

# Woofstock 2025

## **Case Study and Campaign by:**

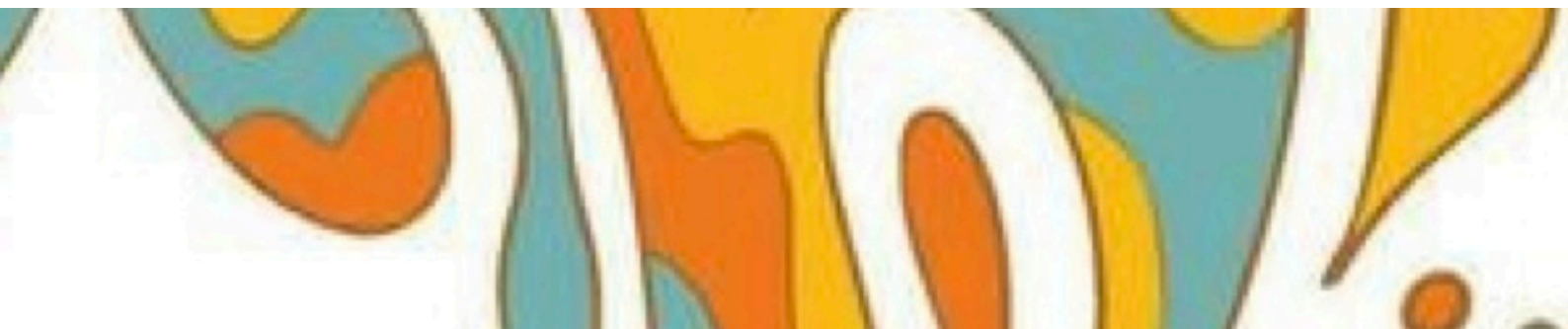
Fallon Alexander, William Card, Kylie Moore, Amarilisa Perez, Avery Varela, Dylan Marine, & Judy Cortes



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# Executive Summary



For our PR Campaign, we planned and executed a benefit concert in honor of the San Marcos Animal Shelter. Doing this event gave us the opportunity to apply everything we've learned throughout our schooling within the School of Journalism and Mass Communication. Woofstock 2025 was put together with hopes to aid in specific areas of need for the Animal Shelter as well as providing an atmosphere that was enjoyable and memorable for all attendees. Our goals included obtaining monetary and supply donations, promoting adoption, and turning the community's attention to the shelter. Our efforts were brought to life thanks to the passion and commitment shown by our team, our partners, and the San Marcos locals.

San Marcos Daily Record



## Woofstock: SMRAS to host free benefit concert

News

STAFF REPORTS 📅 03/23/2025 05:00 AM

The San Marcos Regional Animal Shelter is hosting a free benefit concert at Industry bar and restaurant. Join your community on Saturday, March 29 from 5:30 to 8:30 p.m. for performances from local musicians, a donation based raffle and other fun activities for all.

Families and friends can spend time together enjoying live music, food, specialty drinks as well as coloring and face painting. Generous attendees who bring essential materials will be rewarded with an entry to win gift cards to local businesses. The purpose of this event is to raise awareness, materials and funds to support the shelter's mission.



# Introduction



## THE ISSUE

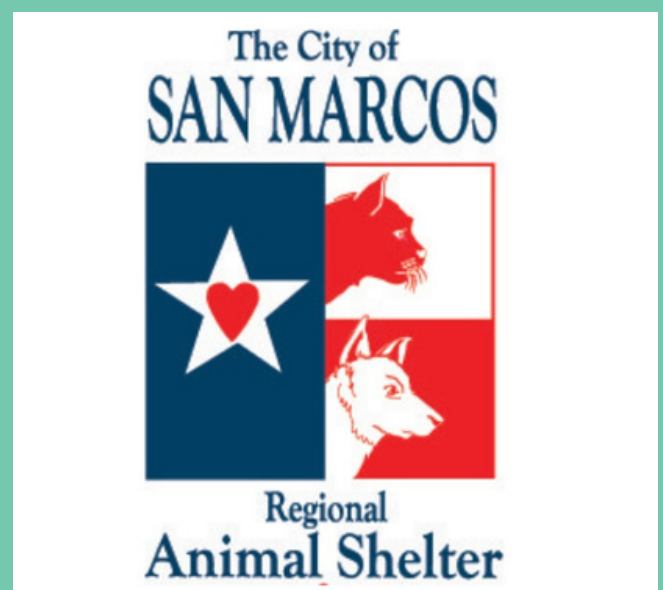


**You can make a difference.  
Please help us clear the kennels!**

The main issue we wanted to highlight by choosing the San Marcos Regional Animal Shelter is that it is the only open-intake shelter for the seven cities in the surrounding Hays County area and has a serious overcrowding epidemic. At the animal shelter there are currently over 115 dogs available for adoption with the shelter being typically 50 to 60 kennels over their actual capacity, and although the shelter is publicly funded, its budget, kennels, fosters, and other resources are at max capacity and are insufficient in operating the shelter adequately.

## RESEARCH

The shelter's operations rely heavily on volunteers and donations, as they are constantly facing overcrowding, underfunding, and are in constant need for community support. We felt that an event like Woofstock would not only be a great benefit to our group's mission, but also in garnering supplies needed for the shelter and raising awareness for the issues that were pressing to them.





