



Brand Guidelines
GREAT RIVER RESCUE



OUR STORY

We are proud to be one of the few “No – Kill” shelters in the United States. The “No – Kill” policy ensures that we do not euthanize animals on a routine basis in order to make room for other animals. Animals are euthanized only when they are considered unadoptable. Animals are considered unadoptable when the animal exhibits aggressive or biting behavior, health issues involve animal suffering, or when the cost to maintain health would interfere with the organization’s ability to help more animals.

Since inception in 1977, Great River Rescue has helped over 10,000 animals with a second chance at life. We are very proud of these and other efforts which have made our dream a reality and now allows us to provide even greater quality service for more than 300 animals per year.

MISSION STATEMENT

“Great River Rescue transitions dogs and cats to loving homes, serves as a community resource, and advocates for kind, responsible pet care.”

OUR VISION

Great River Rescue envisions a society of responsible animal guardians in which every animal is treated with respect and care.

OUR VALUES

- Care, compassion and empathy for animals and people.
- Accountability to high standards of professional and ethical behavior.
- Respect and kindness with every decision and interaction.

BRANDING COLOR PALATE

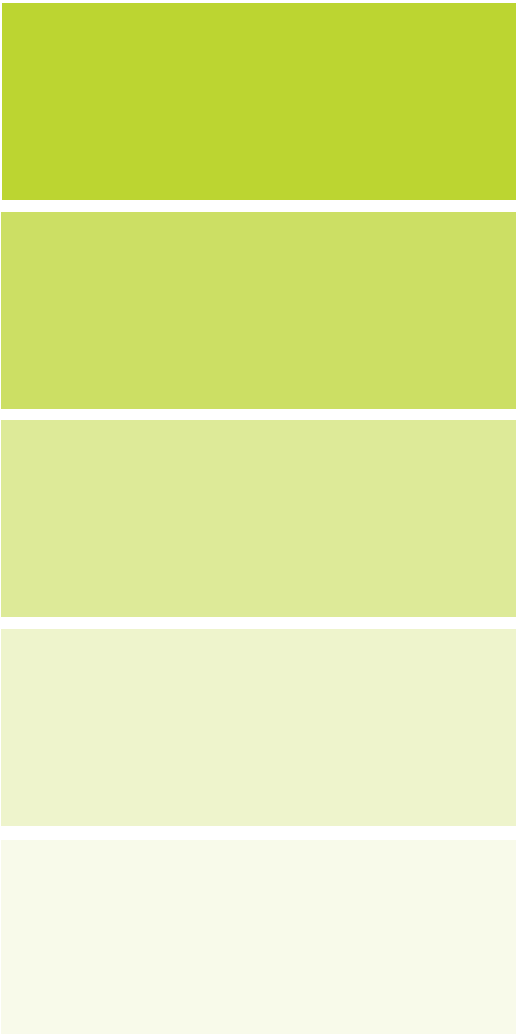
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CMYK: 70/15/0/0
Hex: #27aae1



