, sheltering unwanted dogs, cats, rabbits, hamsters, gerbils, guinea pigs, birds and other small animals. Subsisting entirely on private donations, the society cares for and adopts out its shelter residents, provides a low-cost spay/neuter clinic, prevents animal cruelty by spearheading legislation, law enforcement, and education, investigates cases of cruelty, with the power to enforce existing laws and prosecute offenders. They also travel to schools in the Bucks County and municipal Philadelphia areas to teach children, ranging from pre-schoolers to middle school students, how to care for their pets responsibly and humanely.

Thanks to awareness raised about the pet adoption/animal cruelty issues, low-cost adoption fees and the good care the animals receive at the shelter, animal adoption rates in the area have increased dramatically, and are above the national average.

A Philadelphia region organization, Women's Humane Society presents the area's more philanthropic citizens.

59% Female; 22% Male

Please note:

Sample mailing piece required for approval.

Orders cancelled prior to mail date are subject to a \$100 cancellation fee plus running and e-mail charges.

Orders cancelled after mail date are payable in full.

**Contact Jeff Sutton (jeff@msilist.com; 847-934-1110)
for additional information.
Visit our website @ www.msilist.com**

Continuation Usage: Alley Cat Allies, American Anti-Vivisection Society, American Humane Assn., Animal Legal Defense Fund, Animal Place, Animal Protection Institute, D.E.L.T.A. Rescue, Friends of Animals, Humane Farming, Humane Society of the U.S., National Anti-Vivisection Society, National Humane Education Society, Natural Resource Defense Council, Noah's Lost Ark, PETA Foundation, Physicians Committee for Responsible Medicine, Tiger Haven, Wildlife Waystation

Date: March 3, 2009
(Names through January 2009)

Next Update: January 2010

Minimum Order: 5,000; All available for Large Dollar Donors

Source: Direct Response

Unit of Sale: Avg. \$20.00

Addressing:

E-mail \$50/F

Selections:

State/SCF/Zip \$6/M

Gender \$6/M

Keying \$5/M

Delivery: Allow five working days from approval of order

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