# STATISTICS



February 2025  
Shelter Statistics

BEGINNING ANIMAL COUNT	DOGS: 175	CATS: 61	OTHER: 0	TOTAL: 236
------------------------	-----------	----------	----------	------------

TOTAL INTAKES	LIVE Intakes	DOA Intakes
DOGS (OVER 1 YEAR)	99	0
PUPPIES (UNDER 1 YEAR)	70	1
CATS (OVER 1 YEAR)	63	0
KITTENS (UNDER 1 YEAR)	32	0
WILDLIFE / OTHER	10	0
	274	1

Owner / Guardian Surrender	Dog (>1 year)	Puppy (<1 year)	Cat (>1 year)	Kitten (<1 year)	Other	
Euthanasia Request	1	0	0	0	0	1
Surrender for Adoption	22	8	14	4	0	48
Returned Adoption	13	5	2	3	0	23
DOA / Body Care	0	1	0	0	0	1
	36	14	16	7	0	73

Seized / Custody	Dog (>1 year)	Puppy (<1 year)	Cat (>1 year)	Kitten (<1 year)	Other	
Bite Quarantine	0	0	1	0	0	1
Dangerous Dog Case	0	0	0	0	0	0
Cruelty	0	0	0	0	0	0
Safekeeping	4	8	0	0	0	12
Owner Incarcerated	0	0	0	0	0	0
	4	8	1	0	0	13

TOTAL OUTCOMES	LIVE OUTCOMES	NON-LIVE OUT
DOGS (OVER 1 YEAR)	113	2
PUPPIES (UNDER 1 YEAR)	77	1
CATS (OVER 1 YEAR)	54	3
KITTENS (UNDER 1 YEAR)	40	2
WILDLIFE / OTHER	6	4
	290	12

LIVE OUTCOMES	Dog (>1 year)	Puppy (<1 year)	Cat (>1 year)	Kitten (<1 year)	Other	
Adoptions	62	47	28	30	0	167
Return to Owner	23	9	7	1	0	40
Transfer to Rescue	28	21	5	5	2	61
Service Out / TNR	0	0	14	4	0	18
Wildlife Release	0	0	0	0	4	4
	113	77	54	40	6	290

NON-LIVE OUTCOMES	Dog (>1 year)	Puppy (<1 year)	Cat (>1 year)	Kitten (<1 year)	Other	
Died in Care	1	1	2	1	0	5
Euthanasia	1	0	1	0	4	6
Missing / Escaped	0	0	0	1	0	1
	2	1	3	2	4	12

ENDING ANIMAL COUNT	DOG: 156	CAT: 67	OTHER: 0	Total: 223
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# SWOT ANALYSIS

## Strengths

- Animals and people in need naturally cultivate empathy
- The shelter is very transparent about their needs and their numbers
- They have various opportunities for volunteer work

## Weaknesses

- San Marcos is a college town, meaning many residents have housing or financial restrictions that prevent them from fostering or adopting

## Opportunities

- There were 5 adoptable dogs brought to Woofstock

## Threats

- Competing against different events happening on a Saturday, we hoped people would prioritize our event over others.
- With San Marcos being a “college town”, some people could not adopt at the event due to their housing or financial situation.

# Planning



## January

Our ideal dates during the brainstorming process were between March 20-23 or 27-29th. The first week of April to plan a few “back up” days in case weather conditions were not ideal. We set a time frame of 5:30- 9 p.m. for the event. We secured the animal shelter as our beneficiary, and quickly began the process of forming our brand. ‘Woof’stock - is a play on the iconic music festival, Woodstock. We aimed to keep our brand approachable and broadly appealing - allowing us to attract different groups such as college students, families, young children, and older long-term residents of San Marcos.

Group members Fallon and Avery volunteered their respective contacts with local musicians who each created a setlist for the event, allowing us to go over them and make sure the songs aligned with our brand of Woofstock.

## February

Securing the venue became a challenge. Unable to coordinate with Zelicks, sthe first choice, for weeks. The San Marcos Regional Animal Shelter had mentioned partnering with Industry in the past, so we moved on. Staying in contact with Industry, allowed us to meet with the general manager Daniella. These visits allowed organization of the event, making sure there was space to host everything, including areas for the adoptable animals, seating, and a place for the musicians to play. During these visits Daniella agreed to profit share 15% of the proceeds of the night, which brought us closer to completing one of our objectives.

## March

In the month of March we worked on securing traditional media to promote our event to not just the students of Texas State University, but the city of San Marcos as a whole. We also worked closely with Industry, our event space, to finalize our event details via in-person meetings. We also used this month to work on handing out flyers as well as hanging them up throughout campus and San Marcos businesses. To further push our event we also hosted mini events to get our name out there and help fundraise to meet our end monetary goal. And in the final weeks leading up to the event, we secured our raffle items from local businesses who wanted to help support our cause.

# Promotion



To create proper promotional materials for Woofstock we aimed to use our brand palette and create content and events that would remain within our branding whilst also highlighting what messaging we wanted to promote within the cause. We utilized accounts on both Facebook and Instagram to promote our event through a variety of carefully curated content and to connect with groups and people of our target demographic.

Although lots of our advertising was done on our own platforms in order to control our brand, we also reached out to different news outlets in order to gain more traction for the event. This required us to generate press releases, media scripts, and strong networking skills with various news outlets.

Much of our promotion was also done on the ground, such as putting up our printed posters around places like the Texas State campus in early March, advertising in businesses around San Marcos, creating mini-events such as face painting at Sewell and advertising around campus in order to create hype, or even just talking to friends and family about attending and creating excitement with them. All of these different approaches helped us to garner a lot of excitement from those we spoke to and created a lot of buzz for the event.





# TRADITIONAL MEDIA

Our traditional media efforts included group members Fallon and Avery promoting Woofstock live on the KZSM radio station on March 20th, as well as group member Avery creating a press release that would eventually successfully be published in the San Marcos Daily Record, the Community Impact, and the University Star (See Appendix 2).



