



Global Federation of  
**Animal Sanctuaries**

IDEAS TO  
LEVERAGE YOUR  
GFAS STATUS

## License & Accreditation

Peace Ridge Sanctuary is a world-class animal refuge with an important mission. operations and facilities are licensed and accredited by:

- **Maine Department of Agriculture, Conservation, and Forestry**

- Licensed Animal Shelter Facility
  - License #F1577
- Importation of Dogs and Cats for Resale or Adoption
  - Permit #2013-00130Renewal
- [Link to Maine DACF website](#)

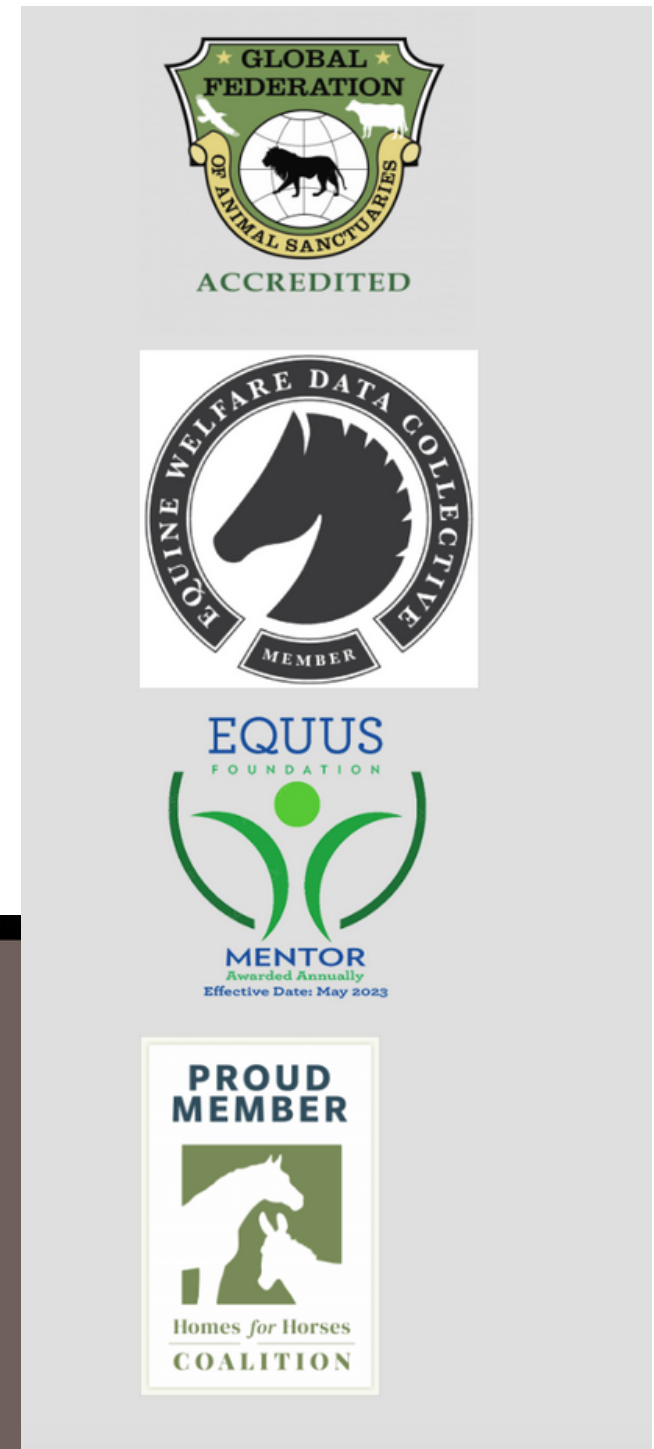
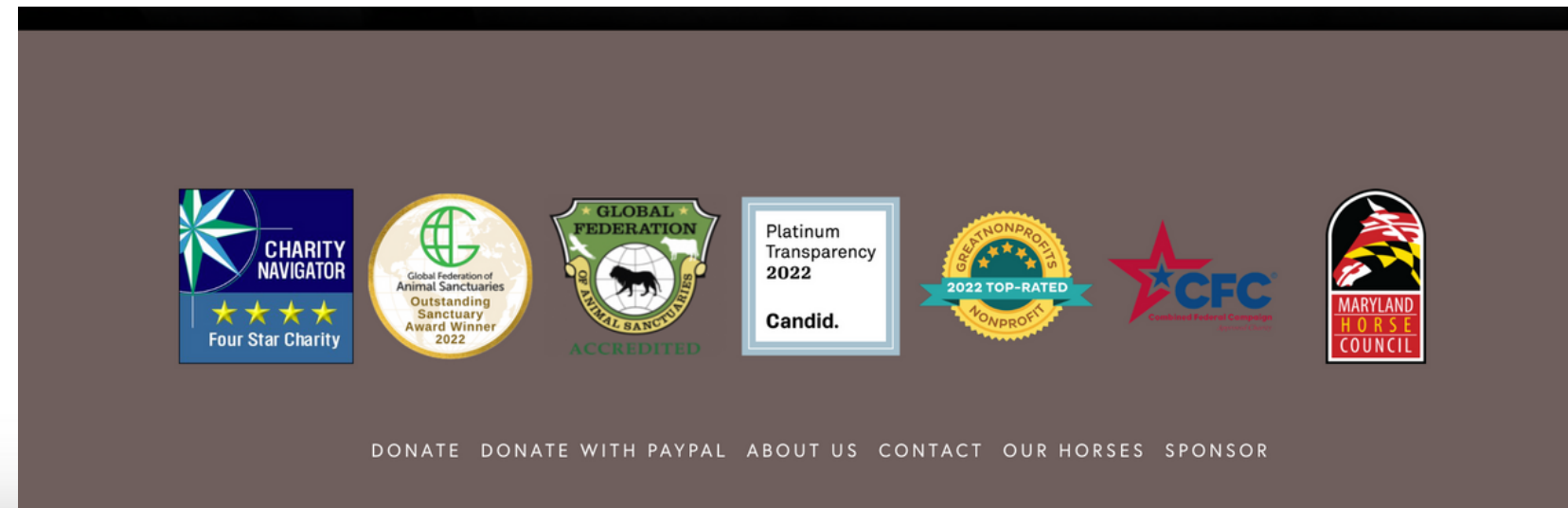
- **Global Federation of Animal Sanctuaries**

