

Primates Incorporated  
Meeting Summary  
5/8/07

Meeting summary compiled by Amy Kerwin, edited by Deb Hanrahan.

Topics Covered:

- Land
- Fundraising
- Meetings with various professionals
- Article Summary

### **Land**

We submitted advertisements to the Sustainable Times (monthly publication) and the Wisconsin State Farmer (4 weekly editions) and asked for a tax-deductible donation or an affordable lease-to-buy option. We will also start writing inquiry letters to known farms in the area after these ads expire (finding the land and owner's name is difficult when they are not selling their land). **Any suggestions on approaching farmers?**

### **Fundraising**

#### **Recent Donations – Thank You!**

- 35 Monkey Bookmarks - A special thanks to Cyndy White who put several hours into creating 35 handcrafted monkey bookmarks for us to give away as thank-you gifts. I bought more crafting supplies and dropped them off to Cyndy who will continue to craft for us.
- Monetary donations – Thanks to Marilyn Fisher, Tina Hauser and Melissa Brady for their recent donations to Primates Incorporated.

#### **Coffee Update** - Thanks also to all of the people who bought coffee!

- I have sold 100 bags of our Just Coffee “Upright Blend” Fundraising coffee so far and people are coming back for more.
- We now are now selling Decaf Fair Trade coffee from Peru
- Kevin said he would take 25 bags to sell this summer. He was also generous enough to bring vegan cookies, given to him by the alternative baking company: [www.alternativebaking.com](http://www.alternativebaking.com) - great cookies, thanks Kevin!
- Three Madison, WI locations are currently selling our coffee – tell your friends!
  - In the Company of Thieves, 908 E. Johnson St. (our current meeting location)
  - Hempen Goods, 911 Williamson St.
  - Willy St Coop, 1221 Williamson St. - **7/1/07-7/31/07**  
(featured as the nonprofit coffee of the month in July)

**Please email: [amy@primatesinc.com](mailto:amy@primatesinc.com) if you would like to order coffee - \$9 per lb.**

**Fall Benefit at Madison's Restaurant** - Tuesday, October 16<sup>th</sup>, 5:30pm-8:00pm

- We will be celebrating the success of our small fundraisers, including the ChangoLion ('Lion Monkey') martini sales.
- Andy, manager of Madison's, was kind enough to give us access to essentially his whole restaurant as he said Tuesdays are very slow. (I know we had mentioned

Saturdays, but he mentioned Saturdays are so crowded there would be no way to have any type of organized event.)

- We are seeking a large-item donation for our raffle so that we can raise \$9,000 this fall (300 tickets at \$30 per ticket). Chelsea may have a connection with Willy St. Bikes. I will check in with Madison Computer Works to see if they may be willing to donate an Apple laptop for our benefit. **Any other thoughts for raffle donations?** We will be asking restaurants to donate gift certificates but need a large donation to attract raffle ticket purchasers.
- Madison's normally does not charge at the door, but we could possibly ask them to donate a percentage of the food and drink sales occurring between 5pm and 8pm to Primates Incorporated.
- A small acoustic jazz combo, Oncken Jazz, will perform on the main level.
- We will have a merchandise table and a small silent auction – our main silent auction will take place online at the end of September (more details will be covered at the next meeting)

#### **Coupon Fundraiser for all ages!**

- Sarah, a leader of a local Girl Scout Troop, and Ashley, Sarah's daughter, have been kind enough to enlist the help of one local Girl Scout Troop with 10 girls. We hope to gain additional involvement through Chelsea's Roots and Shoots Program.
- Each girl gets a coupon booklet consisting of scratch-off circles and donors are asked to donate what they scratch off – between \$0.00 and 2.75 per circle.
- Each booklet will raise \$100 and each booklet costs \$20 – a net of \$80 per booklet raised! Visit [www.mdbfundraising.com/id35.html](http://www.mdbfundraising.com/id35.html) for more details.
- We will celebrate the fundraiser's success at the end of three months by hosting a pizza party and movie at Rocky Rococo Pizzeria.
- If anyone else would like to try to raise funds using this booklet, please let me know – I have extra booklets.

#### **Approaching Jane Goodall – 2008** – developing a proposal to invite her to Madison

- Chelsea would like to invite Jane Goodall to speak to their local Roots and Shoots program (visit [www.rootsandshoots.org](http://www.rootsandshoots.org) for more information). She wants to create a fundraiser for Primates Incorporated by planning an event around Ms. Goodall's visit.
- Questions I posed to the group:
  - Where do kids meet in large groups and where could she speak? One suggestion was outdoor at a park, but one cannot charge an entry fee at a park, so it would have to be outdoors on private property. Other suggestions included at an elementary school auditorium and the Barrymore Theatre.
  - If she were speaking here, perhaps we could make an all day event of her visit, where she speaks at night, but we have something for families to do during the daytime as an additional way of raising funds. What could we do in the daytime that would raise money for us that involves kids? Ideas were mini golf, bowling, chess tournament, outdoor festival with an inflated castle for children, Lazer tag at UltraZone, and the indoor Boulder's Climbing Gym in Madison

**Any other suggestions of venue and activities?** Chelsea, Karin and I will put together a proposal to send to Ms. Goodall.