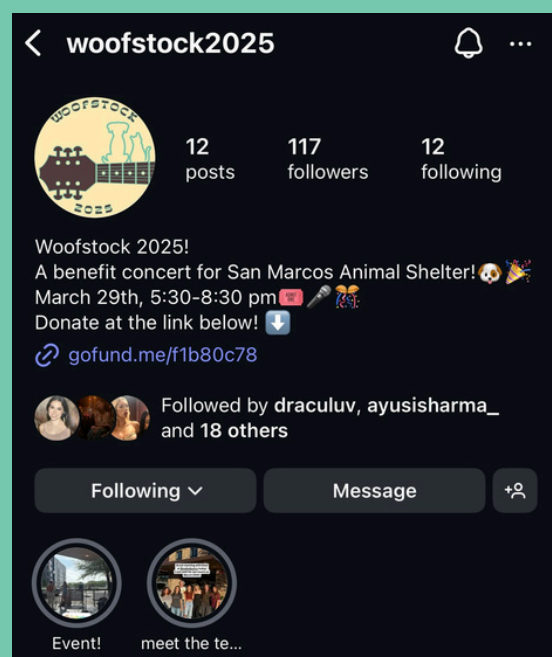
## MICRO-EVENTS

Our first micro-event was the face painting day at Sewell, where we raised awareness and followers about our event. One of our main sources of profit ended up being from our micro-event collaboration with Canes orchestrated by group member Mia. Due to her efforts, Canes agreed to share 15% of their proceeds from the night of March 24th with the San Marcos animal shelter if anyone mentioned Woofstock at checkout. This effort raised a total of \$115 towards our monetary goal and also created some intrigue for the event itself.



## SOCIAL MEDIA

Through our social media accounts, we distributed informational infographics, instagram reels such as doggie interviews and puppy videos, and promotional fliers for our micro-events and our main event. to promote different activities at the event, Much of this was orchestrated by group member Kylie who handled our social media presence with input from group members Mia and Will. Group members Fallon and Avery produced all the graphic designed material. By the time of the official Woofstock event - the created Instagram had 20,800 views, and 122 followers.



# Objectives



## GOALS

- **Secure financial support for the San Marcos Animal Shelter to help cover the costs of daily operations at the animal shelter.**
- **Strengthen public awareness and engagement with shelter-related issues.**
- **Promote adoption and long-term involvement with the shelter.**

### Objective One: raising \$1000 in funds.

**Strategy:** Our campaign took place digitally and in person to obtain donations before, during, and after the event itself.

1. **Tactics:** We created an online centralized GoFundMe link to pool the donations we received. We kept the link to donate on our Instagram profile, posted it several times prior to the event, and had “at risk” animal posters with QR codes present during Woofstock for attendees to donate.
2. **Tactics:** Industry agreed to share 15% of profits, and created a signature cocktail menu themed to celebrate dogs and the shelter.
3. **Tactics:** Collaborating with Raising Cane’s for a micro event. They agreed to share a portion of their proceeds towards the shelter on Monday, March 24th, this helped to raise over \$115 thus helping our overall goal of raising \$1000.
4. **Tactics:** Our raffle would grant attendees one ticket in exchange for a \$10 donation.

### Objective Two: Raise community awareness, engagement and support for the shelter.

**Strategy:** We discussed critical issues facing the shelter including the aforementioned overcrowding, limited funding, and challenges of being an open-intake facility—which can often lead to euthanization of animals due to lack of resources.

1. **Tactics:** inspire those interested to volunteer at the shelter through word of mouth and social media
2. **Tactics:** we utilized social media marketing, creating a series of posts that emphasized the shelter's needs, and highlighted at-risk animals as a big part of us spreading our messaging over our largest online platforms.
3. **Tactics:** In our press release and correspondence to news outlets, we explained the challenges the shelter faces in hopes of calling attention to them
4. **Tactics:** We also created materials for the event itself that highlighted the at-risk animals specifically. This included posters talking about some of the specific dogs on the euthanasia list at the shelter, as well as a slideshow on their television.

# Objectives



**Objective Three:** encourage adoption from the shelter, as well as fostering, donating, or volunteering.

**Strategy:** The strategies we utilized to achieve this objective were once again a marketing campaign about the information we wanted to share as well as activities at Woofstock itself that helped to promote adoption.

1. **Tactics:** To increase awareness of the benefits of adoptions and how to contribute to the shelter through adoption, fostering, donating, or volunteering we created social media posts that highlighted the information we wanted to share. These posts talked about the advantages of adoption as well as how people could contribute to helping the shelter.
2. **Tactics:** During the Woofstock event itself we had arranged with the San Marcos animal shelter to bring in adoptable dogs at the event. Our hope with this was to peak people's interest and put a face to the cause that they could tangibly see in front of them. We also hoped that by bringing the animals to the event that they would be more likely to be adopted as different attendees got to know them more.

## RESULTS

- Raised a total of \$1,200 dollars for the animal shelter, exceeding our goal by 20%
- Raised awareness about the adoption process and benefits . The shelter observed an increase adoption rates by 90% from the week prior vs the week after the event.
- Increased visibility of adoptable animals through personal interaction, boosting chances for adoption.
- Encouraged long-term community support for shelter efforts.



# Execution



## SATURDAY 04/29: WOOFSTOCK EVENT

With the event officially underway, our musical artists began to perform as well as live painter **Rene Perez**. Woofstock crew spent the majority of the event promoting the shelter and educating people about the issues they were facing. Many different attendees proved to be curious about how to help the shelter and if the event would be recurring. Our raffle also proved to be a large attraction. In total we had at least 67 raffle entries at \$10 per entry as well as 8 various donated supplies for the shelter. In total we earned more than \$677 dollars from raffle donations alone.



