

# The 3rd Annual Vanderpump Dog Foundation Gala



## **Introduction and Background Information on the Event:**

The Vanderpump Dog Foundation is 501(c)3 non-profit dog rescue organization, working on both a domestic and international front to help create a better world for dogs globally.

Founders Lisa Vanderpump & Ken Todd began the long journey towards trying to stop the barbaric torture practices at the Yulin Dog Meat Festival and end the dog meat trade in Asia, in 2015. Together with their partner Dr. John Sessa, they launched the campaign Stop Yulin Forever, which ultimately led them to create The Vanderpump Dog Foundation. The movement gained momentum and has inspired activists all over the world to work towards ending the Yulin Dog Meat Festival and encourage more humane treatment for dogs worldwide.

The Vanderpump Dog Foundation was formed to not only aid in ending this international atrocity, but to also better the lives of dogs domestically. The United States faces many problems of its own including dog overpopulation, abuse, neglect and lack of education with regards to spaying and neutering pets. With the opening of their new Vanderpump Dog Rescue Center in Los Angeles, The Vanderpump Dog Foundation aims to reduce these problems within California and beyond, as well as continue their national and international campaigns built on a platform of education, legislation, and activism.

The Vanderpump Dog Foundation Gala serves as the organization's largest fundraising event of the year. The funds raised through this event go to support the continued operation of the Foundation's rescue on W. 3rd Street in Los Angeles. This includes, food, bedding, training, pull fees as well as all medical expenses for our dogs. Funds are also utilized for various initiatives both domestically and internally such as medical mission trips to Mexico, China and Haiti as well as Spay/Neuter & Dental Clinics hosted at Vanderpump Dogs.

## **Sponsorship, Attendance and Evening Review:**

Below were the available sponsorship levels available for the Vanderpump Dog Foundation Gala in 2018 and our generous corresponding sponsors:

**Presenting Sponsor:** \$50,000

(Zappos For Good)

**Hosting Sponsors:** \$25,000

(Planet Hollywood)

**Photo Booth and Adoption Area Sponsor:** \$15,000  
(Scruff-a-Luvs)

**Volunteer Sponsor:** \$15,000  
(Randy & Mindy Levine)

**Live Auction Sponsor:** \$10,000  
(JetBlue)

**Corporate Sponsors:** \$10,000  
(SUR Restaurant and Lounge, Barkworthies and WEN Hair & Body Care.)

**Gift bag Sponsor:** \$7,500  
(Emmy's Hope)

**Individual Sponsors:** \$5,000  
(Shady Paws, Loyola High School of Los Angeles, Deutsche Bank, Palm Bay International, Evolution Media, Bravo and Asta Razma )

The 3rd Annual Vanderpump Dog Foundation Gala was once again a sold out fundraiser, with 450 attending guests. An outline of the evening is listed below:

1. 6:00PM Guest Arrival
2. 6:00PM-7:45PM, Cocktail Hour, Silent Auction and Red Carpet
3. 7:45PM - Guest Entered Ballroom
4. 7:50PM - Welcome by Host Mario Lopez
5. 7:52PM - Mario introduces Co-Founder, Lisa Vanderpump
6. 7:53PM - Lisa Vanderpump speaks about year in review, the Foundation & Yulin
7. 7:59PM - Vanderpump Dogs Rescue Center Year in Review Video
8. 8:04PM - Musical Performance by Billy Gilman
9. 8:08PM - Lisa Vanderpump introduces Executive Director, Dr. John Sessa
10. 8:09PM - Dr. John Sessa highlights international initiatives
11. 8:13PM - Musical Performance by Cami Jane
12. 8:17PM - Dog of the Year award to Vanderpump Dog Rescue, Saint
13. 8:20PM - Dinner and performance by LIV Entertainment's Band Legendary
14. 8:50PM - Pandora Vanderpump-Sabo Presents Volunteer of the Year awarded to Vanderpump Volunteer
15. 8:51PM - Pandora Vanderpump-Sabo Junior Volunteer of the Year awarded to Vanderpump Volunteer
16. 8:52PM - Pandora Vanderpump-Sabo presents Employee of the Year Award
17. 8:53PM - Former Mayor of West Hollywood presents Dog Hero of the Year Award presented to Congressman Alcee Hastings via Satellite
18. 8:55PM - Live Auction Commences
19. 9:05PM - Live Auction Ends, Dance Performance Begins

20. 9:10PM -LIV Entertainment’s Band, Legendary comes back on stage to close out program and open up dance floor for guests to continue their evening until their departure from the event

**Financials:**

For further information regarding fundraising, expenses and totals raised, please see below in figure 1.1, 1.2 and 1.3.

