

Common Cause Calendar 2017

SHOP FOR A CAUSE

100% OF PROFITS WILL BE DONATED EQUALLY TO 4 ANIMAL WELFARE GROUPS.

**COMMON CAUSE 2017
CALENDAR
OUT NOW**

ORGANISED BY: Pet Lovers Foundation
SUPPORTED BY: Pet Lovers Centre
BENEFICIARIES: Animal Lovers League, Causes For Animals Singapore, Cat Welfare Society, Exclusively Mongrels

The graphic features a yellow background with the text 'SHOP FOR A CAUSE' in large blue letters. Below it, '100%' is in large black font, followed by 'OF PROFITS WILL BE DONATED EQUALLY TO 4 ANIMAL WELFARE GROUPS.' in smaller black font. The main title 'COMMON CAUSE 2017 CALENDAR OUT NOW' is in large blue and red letters. To the right, there are images of the calendar pages for September, October, December, and January, along with photos of various cats and dogs. At the bottom, there are logos for the organizing and supporting organizations, and the beneficiaries.

Picking up from last year's success, the Common Cause Calendar was again launched for 2017. Spearheading this project was Pet Lovers Foundation, the non-profit arm of Pet Lovers Centre. The four beneficiary animal welfare groups (AWGs) that were involved in the fund-raising initiative were Animal Lovers League (ALL), Causes For Animals Singapore (CAS), Cat Welfare Society (CWS) and Exclusively Mongrels.

The Common Cause Calendar symbolises the unified efforts of the AWGs and other parties by creating an opportunity for the public to help in a simple and practical way. Aside from it being a calendar with useful desk signs that can be displayed as needed, it also showcases the numerous special cats and dogs in Singapore along with valuable information about the four AWGs.

This year, the project raised a total of **\$92,514.70**. That means each AWG will receive **\$17,882.18** which will help defray the costs of the upkeep of the shelter and veterinary care for the animals. More importantly, the calendar generated further awareness of the need to help the strays and homeless animals.

Once again, this proves that 1) one does not have to donate thousands of dollars to make a difference, and 2) many hands make the load lighter. With a mere \$10, a person not only gets a calendar, but has become a hero to these animals.