



CARE Humane Society Media Kit

Rachel Hundley, Multimedia writing PRCM 3000

Contact: reh0077@auburn.edu

Executive Bios:

TJ McCullough: executive director



T.J. McCullough has been serving as CARE Humane Society's executive director since 2015 and works quietly behind the scenes to make sure everything is in place. She serves as an executive at CARE Humane and since working at CARE, her position has involved being the brains behind the shelter; she makes sure everyone is doing their job appropriately while also caring for the animals' well-being. She keeps everyone on track to ensure that the main goal is caring for the animals.

Jenny Warren: Director of development



Jennifer Warren has been CARE Humane Society's director of development since 2021. She serves as one of the executives of CARE Humane; her position includes managing its newsletter, managing social media, creating events, campaigning, meeting donors, taking interviews and communicating with the team to plan and commence fundraising.

Corporate profile:

History: In 1974, the Lee County Humane Society was just a group of volunteers in the community deciding to take action and open their homes to the large number of stray animals in the community. Through the efforts of these volunteers and with the help of generous donations, LCHS became an established shelter that was able to take in several animals and give them another chance. The Lee County Humane Society continues to grow, and their purpose of sheltering animals has thrived. In October of 2023, the board members of LCHS got together and decided to change their name to something that reflected their values. They decided to rebrand with the name CARE Humane Society, CARE being an acronym for compassion, adoption, rescue and education. CARE Humane has grown and been able to provide many resources to people on their website and on-site. They have been able to provide a way for their animals to have a chance and a loving home by providing potential adopters with affordable spay and neutering procedures and a low-cost adoption fee.

Programs and projects: They provide stray dogs and cats with a safe environment until they can be either reunited with their owners, fostered or adopted. They also provide resources for the animals to be spayed and neutered after being adopted with their SNYP program.



CARE has a program to assist owners who are having difficulty taking care of their pet by providing sources such as assistance for vet visits and funding to buy pet food.

Location(s): They are located at 1140 Ware Dr, Auburn, AL 36832

Safety, health and environmental policies: Before volunteering, the person must watch a video and take a short quiz before being granted access to volunteering with the animals.

Awards: Best Regional Animal Rescue & Shelter 2025, 2024 Eagle award and awarded several grants such as the Petco Love grant which awarded CARE with \$16,500 for intake diversion and enrichment programs.

Mission: Our mission is to advance humane treatment and responsible ownership of companion animals, focusing on community education, animal sheltering and adoption and alleviating animal suffering.

Vision: Our vision is to be a leading advocate for companion animals in their community, envisioning a future where animals are valued, overpopulation is reduced and all adoptable animals find loving homes.

Fact Sheet

- What: No More Wasted Lives Campaign to raise funding for the humane society to continue its operations
- Who: CARE Humane society
- When: Dec.1, 2025- Jan. 3, 2026
- Where: 1140 Ware Dr, Auburn, AL 36832
- Why: Keeping the animals of Opelika and Auburn off the streets and into loving homes is the lifeblood of the humane society and they cannot do it without support from the community.

Lee County Humane Society was founded in 1974 and has since been renamed CARE Humane Society. CARE Humane Society is a no-kill shelter with a mission to care and assist the lives of stray dogs and cats until they find their forever homes. CARE is able to comfortably house their animals with the help of employees and volunteers. Opelika and



Auburn's funding is how they are able to make ends meet as well as their various fundraisers, grants and donations.

- A total of 125 kennels for their animals
- In the month of November, they had 297 active volunteers with 1,467 hours given
- 10 managers and 15 employees for 25 employees in total
- Foster families: 288 for the month of November, 127 being cats and 161 being dogs
- Cost of dog and cat living is \$31; dogs stay 69 days and cats 34. Total for dog's stay is \$2,139 and for cat's stay is \$1,054
- Budget of 1.4 million with only \$340,123 from the city.
- Shelter operations: \$125,000 in profit
- Contributions: \$515,000
- Interest gained: \$19,077
- Retail: \$8,000
- Fundraising: \$395,000

Media Pitch

Subject: Donations are necessary to keep the doors of CARE Humane Society open and animals out of the cold

To whom it may concern,

I am reaching out on behalf of CARE Humane Society to see if you would be interested in covering this campaign that we are hosting for the new year — "No More Wasted Lives" campaign.

Beginning Dec. 1 through Jan. 31, CARE Humane Society located in Auburn, Ala. will be hosting "No More Wasted Lives" to raise funds for operations. This campaign includes a total breakdown of the humane society's budget, which is \$1.4 million for the 2025-2026 year. CARE only receives \$340,123, or 24% of this amount from the cities of Opelika and Auburn and the rest of the 76% or roughly \$1 million must be raised independently through donations, grants and fundraising efforts.