Figure 1.1 Revenue of 2018 Gala:

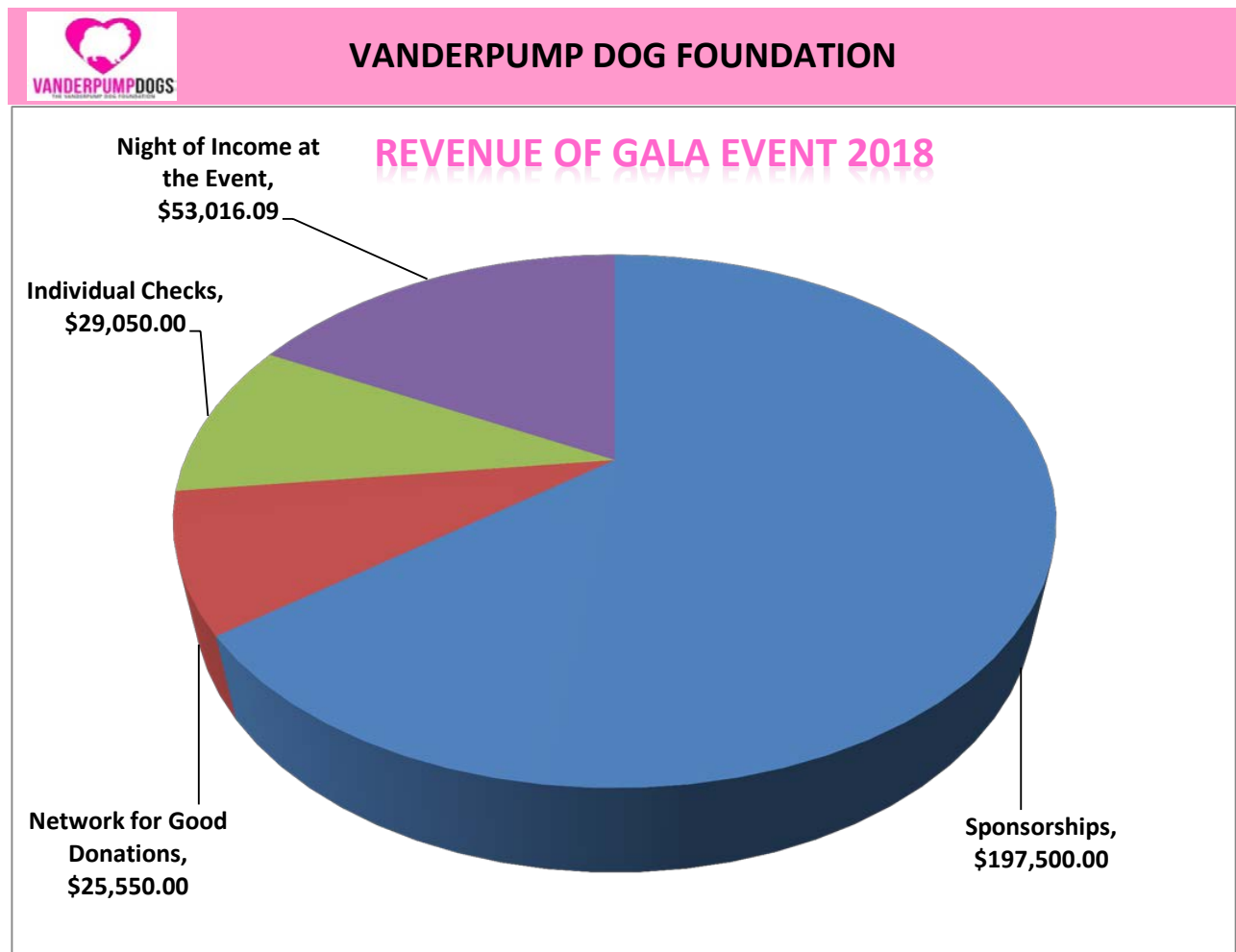


Figure 1.2 Expenses of 2018 Gala:

