



# BUSINESS PLAN 2024

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March 19, 2024

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# CANINE CONCIERGE<sup>SM</sup>

ON-DEMAND SMILE DELIVERY



**REGISTERED & CERTIFIED ANIMAL-ASSISTED THERAPY (AAT) DOGS**  
CANINE CONCIERGE CORPORATION

13800 Coppermine Road  
Dulles Creek – Dulles Corner Business Pk  
Herndon, VA 20171

571-375-5932

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admin@canineconcierge.vip

canineconciergecorp.org  
canineconcierge.vip

Fairfax County  
Dept. Tax Administration,  
12000 Government Center Pkwy  
Suite 223  
Fairfax, VA 22035

STOKES MICHAEL  
13800 COPPERMINE RD  
HERNDON VA 20171-6163



### 2024 BUSINESS LICENSE INFORMATION

<b>ACCOUNT #:</b>	001-56-3615	<b>CLASSIFICATION:</b>	PERSONAL SERVICE
<b>ORDINANCE CODE:</b>	47223B99	<b>LOCATION:</b>	13800 COPPERMINE RD
<b>NAICS:</b>	813219	<b>LICENSE NUMBER:</b>	2469762

Business licensing is a form of local taxation of gross receipts generated from business activity in Fairfax County.

Business licenses must be renewed annually by March 1st and filing should be completed online at [www.fairfaxcounty.gov/taxes](http://www.fairfaxcounty.gov/taxes) or by mail.

For any questions concerning this license, please call 703-222-8234 between the hours of 8:00 a.m. and 4:30 p.m. Monday - Friday (Hearing impaired persons may call TTY: 711), or send us e-mail through our website, [www.fairfaxcounty.gov/taxes](http://www.fairfaxcounty.gov/taxes).

Detach along this perforation

### FAIRFAX COUNTY BUSINESS PROFESSIONAL & OCCUPATIONAL LICENSE

12000 Government Center Parkway Fairfax, VA 22035, Phone: 703-222-8234

**BUSINESS LOCATION:**  
**13800 COPPERMINE RD**  
**HERNDON VA 20171**

**BUSINESS OWNER:**  
**STOKES MICHAEL**

**TRADE NAME:**  
**CANINE CONCIERGE CORP**

**BUSINESS MAILING ADDRESS:**  
**13800 COPPERMINE RD**  
**HERNDON VA 20171**



**LICENSE NUMBER:**  
**2469762**

**LICENSE TAX PERIOD:**  
**January 01, 2024 TO December 31, 2024**  
THIS LICENSE IS VALID THRU MARCH 1, 2025

**CLASSIFICATION:**  
**PERSONAL SERVICE**

Young Tarry, Director  
Personal Property & Business License Division  
Department of Tax Administration

Jay Doshi, Director  
Department of Tax Administration

The issuance of this license does not relieve the business owner of the responsibility of complying with all County and other legal requirements.



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Owner's equity:	Previous Year	Current Year
Investment capital		
Accumulated retained earnings		
Total owner's equity		
Total liabilities & owner's equity	-	-
Balance	-	-

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# Executive Summary

## Business Description

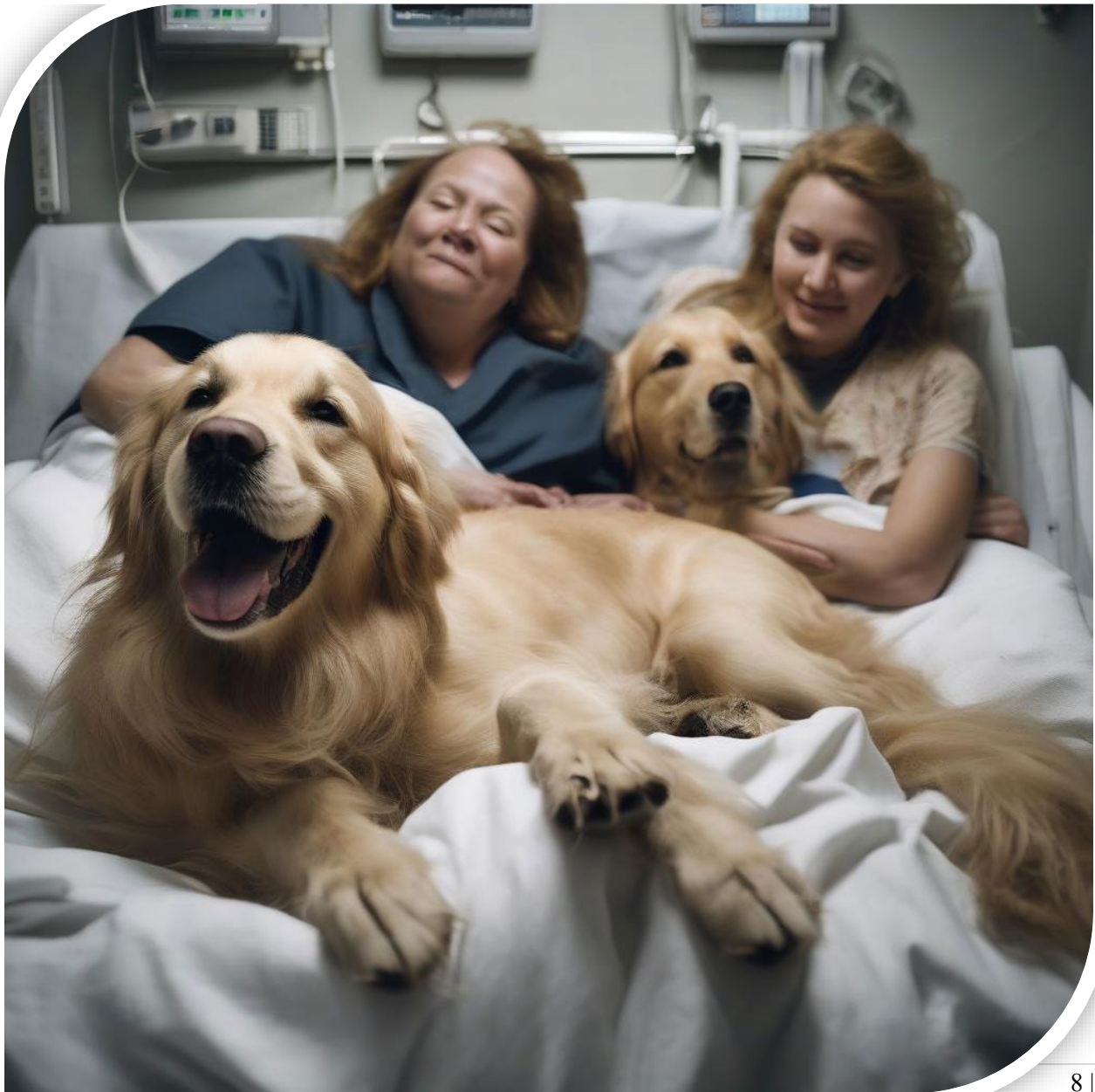
Looking for a way to improve the mental well-being of patients and residents in your local institutions? Look no further than Canine Concierge Corporation! Our certified therapy dogs, including Golden Retrievers with AKC certificates of authenticity, are medically trained to provide animal-assisted therapy that can significantly improve mental health. During visits to hospitals, nursing homes, clinics, senior citizen centers, rehabilitation facilities, and other local institutions, our therapy dogs provide educational opportunities to teach clients the importance of bonding with animals. We typically visit clients in their settings since they may need the physical ability or have no desire to leave their room. Established in 2023 by Michael Stokes, Canine Concierge Corporation is a community-based nonprofit charitable organization (501c(3) pending) that raises funds through philanthropists, grants, sponsors, and donations. These funds are directed toward hospitals, nursing homes, rehabilitation facilities, senior citizens centers, and police stations, allowing them to reserve time with our specially trained and certified animal-assisted therapy (AAT) dogs and their handlers, free of charge. Improve mental well-being and give back to your community with Canine Concierge Corporation!

Our therapy dogs will provide a wide range of benefits, including lowering the risk and aiding recovery from heart attacks, strokes, and seizures; reducing stress, anxiety, and fear; decreasing the risk of other ailments and diseases; creating calmness and lowering blood pressure; encouraging interaction and giving companionship; aiding recovery from those who have PTSD or other trauma; providing a respite from isolation or loneliness; offering comfort and reassurance; helping individuals recover from the loss of a loved one; and creating a sense of well-being and love.



