

VANGUARD ANIMAL RESCUE

GOD MANAGED
VETERAN OPERATED
NON-PROFIT



Using LOVE To Heal & Restore Lives

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Business Plan

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I. Introduction to Vanguard Animal Rescue

a) Mission Statement:

To provide animals a safe environment while locating responsible and permanent homes and educating owners on the importance of proper animal care.

“Humanity's true moral test, its fundamental test...consists of its attitude towards those who are at its mercy: animals.”

– Milan Kundera

b) About Vanguard Animal Rescue

Vanguard Animal Rescue is located on 6 acres in Athens, TN and operates as a not-for-profit animal rescue. The owners, Darren, and Christi LaRue, originally from Chicago, IL, relocated to Tennessee with the desire to help animals live the best lives they can. Darren and Christi have been lifelong animal lovers and have owned or rescued everything from dogs and cats to birds and exotic animals. Christi and Darren currently live on the rescue with their 17 year old daughter and their seven dogs.

The dream of Vanguard Animal Rescue has always been to provide a safe, healthy, and happy location for animals no matter the circumstances. Vanguard Animal Rescue strives to provide animals the very best care and environment while locating a safe and permanent home. Vanguard Animal Rescue takes a different approach to the placement of the animals. At Vanguard Animal Rescue the animals are brought into our home and treated as if they are part of our family. This approach has several key benefits; it helps the animal with the transition to the new environment as well as giving Vanguard Animal Rescue a unique ability to assess the dog's personality and traits in a home setting to ensure proper final placement. Furthermore, Vanguard Animal Rescue can begin the training process and attempt to eliminate any bad habits. Vanguard Animal Rescue also serves as a resource to new animal owners in an effort to provide support and education on the importance of proper animal care, from diet and exercise to training.

Another goal of Vanguard Animal Rescue is to create a cooperative network between the various animal shelters and kennels in the area in order to maximize the effort of these facilities by providing mutual support and sharing resources as available. By working together, we can ensure no animal is left behind and help prevent the miss-treatment of animals by providing a larger network of support for animal owners.

As a veteran of the US Army and having spent time in Iraq, Darren and Christi understand the difficulties many veterans of our military face. As Vanguard Animal Rescue grows, the desire is to staff the facility with Veterans of the Armed Forces who have served in the wars in Iraq and Afghanistan. By working with organizations that support military veterans such as Veteran Affairs, Wounded Warrior Project, and many others we can source out qualified candidates to staff our facility and help take care of the animals. Not only will these veterans provide a valuable service to these animals but will also find a workplace that gives them purpose and support while they transition back into civilian life.

Animals not only need care, but they also provide emotional support and friendship to humans and at Vanguard Animal Rescue we strongly hope to bring those two aspects together to create a place of healing and harmony that will not only improve the lives of animals but strengthen the lives of their owners and caregivers as well.

c) Meet the Staff and Board of Directors



Darren LaRue – Executive Director & Chairman of the Board of Directors

Brief Bio.....

Picture

Christi LaRue – Director of Operations & Secretary of the Board of Directors

Brief Bio.....

Picture

Marty Calbaugh – Vice Chairmen of the Board of Directors

Marty is a Tennessee native who grew up raising and taking care of animals. Marty is a Logistics Coordinator and spends his spare time fostering stray dogs & cats as well as serving as a moving man for Helping Hands.

Picture

Carla Peterson – Treasurer of the Board of Directors

Carla Peterson moved to Tennessee sixteen years ago, fell in love and never left. Carla spends her time running “Helping Hands”, a local charity helping to clothe and supply the less fortunate of Eastern Tennessee.

Picture

Veterinarian (TBD) – Member of the Board of Directors

Brief Bio.....

Picture

Haley LaRue – Social Media Manager (intern)

Brief Bio.....

II. Animal Rescue

a) Purpose

Vanguard Animal Rescue is a 501 (c3) not-for-profit organization with the goal of locating stray and miss-treated animals and providing them a safe environment with food, water, medical treatment, and training with the purpose of preparing the animals to be adopted into a new, safe, and permanent home.

b) Lost or Stray Animals

Vanguard Animal Rescue staff will actively seek out stray animals with the primary purpose of returning them to their original homes and owners providing they can be located, and the environment is safe to return the animal to. Vanguard Animal Rescue will work with the public and provide a phone number to call to report stray animals in order to arrange the pickup of the animal. Any animal that cannot be returned within a two week time period will be housed at the Vanguard Animal Rescue facility until the animal is deemed healthy and a suitable permanent environment can be located. (See section III Adoption)