### **April Meetings**

#### **April Truitt – director of the Primate Rescue Center in Nicholasville, KY**

I toured the Primate Rescue Center on 4/24 and discussed our plans with April. Key points of the visit and our conversation and the tour are listed below.

- The Primate Rescue Center is currently a home to 43 monkeys and 11 chimpanzees. The first thing I noticed about the chimpanzees was how loud they were! The monkeys and chimpanzees were in comfortable living quarters and received plenty of fruits and veggies on top of their standard chow diet.
- The Sanctuary has been established for 20 years – Most of their monkeys were former pets from the exotic pet trade. Pet owners realized that caring for a monkey is a lot of work and then contacted the sanctuary to retire them.
- Instead of walk-in coolers (like Wildlife Rescue and Rehabilitation), they have sliding coolers from restaurants – we could try to buy them at auctions or get them donated...
- Communicating with researchers and pet owners: April said they try to stay neutral (like we do) when working with researchers and pet owners so that she can keep communication channels open. She said she is often able to talk potential monkey pet owners out of purchasing a pet monkey.
- They hire their veterinarian's services as needed, but she said to make sure to choose a vet in close vicinity so a monkey doesn't have to wait two hours before getting treatment. She also indicated that having a vet tech on site is beneficial, because you can do many things yourself with advice from the vet.
- She pays 3 animal care and 1 maintenance employee to work at the sanctuary; all employees have radios to enhance communication.
- They are zoned as agricultural – she said it doesn't need to be "farm" animals to be agricultural –it could be any animals. This zoning information will be helpful to us as we work to gain approval for our building process.
- She said we could learn from other nonprofit sanctuaries by looking at their tax form 990 nonprofit on Guidestar ([www.guidestar.org](http://www.guidestar.org)), to see how they have raised funds.
- Human-primate interaction: They give monkeys personal interaction if they desire it (e.g. presenting, actively want human's attention). She suggested using a tickle stick or a piece of garden hose to scratch them (more for the chimpanzees), so you don't get injured.
- Feeding: All residents are fed twice per day – the animal care staff recently suggested feeding more fruit in the AM since that is what they prefer and then feed the chow at night so they have all evening and night to eat it (versus holding out to eat fruit in pm b/c the chow gets soggy when served with the fruit).
- She reinforced the need to find a place for research monkeys. The sanctuary was contacted to retire 20 male cynomolgus monkeys and April said she had to turn them away. ...she added that no sanctuary would take singly-housed monkeys without substantial funding for lifetime care. It made me realize even more how necessary Primates Incorporated is, and that we need to develop a Primates

Incorporated fund to help provide funding for primate retirement to other sanctuaries.

- She had many corn cribs, but said chain-link housing structures came out to be more affordable.
- She said to put cotton-jacketed fire hose on our needs list because it serves as rope for primates to swing on.

Overall, the visit was very informative. April gave me moral support, saying there is a need for more sanctuaries, but provided cautionary advice about the challenges we face ahead.

### **Phone Conversation with John Trybus**

John found Primates Incorporated through [volunteeryourtime.org](http://volunteeryourtime.org). He has volunteered to help us create a public relations campaign in order to maximize our visibility. We welcome John to our advisory board. Here is a selection of his credentials:

- *VP & Founder*, Influence PR . Created a 30-member organization to increase student awareness of the PR field and to provide PR services to clients.
- *Volunteer Publicist*, RescueGroups.org . In charge of all PR activities for this national non-profit that provides technological solutions to shelters in order to facilitate pet adoptions.
- *Member*, Public Relations Student Society of America's International Task Force for Global PR Education.

How he would like to help Primates Incorporated:

- Wants to write an article as an independent journalist about us and get it published in E magazine
- Suggested I get an interview on Lime radio – Sirius satellite radio

### **Article Summaries**

Planning a Capital Campaign for Grassroots Groups

Summary by Amy. I am not pasting in any direct quotes of the article as I am not sure if copyright is an issue. However, the link to the article is listed here:

<http://www.tgci.com/magazine/Getting%20Major%20Gifts.pdf>

This article provides key insights on how to prepare for a successful capital fundraising campaign for a small organization. Please view the link to obtain more information.

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