## Mission Statement

At Canine Concierge, we believe in the power of animal-assisted therapy to improve the well-being of patients and residents in medical facilities and long-term healthcare centers. Our mission is to provide specifically trained and certified therapy dogs to these facilities, senior citizen centers, and the police to deliver on-demand smiles and improve mental health. We are committed to providing a safe and nurturing environment for our therapy dogs and their handlers, ensuring they are well-trained and certified to provide the highest quality of care. Our six-month training and certification process, along with a two-month obedience and housebreaking course, ensures that our therapy dogs are ready to assist in the recovery process of patients. At Canine Concierge, we are dedicated to helping those in need through the power of animal-assisted therapy.





# Strategic Goals

- Develop a robust online presence. [Appendix A01](#)
- Develop a strong brand identity. [Appendix A02](#)
- Increase awareness of the therapy dog program. [Appendix A03](#)
- Develop a network of partners and alliances. [Appendix A04](#)
- Develop a sustainable business model. [Appendix A05](#)
- Develop a strategic marketing plan. [Appendix A06](#)
- Develop a strategic financial plan. [Appendix A07](#)
- Develop a strategic operation plan. [Appendix A08](#)
- Develop a strategic human resource plan. [Appendix A09](#)
- Develop a strategic technology plan. [Appendix A10](#)
- Develop a strategic research and development plan. [Appendix A11](#)
- Develop a strategic community outreach plan. [Appendix A12](#)
- Develop a strategic fundraising plan. [Appendix A13](#)
- Develop a strategic public relations plan. [Appendix A14](#)
- Develop a strategic sales plan. [Appendix A15](#)
- Develop a strategic customer service plan. [Appendix A16](#)

# Capital Request

## **Definitions**

Capital Purchase Request<sup>1</sup> (fixed asset) - Any tangible property valued at \$1,000 or above and with a useful life span of two or more years (e.g., furniture, equipment, technology hardware or software, classroom equipment, laboratory equipment, etc.).

## **Procedures and Guidelines**

All staff must make every effort to submit capital requests during the annual budget request process. Occasionally, circumstances may occur when it may be necessary to submit a capital request outside of the annual process. This should be infrequent and the exception to the rule.

Capital purchase and project requests should be reviewed with the Treasurer (for building-related projects) and/or the Director (for technology purchases or projects) to determine cost estimates.

To submit a capital request, please follow the below procedures and guidelines:

1. Requestor completes one capital request [form](#) per request. Requestor submits completed form to Treasurer/Director for approval and signature(s).
2. The Treasurer reviews and/or approves capital request. If approved, the Treasurer submits form to Director for cost estimate validation.
3. If it is determined that the original cost estimate is more than the submitted amount, the form is returned to the Treasurer for review and approval.
4. Director compiles approved capital requests.
5. The Treasurer prepares the annual budget package and identifies available funding for capital requests.
6. Director reviews, prioritizes, and approves capital requests based on available capital funding and prioritization criteria.
7. The Treasurer communicates with Requestor if capital request was approved or deferred.

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<sup>1</sup> Capital Purchase Request: <https://www.123formbuilder.com/free-form-templates/Capital-Expenditure-Request-Form-4394107/>



# Expenses – Business

## CANINE CONCIERGE MONTHLY EXPENSES – MARCH 2023

Category	Date	Description	Card	Amount
Bank Fees	3/23/23	Chase Personal	Chase Pers	12.00
		AMEX Serve	AMEX Serve	00.00
Insurance	3/16/23	StateFarm Business – (Annual)	Chase Pers	250.00
Rents	3/1/23	Facility: 1021 Eden #106	AMEX Serve	2,148.00
		Facility: 13800 Coppermine Road		
Mobile Phones	3/7/23	Devices 571-375-5932   703-397-3902	AMEX Serve	60.63
	3/31/23	Devices 571-375-5932   703-397-3902	AMEX Serve	75.63
Marketing	3/28/23	99Designs – Logo Design Package	Chase Pers	149.00
	3/13/23	ColourBox.com – Digital Images	AMEX Serve	13.98
	3/21/23	iStock.com – Digital Images	AMEX Serve	29.00
Websites	3/15/23	canineconciierge.vip (Private) - Registration	Chase Pers	15.98
	3/15/23	canineconciierge.vip (Private) - Security	Chase Pers	19.98
	3/22/23	canineconciierge.vip (Private) – Hosting (Annual)	Chase Pers	179.88
	3/22/23	canineconciierge.vip (Private)	Chase Pers	29.99
	3/15/23	canineconciiergecorp.com (Public) - Registration	Chase Pers	31.98
	3/15/23	k9conciierge.vip - Registration	Chase Pers	15.98
Email	3/15/23	k9conciierge.vip - Security	Chase Pers	19.98
	3/15/23	Microsoft 365 Email Plus (Annual)	Chase Pers	191.52
		finance@canineconciierge.vip		
		paypal@canineconciierge.vip		
Other	3/27/23	k9@canineconciiergecorp.com	AMEX Serve	4.19
		accounting@canineconciierge.vip		
Other	3/29/23	qofundme@canineconciierge.vip	AMEX Serve	4.19
Other	3/29/23	Websites Privacy Policy Page	Chase Pers	100.00
Business Paper	3/28/23	VistaPrint – 100 Standard Business Cards	Chase Pers	37.10
Software	3/6/23	Microsoft Store	AMEX Serve	5.29
Equipment				
Office Supplies				
Licenses/Permits	3/02/23	LegalZoom – Nonprofit Setup Fee (Installment)	AMEX Serve	361.33
	3/09/23	LegalZoom – Nonprofit Registered Agent (Annual)	Chase Pers	249.00
	3/15/23	LegalZoom – Nonprofit Compliance (Annual)	Chase Pers	230.00
	3/30/23	LegalZoom – Nonprofit Setup Fee (Installment)	Chase Pers	361.33
	3/15/23	LegalZoom – Nonprofit Legal	Chase Pers	49.00

Other		
	TOTAL	\$4,640.77

Michael Stokes	<i>Michael Stokes</i>	03/12/2024
Signature		Date

## CANINE CONCIERGE MONTHLY EXPENSES – APRIL 2023

Category	Date	Description	Card	Amount
Bank Fees	4/25/23	Chase Personal	Chase Pers	12.00
		AMEX Serve	AMEX Serve	00.00
Insurance				
Rents	4/1/23	Facility: 1021 Eden #106	Chase Pers	2,148.00
		Facility: 13800 Coppermine Road		
Mobile Phones	4/30/23	Devices 571-375-5932   703-397-3902	AMEX Serve	75.63
Marketing	4/18/23	99Designs – Graphic Illustrations	Chase Pers	73.50
	4/14/23	99Designs – Graphic Illustrations	AMEX Serve	147.00
	4/28/23	99Designs – Graphic Illustrations	AMEX Serve	73.50
	4/18/23	iStock.com – Digital Images	AMEX Serve	12.00
	4/18/23	iStock.com – Digital Images	AMEX Serve	33.00
	4/21/23	iStock.com – Digital Images	AMEX Serve	29.00
Websites	4/24/23	canineconciierge.vip (Private)	AMEX Serve	29.99
	4/29/23	canineconciiergecorp.com (Public)	AMEX Serve	13.99
	4/29/23	canineconciiergecorp.com - Security	AMEX Serve	13.08
Email	4/28/23	gofundme@canineconciierge.vip	Chase Pers	5.99
Other	4/29/23	Web Host Deluxe	AMEX Serve	15.99
Business Paper				
Software	4/20/23	Adobe – PDF Management	Chase Pers	19.99
	4/20/23	Adobe – PDF Management (Duplicate Charge)	Chase Pers	19.99
	4/13/23	Visme – Timeline Management	AMEX Serve	29.00
	4/16/23	eForms.com – Contract Modules	AMEX Serve	39.00
Equipment				
Office Supplies	4/2/23	HP Printer Ink - Black	AMEX Serve	27.44
	4/2/23	HP Printer Ink - TriColor	AMEX Serve	28.50
Licenses/Permits	4/17/23	LegalZoom – Nonprofit Legal	Chase Pers	49.00
Other				
TOTAL				\$2,895.59