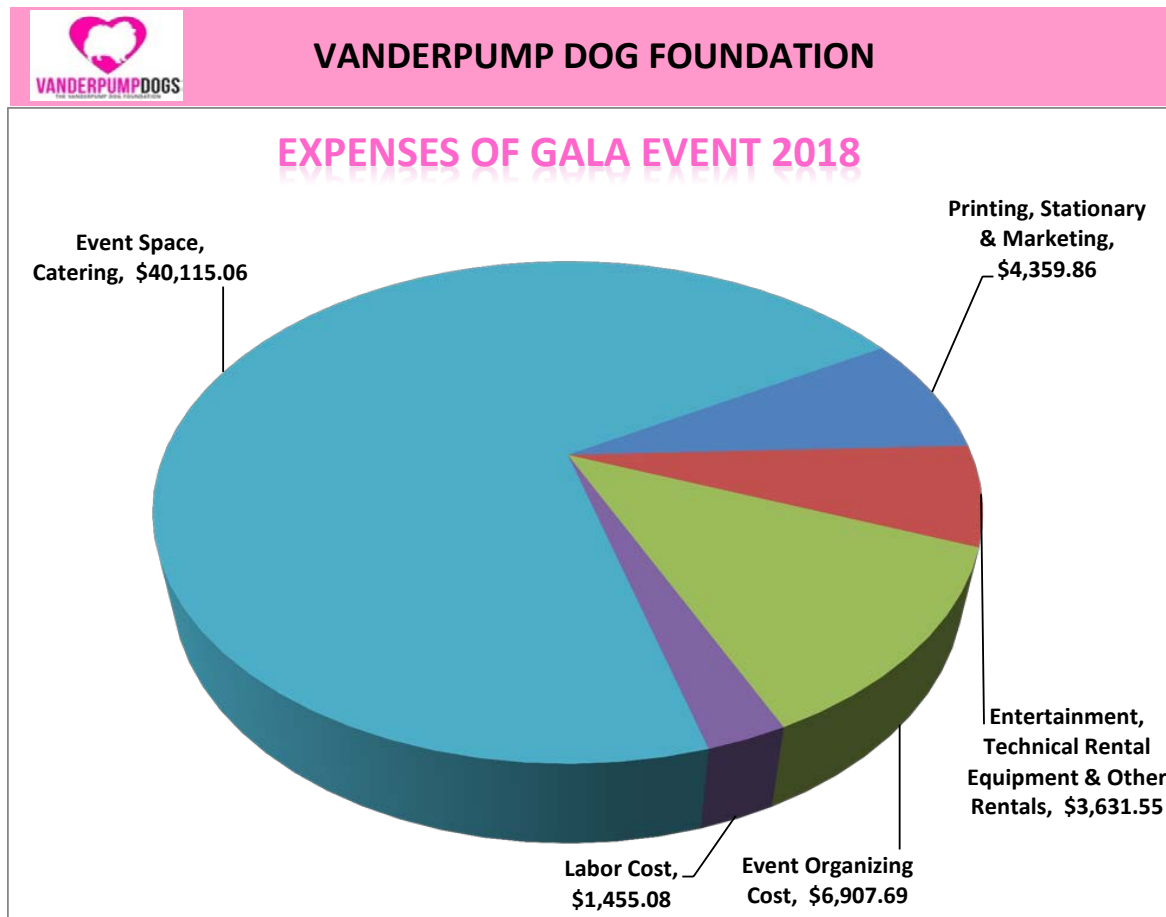
