



IMAGINING  
A MORE HUMANE  
WORLD...



HELEN WOODWARD ANIMAL CENTER  
Humane Education  
Campus  
NAMING OPPORTUNITIES



HELEN WOODWARD ANIMAL CENTER  
**Humane Education  
Campus**

**10,500**

ESTIMATED TOTAL SQUARE FOOTAGE

**\$13 million**

ESTIMATED COST

**Our state of the art education complex will feature:**

- Two birthday rooms that will double as craft rooms.
- One large classroom (room for up to 40 children).
- Five smaller classrooms (space for up to 20 children).
- Animal prep room and living areas for small mammals, reptiles, and birds, as well as a small kitchen area for their food preparation.

**We will also be taking full advantage of outdoor spaces that will include:**

- Two outdoor playground areas.
- Five outdoor animal enclosures that will be home to the chickens, goats, and sheep.
- Outdoor animal enrichment area.
- Two outdoor presentation areas.
- Two animal holding pens.
- Outdoor barn storage and an outdoor storage shed/closet.



## THE NEED

Helen Woodward Animal Center was built in 1972 but the original house that was on the property is thought to be from the 1950's. It was the living quarters for the facility manager until 1997 or so and has been dedicated to Education for at least 20 years. The Education department was originally housed in the El Apajo facility location along with Adoptions and Administration until about 2000. In 2006 when Therapeutic Riding relocated we began utilizing the Pavilion for Education programming. We secured the Education trailers in 2017 when we moved Adoptions into the original house during construction of the new Adoptions center. Education has had a few homes during the last almost 50 years at Helen Woodward Animal Center but at this point a Pavilion that is fully exposed to the elements, trailers that are too small and lack storage, and the lack of an age appropriate/all ability playground for the children to play on before and after their programming have become significant issues that need to be addressed.



The Pet Encounter Therapy program has been living in a trailer for about 15 years and is desperately in need of a proper building to house their over 30 therapy animals and provide a setting for visiting groups and presentations.

Now that the new Adoptions Center is open (Phase II of the Campaign for Caring) we plan to tear down the old Education house and build a brand new state of the art Humane Education facility that would meet the needs of children of all ages and provide a safe and comfortable habitat for our therapy and education animals. For the first time in a very long time, all of the education programming could exist under one roof and the children who come to our programs would be able to share their learning environment with our very special animal ambassadors.

The Center's focus on Humane Education began with Helen's original vision and has grown in so many wonderful ways, but throughout that growth and expansion we have never lost sight of the original goal which is to teach children to "Share the Earth" by developing their sense of empathy and compassion through hands-on animal interactions. Here at Helen Woodward Animal Center we truly believe that we will not be able to ensure a better future for animals tomorrow if we don't reach the children of today. The children that we reach with our unique programs will be impacted not only for the day that they visit but hopefully for many years to come. In today's world



where school shootings and unexplained violence involving children and teens steals the headlines, we know that it is more important now than ever before to build a more compassionate society — one built on respect and responsibility instead of anger and apathy. The data supports the fact that people who hurt animals go on to hurt people, so the importance of breaking this cycle of violence has never been more critical.

Whether visiting low income schools where children have minimal animal exposure in their daily lives or providing “Vet for a Day” programming to visiting Girl Scouts, the Center provides those interactions and experiences that stay with children for years to come and influences the way that they see the role of animals in their lives and in our society.

Beyond our Education programs, the new building will also be utilized for our Pet Encounter Therapy (PET) animals, staff and programming where



the Center provides the unconditional love of animals to over 25,000 beneficiaries a year. PET is provided to psychiatric facilities, Alzheimer’s centers, special education programs for children and teens, transitional housing facilities for veterans, convalescent homes, high risk pregnancy floors of hospitals, facilities for children who have been removed from their home due to abuse or neglect, schools for homeless children, victims of domestic violence, and so many more. Although much of the programming takes place off-site the animals will live in the new facility, staff offices will be located there, and we will provide on-site visits when requested including senior groups and those affected by traumatic brain injury who can benefit from a community outing.

The power of Pet Encounter Therapy is clear with today’s statistical evidence proving that pets lower blood pressure, decrease stress, improve cognitive function and memory and minimize the need for medication. We can all benefit from some “puppy love.”