Through the “No More Wasted Lives” Campaign, donors will directly provide essential care for animals housed at the shelter until adoption. It costs \$31 per day to care for a dog or cat. On average, dogs remain in the shelter for 69 days at a total cost of \$2,139, while cats remain an average of 34 days at a total cost of \$1,054. That is not to mention the other outstanding costs if they need extra medical attention. For more information on the breakdown of costs visit the Instagram post for [No More Wasted Lives](#)

This campaign is important to provide a way for stray animals to be out of the elements and to have a fighting chance to find their forever homes. Other ways to show your support is through [volunteering](#) or [fostering](#), more information found in these hyperlinks. These [donations](#) can be delivered in the form of Venmo or by sending a check through the mail.

Media contacts:

- CARE Humane’s Director of Development Jenny Warren,
development@carehumane.org
- CARE Humane’s Executive Directory T.J. McCullough,
TMcCullough@carehumane.org

Thank you for taking this story into consideration, I know you are busy during this time and it means a lot that you would think about us.

Sincerely,

Rachel Hundley, 334-329-8786, reh0077@auburn.edu

News Outlets

- AL.com
 - o Description: Al.com is the largest news site in Alabama covering news from around the state. Categories of coverage include News, Weather, Business, Education Lab, Opinion, Sports, Sports Betting, Casinos, Life and culture and more.



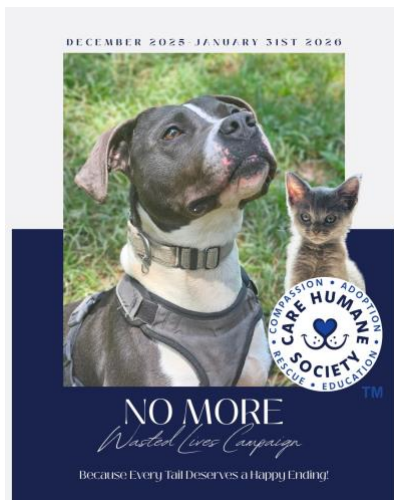
- Contact: news tips are submitted via email at photos@al.com with at least one photo and description in the email.
- It is regional therefore it could help CARE Humane find other shelters in the region if they may need to send a lonely-hearts club animal over to have a better chance of adoption.
- The Auburn Plainsman
 - Description: This outlet is a student-run newspaper for Auburn University in Auburn, AL. It is completely run by student editors independently.
 - This news source will be helpful to spread the word to college students about fostering animals which helps the shelter more than people realize.
 - Contact: You can submit a news tip via email at editor@theplainsman.com, an online submission form or a website called signal.
- WSFA 12
 - Another regional media source that helps disseminate the word about CARE Humane and their efforts to more than one area; it will help with adoptions and donations from more than just the Lee County area.
 - Description: WSFA 12 is a televised news station located in Montgomery, AL that reaches more than half of the 67 counties in Alabama stretching to the Georgia, Mississippi and Florida state lines.
 - Contact: You may contact WSFA 12 news through their News Tip email newstips@wsfa.com
- Opelika Auburn News
 - This media source is valuable because it is a local news source alerting the citizens of Opelika Auburn to the realities that are happening at the local shelter.
 - Description: OA news serves Auburn, Opelika and surrounding Lee County areas by providing timely news updates across categories such as local news, obituaries, sports, opinion pieces and lifestyle.
 - Contact: Contact OA news through phone or online form. Submission details include a title for the story and a selected category, then writing the content of your story. Below this is a submission box for images and the description of the images.
- The Opelika Observer



- Description: The Opelika Observer is described as a “by local people, for local people” newspaper that discusses people, places and events that surround the Opelika-Auburn area. Their news categories are community, legals, obituaries, opinions, politics, schools and sports
- This media source would be another ideal local news source, a bit farther away from the physical shelter. This will provide information to those who are not as aware of the shelter’s presence as the residents of Auburn.
- Contact: for submitting story ideas you must contact via email at editor@opelikaobserver.com

Social Media

- Three social media posts
 - Post #1: Highlight of the “No More Wasted Lives” campaign. Posted on Instagram and Facebook to reach both Gen-X and Millennial audiences.



Caption: Dear CARE Humane Society supporters,

Starting December 1st, we will be hosting our 2025-2026 fiscal year campaign, the “No More Wasted Lives” campaign. This campaign is so important to CARE as it helps provide us with the funding to take care of our present and future animals. Through the efforts of donors, we will be able to keep our shelter running and taking in as many animals as we can. Your donations mean so much to us no matter the



amount, anything helps. During our 2025-2026 fiscal year, we have our budget of \$1.4 million and a generous amount of \$340,123 comes from the cities of Auburn and Opelika which is about 24% of our budget. The rest of the 76% we must come up with through donations and fundraisers, “No More Wasted Lives” is our biggest campaign of the year to raise \$90,000 and be able to meet our goals for the upcoming year. Your donation saves lives and keeps these pets off the streets and into safety from the elements with food and shelter. \$31 a day is what the upkeep for a dog or a cat in the shelter is; an average stay for a cat is 34 days and for a dog is 69 days. The total amount for a dog to stay on average is \$2,139 and for a cat is \$1,054. Your contribution means everything to our pets, even a dollar helps we just ask that you help us help them.