Michael Stokes	<i>Michael Stokes</i>	03/12/2024
Signature		Date

## CANINE CONCIERGE MONTHLY EXPENSES – MAY 2023

Category	Date	Description	Card	Amount
Bank Fees	5/23/23	Chase Personal	Chase Pers	12.00
		AMEX Serve	AMEX Serve	00.00
Insurance				
Rents	5/01/23	Facility: 1021 Elden #106	AMEX Serve	1,000.00
	5/25/23	Facility: 1021 Elden #106	AMEX Serve	1,066.83
		Facility: 13800 Coppermine Road		
Mobile Phones	5/31/23	Devices 571-375-5932   703-397-3902	AMEX Serve	75.63
Marketing	5/24/23	iStock.com – Digital Images	AMEX Serve	29.00
Websites	5/25/23	canineconciierge.vip (Private)	AMEX Serve	29.99
	5/25/23	canineconciiergecorp.com (Public)	AMEX Serve	19.99
Email	5/30/23	gofundme@canineconciierge.vip	Chase Pers	5.99
Other	5/02/23	KLAMA/GoDaddy	Chase Pers	37.51
Business Paper				
Software	5/26/23	Adobe – PDF Management	Chase Pers	19.99
	5/26/23	Adobe – PDF Management (Duplicate Charge)	Chase Pers	19.99
Equipment				
Office Supplies				
Licenses/Permits	5/04/23	LegalZoom – Nonprofit Fee	Chase Pers	34.00
	5/03/23	LegalZoom – Nonprofit Setup Fee (Installment)	Chase Pers	361.34
Other				
TOTAL				\$2,712.26

Michael Stokes	<i>Michael Stokes</i>	03/13/2024
Signature		Date

## CANINE CONCIERGE MONTHLY EXPENSES – JUNE 2023

Category	Date	Description	Card	Amount
Bank Fees	6/26/23	Chase Personal	Chase Pers	12.00
	6/23/23	Overdraft Fee re GoDaddy Recurring Debit Paid	Chase Pers	34.00
	6/29/23	Overdraft Fee re GoDaddy Recurring Debit Paid	Chase Pers	34.00
		AMEX Serve	AMEX Serve	00.00
Rents	7/01/23	Facility: 1021 Eden #106	AMEX Serve	1,295.69
		Facility: 13800 Coppermine Road		
Mobile Phones	6/30/23	Devices 571-375-5932   703-397-3902	AMEX Serve	75.63
Marketing				
Websites	6/22/23	canineconciierge.vip (Private)	Chase Pers	29.99
		canineconciiergecorp.com (Public)		
Email	6/28/23	gofundme@canineconciierge.vip	Chase Pers	6.99
Other	6/01/23	KLANA/GoDaddy	AMEX Serve	112.00
Business Paper				
Software	6/20/23	Adobe – PDF Management	Chase Pers	19.99
	6/20/23	Adobe – PDF Management (Duplicate Charge)	Chase Pers	19.99
	6/01/23	Pictory.ai – A.I. Video Production	AMEX Serve	23.00
	6/02/23	NaturalReaders.com – A.I. Voice Production	AMEX Serve	19.00
	6/02/23	NaturalReaders.com – A.I. Voice Production	AMEX Serve	99.00
	6/12/23	Visme – Timeline Production	AMEX Serve	29.00
Equipment				
Office Supplies				
Licenses/Permits	6/28/23	LegalZoom – Nonprofit Fee – Expedited Amendment	AMEX Serve	154.00
Other	6/29/23	HelloSells Answering Service Promo (2 of 3 Months)	AMEX Serve	30.00
	6/07/23	UPS Delivery – LegalZoom CEO Letter of Complaint	AMEX Serve	28.49
	6/07/23	UPS Delivery – LegalZoom CEO Letter of Complaint	AMEX Serve	13.00
TOTAL				\$2,035.77

Michael Stokes	<i>Michael Stokes</i>	03/13/2024
Signature		Date

## CANINE CONCIERGE MONTHLY EXPENSES – JULY 2023

Category	Date	Description	Card	Amount
Bank Fees	7/26/23	Chase Personal	Chase Pers	12.00
		AMEX Serve	AMEX Serve	00.00
Rents	7/01/23	Facility: 1021 Eden #106	AMEX Serve	1,250.00
	7/31/23	Facility: 1021 Eden #106	AMEX Serve	771.99
		Facility: 13800 Coppermine Road		
Insurance				
Mobile Phones	7/31/23	Devices 571-375-5932   703-397-3902	AMEX Serve	55.63
Marketing	7/31/23	Evite.com – Promo Invite – canineconcierge.vip	AMEX Serve	64.99
	7/31/23	Evite.com – Promo – canineconciergecorp.com	AMEX Serve	64.99
Websites	7/22/23	canineconcierge.vip (Private)	AMEX Serve	23.56
	7/09/23	canineconciergecorp.com (Public)	InStoreCred	19.99
Email	7/09/23	Unnamed Email Renewal	InStoreCred	6.99
	7/09/23	admin@canineconcierge.vip (Annual Balance)	InStoreCred	58.46
	7/22/23	socialmedia@canineconciergecorp.com	InStoreCred	6.99
	7/28/23	gofundme@canineconcierge.vip	Chase Pers	6.99
Business Paper				
Software	7/04/23	Pictory.ai – A.I. Video Production	AMEX Serve	23.00
	7/22/23	Visme – Timeline Production	AMEX Serve	29.00
	7/24/23	Adobe – PDF Management	Chase Pers	19.99
	7/26/23	Adobe – PDF Management (Duplicate Charge)	Chase Pers	19.99
Equipment				
Office Supplies				
Licenses/Permits				
Other	7/31/23	HelloSells Answering Service Promo (3 of 3 Months)	AMEX Serve	30.00
TOTAL				\$2,464.56

Michael Stokes	<i>Michael Stokes</i>	03/13/2024
Signature		Date

## CANINE CONCIERGE MONTHLY EXPENSES – AUGUST 2023

Category	Date	Description	Card	Amount
Bank Fees	8/23/23	Chase Personal	Chase Pers	12.00
		AMEX Serve	AMEX Serve	00.00
Insurance				
Rents	8/22/23	Facility: 1021 Elen #106	Chase Pers	220.00
	8/23/23	Facility: 1021 Elen #106	Chase Pers	160.00
	8/01/23	Facility: 1021 Elen #106	AMEX Serve	800.00
	8/29/23	Facility: 1021 Elen #106	AMEX Serve	1,403.44
		Facility: 13800 Coppermine Road		
Mobile Phones	08/01/23	Devices 571-375-5932   703-397-3902	AMEX Serve	55.63
	08/31/23	Devices 571-375-5932   703-397-3902	AMEX Serve	55.63
Marketing	08/30/23	HULU Streaming TV Subscription	AMEX Serve	7.99
Websites	8/29/23	canineconcierge.vip (Private)	AMEX Serve	29.99
	8/29/23	canineconciergecorp.com (Public)	AMEX Serve	19.99
	8/02/23	canineconciergecorp.com (Public)	AMEX Serve	19.99
Email	8/29/23	socialmedia@canineconcierge.vip	AMEX Serve	6.99
Business Paper				
Software	8/03/23	Purpose Pictory.ai – A.I. Video Production	AMEX Serve	23.00
	8/22/23	Purpose Adobe – PDF Management	AMEX Serve	19.99
	8/22/23	Purpose Visme – Timeline Production	AMEX Serve	29.00
	8/31/23	Purpose: Google Play – ChatGPT A.I. App	AMEX Serve	20.00
Equipment				
Office Supplies	8/03/23	USPS First Class Stamps	AMEX Serve	10.00
	8/29/23	Stamps.com	AMEX Serve	19.99
	8/31/23	Stamps.com	AMEX Serve	14.40
Licenses/Permits				
Other	8/29/23	HelloSells – Answering Service – Trial Month 3 of 3	AMEX Serve	30.00
TOTAL				\$2,957.59