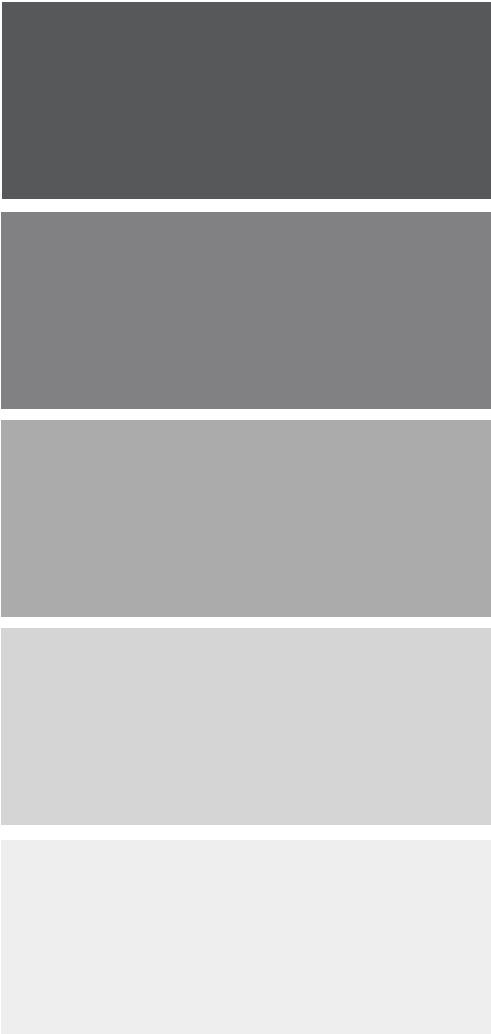
GREEN

RGB: 188/214/49
CMYK: 31/0/100/0
Hex: #bcd631



DARK GREY

RGB: 88/89/91
CMYK: 0/0/0/80
Hex: #58595b



Fonts for Branding Material

Montserrat Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . ? ! \$ % &

Body Copy Font Web

Montserrat Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . ? ! \$ % &

Body Copy Font for Print

Montserrat Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . ? ! \$ % &

Titles and Taglines

Montserrat Extra Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . ? ! \$ % &

Large Callouts and Titles

PRIMARY LOGO



SPACE REQUIREMENTS

No elements should overlap with the logo. The complete logo should lay on top of a background color or photo. When possible the length of the capital "A" should be kept around the logo as clear space free from typography and graphical elements.



MINIMUM LOGO SIZE



Print: 1 Inch wide
Web: 120 px wide

APPROPRIATE LOGO VARIATIONS



Primary logo over
light background



Black logo
(only for BW use)



