



A fundraiser for the Kansas City Free Health Clinic and Heartland SPCA

### What is FuzzyFotosKC?

It's a partnership between Heartland SPCA and the Kansas City Free Health Clinic to raise money to provide basic health care services to both people and animals. The organizations are the equal beneficiaries of any and all proceeds of FuzzyFotosKC. These two groups came together with the understanding that people and pets are good together, but that people who can't afford their own health care probably can't afford to properly take care of their pets. Healthy people have better, more productive lives; healthy animals make better pets. The value of a pet to a person is immeasurable.

**Healthy people, happy pets!**

#### **Kansas City Free Health Clinic:**

**to promote health and wellness by providing quality services, at no charge, to people without access to basic care.**

#### **Heartland SPCA:**

**to save, protect and improve the lives of animals, while strengthening the relationship between pets and their human companions.**

This is the 6th Annual FuzzyFotosKC contest. This NOVEL event creates a lot of excitement and interest!

2006:	705 voters from 30 states cast 16,000 votes to raise \$80,976
2007:	800 voters from 37 states cast 14,500 votes to raise \$73,325
2008:	842 voters from 29 states cast 10,994 votes to raise \$54,970
2009:	1,115 voters from 42 states & Puerto Rico cast 10868 votes to raise \$54,340
2010	949 voters from 39 states & Switzerland cast 10714 votes to raise \$53,570

FuzzyFotosKC 2011 will be held from 10:00am September 1 until 5:00pm September 30.

### Contestants.

- 🐾 Local members of our community “voluntarily” agree to be contestants and to campaign vigorously for votes. Pets can be any breed or species as long as they are legal domesticated animals, are spay/neutered, and belong to the contestant.
- 🐾 Contest photos are all taken by Elaina Generally ([www.ElainaG.com](http://www.ElainaG.com)). The photo with the most votes wins.
- 🐾 Contestants are the backbone of FuzzyFotosKC and along with their pets are the public faces of the contest.

### Campaigns.

- 🐾 Contestants are free to campaign as they wish and as they feel comfortable. Contestants are encouraged to start thinking of their campaign strategy as soon as they sign up to be a contestant and to ask their friends, family and co-workers to help. “Politicking” for votes can start any time but votes can only be cast during the official contest dates.

## Voting.

- ☹ Starting at 10:00am, September 1, people may vote online at [www.fuzzyfotoskc.com](http://www.fuzzyfotoskc.com). Online votes are paid for by debt/credit card and will be run under the Kansas City Free Health Clinic account.
- ☹ Votes are \$5 each. People can vote for as many great FuzzyFotos as often and as many times as they want! Ballet box stuffing is encouraged! Buying votes is acceptable!
- ☹ Voting can be done manually with paper ballots. Checks should be made out to FuzzyFotosKC.
- ☹ Manual voting ends at 10:00am September 29; online voting ends at 5:00pm September 30.
- ☹ Votes are tax deductible when the payment for the votes is made directly to FuzzyFotosKC, the Kansas City Free Health Clinic or Heartland SPCA. After the contest ends, all voters who have supplied contact information will receive a receipt in the mail.

## Yappy Hour

- ☹ To recognize the hard work that contestants have put into the contest and to announce the winners, Yappy Hour will be held September 30 from 6:00-8:00pm at The Filing Station.
- ☹ Contestants and one guest receive complimentary tickets; others may purchase tickets for \$25 – which includes 5 votes for some funnier-foto categories such as furriest family, identical ears, opposites attract, and others.

## Time Line

<u>Day</u>	<u>Date</u>	<u>Time</u>	<u>Activity</u>
Thursday	Sept 1	10:00am	On-line voting begins; vote tabulation begins
Thursday	Sept 29	10:00am	Deadline for turning in Manual (paper) Votes. All manual votes will be entered on website by 5:00pm.
Friday	Sept 30	3:00pm	The Final Stretch! It's ALL on-line Contestant pages will no longer show individual vote counts.
Friday	Sept 30	5:00pm	Voting ends!
Friday	Sept 30	5-6:00pm	Only the Official FuzzyFotosKC accounting team will know the results!
Friday	Sept 30	6:00pm	Yappy Hour begins... and the Winner is...

## 2011 FuzzyFotosKC Committee

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