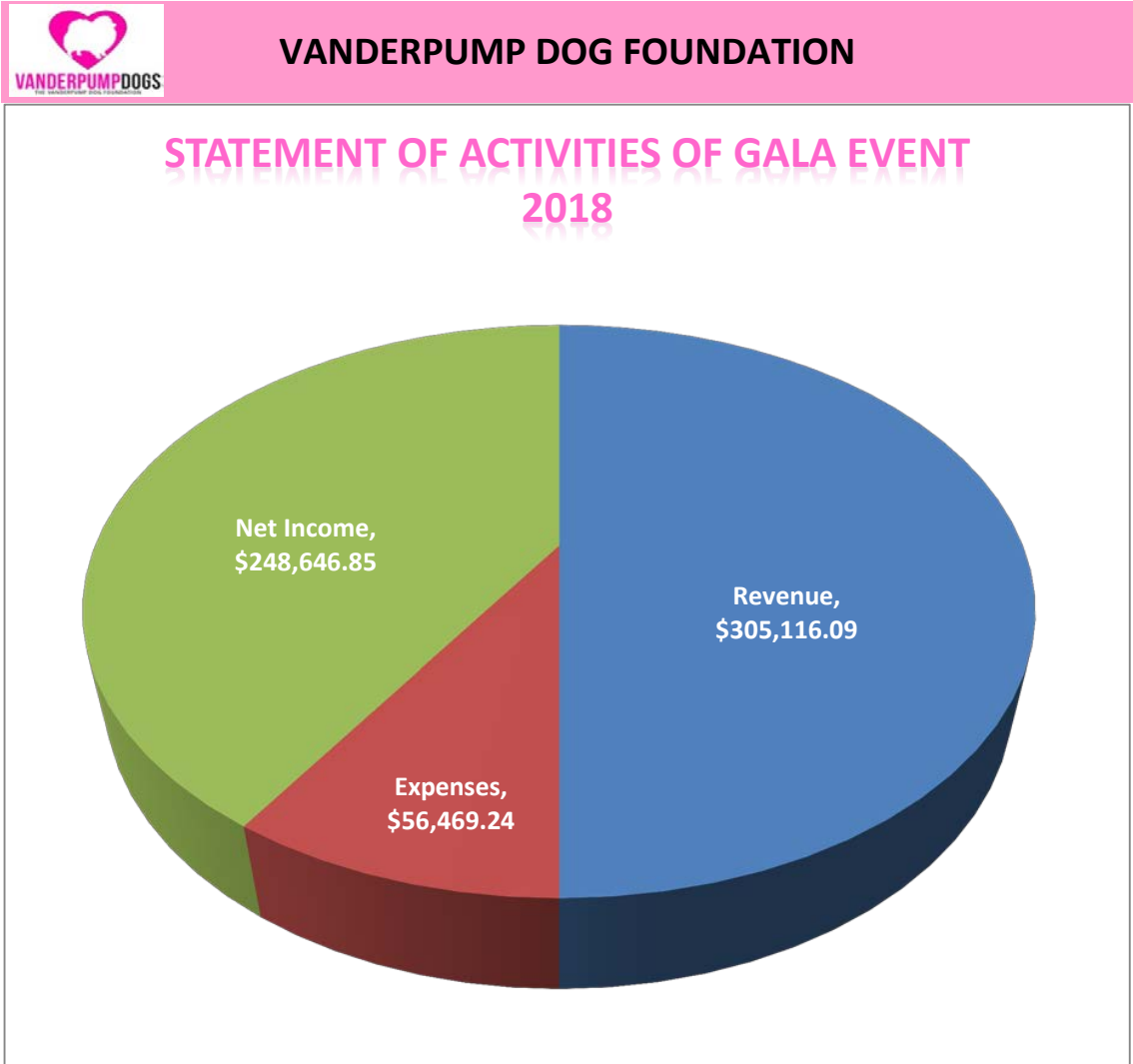