- Accredited status
- [Link to GFAS website](#)
- [Read press release about receiving accreditation](#)

# LOCATIONS:

# ABOUT US

# FOOTER



# YOUR WEBSITE

# Goodheart wins Outstanding Farmed Animal Sanctuary Award 2022

## NEWS

Goodheart Farm Animal Sanctuary, based in Worcestershire, has been named Outstanding Farmed Animal Sanctuary 2022 by the [Global Federation of Animal Sanctuaries \(GFAS\)](#).

Goodheart was elected from over 200 GFAS-certified sanctuaries worldwide for this prestigious award, which recognises organisations displaying excellence in humane and responsible animal care as well as outstanding professionalism and ethics. GFAS are the only globally-recognised organisation for certifying that a facility meets the GFAS Standards of Excellence and recognises those as a true “sanctuary.”

“



[About](#) [Sanctuary](#) [Learn](#) [V](#)



### Our awards & accolades



Winner of the 2022 Outstanding Farmed Animal Sanctuary Award



The very first farm animal sanctuary in Europe to be Verified by the Global Federation of Animal Sanctuaries

## SOCIAL MEDIA

## EMAIL SIGNATURE

♥ **goodheart**  
animal sanctuaries

GFAS Outstanding Farmed Animal Sanctuary 2022



# YOUR EMAIL & MARKETING MATERIALS

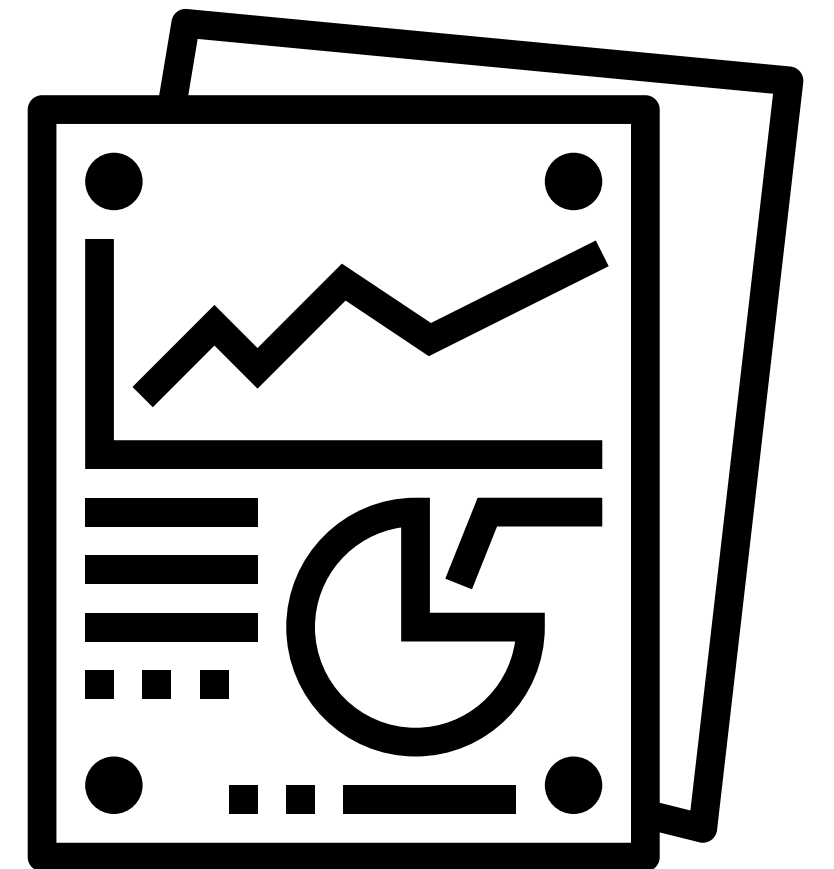
# OTHER IDEAS



FLYERS/PAMPHLETS

SANCTUARY SIGNAGE

ANNUAL REPORTS



# FUNDRAISING IDEAS



LETTERS OF RECOMMENDATION  
-GRANTS/FOUNDATIONS

(MAJOR) DONOR RELATIONS  
-QUOTES, LETTERS, MEETINGS

-MARKET YOUR RENEWAL STATUS EVERY 3 YEARS!