Vanguard Animal Rescue will maintain a record of all animal rescues to include type of animal, breed, sex, color, location or circumstances and efforts to locate original home. Vanguard Animal Rescue will also record information regarding any returned animals including owners name, address, phone number and environment type. The first occurrence of an animal return will incur no repercussions providing the environment is safe and satisfactory in accordance with the law. Second occurrence of a returned animal to the same owners will result in notification of law enforcement personnel and local animal agencies alerting them to the issue. Any third occurrence of a returned pet will result in legal action in an attempt to have the animal removed from the home and placed with Vanguard Animal Rescue or another safe environment according to the law.

c) Unsatisfactory or Abusive Environments

Vanguard Animal Rescue management will work with law enforcement, ASPCA and animal rights groups to attempt to remove animals from environments that are deemed in accordance with the law to be unsatisfactory or abusive. In extreme cases, Vanguard Animal Rescue will retain the option to use company funds to attempt to purchase animals from severe environments or cases of obvious abuse when the law is unable to forcefully remove the animal. These animals will be housed at Vanguard Animal Rescue and provided any necessary medical treatment, therapy, or training until they are deemed ready to be relocated to a suitable permanent home. (See section III Adoption)

d) Kill Shelters

Vanguard Animal Rescue will work to create a network of cooperation with other rescues and shelters in the area in an effort to share resources, contacts, and information regarding the rescue of animals.

Vanguard Animal Rescue will work with kill shelters in order to remove animals from said shelter prior to their euthanasia date, providing space and resources are available for Vanguard Animal Rescue to adequately care the animal. These animals will be housed at Vanguard Animal Rescue until a suitable permanent home can be located. (See section III Adoption).

III. Animal Care

a) Initial Intake / Assessment

Vanguard Animal Rescue will complete an initial intake assessment and complete the initial assessment form. This assessment will consist of information provided by the owner (if available) as well as observations by Vanguard Personnel. Items to be assessed will be, but not limited to, animal type, breed, age, birthdate, known shots, spayed or neutered, initial temperament. Prior to the adoption this form will be updated to include any changes or developments after rescue. Also, results of further temperament testing, and medical evaluations will be included in the form. The initial intake / assessment form will be provided to new owners as part of the adoption packet.

b) Medical Care

All animals will undergo an initial medical assessment during intake. Medical treatment plan will be created, and veterinarian care will be provided if required. Prior to adoption all animals will be spayed or neutered, receive any necessary shots, de-wormed, and flea & tick removal. All medical treatments, ongoing issues, and any medicine will be document on the assessment form to be available for clients.

c) Shelter

All animals will be sheltered at Vanguard Animal Rescue and will not be re-located or sheltered through fostering. Dogs will be placed in kennels based on temperament and medical assessment. Vanguard will kennel multiple animals together, when possible, based on temperament and medical conditions in order to maximize space. Maximum capacity at Vanguard will not exceed twenty animals.

IV. Adoption

a) Purpose

It is the primary goal of Vanguard Animal Rescue to locate and place animals in safe, healthy, and permanent homes. Vanguard Animal Rescue will utilize adoptions as the primary means of relocating animals to safe, secure, and healthy environments by advertising available animals, providing low cost adoptions and screening interested parties and their environments.

b) Adoption Advertising and Placement

Vanguard Animal Rescue will advertise for both animal intake and adoptions using three main platforms.

1. In person adoption events. Using local pet stores and related businesses to host on-site adoption events. Animals will be brought to the event and displayed to the public in an effort to encourage adoptions, improve awareness of animal cruelty and increase Vanguard Animal Rescue customer base.

2. Social media and internet. Vanguard Animal Rescue will utilize Facebook and company website to advertise available animals as well as the company's goals and policies. Customer will have the opportunity to contact Vanguard Animal Rescue for questions and appointments.
3. Local advertising. Vanguard Animal Rescue will create flyers and mailers to increase the public awareness of the company and its purpose. Flyers will be posted on bulletin boards at approved businesses. Mailers will be used to advertise the company to local residents.

All requests for adoptions will be considered with the best intentions for the animal. The adoption process will consist of three steps depending on adopter information.

1. Initial viewing. Prospective adopters will visit the facility to view available animals.
2. Once an animal has been selected for adoption, all prospective adopters will be required to complete a questionnaire outlining past animal experiences, housing/property type and desired purpose of the animal, i.e., pet, working dog, guard dog, etc.....
3. Upon approval of the questionnaire, adopters will sign the adoption contract, (see "adoption fees and contracts") pay the adoption fee and take the animal to their new home.
4. In certain cases, based on adopter information, an environment inspection may be required to ensure the environment is suitable for the animal. Vanguard Animal Rescue will reserve the right to refuse adoption to anyone who does not meet requirements or fails to complete the adoption process.