Michael Stokes *Michael Stokes*

Signature

03/12/2024

Date



## CANINE CONCIERGE MONTHLY EXPENSES – SEPTEMBER 2023

Category	Date	Description	Card	Amount
Bank Fees	9/25/23	Chase Personal	Chase Pers	12.00
		AMEX Serve	AMEX Serve	00.00
Insurance				
Rents	9/01/23	Facility: 1021 Elen #106	AMEX Serve	200.00
	9/12/23	Facility: 1021 Elen #106	AMEX Serve	200.00
	9/28/23	Facility: 1021 Elen #106	AMEX Serve	1,600.00
		Facility: 13800 Coppermine Road		
Mobile Phones		Devices 571-375-5932   703-397-3902		
Marketing	9/30/23	HULU Streaming TV Subscription	AMEX Serve	7.99
Websites	9/28/23	canineconcierge.vip (Private)	AMEX Serve	29.99
	9/28/23	canineconciergecorp.com (Public)	AMEX Serve	19.99
Email	9/28/23	socialmedia@canineconcierge.vip	AMEX Serve	6.99
	9/28/23	gofundme@canineconcierge.vip	AMEX Serve	6.99
Business Paper				
Software	9/28/23	Purpose Adobe – PDF Management	AMEX Serve	19.99
	9/28/23	Purpose Pictory.ai – A.I. Video Production	AMEX Serve	23.00
	9/29/23	Purpose Visme – Timeline Production	AMEX Serve	29.00
	9/30/23	Purpose: Google Play – ChatGPT A.I. App	AMEX Serve	20.00
Equipment				
Office Supplies	9/28/23	HP Instant Ink – Printer Paper & Ink Subscription	AMEX Serve	4.23
	9/30/23	Amazon – 100 White Envelopes	AMEX Serve	10.17
Licenses/Permits				
Other				
TOTAL				\$2,190.34

Michael Stokes *Michael Stokes*  
Signature

03/12/2024  
Date

## CANINE CONCIERGE MONTHLY EXPENSES – OCTOBER 2023

Category	Date	Description	Card	Amount
Bank Fees	10/25/23	Chase Personal	Chase Pers	12.00
		AMEX Serve	AMEX Serve	00.00
Insurance				
Rents	10/31/23	Facility: 1021 Eden #106	AMEX Serve	2,002.22
		Facility: 13800 Coppermine Road		
Mobile Phones	10/01/23	Devices 571-375-5932   703-397-3902	AMEX Serve	80.63
Marketing	10/31/23	HULU Streaming TV Subscription	AMEX Serve	7.99
Websites	10/23/23	canineconcierge.vip (Private)	AMEX Serve	29.99
	10/31/23	canineconciergecorp.com (Public)	AMEX Serve	19.99
Email	10/31/23	socialmedia@canineconcierge.vip	AMEX Serve	6.99
	10/31/23	gofundme@canineconcierge.vip	AMEX Serve	6.99
Business Paper				
Software	10/31/23	Purpose Adobe – PDF Management	AMEX Serve	19.99
Equipment				
Office Supplies	10/19/23	HP Instant Ink – Printer Paper & Ink Subscription	AMEX Serve	6.34
Licenses/Permits				
Other				
TOTAL				\$2,193.13

Michael Stokes *Michael Stokes*

Signature

03/12/2024

Date

## CANINE CONCIERGE MONTHLY EXPENSES – NOVEMBER 2023

Category	Date	Description	Card	Amount
Bank Fees		Chase Personal	Chase Pers	
		AMEX Serve	AMEX Serve	00.00
Insurance				
Rents	11/28/23	Facility: 1021 Eden #106	AMEX Serve	1,800.00
	11/30/23	Facility: 13800 Coppermine Road	AMEX Serve	178.00
Mobile Phones	11/01/23	Devices 571-375-5932   703-397-3902	AMEX Serve	56.63
Marketing	11/30/23	HULU Streaming TV Subscription	AMEX Serve	7.99
Websites	11/28/23	canineconcierge.vip (Private)	AMEX Serve	29.99
	11/28/23	canineconciergecorp.com (Public)	AMEX Serve	19.99
Email	11/28/23	socialmedia@canineconcierge.vip	AMEX Serve	6.99
	11/28/23	gofundme@canineconcierge.vip	AMEX Serve	6.99
Business Paper				
Software	11/01/23	Purpose VISME – Timeline Production	AMEX Serve	29.00
	11/01/23	Google Play Store – ChatGPT App	AMEX Serve	20.00
	11/30/23	Purpose Adobe – PDF Management	AMEX Serve	19.99
	11/30/23	Google Play Store – ChatGPT App	AMEX Serve	20.00
Equipment				
Office Supplies	11/28/23	HP Instant Ink – Printer Paper & Ink Subscription	AMEX Serve	31.78
Licenses/Permits				
Other	11/02/23	TrueCaller Caller ID   571-375-5932	AMEX Serve	4.99
TOTAL				\$2,232.34

Michael Stokes *Michael Stokes*

Signature

03/11/2024

Date

## CANINE CONCIERGE MONTHLY EXPENSES – DECEMBER 2023

Category	Date	Description	Card	Amount
Bank Fees	12/26/23	Chase Personal	Chase Pers	12.00
		AMEX Serve	AMEX Serve	0.00
Insurance	12/28/23	StateFarm – Renter's	AMEX Serve	8.33
Rents	12/30/23	Facility: 1021 Eden #106	AMEX Serve	1,100.00
	12/28/23	Facility: 13800 Coppermine Road	AMEX Serve	79.00
Mobile Phones		Devices 571-375-5932   703-397-3902		
Marketing	12/01/23	Facebook Ads	AMEX Serve	13.00
	12/29/23	Facebook Ads	AMEX Serve	11.16
	12/30/23	HULU Streaming TV Subscription	AMEX Serve	7.99
Websites	12/28/23	canineconciierge.vip (Private)	AMEX Serve	34.99
	12/28/23	canineconciiergecorp.com (Public)	AMEX Serve	19.99
Email	12/28/23	socialmedia@canineconciierge.vip	AMEX Serve	6.99
	12/28/23	gofundme@canineconciierge.vip	AMEX Serve	6.99
Business Paper				
Software	12/29/23	Purpose Adobe – PDF Management	AMEX Serve	19.99
	12/29/23	Purpose VISME – Timeline Production	AMEX Serve	29.00
Equipment				
Office Supplies	12/30/23	HP Instant Ink – Printer Paper & Ink Subscription	AMEX Serve	7.40
Licenses/Permits				
Other	12/28/23	TrueCaller Caller ID   571-375-5932	AMEX Serve	4.99
	12/30/23	Gift Basket Thank You – FairfaxTimes.com	AMEX Serve	36.35
TOTAL				\$1,398.17

Michael Stokes *Michael Stokes*

03/11/2024

Signature

Date

## CANINE CONCIERGE MONTHLY EXPENSES – JANUARY 2024

Category	Date	Description	Card	Amount
Bank Fees	1/25/24	Chase Personal	Chase Pers	12.00
		Chase Business	Chase Busi	0.00
		AMEX Serve	AMEX Serve	0.00
Insurance				
Rents	1/31/24	Facility: 1021 Eden #106	AMEX Serve	1,600.00
	1/19/24	Facility: 13800 Coppermine Road	AMEX Serve	109.00
	1/16/24	Facility: 13800 Coppermine Road – Late Fee	AMEX Serve	28.95
Mobile Phones	1/31/24	Devices 571-375-5932   703-397-3902	AMEX Serve	100.43
	1/01/24	Devices 571-375-5932   703-397-3902	AMEX Serve	70.43
Equipment	1/19/24	Echo Show 15 Digital Monitors	Chase Pers	648.18
	1/19/24	Garilla Double-Sided Tape	Chase Pers	11.99
	1/19/24	Surge Protectors	Chase Pers	28.98
	1/19/24	Dog Therapy Vests	Chase Pers	39.50
	1/19/24	Dog Toys	Chase Pers	11.98
	1/19/24	Retractable Leashes	Chase Pers	35.98
	1/19/24	Dog Blankets	Chase Pers	10.98
	1/19/24	Automatic Dog Feeders	Chase Pers	139.98
	1/19/24	Automatic Dog Waterers	Chase Pers	65.84
	1/19/24	Dog Crate Name Plate – DaVinci	Chase Pers	24.99
	1/19/24	Dog Crate Name Plate – Stella	AMEX Serve	23.99
	1/19/24	6 Easels – Virtual Office	Chase Pers	86.77
	1/19/24	Dual Dog Crate Furniture	Chase Pers	332.34
	1/19/24	Neon Logo Sculpture	Chase Pers	317.18
	1/19/24	Dog Crate Beds	Chase Pers	49.98
	1/19/24	Misc Dog Chew Toys	Chase Pers	17.99
	1/25/24	Elastic Bungee Cords	Chase Pers	18.99
	1/28/24	Digital Display Frame	Chase Pers	69.99
Website	1/21/24	canineconclerge.vip (Private)	AMEX Serve	34.99
Other	1/24/24	GoDaddy Marketing Services – Refund to InStoreCre	AMEX Serve	124.99
Email	1/27/24	gotundme@canineconclerge.vip	AMEX Serve	6.99
Website	1/30/24	canineconclergecorp.com (Public)	Chase Pers	19.99
Business Paper	1/25/24	Letterhead 70lb – 100 sheets - VistaPrint	Chase Pers	74.99
	1/25/24	Two-sided Business Envelopes – 200 - VistaPrint	Comp/Free	0.00