Overall the event proved to be a success, with the Woofstock team receiving \$400 from Industry in profit share and our Go-Fund Me campaign reaching nearly \$800 by the end of the night. By the end of Woofstock we surpassed our funding goal and also received offers from Industry to perhaps collaborate on the event annually. As an end result we're happy with the recognition and execution of our event.

# Execution

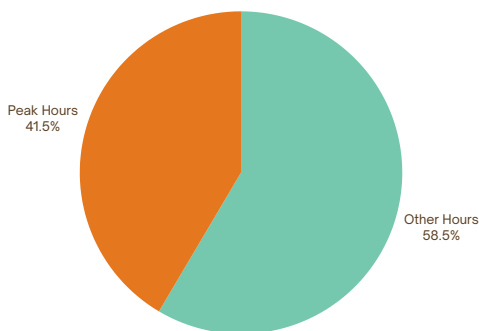


## WOOFSTOCK EVENT LINEUP

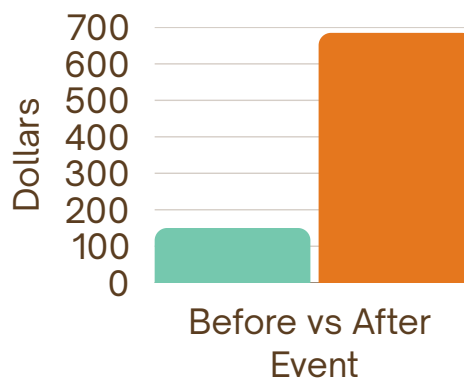
- **4:30 P.M.:** Team arrival & set up
- **5:30 P.M.:** Official start of event & introduction speeches
- **6:00 P.M.:** First musical artist (Mia)
- **6:30 P.M.:** Various speeches: information about adoptable dogs, at risk animals, education on what at risk means
- **7:00 P.M.:** Second musical artist (Jordan)
- **7:30 P.M.:** Various speeches: sponsor shout outs, reminder about raffle and adoption information
- **8:00 P.M.:** Third musical artist (Stevie)
- **8:45 P.M.:** Wrap-up speech
- **9:00 P.M.:** Announcement of raffle winners



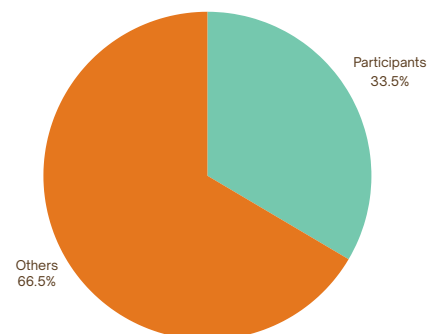
## EVENT STATISTICS



**200 TOTAL  
ATTENDEES**



**\$685 IN GOFUND  
ME DONATIONS**



**67 TOTAL RAFFLE  
ENTRIES**



# Conclusion



From very early on, the Woofstock team knew that this campaign for the animal shelter would become a project of passion as well as a one from class. All dedicated to the cause, we sought out to create an event that would not only be a fun time for all those involved and foster an environment for people to enjoy themselves, but also one that brought light to serious issues and helped out a struggling benefit that desperately needs more support behind the scenes.

This project taught all those involved many different things about the Public Relations world that we're excited to take further into our journey as PR professionals, and that we're excited to put to good use in future endeavours. Overall we're very proud with how we executed the Woofstock campaign and we hope that it inspires others to shed light on issues that need to be talked about and to lend a hand to the community around them.





# Brand kit



## WOOFSTOCK BRAND KIT

### LOGO



### COLORS



### FONTS

**SERGIO  
TRENDY**

Open  
Sauce

### MOOD BOARD





# Appendix I



## Weekly Shelter Numbers (3/31-4/6):

Dogs in Shelter: 178  
Cats in Shelter: 67  
Dogs in Foster: 35  
Cats in Foster: 31

### Adoptions:

 Dogs: 38  
 Cats: 13

### Reclaims:

 Dogs: 12  
 Cats: 0

### Rescue Transfers:

 Dogs: 19  
 Cats: 10

### TNR (Trap-Neuter-Return):

 Cats: 8

### New Intakes:

 Dogs: 91  
 Cats: 31





## San Marcos Regional Animal Shelter

Feb 3 · 🌐


Just this past week, we took in 65 dogs—that is INSANE, and we are out of space.


Despite our best efforts, we are still over capacity, with 16 dogs currently without kennels. We need adopters, fosters, and rescue partners ASAP. These pets do not have time to wait.


 WE NEED YOUR HELP! 

 View our At-Risk List: [sanmarcostx.gov/4423/At-Risk-List](https://sanmarcostx.gov/4423/At-Risk-List)

 Lost a Pet? Don't wait! Time is critical. If you're missing a furry friend, visit the shelter NOW: [sanmarcostx.gov/3260/Lost-Found](https://sanmarcostx.gov/3260/Lost-Found)

 Ready to Adopt? No appointment needed! Monday, Tuesday, Thursday, Friday: 12–7 PM Saturday: 12–5 PM View adoptable pets: [sanmarcostx.gov/adopt](https://sanmarcostx.gov/adopt)

 FOSTERS NEEDED IMMEDIATELY! Your temporary home will save a life. Apply now: [sanmarcostx.gov/2885/Become-a-Foster](https://sanmarcostx.gov/2885/Become-a-Foster)

 Rescue Partners, we need you! Email [npascone@sanmarcostx.gov](mailto:npascone@sanmarcostx.gov) for details.