## THE PROGRAMS

Responding to the demands of our community, our humane education programs continue to grow at a tremendous pace here at the Center with our Animobile traveling classroom reaching over 4,000 children a year with hands-on animal experiences and lessons of empathy, compassion and responsibility and our Critter Camps reaching over 3,000 children 4-14 years of age with lessons based on our mission to teach children how to share the earth with animals. These numbers don't even include all of our other programming from field trips to DogSmart which results in an additional 3,493 kids impacted by our programs.

Beyond all of this programming, the Center is providing birthday parties to thousands of children and adults each year. These parties although entertaining are also bringing animals and children together for valuable "teachable moments" about the human-animal bond that they can share with their parents and other adults at the party.

**Overall, the educational programs of Helen Woodward Animal Center are currently serving over 13,620 children and 4,559 adults each year.**



### **With our new facility we expect that number to grow significantly with these new features:**

- Multiple classrooms that allow for a variety of groups from different facilities to utilize the education building at the same time.
- Outdoor areas that spill out from the classrooms to allow for a "nature immersion" experience. The benefits of this outdoor classroom environment include setting up patterns for an active, healthy lifestyle; developing an interest in science and math by connecting with nature; familiarity with and appreciation of nature, a hands-on view of how nature works, and building stewardship skills for the environment.
- Two birthday party rooms for simultaneous birthday parties on the weekends.
- Animal enclosures that are part of the children's environment allowing them to bring the "themes" of the various classrooms to life.
- A large kitchen for meal preparation for children and animals.
- Separate bathrooms for children and adults.
- Storage for holiday event décor.

What this explanation of the new facility does not encompass is the whimsy and excitement we will capture in this new Humane Education /PET complex. Through the use of creative design, hands-on displays, interactive elements, and broad colors we will create a space where children can be transported to the desert or the jungle and interact with the animals that live there! It will truly be a landmark facility and a testament to the Center's mission and focus of changing the future for animals tomorrow by reaching the children of today.



# VILLAGE/LOBBY



OVERALL NAMING  
OPPORTUNITY FOR  
EDUCATIONVILLAGE

\$3,000,000

**SOLD**



The lobby of the Humane Education Complex will be a focal point of the building and will create a lasting first impression for visiting parents and children. The tree below will be a key component of the lobby and will include areas for children to sit and read, climb, and explore while their parents are meeting with program staff and going over materials at the registration desk.

EDUCATION LOBBY

\$100,000

**SOLD**

# CLASSROOMS

There are a total of six classrooms in the new building and each one has its own nature-related theme that will allow the children to immerse into that environment as they learn about a variety of animals and their individual habitats. This particular classroom can be divided into two individual classrooms (jungle and woodlands) or merged together to make one large classroom for bigger groups. As you can see there are a variety of unique features including the “river” flowing through the middle of the room and the ceiling tiles that are part of the “canopy” and allow light to filter through.



LARGE JUNGLE/WOODLAND CLASSROOM	\$1,000,000	AVAILABLE
LARGE OCEAN CLASSROOM	\$500,000	<b>SOLD</b>
DESERT CLASSROOM	\$250,000	AVAILABLE
TUNDRA CLASSROOM	\$250,000	AVAILABLE
PET CLASSROOM	\$250,000	<b>SOLD</b>

***Prominent naming signage will be displayed with any of these selections. Thank you for your consideration.***

# SEAT CUSHION WALLS

Each classroom will have special cushion seating for the children that will be attached to the wall of the room. The cushions will fit the decorative motif of the room (i.e. woodlands room will have tree trunk cushions) and underneath each cushion the children will find fun facts about the animals and plants in that environment. It becomes an interactive and educational activity for the children to find and procure their seating each day!



SEAT CUSHION WALL #1	\$25,000	AVAILABLE
SEAT CUSHION WALL #2	\$25,000	AVAILABLE
SEAT CUSHION WALL #3	\$25,000	AVAILABLE
SEAT CUSHION WALL #4	\$25,000	AVAILABLE



# BIRTHDAY CLASSROOMS

The Center offers fun-filled educational animal-themed birthday parties that provide unforgettable memories! These animal-themed birthday parties offer HANDS-ON animal interactions (chosen by the birthday child!), and will take place in our new dedicated Birthday Classrooms.



