

FundRazr enables animal shelter to raise emergency funds



Darla Needs You Now - Villalobos Rescue Center Dog
by **Becky Correia**



This is a quick plea to raise some much needed emergency vet funds to get Darla seen for a possible tumor. Our outstanding vet bill is around \$35K which means we cannot add to it. We need to pre-...

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Progress Supporters

\$680 raised \$700 goal

Create your own FundRazr Give

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Darla's Story

The Villalobos Rescue Center (VRC) is the largest Pit Bull rescue in the USA, and is featured on the television program *Pit Bulls and Parolees* on Animal Planet. Founder Tia Torres and her dedicated team of staff and volunteers work tirelessly to rescue, rehabilitate, and find loving homes for abused and abandoned Pit Bulls. The VRC facility is home to between 150–200 Pit Bulls at any given time.

As such, when Darla—a Pit Bull at VRC—was diagnosed with a possible tumor, VRC staff and volunteers sprang into action to ensure the animal was able to receive treatment as soon as possible. However, as VRC had outstanding veterinarian bills in excess of \$35 000, they needed to pre-pay for Darla to proceed with her treatment.

Faced with this daunting challenge, the community relations officer for VRC, Becky Correia, turned to FundRazr because, in her words, "I was able to use PayPal seamlessly within the application, have a picture or video to tell our story, and interact and spread the word through our many Facebook fans."

Raised	\$680
Donations	42
Time	2 days
Category	Animal Rescue
Location	California, USA
Tone	Sincere
Fundraising Goal	\$700

How FundRazr Helped


The use of social networking applications is a major component of community relations for VRC. As their community relations officer is tasked with networking and promoting the good work of VRC within the community, she relies heavily on the VRC Facebook page to carry out her duties. This has enabled her to create an online VRC community which readily supports and encourages one another—something she was able to leverage in Darla's time of need.

The tone of the *Darla Needs You Now—Villalobos Rescue Center Dog* FundRazr was a crucial factor in its success. By using a compassionate, direct appeal, Becky was able to tap into the empathetic sentiments of people viewing the campaign. Further, the image she used showcases exactly what the organization does, and just how loveable Darla actually is—a key component in any emotional plea.

Evaluation

The *Darla Needs You Now—Villalobos Rescue Center Dog* FundRazr was extremely successful and well received by the VRC community. It was shared nearly 100 times in less than 48 hours with more than 26 individual donations. Further, although it is not reflected in the application itself, this campaign exceeded its goal as some donations were sent off-line directly to the veterinarian's office for Darla's treatment.

According to Becky Correia, "I probably wouldn't change a thing about FundRazr. It exceeded my expectations the first time I used it."

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