# Carole Noon Outstanding Sanctuary Award Winners

# ***TOOLKIT***

## **LOGO/BADGE PLACEMENT SUGGESTIONS:**

- Include the award logo in all marketing materials.
- Place the award logo next to your organization's logo on your website and in online profiles (see examples below).
- Include the logo on all online ads, emails, and promotional placements (see example below).
- Place the award logo prominently on product merchandise.
- Create signage that showcases the award logo to display at your next open house, educational tour or fundraising event.
- Videos with strategically placed award logos are an invaluable and effective way to spread awareness.

# 03–Press Opportunities

Winners often gain media interest, leverage your win by promoting to your local media and beyond.

A press release can make the award sound more exclusive/prestigious by including statements like “We were elected from more than 200 GFAS–certified sanctuaries worldwide for this honor.”.

Be sure to insert a quote from the organization's leadership to substantiate the news.

Give the reader a way to support your organization by including a ‘call to action’ such as “Show your support by making a donation at (insert link here)...”.

Don't forget to add your organization's boilerplate or standardized text at the end of the press release.



# 07-2023 Press Release

## **Recipients of the 2023 Carole Noon and Outstanding Sanctuary Awards Announced**

Global Federation of Animal Sanctuaries honors sanctuaries, rescue, rehabilitation, and transition centers for exceptional animal care, professionalism and ethics.

October 16, 2023 – (Washington, DC) The Board of Directors of the Global Federation of Animal Sanctuaries (GFAS) today announced the recipient of the 2023 Carole Noon Award, Tammy Thies of The Wildcat Sanctuary, Minnesota. The Carole Noon Award is named after the late Dr. Carole Noon, a courageous and innovative sanctuary pioneer and champion of chimpanzees.

The GFAS Board of Directors also presented the annual Outstanding Sanctuary Awards to recognize excellence in humane and responsible animal care; professionalism and ethics;

Other hashtags to consider are #gfas, #truesanctuary, and any hashtags related to the types of animals in your care like #wildlife, #equine, or #farmsanctuary.

Sample Social Media Post:

- 1) GREAT NEWS! Our very own, (insert name of winner) has won the 2023 #gfascarolenoonaaward!
- 2) We are so proud to be recognized as the 2023 #gfas #farmsanctuary #outstandingsanctuaryaward winner.
- 3) What an achievement! (Insert name of winner) is the 2023 #gfascarolenoonaaward winner.
- 4) Thanks to our supporters, we are the 2023 #gfas #equine #outstandingsanctuaryaward winner!
- 5) Join us in celebrating! We won the #gfas #wildlife #outstandingsanctuaryaward for 2023!

Use the ready-made badges provided in this toolkit for your social media posts.

Be sure to tag GFAS in your post:

Facebook: @gfassanctuary

LinkedIn: @Global Federation of Animal Sanctuaries



The screenshot shows the profile page for 'julianasanimalsanctuary' on a mobile device. At the top, the status bar shows 'Verizon' with signal strength, Wi-Fi, and battery icons, and the time '3:09 PM'. The profile header includes a back arrow, the name 'julianasanimalsanctuary' with a notification bell, and a three-dot menu. The profile picture is a circular logo with a rainbow border and the text 'Juliana's Animal Sanctuary'. To the right of the profile picture are statistics: '2,724 Posts', '13.5K Followers', and '1,275 Following'. Below the profile picture, the name 'Juliana's Animal Sanctuary' is displayed in bold, followed by 'Nonprofit organization'. A list of achievements follows, each with a small icon: a Colombian flag for '1st Farm Sanctuary in Colombia', a US flag for '501c3 Non-profit', a trophy for '1st Verified Farm Sanctuary in SA by GFAS', and another trophy for '2021 Outstanding International Sanctuary by GFAS'. A link 'linktr.ee/julianasanimalsanctuary' is provided. At the bottom, it says 'Followed by gfassanctuary, thedodo and 10 others' with small profile icons.

Verizon 3:09 PM

julianasanimalsanctuary

2,724 Posts 13.5K Followers 1,275 Following

**Juliana's Animal Sanctuary**  
Nonprofit organization

- 🇨🇴 1st Farm Sanctuary in Colombia
- 🇺🇸 501c3 Non-profit
- 🏆 1st Verified Farm Sanctuary in SA by GFAS
- 🏆 2021 Outstanding International Sanctuary by GFAS

[linktr.ee/julianasanimalsanctuary](https://linktr.ee/julianasanimalsanctuary)

Followed by **gfassanctuary, thedodo** and 10 others