White logo over a
solid background



White logo over
image background

INAPPROPRIATE LOGO USES



NO Changing
Logo Colors



NO Changing
Logo Fonts



NO Changing Logo
Proportions



NO Overlapping Graphic
Elements



NO Rotating
Logo

ANNUAL REPORT EXAMPLE

ANNUAL REPORT 2019 Fiscal Year

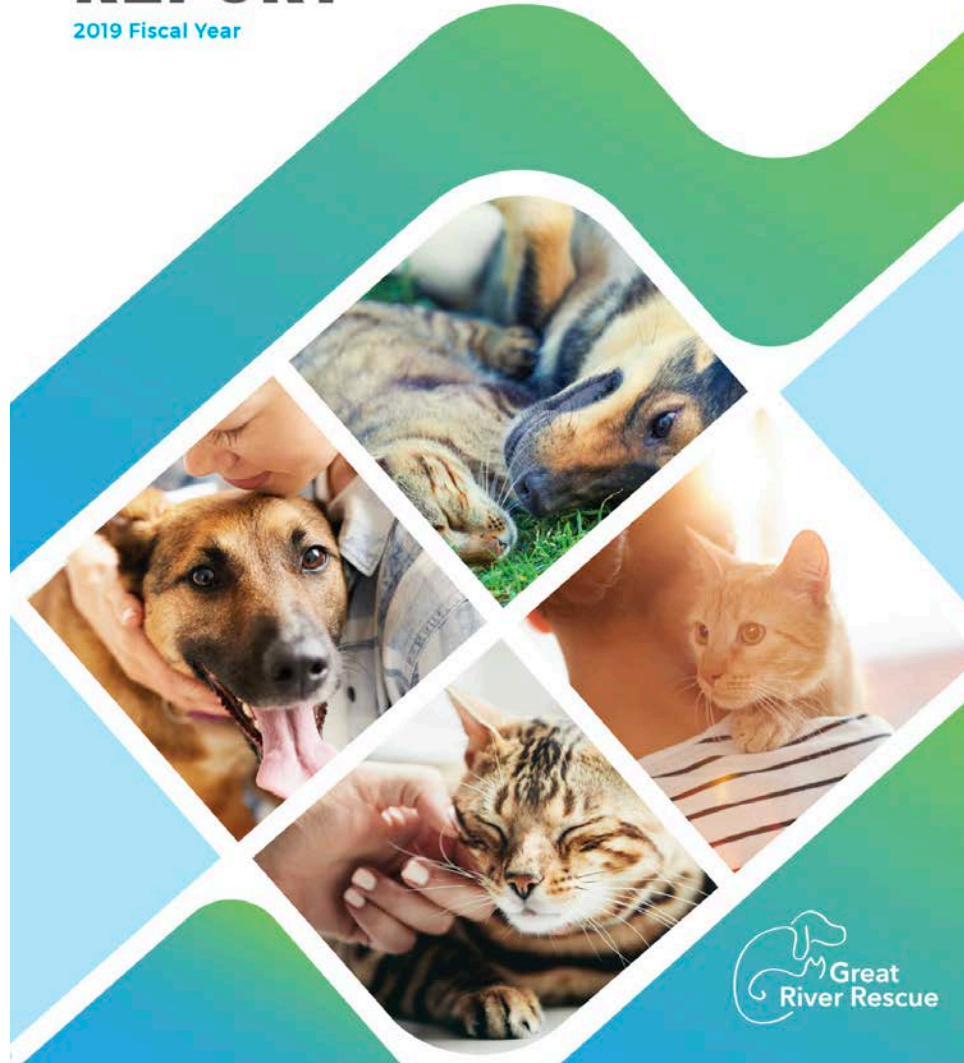


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Letter from the BOARD CHAIR

Great River Rescue transitions dogs and cats to loving homes, serves as a community resource, and advocates for the kind, responsible pet care.

Great River Rescue envisions a society of responsible animal guardians, where every animal is treated with respect and care.

Great River Rescue is committed to high standards of professional and ethical behavior, and accountability with every decision and transaction.

Board of Directors:
 Carl Henderson - Chair
 Lisa Smith - Vice Chair
 Jennifer Anderson - Treasurer
 Anna Smith - Secretary
 Tom Smith
 John Smith
 David Smith
 Mark Smith
 Karen Smith
 Lisa Smith

Our 2019 STATISTICS

Animal Movements: 2013-2019

Year	2013	2014	2015	2016	2017	2018	2019
Total Intakes	289	345	362	420	400	407	392
Total Adoptions	268	342	356	383	390	348	360
Average Length of Stay (in days)	83	72	47	46	53	30	36

Outreach Statistics: 2018-2019

Outreach Type	2018	2019
Educational Presentations	61	48
New Online Newsletter Subscribers	219	233
Unique Website Visits	35,070	38,344
New Facebook Likes	565	576
Participants in Dog Training	10	30

Letter from the DIRECTOR

It is amazing how much can change from year to year within our organization. As I sit to write the changes are always for the better as we strive to accomplish our mission. 2019 was a year which we focused on accomplishing during the year we accomplished our goals and accomplished our mission. As a result from 2018, we achieved the Board of Directors from the Board of Directors and began a partnership with the Minnesota Board of Veterinary Medicine (MBVM). All of these accomplishments are a result of the hard work and dedication of our staff and volunteers. We will not stop until we have achieved the health and safety of the animals while providing high quality service to you.

Another major change in 2019 was the addition of eight new members to our Board of Directors. This influx of directors infused new energy to our organization, while adding another layer of accountability. Our Board of Directors is made of volunteers from the community who help oversee the operations of the shelter, and much to be accomplished in 2020. With our new 16 member board, we can accomplish more goals than ever before.

2019 will be another year of moving forward and accepting positive change. Our biggest change for the year will be the implementation of our new limited-spectrum program. I am grateful for the hard work and generosity of the people who make PRISM a successful organization for the last seven years. Now, it has been handed over to GRR to operate and hopefully increase its impact on animals and impact a potentially even better to see what we can do with this program to help animals get adoption and get homes.

Thank you for continuing to support and believe in Great River Rescue. As always, we are truly a community organization that can't take part and put families together without you being behind us.

Blessings,
 Jennifer Anderson
 Executive Director

Our 2019 ACCOMPLISHMENTS

2019 was another year of growth for Great River Rescue and thanks to the support of our community we got a lot closer to our goal of just one of the things we were proud to accomplish.

Increased Board membership to 16. Board members are not only highly motivated, but also a vital role in the health of a nonprofit organization. In 2019 we added eight new board members which has helped us become a more effective organization.

Our partners at PRISM reached out to us in 2019 to give us the opportunity to take over their program. We began the process of getting to know the program and the people who run it. Our goal is to take over the program and make it a successful one for the animals and the community.