BIRTHDAY ROOM  
BIRTHDAY ROOM

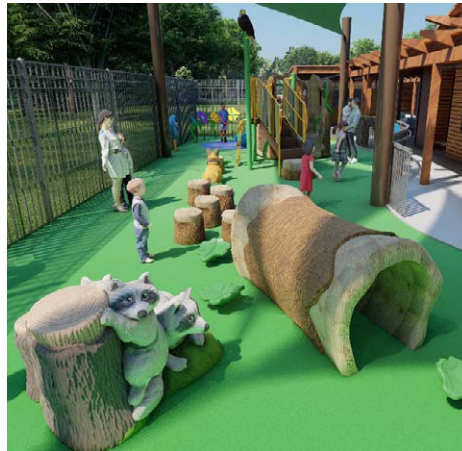
\$100,000  
\$100,000

AVAILABLE  
AVAILABLE

***Prominent naming signage will be displayed with any of these selections. Thank you for your consideration.***

# NATURE PARK PLAYGROUND

## AGES 2-5

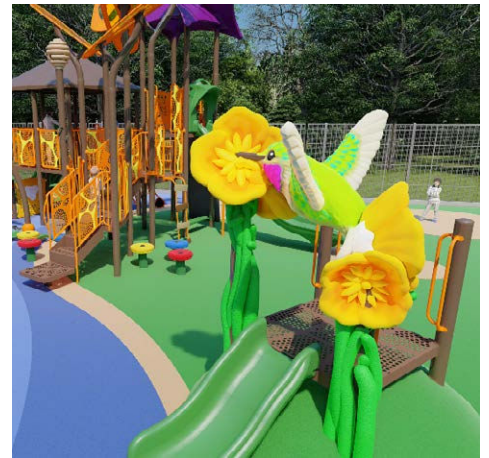


OUTDOOR PLAYGROUND AREA	\$1,000,000	<b>SOLD</b>
TREE/EAGLE SLIDE	\$50,000	<b>SOLD</b>
LOG TUNNEL	\$15,000	<b>SOLD</b>
RACCOONS	\$15,000	<b>SOLD</b>
DOG	\$15,000	<b>SOLD</b>

***Prominent naming signage will be displayed with any of these selections. Thank you for your consideration.***

# POLLINATOR PLAYGROUND AGES 6-12

A playground dedicated to our older children aged 6-12 years old. A key component of this new Humane Education/PET Village is creating an educational environment that will meet the needs of children of all ages and abilities. In order to do that we felt it was important to have a playground that will also be equipped for all children, no matter their challenges or abilities.



OUTDOOR PLAYGROUND AREA	\$500,000	<b>SOLD</b>
BUTTERFLY SLIDE	\$100,000	<b>SOLD</b>
SPIDERWEB CLIMBING STRUCTURE	\$30,000	<b>SOLD</b>
HUMMINGBIRD	\$30,000	<b>SOLD</b>

***Prominent naming signage will be displayed with any of these selections. Thank you for your consideration.***

# ANIMAL AREAS



SMALL MAMMAL LIVING SPACE	\$50,000	AVAILABLE
REPTILE LIVING SPACE	\$50,000	SOLD
BIRD LIVING SPACE	\$50,000	SOLD
ANIMAL KITCHEN	\$50,000	SOLD
GOAT ENCLOSURE	\$50,000	AVAILABLE
SHEEP ENCLOSURE	\$75,000	SOLD
PLAY AREA	\$10,000	SOLD
OUTDOOR BENCHES	\$10,000	SOLD
OUTDOOR ANIMAL PRESENTATION AREA #1	\$100,000	AVAILABLE
OUTDOOR ANIMAL PRESENTATION AREA #2	\$100,000	AVAILABLE

***Prominent naming signage will be displayed with any of these selections. Thank you for your consideration.***

# BEHIND THE SCENES



ORGANIC GARDEN	\$50,000	<b>SOLD</b>
FEED STORAGE	\$25,000	<b>SOLD</b>
STAFF KITCHEN	\$25,000	<b>SOLD</b>
LAUNDRY	\$25,000	<b>SOLD</b>
INSTRUCTOR HUB	\$25,000	<b>SOLD</b>

***Prominent naming signage will be displayed with any of these selections. Thank you for your consideration.***

# FOR MORE INFORMATION CONTACT

Renee Resko

Vice President of Development  
Helen Woodward Animal Center

[ReneeR@animalcenter.org](mailto:ReneeR@animalcenter.org)  
(858) 756-4117 ext. 347



HELEN WOODWARD  
ANIMAL CENTER

[animalcenter.org](http://animalcenter.org)

HELEN WOODWARD ANIMAL CENTER

Humane Education Campus

**NAMING OPPORTUNITIES**