	1/25/24	Premium Business Cards – 100 - VistaPrint	Chase Pers	27.99
Software	1/01/24	Purpose DaVinci.ai – A.I. Photography (Weekly)	AMEX Serve	4.99
	1/09/24	Purpose DaVinci.ai – A.I. Photography (Weekly)	AMEX Serve	4.99
	1/18/24	Purpose DaVinci.ai – A.I. Photography (Weekly)	AMEX Serve	4.99
	1/19/24	Purpose Pictory.ai – A.I. Video Production	AMEX Serve	47.00
	1/20/24	Purpose McAfee – Laptop Security (Annual)	AMEX Serve	34.99
	1/21/24	Purpose Adobe – PDF Management	AMEX Serve	19.99
	1/22/24	Purpose VISME – Timeline Production	AMEX Serve	29.00
	1/22/24	Purpose DaVinci.ai – A.I. Photography (Weekly)	AMEX Serve	4.99
	1/22/24	Purpose Yoast – Website Premium SEO (Annual)	Chase Pers	99.00
	1/22/24	Purpose NCHSoftware – Audio Editor (Annual)	Chase Pers	40.24
	1/23/24	Purpose Google Play Store – ChatGPT App	AMEX Serve	20.00
	1/24/24	Purpose HD Video Converter (Annual)	Chase Pers	29.95
	1/28/24	Purpose TrueCaller – Caller ID – 571-375-5932	AMEX Serve	4.99
	1/30/24	Purpose DaVinci.ai – A.I. Photography (Weekly)	AMEX Serve	4.99
Marketing	1/01/24	Facebook Ads	AMEX Serve	13.00
	1/02/24	Facebook Ads	AMEX Serve	13.00
	1/04/24	Facebook Ads	AMEX Serve	15.00
	1/22/24	99Designs – Graphic Design	Chase Pers	157.50
	1/24/24	Facebook Ads	AMEX Serve	25.00
	1/30/24	Facebook Ads	AMEX Serve	47.74
	1/30/24	Hulu Streaming TV Subscription	Chase Pers	7.99
Office Supplies	1/20/24	USPS Stamps	AMEX Serve	68.30
	1/20/24	HP Printer Paper & Ink (Instant Ink Subscription)	AMEX Serve	15.88
	1/20/24	Plain Business #10 Envelopes – 500	AMEX Serve	21.79
	1/25/24	Steno Pad + Rush Delivery	AMEX Serve	30.54
Licenses/Permits				
Other	1/02/24	Orchid Plant Thank You – FairfaxTimes.com	AMEX Serve	58.93
TOTAL				\$4,775.56

Michael Stokes

*Michael Stokes*

Signature

03/11/2024

Date



## CANINE CONCIERGE MONTHLY EXPENSES – FEBRUARY 2024

Category	Date	Description	Card	Amount
Bank Fees	2/27/24	Chase Personal	Chase Pers	12.00
			Chase Busi	0.00
			AMEX Serve	0.00
Insurance	2/03/24	State Farm Renter's (Monthly)	AMEX Serve	6.33
	2/20/24	State Farm Renter's (Year Balance)	AMEX Serve	63.34
Rents	2/29/24	Facility: 1021 Eden # 106	AMEX Serve	1,213.81
	2/22/24	Facility: 1021 Eden # 106	AMEX Serve	826.70
	2/22/24	Facility: 13800 Coppermine Road	Chase Busi	109.00
Mobile Phones	2/2/24	Devices 571-375-5932   703-397-3902	AMEX Serve	100.63
Marketing	2/1/24	Google Ads	Chase Pers	22.74
	2/1/24	Google Ads	Chase Pers	80.00
	2/1/24	Google Ads	Chase Pers	10.00
	2/1/24	Facebook Ads	Chase Pers	36.00
	2/3/24	99Designs – Custom Graphics Illustrations	AMEX Serve	62.60
	2/4/24	Facebook Ads	AMEX Serve	60.00
	2/4/24	Hulu Ads	AMEX Serve	72.72
	2/7/24	Google Ads	Chase Pers	200.00
	2/9/24	99Designs – Custom Graphics Illustrations	Chase Pers	62.60
	2/12/24	Facebook Ads	Chase Busi	76.82
	2/12/24	ADHD Membership – PSA on TV Requirement	Chase Busi	46.00
	2/12/24	Fiverr – Video Production	Chase Pers	28.88
	2/13/24	Facebook Ads	Chase Busi	75.00
	2/13/24	Fiverr – Video Production	Chase Pers	7.78
	2/13/24	Fiverr – Video Production	Chase Pers	13.05
	2/13/24	Fiverr – Video Production	Chase Pers	7.78
	2/14/24	Hulu Ads	Chase Busi	427.25
	2/20/24	Google Ads	Chase Busi	100.06
	2/20/24	Google Ads	Chase Busi	252.00
	2/23/24	Facebook Ads	Chase Busi	126.00
Equip Install	2/1/24	Dual Dog Crate Construction (Angl)	Cash	180.00
Webpages	2/21/24	canineconclerge.vip (Private)	InStoreCred	34.99
	2/29/24	canineconclergecorp.com (Public)	InStoreCred	19.99
Email	2/22/24	socialmedia@canineconclergecorp.com	InStoreCred	6.99

	2/27/24	gofundme@canineconciergecorp.com	InStoreCred	8.99
	2/29/24	Microsoft - Microsoft 365 P (Annual)	AMEX Serve	69.99
Business Paper	2/11/24	Second Sheet 24lb - 500 sheets - Staples	AMEX Serve	34.97
	2/20/24	Letterhead 70lb - 100 sheets - VistaPrint	Chase Busi	63.74
	2/20/24	Premium Business Cards - 100 - VistaPrint	Chase Busi	23.79
	2/20/24	Premium Business Cards - 100 - VistaPrint (Express)	Chase Busi	54.02
Software	2/2/24	Purpose ChatGPT - Artificial Intelligence Application	AMEX Serve	20.00
	2/3/24	Purpose PlayHT - A.I. Voice Production	AMEX Serve	39.00
	2/4/24	Purpose McAfee - Laptop Security (Annual)	AMEX Serve	47.99
	2/5/24	Purpose DaVinci.ai - A.I. Photography (Weekly)	AMEX Serve	4.99
	2/7/24	Purpose MailPoet - Monthly Newsletter Production	AMEX Serve	10.00
	2/9/24	Purpose MailPoet - Monthly Newsletter Production	AMEX Serve	10.00
	2/12/24	Purpose DaVinci.ai - A.I. Photography (Weekly)	AMEX Serve	4.99
	2/14/24	Purpose DaVinci.ai - A.I. Photography (Weekly)	AMEX Serve	4.99
	2/23/24	Purpose Visme - Timeline Production	AMEX Serve	29.00
	2/23/24	Purpose DaVinci.ai - A.I. Photography (Weekly)	AMEX Serve	4.99
	2/28/24	Purpose Grammarly - A.I. Writing (Annual)	AMEX Serve	144.00
	2/28/24	Purpose Pictory - A.I. Video Production	AMEX Serve	35.35
	2/29/24	Purpose TotalAV - Laptop Security (Annual)	AMEX Serve	119.00
	2/29/24	Purpose Adobe - PDF Management	AMEX Serve	19.19
	2/29/24	Purpose DaVinci.ai - A.I. Photography (Weekly)	AMEX Serve	4.99
	2/29/24	Purpose Grammarly - A.I. Writing (Quarterly) Refund	AMEX Serve	-84.00
	2/29/24	Purpose Microsoft - Microsoft 365 P (Annual)	AMEX Serve	69.99
Equipment	Date			
Office Supplies	2/20/24	USPS - 100 First Class Stamps Roll	Chase Busi	70.35
	2/20/24	HP Printer Paper & Ink (Instant Ink Subscription)	AMEX Serve	33.90
	2/22/24	Amazon - Avery 5160 Sheet Feed Labels	Chase Pers	23.18
Licenses/Permits	Date			
Other	2/16/24	Harbor Compliance (Registered Agent) (Annual)	Chase Busi	149.00
	2/20/24	Staples - Bubble Wrap - Return Shipping 43" Vizio	Chase Busi	20.75
	2/20/24	Staples - Shipping Box - Return Shipping 43" Vizio	Chase Busi	51.29
TOTAL				\$5,088.29