Increased News Standards from the Minnesota Board of Veterinary Medicine. Throughout 2019 and much of 2020 we worked to reach the standards set by the Minnesota Board of Veterinary Medicine. We are now an approved organization which demonstrates our commitment to high professional standards of accountability.

Completed Website Redesign and GRR Review. Our Annual Website Committee conducted an assessment of our website. Based on the Board's findings from the Association of Human Resources, we began the process of getting to know the program and the people who run it. Our goal is to take over the program and make it a successful one for the animals and the community.

Most successful fundraiser was with PRISM Fund. Our PRISM Fund raised nearly \$10,000 making it our most successful fundraising event.

Continued to grow and expand our staff. Staff turnover in 2019 was at an all-time low while we focused on training and development. All staff completed an online PRISM for PRISM training and our Animal Care Coordinator attended the annual Animal Care Days in New Orleans.

Regain the MBVM's approval with the Minnesota Board of Veterinary Medicine. Great River Rescue submitted an application for approval and management of the Minnesota Board of Veterinary Medicine.

Emergency Medical Procedures Performed. Thanks to the MBVM's emergency medical procedures, we saved 11 animals (six dogs, four cats, and one rabbit). One (human) head was removed, and three dogs were being treated for medical procedures performed.

Successful adoption of special needs dogs. Over 100 in 2019, we saved various special needs dogs such as Husky, Rottweiler, and others.

Statistics Continued...



Animal Intakes: 2019

Location	Dog	Cat	Total
Area Friends	21	87	108
Owner Surrender	37	52	89
Stray	22	81	103
Other	32	47	82
Total	112	267	382

Animal Outcome Details: 2019

Dog	Cat	Total	
Adoption	126	234	360
Reclaimed	4	10	14
Dead or Euthanized	2	8	10
Transferred	2	7	9
Total	134	259	393

Volunteer Data: 2018-2019

2018	2019
Total Logged Volunteer Hours	1,963 3,884
New Volunteers	54 58
Total Volunteers	85 90

Donation Data: 2018-2019

2018	2019
Total Donations	\$531 647
Average Gift Size	\$107.75 \$107.88

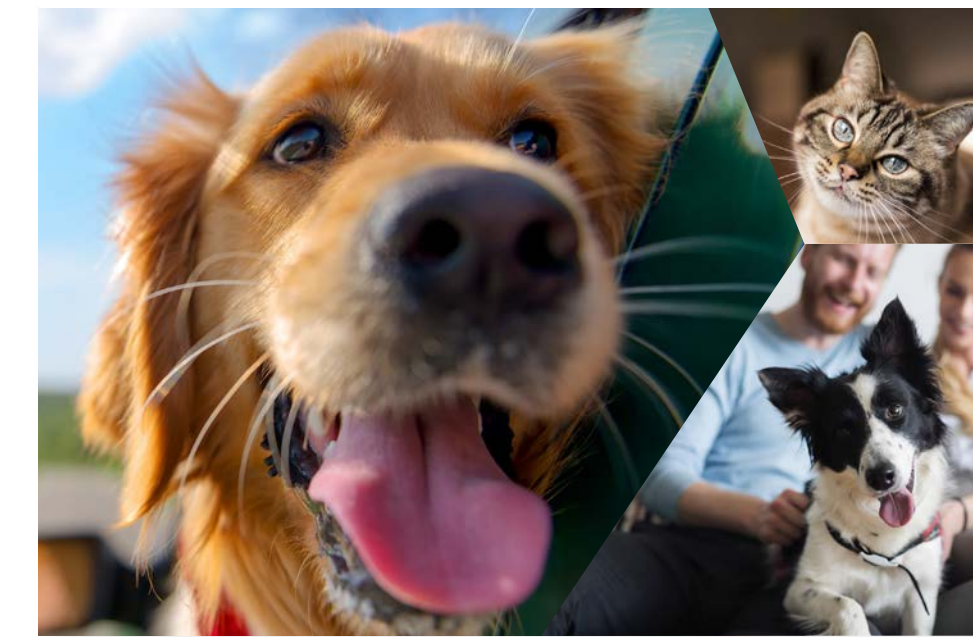
*Total breed number is an estimate based on all donations made through a variety of online sources and programs such as Fingerprint Pet, which makes it challenging to find the exact number of breeds in the organization. The associated number is probably more than the actual number.

