User Stories:

As Zack (the home owner looking for a new pasture pet for his existing horse):

"I want to see a list of available adoptions, pictures with information on the history of the horse."

As Jane (a philanthropist for a local company)

"I want to know what the non-profit provides for the community, who and what it serves, as well as their needs."

Eli (as a student needing volunteer credits)

"I want to know what the cause is, what types of volunteering opportunities exist."