Michael Stokes *Michael Stokes*

Signature

3/11/2024

Date

## CANINE CONCIERGE MONTHLY EXPENSES – MARCH 2024

Category	Date	Description	Card	Amount
Bank Fees	3/25/2024	Chase Personal	Chase Pers	12.00
	3/22/2024	Chase Business	Chase Bus	34.00
		AMEX Serve	AMEX Serve	0.00
Insurance				
Rents	3/01/2024	Facility: 1021 Elden #106	AMEX Serve	1213.81
	3/21/2024	Facility: 13800 Coppermine Road	Chase Bus	30.00
Mobile Phones	3/02/24	Devices 571-375-5932   703-397-3902	AMEX Serve	
Marketing	3/8/24	Facebook Ads	Chase Busi	19.29
	3/8/24	Facebook Ads	Chase Busi	96.29
	3/15/2024	Hulu Ad	Chase Bus	279.15
Websites	3/21/2024	canineconciierge.vip (Private)	InStoreCr	34.99
	3/23/2024	Canineconciiergecorp.com (Public)	InStoreCr	19.99
Email	3/23/2024	K9@ & accounting@	AMEX Serve	13.93
	3/20/2024	qofundme@	Refund	-2.00
	3/19/2024	socialmedia@	Refund	-2.00
Business Paper				
Software	3/09/24	Purpose MailPoet – Monthly Newsletter	AMEX Serve	10.00
	3/08/2024	MailPoet – Monthly Newsletter	AMEX Serve	10.00
	3/06/24	Purpose DaVinci.ai – A.I. Photography (Weekly)	AMEX Serve	4.99
	3/02/24	Purpose ChatGPT – Artificial Intelligence Application	AMEX Serve	20.00
	3/03/24	Purpose Play.HT – A.I. Voice Production	AMEX Serve	39.00
Equipment				
Office Supplies				
Licenses/Permits				
Other			AMEX Serve	
	3/06/24	UPS Pickup – Amazon 43" Vizio Return (One-Time)	Chase Busi	13.90
TOTAL				

Signature

Date





## Expenses - Dogs




DESCRIPTION	AMOUNT	STATUS	NOTES
Dog Purchase - Golden Retriever AKC Puppy (4 months) \$3,500/x1 (Female)	3,500.00		One Time
Dog Purchase – Golden Retriever AKC Puppy (4 months) \$3,500/x1 (Male)	3,500.00		One Time
Dog Hotel Fee	150.00 / 50.00		Monthly Per Dog First / Subsequent
Fairfax County License	10.00		Annual Per Dog
Veterinary Visit	185.00		Monthly Per Dog
Health Certificate	40.00		Monthly Per Dog
Ancillary Shots & Medications			As Applicable Per Dog
Microchip – HomeAgain (includes registration)	55.00		One Time Per Dog
Grooming – PetSmart - Bath and Brush	38.00		Weekly Per Dog
Spay - Anicira Veterinary Center	349.00		One Time Per Dog
Neuter - Anicira Veterinary Center	349.00		One Time Per Dog
Food – Puppy – Science Diet – 15.5 lbs – 31 cups	43.00	1.39 cup	129.27 Monthly Per Dog
<b>Food – Puppy- Purina Pro Plan – 6.0 lbs – 12 cups</b>	<b>20.00</b>	<b>1.67 cup</b>	<b>155.31 Monthly Per Dog</b> <b>3 cups per day x 31 days</b>
Food – Puppy – Royal Canin – 5.0 lbs – 10 cups	48.00	4.80 cup	446.40 Monthly Per Dog
<b>Food – Adult – Science Diet – 30 lbs – 60 cups</b>	<b>88.00</b>	<b>1.47 cup</b>	<b>136.71 Monthly Per Dog</b> <b>3 cups per day x 31 days</b>
Food – Adult – Royal Canin – 30 lbs – 60 cups	100.00	1.67 cup	155.31 Monthly Per Dog
Food – Adult – Purina Pro Plan – 35 lbs – 70 cups	70.00	1.00 cup	93.00 Monthly Per Dog
Treats - Whole Life (freeze-dried) Chicken, Turkey, Fish – 21oz	60.00	5 treats day	Monthly Per Dog
Training - Therapy Dog – Director - AAT/AAA Course	170.00		One Time – Six Weeks
Training – Therapy Dog – Obedience – Private 1 hr	89.00		Six Weeks Per Dog
Training - Therapy Dog – Dog – AAT Private	12,000.00		Six Months Per Dog – 120hr
Training - Therapy Dog – Director – AAT Dog Handler			Six Months
Training - Therapy Dog – Staff – AAT Dog Therapy	170.00		One Time - Six Weeks

DESCRIPTION	AMOUNT PER DOG		NOTES
Auto Feeder	69.99		
Auto Waterer	32.92		
Bowl – Work	5.00		
Water Bottle - Work	12.00		
Dog Waste Bags	22.00		
Harness	17.00		
Therapy Dog Harness - Work	19.75		



DESCRIPTION	AMOUNT PER DOG		NOTES
Leash	17.99		
Collar	8.00		
Name Tag - Collar	10.00		
Name Tag - Crate	24.99		
Dual Dog Crate	332.34		
Alexa-Controlled Monitor - Crate	271.59		

DESCRIPTION	AMOUNT PER DOG		NOTES
Bed	24.99		
Female Blanket	14.00		
Male Blanket	14.00		
Owner Bed Blankets	10.98		
Thunder Shirt	35.00		
Adaptil	22.00		

DESCRIPTION	AMOUNT PER DOG		NOTES
Toys - Chew	17.99		
Toys - Plush	5.99		
Vacuum	80.00		
TOTAL PER DOG			

**PURCHASED**

## Actual vs. Budget YTD

NEXT

ACTUAL vs. BUDGET YTD				YEAR	2024
G/L Code	Account Title	YTD Actual	EST Budget	Remaining \$	Remaining %
1000	Marketing	\$2,427.33			
2000	Mobile Devices - Verizon	\$271.49	\$1,207.56	\$936.07	77.52%
3000	Rent - 1021 Elden	\$4,753.32	\$25,200.00	\$20,446.68	81.14%
4000	Rent - 13800 Coppermine	\$615.95	\$1,308.00	\$692.05	52.91%
5000	Internet - GoDaddy	\$396.82	\$396.82	\$0.00	0.00%
6000	Insurance - StateFarm Renters	\$91.67	\$91.67	\$0.00	0.00%
7000	Licenses/Permits	\$149.00			
8000	Insurance - StateFarm Business	\$0.00	\$175.00	\$175.00	100.00%
9000	Bank Fees	\$58.00			

10000	Office - Other	\$144.87			
11000	Software	\$504.14			
12000	Software - AI	\$335.24			
13000	Canine Expenses	\$0.00			
14000	Office Supplies	\$264.04			
20000	Transportation	\$0.00			
15000	Equipment	\$1,976.66			
16000	Custom Paperwork	\$279.50			
17000	Professional Services	\$0.00			
18000	Federal Tax	\$0.00			
19000	State Tax - Virginia	\$0.00			
<b>Total</b>		<b>\$12,268.03</b>	<b>\$28,379.05</b>	<b>\$22,249.80</b>	<b>78.40%</b>