BRANDING MATERIAL EXAMPLES



BIG THINGS ARE HAPPENING AT GREAT RIVER RESCUE

We would love to partner with you in 2019!
 Learn about partnership opportunities at www.greatriverrescue.com/business-partnerships



PET PATROL

What is GRR PET PATROL?
 A monthly volunteer program for youth ages 13 - 15. Meets the first Saturday of every month from 2 to 4 pm. Each month the group will learn about a new animal related topic and spend time with shelter pets. Participants must be trained volunteers and sign-up ahead of time by calling us at 218-751-7910.

This is a FREE program!
 First session is Saturday, September 3.



A Home for the Holidays
 2019 Program Guideline

Transitions dogs and cats to loving homes, serves as a community resource, and advocates for kind, responsible pet care.

Goals

- Engage the community in a fun, new way.
- Increase the number of people who participate in foster care.
- Increase adoptions of medium and large dogs due to increased information on the dogs' behavior outside the shelter.
- Increase enrichment for the shelter pets.

For more information look on the back!



CAT ADOPTION

JULY 17TH - AUGUST 4TH

WHAT:
 Cats that are 7+ months old

PRICING:
 Adopt for any price - you decide what you will pay!

ITEMS FOR SALE:
 GRR T-shirts for \$10 (\$15 for 2X or larger)

1612 Carr Lake Rd SE
 Bemidji, MN 56601
 218-751-7910



CELEBRATE 40 YEARS OF BRINGING FAMILIES TOGETHER!

Great River Rescue
GRR CELEBRATING 40 YEARS!
greatriverrescue.com

FRIDAY, JUNE 30TH
 4:00 p.m. - 7:00 p.m.
 LOCATION: ROTARY PAVILION
 FREE TO THE PUBLIC!

There will be demonstrations from the Sheriff's K9 Unit and GRR's Executive Director. Activities will include a dog play area with kiddie pools, GRR photo booth, kids' games and prizes, and special adoptable plush toys!

www.greatriverrescue.com | 218-751-7910



Low Income Wellness Clinic
 AND LIMITED SURRENDER EVENT

July 15, 2017 11:00 am - 2:00 pm
 Hosted by Great River Rescue | 1612 Carr Lake Rd SE, Bemidji

EVENT DETAILS
 Great River Rescue will be hosting a Wellness Clinic and Limited Animal Surrender Event for pet owners meeting low income guidelines. Basic wellness services will be available to pets of qualified pet owners. Some services offered include: eye exams, deworming, flea/tick prevention, microchip, neuter, nail clipping, and ear cleaning. Animals may be surrendered from 11:00 am to 2:00 pm.

LOW INCOME GUIDELINES
 To participate in this low income event, participants must be enrolled in one of the government assistance programs listed below. Basic wellness services will be available to pets of qualified pet owners. Some services offered include: eye exams, deworming, flea/tick prevention, microchip, neuter, nail clipping, and ear cleaning. Animals may be surrendered from 11:00 am to 2:00 pm.

GOVERNMENT ASSISTANCE PROGRAMS
 Disability income, Food support (EBT, SNAP), General Assistance, Housing Assistance, Medicaid, Medical Assistance, MinnesotaCare (a health care program for Minnesotans with low income), MNF, Section 8 Housing, Temporary Assistance for Needy Families, VA Disability and WIC.

HOW IT WORKS
 No appointment necessary. First come, first serve. Must arrive 15 minutes prior to the start of the event to be seen. A Licensed Veterinarian will be on hand. One or more veterinary technicians will be on hand. *Services available while supplies last.

Event Sponsor: Paul Bunyan
 Community Sponsor: FIRST NATIONAL BANK BEMIDJI
 Thank you to Gallery North for providing specially designed bowling pins for our prizes!



APPROVED IMAGERY





Brand Guidelines

GREAT RIVER RESCUE

Great River Rescue | 1612 Carr Lake Rd SE | Bemidji, MN 56601 | Phone: (218) 751-7910