# Appendix II



TO BE RELEASED  
**March 20, 2025**  
Avery Varela, PR  
214-364-9040  
aav118@txstate.edu  
Instagram @woofstock2025



## Woofstock 2025

**San Marcos, TX**— The San Marcos Regional Animal Shelter is hosting a free benefit concert at Industry bar and restaurant. Join your community on Saturday, March 29th, from 5:30 - 8:30 p.m. for performances from local musicians, a donation based raffle, and other fun activities for all.

Families and friends can spend time together enjoying live music, food, specialty drinks- even coloring and face painting. Generous attendees who bring essential materials will be rewarded with entries to win gift baskets from local businesses. Our hope is that this event will spark interest, raise awareness, and provide the necessary materials and funds to support the shelter's mission.

*"Our mission is to care for, protect and find quality homes for abandoned and neglected animals, aid in the reduction of pet overpopulation, and provide community education for the mutual benefit of animals and people."*

###

Essential materials include: Food ( dry & canned) for puppies, adult dogs, kittens, and adult cats, milk replacer, durable (stuffing free) toys, laundry detergent, animal-friendly cleaning supplies, treats, animal shampoos, blankets and small beds.

This event is brought to you by a PR student group at Texas State University.

**KS** KZSM San Marcos  
To You

Mar 19

...



Avery,

Thank you for reaching out to KZSM. We will be announcing this on air.

If you, or others, would like to come talk about this even, and you organization, we would love to have you come into the studio at 216 N. Guadalupe 78666.

We have a show called Open Door where you can drop in for about 15-20 minutes. Every [Wednesday Noon to 3](#) and [Thursday Noon to 2](#).

Let me know if you or others would like to come by.

Rob Roark  
Station Manager  
[KZSM.org](http://KZSM.org) / KZSM-LP 104.1

...

**VA** You  
To KZSM San Marcos

Mar 20

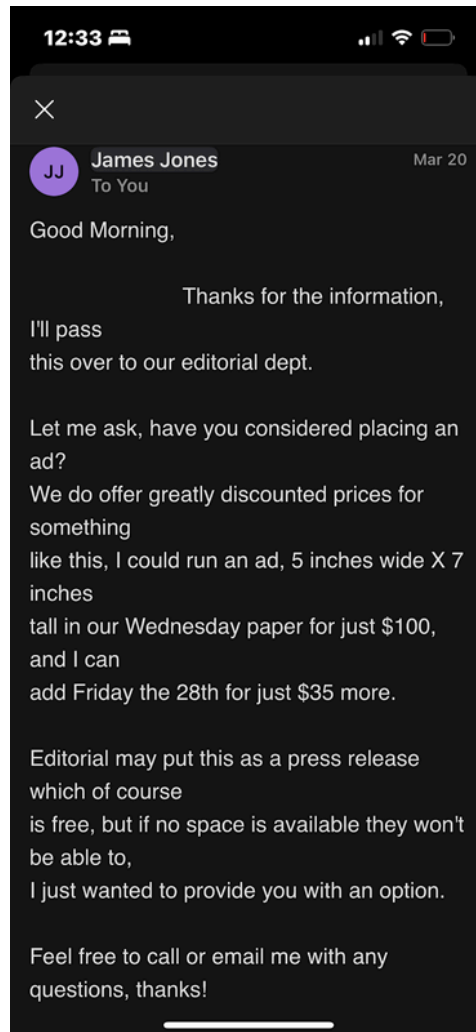
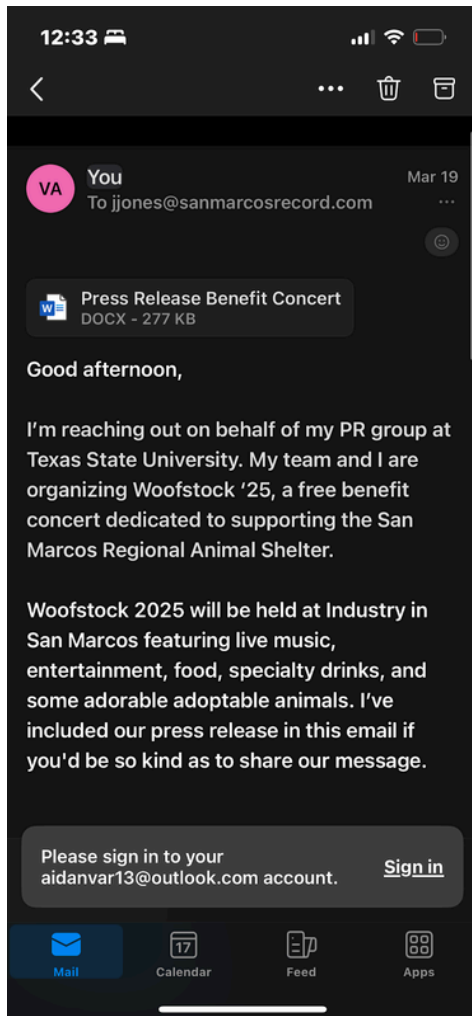
...



Hi Rob! Me and one other group member are on our way to stop by and say hello! Thank you so much for reaching out!



