

January 15, 2023



**4th annual online auction fundraiser: April 15th to 22nd, 2023 at 32auctions.com/turtlepond2023
Donate today! Registered charity #750444283RR0001**

Dear Friend of Wildlife,

Turtle Pond Wildlife Centre is the sole authorized wildlife rehabilitation centre serving roughly 130,000 square kilometres of Northeastern Ontario. We have cared for animals from as far away as Kenora, Timmins, and North Bay and the number and variety of wildlife intakes continues to grow.

To help ensure that we have the funds to continue operating, our fundraising volunteers are working to secure auction items for our [4th Annual Caring for Our Wildlife Online Auction](#). Our donors enabled us to care for over 800 animals in 2022! As each animal has its own special needs for diet, housing, and treatment, the costs add up. Expenses reach in excess of \$80,000. Please donate today.

We're excited to share that this year, the owners of [Northern Legacy Horse Farm](#) have offered to MATCH what the auction brings in! Your donation will have twice the impact!

Last year, our auction website received 34,772 page views, 268 registered bidders, and 2,463 bids. We have received media coverage via CTV Northern Ontario, Sudbury.com, The Sudbury Star, and mentioned within CBC Radio's Morning North and Up North programs. Our bidders were mostly from the Greater Sudbury area, but we had successful bidders from Manitoulin Island, Timmins, and Florida. We'll be putting an even greater effort into attracting new bidders/visitors this year, and that means more exposure for your business.

We want our donors and their donations to be displayed in the best light. In addition to a detailed item description, up to four (4) large photos, and a link to your website, we will again be able to add donors' logos to the item description. We are also able to feature items prominently on the auction site itself. As in the past, auction items will be promoted on both our [Facebook](#) and [Instagram](#) pages prior to, and during the auction to drive bids. A listing of donors with links will also be posted on the [donors'](#) page of our website for at least one year.

To donate an auction item, please contact me by email and/or fill out the online form on our website at turtlepondwc.com/auctiondonation by April 3rd. (The form captures everything needed to make your donation shine online.) Not sure what to donate? Items for spring/summer, Mother's Day gifts, gift cards/certificates, are always popular.

In recent years, Canada's wildlife has seen so many challenges - from climate change, habitat loss, and pollution - that wildlife rehabilitation grows increasingly important. Together, we can give our wildlife a second chance at a wild life. Thank you for your consideration.

Kind regards,

Lisa Mclvor
Volunteer Auction Chairperson
turtlepondwc.fundraising@gmail.com