# 2024 MONTHLY EXPENSES SUMMARY



Account Title

Bank Fees	Canine Expenses, Et Al	Customized Paperwork	Equipment	Federal Tax
Internet - GoDaddy	Licenses/Permits	Marketing	Mobile Devices - Verizon	Office - Other

G/L Code	Account Title	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
1000	Marketing	279.23	1,753.37	394.73	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,427.33
2000	Mobile Devices - Verizon	\$170.86	\$100.63	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$271.49
3000	Rent - 1021 Elden	\$1,800.00	\$1,739.51	\$1,213.81	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$4,753.32
4000	Rent - 13800 Coppermine	\$246.95	\$230.00	\$139.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$615.95
5000	Internet - GoDaddy	\$188.96	\$142.95	\$64.91	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$396.82

6000	Insurance - StateFarm Renter's	\$0.00	\$91.67	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$91.67	
7000	Licenses/Permits	\$0.00	\$149.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$149.00	
8000	Insurance - StateFarm Business	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
9000	Bank Fees	\$12.00	\$0.00	\$46.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$58.00	
10000	Office - Other	\$58.93	\$72.04	\$13.90	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$144.87	
11000	Software	\$258.16	\$225.98	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$504.14	
12000	Software - AI	\$91.95	\$179.30	\$63.99	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$335.24	
13000	Canine Expenses, Et AI	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
14000	Office Supplies	\$136.51	\$127.53	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$264.04	
15000	Equipment	\$1,796.66	\$180.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,976.66	

16000	Customized Paperwork	\$102.98	\$176.52	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$279.50	
17000	Professional Services - Staff	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
18000	Federal Tax	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
19000	State Tax - Virginia	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
20000	Transportation	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Total		\$5,143.19	\$5,168.50	\$1,956.34	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$12,268.03	

PREV

NEXT

ITEM  
IZED

Requested by



Michael Stokes

Payee

99Designs/VistaPrint

AD-ID Membership

Amazon

Angi



G/L Code	Invoice Date	Invoice #	Request ed by	Check Amou nt	Payee	Use	Method of Distribution	File Date
4000	1/1/2024	300	Michael Stokes	109.00	Regus Office - Virtual & Mail	Rent	Debit	1/1/2024
2000	1/1/2024		Michael Stokes	70.43	Verizon	2 Lines	Debit	1/1/2024
1000	1/1/2024		Michael Stokes	13.00	Facebook	Ads	Debit	1/1/2024
12000	1/1/2024		Michael Stokes	4.99	DaVinci.ai	AI Photography - Weekly	Debit	1/1/2024
10000	1/2/2024		Michael Stokes	58.93	Amazon	Orchid Plant Thank You	Debit	1/2/2024
1000	1/2/2024		Michael Stokes	13.00	Facebook	Ads	Debit	121/2024
1000	1/4/2024		Michael Stokes	15.00	Facebook	Ads	Debit	1/4/2024
12000	1/9/2024		Michael Stokes	4.99	DaVinci.ai	AI Photography - Weekly	Debit	1/9/2024
4000	1/16/2024		Michael Stokes	28.95	Regus Office - Late Fee	Rent	Debit	1/19/2024

12000	1/18/2024		Michael Stokes	4.99	DaVinci.ai	AI Photography - Weekly	Debit	1/18/2024
4000	1/19/2024		Michael Stokes	109.00	Regus Office - Virtual & Mail	Rent	Debit	1/19/2024
15000	1/19/2024		Michael Stokes	548.18	Amazon	Echo Show 15 Digital Monitors	Debit	1/19/2024
15000	1/19/2024		Michael Stokes	11.99	Amazon	Gorilla Double-Sided Tape	Debit	1/19/2024
15000	1/19/2024		Michael Stokes	28.98	Amazon	Surge Protectors	Debit	1/19/2024
15000	1/19/2024		Michael Stokes	39.50	Amazon	Dog Therapy Vests	Debit	1/19/2024
15000	1/19/2024		Michael Stokes	11.98	Amazon	Dog Toys	Debit	1/19/2024
15000	1/19/2024		Michael Stokes	35.98	Amazon	Retractable Leashes	Debit	1/19/2024
15000	1/19/2024		Michael Stokes	10.98	Amazon	Dog Blankets	Debit	1/19/2024
15000	1/19/2024		Michael Stokes	139.98	Amazon	Automatic Dog Feeders	Debit	1/19/2024
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15000	1/19/2024		Michael Stokes	23.99	Amazon	Dog Crate Name Plate - Stella	Debit	1/19/2024
15000	1/19/2024		Michael Stokes	88.77	Amazon	6 Easels – Virtual Office	Debit	1/19/2024
15000	1/19/2024		Michael Stokes	332.34	Amazon	Dual Dog Crate Furniture	Debit	1/19/2024
15000	1/19/2024		Michael Stokes	317.18	Crazy Neon	Neon Logo Sculpture	Debit	1/19/2024

15000	1/19/2024		Michael Stokes	49.98	Amazon	Dog Crate Beds	Debit	1/19/2024
15000	1/19/2024		Michael Stokes	17.99	Amazon	Misc Dog Chew Toys	Debit	1/19/2024
12000	1/19/2024		Michael Stokes	47.00	Pictory.ai	AI Videography	Debit	1/19/2024
14000	1/20/2024		Michael Stokes	68.30	USPS	First Class Stamps - 100	Debit	1/20/2024
14000	1/20/2024		Michael Stokes	15.88	HP Instant Ink	Paper/Ink Subscription	Debit	1/20/2024
14000	1/20/2024		Michael Stokes	21.79	Amazon	White #10 Business Envelopes - 500	Debit	1/20/2024
11000	1/20/2024		Michael Stokes	34.99	McAfee	Laptop Security - Annual	Debit	1/20/2024
5000	1/21/2024		Michael Stokes	34.99	GoDaddy	canineconcierge.vip	Debit	1/21/2024
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11000	1/22/2024		Michael Stokes	29.00	Visme	Timeline Management	Debit	1/22/2024
11000	1/22/2024		Michael Stokes	99.00	Yoast	SEO Premium - Annual	Debit	1/22/2024
11000	1/22/2024		Michael Stokes	40.24	NCH Software	WavePad - Annual	Debit	1/22/2024
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12000	1/23/2024		Michael Stokes	20.00	chat.openai.com	AI ChatGPT Application	Debit	1/23/2024
5000	1/24/2024		Michael Stokes	124.99	GoDaddy	Marketing Services - Refund to InStore	Debit	1/24/2024
1000	1/24/2024		Michael Stokes	25.00	Facebook	Ads	Debit	1/24/2024

11000	1/24/2024		Michael Stokes	29.95	Factory Pro	HD Video Converter - Annual	Debit	1/24/2024
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16000	1/25/2024		Michael Stokes	74.99	VistaPrint	Letterhead 70lb - 100 Sheets	Debit	1/25/2024
16000	1/25/2024		Michael Stokes	0.00	VistaPrint	Dual-Sided Envelopes - Misprinted	Free	1/25/2024
14000	1/25/2024		Michael Stokes	30.54	Walmart	Steno Pad + Rush Delivery	Debit	1/25/2024
16000	1/25/2024		Michael Stokes	27.99	VistaPrint	Premium Business Cards - 100	Debit	1/25/2024
9000	1/26/2024		Michael Stokes	12.00	Chase Personal	Monthly Fee	Debit	1/24/2024
5000	1/27/2024		Michael Stokes	8.99	GoDaddy	<a href="mailto:gofundme@canineconciierge.vip">gofundme@canineconciierge.vip</a>	Debit	1/27/2024
15000	1/28/2024		Michael Stokes	69.99	Amazon	Digital Display Frame	Debit	1/28/2024
11000	1/28/2024		Michael Stokes	4.99	TrueCaller	Mobile Caller ID: 571-375-5932	Debit	1/28/2024
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1000	1/30/2024		Michael Stokes	7.99	Hulu	Streaming TV Subscription	Debit	1/30/2024
12000	1/30/2024		Michael Stokes	4.99	DaVinci.ai	AI Photography - Weekly	Debit	1/30/2024
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2000	1/31/2024		Michael Stokes	100.43	Verizon	2 Lines	Debit	1/31/2024
4000	2/1/2024	301	Michael Stokes	109.00	Regus Office - Virtual & Mail	Rent	Debit	2/1/2024