# Appendix II



# Appendix II



Support Us >

AUSTIN / SAN MARCOS - BUDA - KYLE / EVENTS

## San Marcos Regional Animal Shelter to host free, family-friendly benefit concert



By Sarah Hernandez | 4:21 PM Mar 26, 2025 CDT  
Updated 4:21 PM Mar 26, 2025 CDT



Woofstock 2025 will benefit the San Marcos Regional Animal Shelter.  
(Community Impact staff)



Support Us >

Guests can enter the raffle to win local business gift baskets by bringing donation items for the animal shelter. Supplies needed include:

- Dry and canned food for kittens, puppies and adult cats and dogs
- Milk replacer
- Durable toys (stuffing-free)
- Laundry detergent
- Animal-friendly cleaning supplies
- Treats
- Animal shampoos
- Blankets
- Small beds

Woofstock 2025 is being organized by a group of seven public relations students from Texas State University. For more information, visit the event's [Instagram](#).



Support Us >

The [San Marcos Regional Animal Shelter](#), with the help of a group of [Texas State University](#) students, will host Woofstock 2025 this Saturday, March 29, at Industry.

### The details

According to a news release, Woofstock 2025 will be from 5:30-8:30 p.m. and feature food, specialty drinks, face painting, coloring, raffle prizes and live music from local artists Stevi Stevenson, Mia Spidel and Jordan Shaw. The event will also have a few adoptable animals.

Good morning,

My name is Sarah, and I'm a reporter with Community Impact in San Marcos. I received your email about Woofstock 2025 and am interested in learning more! Could you tell me more about the event?

We recently launched our online event calendar where you can submit events to show up on our website. Check it out [here](#).

Let me know if you have any questions!

Thank you,  
**Sarah Hernandez**

Reporter, Southwest Austin/Dripping Springs | San Marcos/Buda/Kyle

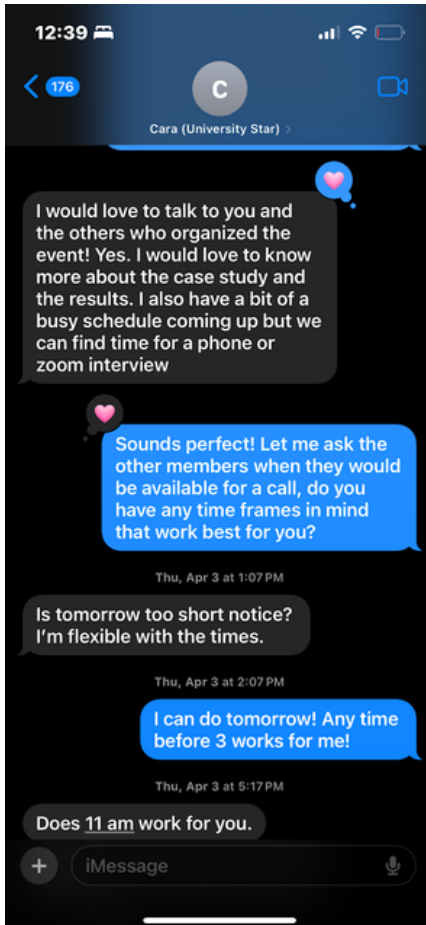
C: [512-617-1386](tel:512-617-1386)



[Subscribe to our email newsletter](#) •

[CommunityImpact.com](http://CommunityImpact.com)

# Appendix II



12:28 Messages

## Seniors rock out for rescue dogs at benefit concert

**Cara Cervenka, Life and Arts Reporter**

April 8, 2025



Meg Boles

Tasha a 2-year-old Border Collie Mix is walked by Patrica Padovano a volunteer at the San Marcos Animal Shelter at the Woofstock adoption event, Saturday, March 29, 2025, at Industry. Tasha is available for adoption at the San Marcos Animal Shelter.

Several adoptable dogs spent a music-filled evening on March 29 at Industry, experiencing the love the San Marcos community had for them through a student-organized fundraiser.

universitystar.com

12:29 Messages

SMRAS brought several adoptable dogs to meet potential owners. While no animals were adopted that day, organizers said the awareness and donations were just as valuable.

Amadri Lisa Perez, Fallon Alexander, Avery Varela and Kylie Moore, public relations seniors, enrolled in a senior capstone course. They partnered with the shelter to raise awareness and funds for animals in SMRAS. The students said they hope Woofstock becomes an annual event.

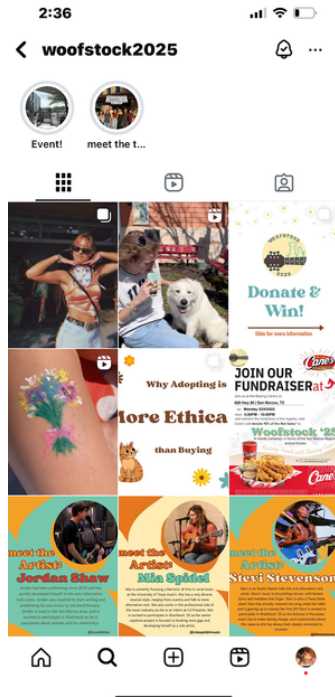
"I would come back every year to do it because it reset something in me," Alexander said. "It made me feel good, and it feels good to know that you made a difference because I'm such an animal lover."

SMRAS is the only open-intake shelter in the county, accepting all animals regardless of condition or circumstance. As a result, it often struggles with overcrowding and underfunding.

universitystar.com



# Appendix III



## meet the Artist: Jordan Shaw



Jordan has been performing since 2019 and has quickly developed himself in the emo-alternative rock scene. Jordan was inspired to start writing and performing his own music by the band Nirvana. Jordan is local to the San Marcos area, and is excited to participate in Woofstock '25 as he is passionate about animals and his community!