Figure 1.3 Statement of Activities of 2018 Gala:



## **Social and Cultural Assessment:**

Through the Vanderpump Dog Foundation Gala, attendees primarily from the Los Angeles area were better and further educated on animal welfare issues within their own backyard. Issues include the need for enhancement of spay and neuter programs in the city and county, overcrowding in the shelter system and more. Furthermore, guests from around the United States as well as internationally such as Australia and the United Kingdom, became more aware on how to take action on the overall mission of the Foundation, stopping the Yulin Dog Meat Festival through the Foundation's Stop The Torture Campaign. Many of the celebrity guests, with numerous having millions of followers, utilized their own social media networks to help bring awareness of The initiatives of The Vanderpump Dog Foundation and The Yulin Dog Meat Festival. The Vanderpump Dog Foundation was also proud to celebrate the successful passing of House Resolution 401 in the United States Congress earlier this year and honored key champion of the Resolution, Congressman Alcee Hasting during the event via Satellite.

## **Volunteer Benefits:**

Through our partnership with Lovegevity, a volunteer and internship program utilized by many universities and organizations in the United States, Vanderpump Dog Foundation secured 15 volunteers for the event. Volunteers worked 8 hour shifts in accordance with work/labor laws in the State of California. Volunteers assisted with duties ranging from silent auction assistance, guest check in, red carpet, set-up and clean up of the event. Additionally, under coordination with Volunteer Coordinator at The Vanderpump Dog Foundation, Flo Gray, The Foundation was able to showcase the dedication of 15 volunteers that assisted in similar duties at the Gala. Moreover, The Vanderpump Dog Foundation's Youth Program was highlighted by award youth recipient, Harper Forshee with The Volunteer of the Year award at the 3rd annual Vanderpump Dog Foundation Gala.

## **Press & Social Media Captures:**

[Bravo TV](#)

[Bustle](#)

[TMZ](#)

[Daily Mail](#)

[Entertainment Tonight](#)

[Entertainment Tonight](#)

[Entertainment Tonight](#)

[Hollywood Life](#)

[Hollywood Life](#)

[Reality Tea](#)

[People](#)

[Too Fab](#)

[Too Fab](#)

[International Business Times](#)

[Pop Culture](#)

[Inquisitor](#)  
[Radar Online](#)  
[OK Magazine](#)  
[Star Magazine](#)  
[VIP Access](#)  
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[OK Magazine](#)  
[OK Magazine](#)  
[AOL](#)  
[US Weekly](#)  
[US Weekly](#)  
[US Weekly](#)  
[US Weekly](#)  
[Getty Images](#)  
[Daily Mail](#)  
[Daily Mail](#)  
[Daily Mail](#)  
[Daily Mail](#)  
[Celebrity Insider](#)  
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[Juicy Scoop](#)  
[MenaFN](#)

### **Celebrity Instagram Posts:**

[Lisa Vanderpump](#), 2.1 Million Followers, *Real Housewives of Beverly Hills*

[Mario Lopez](#), 1.1 Million Followers, Host of *Extra*

[Courtney Lopez](#), 227K Followers, Personality

[Amanda Cerny](#), 23.4 Million Followers, Actress

[Heather McDonald](#), 116K Followers, TV Personality

[Stassi Schroeder](#), 1.4 Million Followers, *Vanderpump Rules*

[Billy Gilman](#), 54.4K Followers, *The Voice*

Pandora Vanderpump - Sabo, 347K Followers, Personality / Businesswoman

Emmy Perry, 104K Followers, Animal Activist / Actress

Melissa Gorga, 1.6 Million Followers, *Real Housewives of New Jersey*

Jenni Pulos, 373K Followers, *Flipping Out*

Vanderpump Dogs, 145K Followers, Hosting Organization

Kameron Westcott, 91.8K Followers, *Real Housewives of Dallas*

LeeAnne Locken, 481K Followers, *Real Housewives of Dallas*

Nicky Whelan, 97.1K Followers, Actress

Brittany Cartwright, 1 Million Followers, *Vanderpump Rules*

Chaz Dean, 47.2K Followers, Celebrity Hairstylist

Ivana Benjamin, 61.2K Followers, Reality Star / Pet Stylist

Lydia McLaughlin, 482K Followers, *Real Housewives of Orange County*

Peter Madrigal, 187K Followers, *Vanderpump Rules*

Raquel Leviss, 66.3K Followers, *Vanderpump Rules*

Katie Maloney - Schwartz, 897K Followers, *Vanderpump Rules*

Kristen Doute, 608K Followers, *Vanderpump Rules*

LaLa Kent, 986K Followers, *Vanderpump Rules*

Randall Emmett, 169K Followers, Producer

Jax Taylor, 814K Followers, *Vanderpump Rules*