

From Shelter to Sanctuary

Building Bridges Between Technology and Compassion

Second Chance Animal Services has been tirelessly championing the cause of pets in need since its inception in 1999. From humble beginnings as a single animal shelter, Second Chance has evolved into a multifaceted organization that now operates Community Veterinary Hospitals in North Brookfield, Southbridge, Springfield, and Worcester, providing access to the highest-quality veterinary care for all. With a mission rooted in compassion and innovation, Second Chance provides essential veterinary care, spay/neuter services, adoption programs, and educational outreach, touching the lives of over 49,000 pets each year.

At the core of Second Chance's success lies their unwavering commitment to their core values of teamwork, compassion, understanding, efficiency, and innovation. Their vision extends beyond mere sheltering, aiming to address the root causes of pet overpopulation, suffering, and abuse on a local, statewide, and even international scale. By implementing cutting-edge services and executing exceptional business practices, Second Chance aspires to revolutionize animal welfare, setting a new standard for exemplary care and advocacy.

On their quest to fulfill their mission, Second Chance turned to DonorView in 2015, a decision that has transformed their operations and amplified their impact. Diane Tillotson, Second Chance's Marketing Director and a Certified Fund Raising Executive (CFRE), attests to the software's power and versatility, which she leverages daily to propel the organization forward. "DonorView was a game-changer for us, especially during the pandemic," she said. "It allowed us to seamlessly pivot our fundraising efforts online and engage our community in new and innovative ways." When COVID-19 put a halt to their annual dinner auction event in 2020, Second Chance was able to instead run an online auction using the DonorView platform, ensuring continuity in fundraising efforts and community engagement.

AT A GLANCE

Organization



"More Than Just a Shelter"

Joined DonorView

2015



Areas of Impact

Animal Rescue

Location

Massachusetts





Another one of DonorView's standout features, Tillotson says, is its ability to facilitate effective donor communication and engagement. "Through DonorView's powerful communication tools, we're able to keep our supporters informed and inspired to make a difference, fostering a sense of connection and collaboration in our mission to help animals in need." Through e-newsletters and targeted fundraising pages, Second Chance keeps their supporters informed, involved, and inspired to make a difference. Whether it's rallying support for Giving Tuesday initiatives or highlighting specific programs and animals in need, DonorView empowers Second Chance to connect with their community on a deeper level, fostering lasting relationships built on trust and transparency.

Moreover, DonorView's intuitive interface and robust functionality streamline essential tasks such as donation processing, reporting, and event management. This efficiency translates to more time and resources dedicated to fulfilling Second Chance's mission—providing shelter, care, and hope to animals in need. With DonorView as their ally, Second Chance continues to push boundaries, innovate, and lead the charge toward a brighter future for animals everywhere.

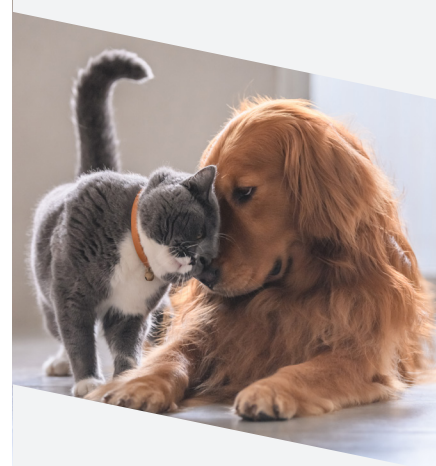
As Second Chance Animal Services exemplifies, the partnership between technology and compassion has the power to create profound and lasting change. With DonorView by their side, Second Chance's journey towards revolutionizing animal welfare is not just a vision—it's a reality in the making, one life-saving intervention at a time.

***It's time** to see what DonorView's all-in-one software can do for your organization's productivity and cost. Schedule a demo today by visiting donorview.com/demo or by scanning the QR code with your mobile device.*

CASE STUDY

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– Diane Tillotson
Second Chance
Animal Services



**Scan to schedule
a demo today!**