@toastkicks

## meet the Artist: Stevi Stevenson



Stevi is an Austin-based indie folk and alternative rock artist. Stevi's music is storytelling-driven, with honest lyrics and melodies that linger. Stevi is also a Texas State alum! Stevi has already released one song under her label and is gearing up to release her first EP! Stevi is excited to participate in Woofstock '25 as she believes in the power music has to make lasting change, and is passionate about the cause as she has always been deeply connected to animals!

@Stevi.steves

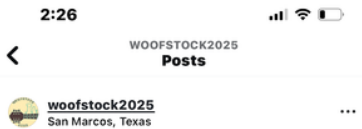
## meet the Artist: Mia Spidel



Mia is currently Pursuing a Bachelor of Arts in vocal music at the University of Texas Austin. Mia has a very diverse musical style, ranging from country and folk to more alternative rock. Mia also works in the professional side of the music industry as she is an intern at C3 Presents. Mia is excited to participate in Woofstock '25 as her senior capstone project is focused on booking more gigs and developing herself as a solo artist.

@miaspidelmusic

# Appendix III



## Common Unethical Practices ;

### 1. Forcing animals to reproduce frequently

leading to health problems and genetic defects.



### 2. Lack of health testing

Breeding without screening for genetic diseases, leading to long-term health problems in offspring.

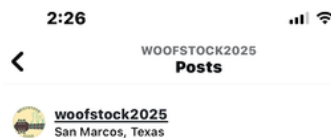


Liked by zoe.anita and others  
woofstock2025 Adopt, don't shop!

Every animal deserves a loving home. Let's give shelter pets the second chance they deserve.

#AdoptDontShop #ShelterAnimals #SaveALife

March 21



### 3. Early Separation

Selling puppies and kittens too young can cause developmental and behavioral issues.

### 4. Poor Living Conditions

Keeping animals in overcrowded, unsanitary cages with little to no socialization or veterinary care.

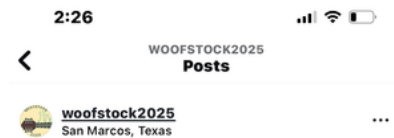


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March 21

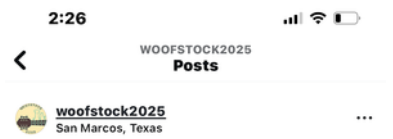


## Not all breeders are unethical,

but responsible breeding prioritizes animal health and well-being over profit.



If you choose to buy, do your research—visit the breeder, ask about health screenings, and demand humane conditions.



## Even better!

Adopt and give a shelter pet a second chance!



Together, we can end inhumane breeding practices and support ethical treatment for all animals.

Liked by zoe.anita and others  
woofstock2025 Adopt, don't shop!

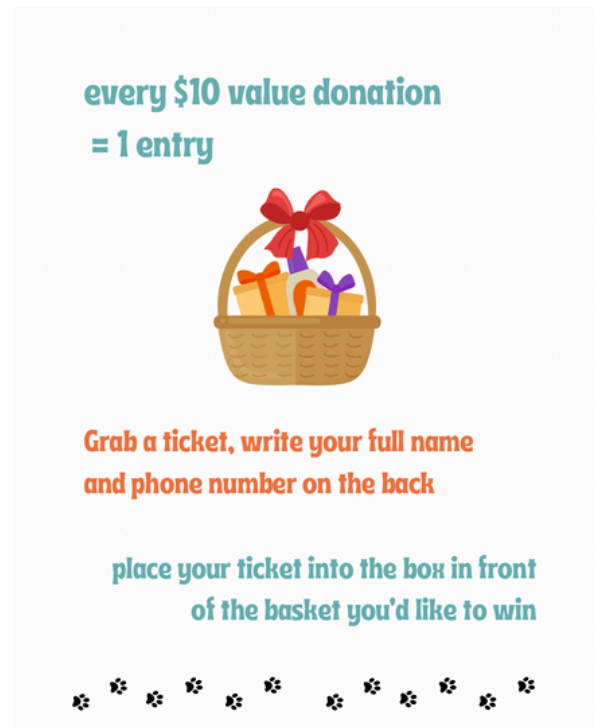
Every animal deserves a loving home. Let's give shelter pets the second chance they deserve.

#AdoptDontShop #ShelterAnimals #SaveALife

March 21



# Appendix III





# Appendix IV



The students of  
Texas State School of Journalism and Mass Communications  
present

## Woofstock 2025

**A CHARITY CONCERT  
SUPPORTING THE  
SAN MARCOS REGIONAL  
ANIMAL SHELTER**

**SATURDAY  
MARCH 29TH  
5:30 PM - 9:30 PM**

**PERFORMANCES  
BY THREE  
LOCAL ARTISTS**


**PRIZE RAFFLE  
FOR DOG FOOD  
DONATIONS**

**ADOPTABLE ANIMALS**

**FREE ENTRY**

**110 E MARTIN  
LUTHER KING DR.  
SAN MARCOS, TX**

**MORE INFORMATION @WOOFSTOCK2025**



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**MORE INFORMATION @WOOFSTOCK2025**

**PLUS LOTS OF FAMILY FRIENDLY ACTIVITIES SUCH AS:**

- LIVE PAINTING
- PUPPY PLAY TIME
- FACE PAINTING
- & COLORING!



