

The Healthy Pet Project

Powered by Green Rocket AgVenture 501c3 EIN 85 0746107

Identity

Saving the Lives of Homeless Animals in our shelter system by addressing the problem. Euthanization should not be the solution.

Problem

Unplanned litters of dogs & cats are a significant source of homeless animals entering the shelter system, Euthanization should never be the solution to manage the problem.

Our solution

Addressing the problem with solutions.

- * Deploying the **M.A.S.H. Unit** (mobile animal surgical hospital) into communities for affordable & accessible spay & neutering.
- * **MUTT-I-GREES** SEL Education created in collaboration with North Shore Animal League & Yale University - Medical School.
- * **Programing & Events** that promote the lives of the Homeless Animals to the general public
- * **Engagement** with like minded nonprofits & organizations.

Target market

The target audience is dog & cat owners who's city has the most recent intake to the local Shelter serving their community.

These communities need education, accessible & affordable spay & neutering.

Veterans who have cats & dogs.

Downtown Los Angles Districts. There is an extraordinary amount of dogs & cats who are companions for those that call the streets home.

The competition

There isn't enough veterinary care. * Since the Pandemic shelters like Orange County Animal Cares - Tustin is no longer performing spay & neuter services. There is a need.

Revenue streams

- * Events & Programs
- * Earned M.A.S.H. Unit in communities with resources.
- * Donations - Traditional Events & NFT

Team and key roles

Hillyer is the founder & working director. Working with like minded rescues, shelters & community members. As support increases, fund the Primary Veterinarian & Vet Techs.

Milestones

Measurable decreases in euthanization in our Shelter System the Healthy Pet Project focus will shift to nutrition, wellness, training & experiential events for our pets.

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Marketing activities

You'll see the **M.A.S.H. Unit** at churches, farmers markets, corporate campuses, schools & on the streets & in parking lots of DTLA's Districts - Fashion, Flower, South Park, Arts District & SKID ROW, Monthly events at Veterans Centers throughout the southland.

Run with the Big Dogs 5K - Veterans Day. Shelter Dogs run/walk with Veterans and the public showing their support.

MUTT-I-GREES SEL curriculum in pre k-12th grade classes.

Active Social Media campaign. @SunglassJack & Buddy. Guidance from Sociality Pro

Collaboration events with Shelters & Rescues that Yappy Hours & behavior training for canines.

One Cause- Fundraising engagement & management platform

The Giving Block - Crypto peer-to-peer

Sociality Pro -Social Media Campaign. Increase engagement & platform tools

Shepherd - Veterinary Practice Management

Pet Hub - Universal Pet identification & Central database 24/7

Expenses - \$800,000

M.A.S.H. Unit

- Vehicle TESLA SEMI \$TBD
- Equipment \$74,000
- Supplies \$48,000 - \$125,000
- Professional Staffing \$215,000
- Marketing & Promotions \$11,000
- Maintenance, Park & Fuel \$14,400 - TBD
- Insurance \$32,000
- Licensing \$10,400

MUTT-I-GREES - 2023 - 2024

- * Education Materials \$45,000
- * Roll Outs \$25,000
- * North Shore Animal League Staff
- * Travel & Fuel \$8,000

EVENTS

- * Experiential & Trade Shows \$15,000

One Cause

- * \$2575

The Giving Block

- * \$3250

Sociality Pro - Social Media

- * \$29,000 (non profit rate)

Shepherd -Free for use with Non profits

Pet Hub - scaled \$4500

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