Vanguard Animal Rescue will provide all adopters with company contact info, all medical and special care information, and enough food for the transition into the new home. Vanguard Animal Rescue will be available to adopters for any questions or concerns in order to ensure a smooth transition into the new environment. Vanguard Animal Rescue will also strive to keep in continued contact with adopters to create and maintain strong customer relations and ensure the continued success of the adoption process.

c) Fees and Contracts

Fees will be assessed and paid prior to the completion of the adoption process. Standard adoption fee will be \$150 per animal however, Vanguard Animal Rescue reserve the right to increase or decrease fees based on type of animal, animal medical requirements, adopter information, and veteran status. Donations will also be accepted but will be considered independent of the adoption fee and solely at the adopter's discretion.

All prospective adopters will be required to sign a contract prior to the completion of the adoption process. The contract will serve as the adoption receipt and will include the breed of animal, adoption fees paid, adopter name, address, and phone number as well as information on Vanguard Animal Rescue. The contract will also serve to inform the adopter of their responsibilities to provide proper care and treatment of the animal. Furthermore, the contract will include a clause requesting that the adopter return the animal to Vanguard Animal Rescue in cases where the adoption does not work. Failure of the adopter to sign the contract will result in refusal by Vanguard Animal Rescue to adopt the animal out to said adopter.

V. Education

a) Purpose

Vanguard Animal Rescue will serve as a resource to the community on the requirements and responsibilities of animal owners.

b) Educational Pamphlets

Vanguard will provide educational pamphlets to clients as part of the adoption packet. Items to be included in the pamphlets will be, but not limited to, animal care requirements, medical needs, and training.

c) Educational Events

Vanguard will utilize adoption, fundraising, and marketing events as platforms for providing educational information to the community. These events will serve as Q & A sessions, provide take home education materials, and live demonstrations of various care requirements such as training examples, giving medicine, trimming nails, and others.

d) Post Adoption Support

Vanguard hopes to make every transition smooth for both new owners and animals. In an effort to accomplish this Vanguard will provide contact information for clients to use for questions, concerns, and advice. This ongoing communication between Vanguard and clients can also serve as a way of maintaining client relations.

VI. Veteran Assistance

a) Purpose

As Veterans of the military, Vanguard owners are aware of the issues our countries Veterans face on a daily basis. Vanguard hopes to provide support to these Veterans through employment and volunteer opportunities, and service dog donations.

b) Staffing/Volunteer Opportunities

Vanguard will attempt to staff the facility exclusively with Veterans of the Military with a special emphasis on returning combat Veterans. Veterans will be responsible for the care of the animals which Vanguard hopes will help Veterans establish relationships with the animals. This type of opportunity can create a calm, stable work environment that provides support as Veterans transition back into civilian life.

c) Service Dog Donations

Vanguard will donate appropriate dogs to various Veteran Support Agencies to be used as service and/or emotional support dogs for Veterans with disabilities.

VII. Cooperative Network

a) Purpose

To establish a mutual cooperative network between animal shelter agencies in an effort to share resources, knowledge, and wider community outreach.

b) Creating Network

Representatives from Vanguard will connect with animal rescues and shelters within the local community to begin establishing relationships. The intent is to have each rescue/shelter then reach out to another organization and so on until a wide network has been established. This network can then be utilized to share resources, provide overflow assistance, and the ability to reach a much larger community increasing awareness of proper animal care.

VIII. Funding

a) Fund Raising

Vanguard Animal Rescue will be a not-for-profit organization with approved 501C3 status and will rely on donations for the majority of the company's operating costs. A small income from adoption fees will be used to subsidize the donation income.

Since Vanguard Animal Rescue will use donations as the primary source for operational funding, fund raising will be a critical part of the business. Primary sources of fund raising will be:

1. Internet – Vanguard Animal Rescue will have donation opportunities available on the company's Facebook page as well as the company website. Donors will be able to select various types of donations, one-time donations, monthly donations, and annual donations.
2. Adoption events – Vanguard Animal Rescue will use on-site adoption events as a means for raising company funds. On-site donors will have the same donation options available as listed above in item 1.
3. Adoptions – Vanguard Animal Rescue will accept donations from adopters at the completion of the adoption process. All donations will be considered independent of the adoption fees and will be at the sole discretion of the adopter. Adopters will have the same donations available as listed above in item 1.

b) Receipt of Funds & Allocation of Funds

All received donations will be placed in the company account to be used solely towards company operating costs. Operating costs include, but are not limited to; food, water, medicine, veterinarian visits, blankets, toys, grooming, facility upkeep and company related transportation costs. Vanguard Animal Rescue will operate an annual budget approved by the board of directors.

All allocation of funds, in accordance with the budget, will be at the discretion of the Executive Director and Operations Director. Any allocation of funds outside of the approved budget will require approval by the board of directors.