# Appendix IV



## JOIN OUR FUNDRAISER

Join us at the Raising Cane's at

**928 Hwy 80 | San Marcos, TX**

on **Monday 3/24/2025**

from **5:00PM - 10:00PM**

and mention the fundraiser at the register, and

Cane's will **donate 15% of the Net Sales\*** to:

### Woofstock '25

A charity campaign in honor of the San Marcos Regional  
Animal Shelter

*Raising Funds with Raising Cane's*



➤ Learn more about how we can support  
you at [CanesAndCommunity.com](https://CanesAndCommunity.com)

Minimum donation amount will be 15% of net sales\* from your purchase donated directly to the participating organization. Not valid on mobile app, online or kiosk orders. \*Net Sales means the selling price of regularly inventoried merchandise, food, and beverages sold during the event for the purpose of supporting your organization, excluding special or limited time offers, discounts, returns, and taxes.

f @ t d RaisingCane's



# Appendix V



## Our featured pups are in dire need of our help, as they are at risk

### What does it mean for an animal to be at risk?

To be "at risk" in a shelter means an animal is in danger of being euthanized, often due to overcrowding, health issues, or behavioral concerns. A deadline refers to the limited time they have before euthanasia is scheduled.

### How can you help?

- **Adopting, not shopping** – Give a shelter animal a second chance instead of buying from breeders or pet stores.
- **Fostering** – Provide a temporary home to an animal in need, freeing up space at the shelter and giving them more time to find a permanent family.
- **Sharing animals with a deadline** – Use social media to spread the word about at-risk animals, increasing their chances of being rescued.
- **Volunteering** – Offer your time to help with shelter operations, socializing animals, or transporting them to foster homes.
- **Donating** – Support shelters by providing funds, food, supplies, or medical care to help save lives.



### Meet Dewey Dewclaw

Dewey is a 1-year-old Staffordshire Terrier with a very unique feature, double dewclaws! While that is a rare trait for his breed, it's just another thing that makes him extra special. Dewey has the perfect balance of energy and chill. This resilient boy has some scarring on his back, likely a reminder of a rough start to life. Dewey is sweet, loving, and ready to leave the past behind for a fresh start with a family who will show him the love he deserves!

**Donate**



**Adopt**



### Meet Xena

Xena is a 6-year-old Labrador Retriever mix with a heart of gold! This sweet girl found herself at the shelter after her owner passed away, but she's ready to bring her loving energy to a new family. Xena has lived with other dogs before and enjoys making new furry friends. She's a pro at walking on a leash and loves chilling out in her pop-up crate when it's time to relax. If you're looking for a loyal companion with a gentle soul, Xena is your girl!

**Donate**



**Adopt**



### Meet Canelo

Canelo is two year old, male terrier/shepherd mix! Canelo has been waiting way too long for his forever home since November 2023! But trust us, he's worth the wait. This handsome pup is a certified good boy, rocking it in a foster home with both big and small dogs. He'd love a confident dog buddy to show him the ropes in his new home.

**Donate**



**Adopt**





# Appendix V



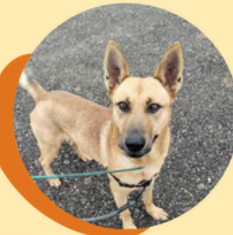
## Meet Evergreen

Evergreen is a beautiful balance of independence and affection. She enjoys her space and is a little picky when it comes to her doggy friends, but once she's comfortable, she's a total cuddle bug! Whether she's lounging in the yard, soaking up the sun, or going for a peaceful walk, Evergreen loves her personal time. But when it's cuddle time, she'll happily snuggle up with you.

**Donate**



**Adopt**



## Meet Scavenger Hunt Scout

Scout is a 4-year-old Shepard mix! He is the most energetic and sweet boy who's always up for an adventure! Whether it's a scavenger hunt in the backyard or a fast-paced game of fetch, this boy loves to run and explore. While his enthusiasm sometimes gets the best of him, Scout is a quick learner who just needs a little guidance to match his high spirits. With the right training and plenty of love (and treats!), he'll be your loyal, playful sidekick on all your outdoor escapades.

**Donate**



**Adopt**



## Meet Sienna

Meet Sienna, a 3-year-old petite Australian Cattle Dog mix with the most striking eyes—one brown and one blue! This playful girl loves hanging out with her dog buddies and even enjoys a splash in the pool. Sienna's also a leash-walking pro, ready for all your adventures. With her unique look and sweet personality, she's the total package!

**Donate**



**Adopt**



## Meet Murphy

Murphy is a 2-year-old Terrier and American Stafford mix. He loves to walk and to sniff-vestigate, Murphy is a medium-energy dog looking for his forever home! All white except for his ears and nose, Murphy loves to walk and explore the world around him and will happily do it accompanied by any other dogs in attendance. This sweet boy is looking for a home that will love and take care of him, and will feed his excitement for adventure (as long as there's no cats)

**Donate**



**Adopt**



# Appendix V



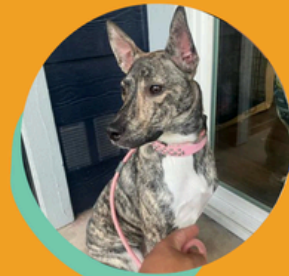
## Meet Glacier

Glacier is a fun-loving boy who loves pets and people. While previously adopted and returned for his high energy, this pup's enthusiasm makes him the perfect play companion and his happy-go-lucky attitude makes him just as excited to cuddle as he is to walk. A fan-favorite among other dogs, Glacier is looking for his forever home and is hoping to have the perfect place and person to explore the world with!

Donate



Adopt



## Meet Bella

Bella, the Terrier mix with a heart full of potential and a nose for adventure! Bella loves making new doggy friends and often shares her kennel with different pals. Bella is a shy, sweet girl who just needs some extra patience and love. Bella was in a previous home but returned as she lacked socialization and was not doing well with the children in the home. She would thrive in a home without young children, with adopters who can go slow and help her build confidence through positive interactions and socialization.

Donate



Adopt

