



'caring for pets and their people'

GREYHOUND EMERGENCY APPEAL



*The impending ban on greyhound racing means thousands of greyhounds like **Blanche** are now at risk. Please will you act now to save unwanted greyhounds like her?*

<MailingName>
<Company>
<Addr1>
<Addr2>
<Addr3>
<Suburb> <State> <Postcode>

[Date]

<Personalised>, I MUST raise a **Greyhound Emergency Fund** of \$75,000 to prepare for the abandonment of thousands of unwanted greyhounds over the coming months.

Please will you send a gift of \$<Ask1> before 30 September to help us save a wonderful dog like Blanche, and rehome her with a loving new family?

Dear <Salutation>,

I find myself writing to you today with genuinely mixed emotions.

Part joy. Part dread. And I think you'll feel the same way when you've read everything I have to tell you.

On the one hand I'm sure you'll understand the reasons why the decision was finalised recently that greyhound racing in New South Wales will be completely banned from 1 July 2017.

But on the other hand, we are now facing a real crisis . . . thousands of unwanted greyhounds are now displaced . . . and I'm sure this horrifies you as much as it does me.

We MUST ACT NOW to save as many as we can!

<Personalised>, please will you help me by sending an emergency donation of \$<Ask1> today? Your gift will help us build a Greyhound Emergency Fund so that we can be ready to act to stop greyhounds being abandoned, and provide them with loving homes.

I know I've only written to you recently, but the nature and depth of this greyhound emergency is so alarming that I really need to ask for your help again today.

As you may recall from the note I added to my last letter this is a genuine crisis in the making - it's already starting - and without your support, we simply won't be able to care for these animals.

My target for the Emergency Fund is \$75,000. And I need to raise it by Friday, 30 September to be ready in time to save every greyhound we can.

It sounds ambitious to try raising so much in such a short space of time - but given the kindness and passion of our amazing family of supporters - of which you're such an integral part <Personalised> - I know that together we can do it.

When I think about greyhounds like Blanche, my stomach twists in knots knowing that so many more like her are coming our way.

You see, Blanche was abandoned for the simple reason that she wasn't fast enough! Can you imagine anyone giving up a dog just because she can't run fast enough?!

But this is nothing compared to what is coming.

Because the simple truth is that there are thousands of greyhound owners out there who only breed dogs as financial investments. Which means beautiful dogs like Blanche will be dumped, surrendered and abandoned *en-masse* as the greyhound industry begins to wind down.

In fact, it's already happening!

I fear for each and every one of these poor dogs.

If I cannot raise a \$75,000 Greyhound Emergency Fund in time, we won't be ready to act when the real crisis hits. This will mean dogs will slip through the net.

Many could be euthanased by state services unable to cope with a massive influx of dogs. Others will likely be abandoned in the bush to wander until they die of thirst or starvation.

I can't stand by and watch this happen <Personalised>!

And I'm sure you feel the same way.

So please will you send a life-saving emergency donation right away?

... with a kind gift of \$<Ask1> you could help fund an AWL Inspector to rescue an abandoned dog.

... for \$<Ask2> you could feed a rescued greyhound for <Ask2÷1.7> days!

... and with a really generous donation of \$<Ask3> you could help a racing greyhound who's never known love become an adorable and adored pet.

Of course, not all greyhound owners are uncaring. But we know from bitter experience that a significant proportion of the 20,000 greyhounds in NSW are owned by people who push their dogs to the limit, often using harmful techniques like methamphetamine doping in a desperate effort to maximise their financial returns.

<Personalised>, I know that with your love and compassion for animals you'd probably wish you could open your arms to all these poor dogs.

But of course, you can't do that.

No one can.

But you *can* help another dog just like Blanche.

In fact, by sending a gift of \$<Ask1> right now, not only will you help us save a greyhound like Blanche, you'll also help her receive the love and care she needs to recover from her ordeal, and you'll help us find her a wonderful new forever home too.

Thank you so much for acting kindly and quickly.

Best wishes,

Andrew Mason
CEO - Animal Welfare League NSW

P.S. <Personalised>, the sad truth is that thousands of greyhounds are facing abandonment. We are anticipating a crisis on a scale we have never seen before and we MUST be ready. Please will you donate \$<Ask1>, \$<Ask2>, or maybe even \$<Ask3> to help me build a \$75,000 fighting fund before [date]? And help give a rescued greyhound the chance of a new life in a caring forever home. After all, every one of them just wants to be loved. Thank you!