Sincerely,

CARE Humane Society

Post #2: Lonely Hearts Club post which highlights animals that have been at CARE for more than 100 days. Pictured: Orca and other lonely heart animals at CARE, this will be posted to Facebook to utilize the millennial audience to support an older dog.

- Caption: Meet Orca, just one of our lonely-hearts club members looking for their forever homes. Lonely-hearts club members have been at the shelter for 100+ days and are still looking for their families. Your donations to our “No More Wasted Lives” campaign help our lonely-hearts club members by providing extra funds for their extended stay with us. Anything helps with our cause to assist these dogs in finding their forever homes. Orca is a sweet pup who would make the perfect addition to your family. Even fostering our sweet pup would be helpful; this will give Orca social time and free up some space in our shelter for another animal looking to be rescued.



- Post #3: Cocoa with CARE event which will be hosted on the green space between The Rane Culinary Science Center and Heyday market in Auburn. This event will pair hand in hand with profits from sales and donations going towards the No More Wasted Lives campaign. This will be shared on Instagram to reach the younger families looking to take in a new member.
- Caption: The Cocoa with CARE event will be held on December 20th at 6 p.m. Proceeds will go towards the No More Wasted Lives campaign to support our shelter, we will be able to support our pets and keep them out of the cold. This will be an event that brings together families of the Auburn Opelika community. Come hang out with us and meet some of the dogs in our shelters, there will be hot chocolate and “How the Grinch Stole Christmas” (2018) will be played on the green space outside of Heyday. Hope to see you there!



Three-week social media strategy

Week one	Week two	Week three	Week four
December 1 st post on all platforms (TikTok, Instagram, Facebook) about No More Wasted Lives campaign Pet of the day post to Instagram and Facebook.	December 7 th , we post a reminder and an update on the No More Wasted Lives Campaign Pet of the day post to Instagram and Facebook.	December 12 th Reminder we are closed Saturdays but we will be back Sunday to help you find your furry friend. Pet of the day to Instagram and Facebook.	December 18 th Instagram reel showing some snowing graphics for cocoa with CARE event, sharing to Instagram and Facebook a Friday update Pet of the day post to Instagram and Facebook.
December 2 nd Pet of the day post to Instagram and Facebook. Giving Tuesday to Instagram and Facebook	December 8 th , we post a photo to Facebook about our Cocoa and CARE event, pet of the day on Instagram and Facebook	December 13 th Sponsor a pet with an ornament this December, pet of the day via TikTok, Instagram reels and YouTube shorts showing a day in the life of a shelter dog Pet of the day post to Instagram and Facebook.	December 19 th Update for the No More Wasted Lives Campaign to show much has been raised. Shared through all platforms. Pet of the day post to Instagram and Facebook.



December 3 rd post an Instagram reel with dog and cat graphics about the Bissel clear the shelters event Pet of the day post to Instagram and Facebook.	December 9 th , we post a pet of the day on Instagram and Facebook, reminder post on Instagram for the Bissel clear the shelters event . Giving Tuesday shared to Instagram, TikTok, and Facebook	December 14 th Reminder for the No More Wasted Lives Campaign donations and a pet of the day post to Facebook and Instagram. Giving Tuesday Instagram reel.	December 20 th Post the pet of the day on Instagram and Facebook along with a YouTube short and TikTok listing certain things dogs can and can't eat for the holiday
December 4 th pet of the day on Instagram and Facebook, thankful Thursday on TikTok	December 10 th , we post a lonely-hearts club member with their information on Instagram and Facebook Reminder on TikTok of the No More Wasted Lives campaign.	December 15 th Post for the Cocoa with CARE event coming up in 5 days Pet of the day post to Instagram and Facebook.	December 21 st Posting the turnout of the cocoa with CARE event on Instagram, Facebook and TikTok. Pet of the day post to Instagram and Facebook. Giving Tuesday post to Facebook.
December 5 th is the Friday update post for the week on Instagram and Facebook, as well as the pet of the day. Another post will be made on Instagram and Facebook as a reminder of the No More Wasted Lives Campaign	December 11 th , we post a pet profile on both Instagram and Facebook, a YouTube short will also be posted doing a day in the life of a volunteer for thankful Thursday	December 16 th Pet of the day post on Facebook and Instagram	December 22 nd Post a pet of the day on Instagram and Facebook
December 6 th , we post a TikTok on the importance of fostering during the holiday season, pet of the day post to Instagram and Facebook	December 12 th Friday update for the intakes and adoptions on all platforms. Pet of the day post to Instagram and Facebook	December 17 th Post a TikTok of a lonely-hearts club dog to show how they spend their days, Instagram post for thankful Thursday Pet of the day post to Instagram and Facebook.	December 23 rd Post a TikTok and YouTube reel about the Christmas season for CARE and how important fosters are for the shelter Pet of the day post to Instagram and Facebook.