15000	2/1/2024		Michael Stokes	180.00	Angi	Dual Dog Crate Construction	Cash	2/1/2024
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2000	2/2/2024		Michael Stokes	100.63	Verizon	2 Lines	Debit	2/2/2024
12000	2/2/2024		Michael Stokes	20.00	openai.com	AI ChatGPT App	Debit	2/2/2024
6000	2/3/2024		Michael Stokes	8.33	StateFarm	Insurance - Renter's	Debit	2/3/2024
1000	2/3/2024		Michael Stokes	52.80	99Designs/VistaPrint	Graphic Design	Debit	2/3/2024
12000	2/3/2024		Michael Stokes	39.00	Play.HT	AI Voice Production	Debit	2/3/2024
1000	2/4/2024		Michael Stokes	60.00	Facebook	Facebook Ads	Debit	2/4/2024
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11000	2/4/2024		Michael Stokes	47.99	McAfee	Laptop Security - Annual	Debit	2/4/2024
12000	2/5/2024		Michael Stokes	4.99	DaVinci.ai	AI Photography - Weekly	Debit	2/5/2024
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11000	2/7/2024		Michael Stokes	10.00	MailPoet	Monthly Newsletter Application	Debit	2/7/2024
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16000	2/11/2024		Michael Stokes	34.97	Staples	Letterhead Second Sheet 24lb - 500	Debit	2/11/2024
1000	2/12/2024		Michael Stokes	75.82	Facebook	Facebook Ads	Debit	2/12/2024
1000	2/12/2024		Michael Stokes	45.00	AD-ID Membership	PSA on TV Requirement	Debit	2/12/2024
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7000	2/16/2024		Michael Stokes	149.00	Harbor Compliance	Nonprofit Registered Agent	Debit	2/16/2024
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16000	2/20/2024		Michael Stokes	23.79	VistaPrint	Premium Business Cards - 100	Debit	2/20/2024
16000	2/20/2024		Michael Stokes	54.02	VistaPrint	Premium Business Cards - 100 - Express	Debit	2/20/2024
14000	2/20/2024		Michael Stokes	70.35	USPS	First Class Stamps - 100	Debit	2/20/2024

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10000	2/20/2024		Michael Stokes	20.75	Staples	Bubble Wrap - Return Vizio 43" TV	Debit	2/20/2024
10000	2/20/2024		Michael Stokes	51.29	Staples	Shipping Box - Return Vizio 43" TV	Debit	2/20/2024
1000	2/20/2024		Michael Stokes	100.05	Google	Google Ads	Debit	2/20/2024
1000	2/20/2024		Michael Stokes	252.00	Google	Google Ads	Debit	2/20/2024
5000	2/21/2024		Michael Stokes	34.99	GoDaddy	canineconcierge.vip	InStoreCredit	2/21/2024
3000	2/22/2024		Michael Stokes	525.70	ESA #106	Rent	Debit	2/22/2024
4000	2/22/2024		Michael Stokes	109.00	Regus - Virtual Office & Mail	Rent	Debit	2/22/2024
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11000	2/23/2024		Michael Stokes	29.00	Visme	Timeline Production	Debit	2/23/2024
4000	2/27/2024		Michael Stokes	12.00	Chase Personal	Bank Fee	Debit	2/27/2024
5000	2/27/2024		Michael Stokes	8.99	GoDaddy	gofundme@canineconcierge.vip	InStoreCredit	2/27/2024
12000	2/28/2024		Michael Stokes	144.00	Grammarly	AI Writing Grammar - Annual	Debit	2/28/2024
12000	2/28/2024		Michael Stokes	35.35	Pictory.ai	AI Video Production	Debit	2/28/2024



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11000	2/29/2024		Michael Stokes	119.00	TotalAV	Laptop Security - Annual	Debit	2/29/2024
11000	2/29/2024		Michael Stokes	19.99	Adobe	PDF Management	Debit	2/29/2024
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3000	3/1/2024		Michael Stokes	1,213.81	ESA #106	Rent	Debit	3/1/2024
12000	3/2/2024		Michael Stokes	20.00	openai.com	AI Chat GPT App	Debit	3/2/2024
12000	3/3/2024		Michael Stokes	39.00	Play.HT	AI Voice Production	Debit	3/3/2024
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10000	3/6/2024		Michael Stokes	13.90	UPS	Pickup Fee - Return 43" Vizio TV	Debit	3/6/2024
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11000	3/8/2024		Michael Stokes	10.00	MailPoet	Monthly Newsletter Application	Debit	3/8/2024
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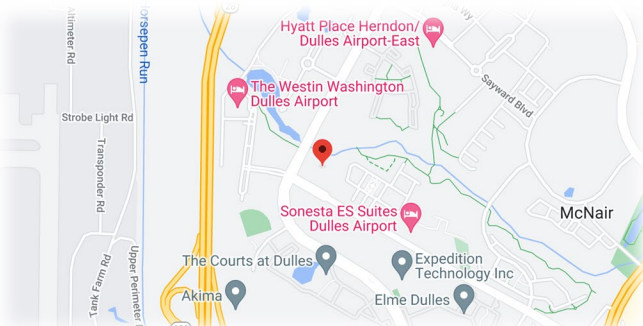
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4000	3/21/2024		Michael Stokes	30.00	Regus	Mail Forwarding	Debit	3/21/2024
5000	3/21/2024		Michael Stokes	34.99	GoDaddy	canineconcierge.vip	InStoreCredit	3/21/2024
9000	3/22/2024		Michael Stokes	34.00	Chase Business	Overdraft Fee	Debit	3/22/2024
5000	3/23/2024		Michael Stokes	19.99	GoDaddy	canineconciergecorp.com	InStoreCredit	3/23/2024
5000	3/23/2024		Michael Stokes	13.93	GoDaddy	k9@ + accounting@	Debit	3/23/2024
9000	3/25/2024		Michael Stokes	12.00	Chase Personal	Bank Fee	Debit	2/25/2024





# Business Description

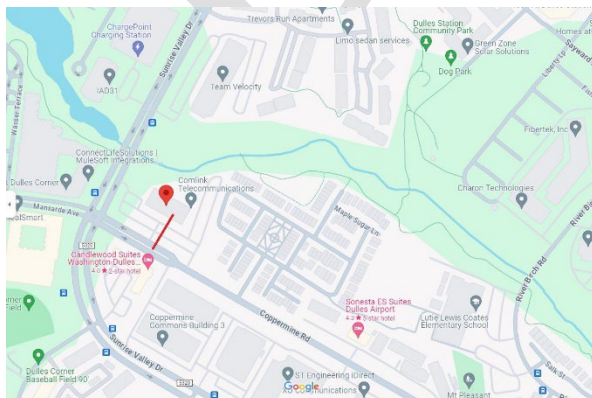
## Location



Revolutionize the animal-assisted therapy (AAT) industry with Canine Concierge, strategically situated in the bustling heart of Herndon, VA, adjacent to Reston. Our prime location off Interstate 95 provides seamless accessibility to hospitals, nursing homes, and surrounding facilities. In addition to our contemporary virtual office in the REGUS building, we've secured a dog-friendly hotel suite, which we are retrofitting into a state-of-the-art facility to cater to our furry working dogs and the Director. Alexa-controlled devices are used for phone calls, lighting, music, Googling, and even playing dog sitter videos in the high-tech crates! A wireless flatscreen for casting presentations from laptops or mobiles — and, of course, AI ChatGPT. We have housekeeping every other day, a HEPA air purifier, and an intelligent robotic vacuum. Witness our cutting-edge operations and educational presentations in action – because Canine Concierge is in the new 'garage' for animal-assisted therapy (AAT) innovation!

Address:

Canine Concierge Corporation  
13800 Coppermine Road  
Dulles Creek – Dulles Corner Business Pk  
Herndon, VA 20171  
APPOINTMENT ONLY



## Ownership Structure

Canine Concierge Corporation is owned and operated by Michael Stokes. The sole proprietorship business is structured as a 501c(3) nonprofit charitable organization.



# Operations

## Services

Experience the transformative power of therapy dogs with Canine Concierge - the premier provider of top-notch therapy dog services in Fairfax County, VA. Our highly trained Golden Retrievers are taken to various institutions to interact with individuals who need a mood boost. Our therapy dog handlers administer formal and informal presentations to educate clients on the benefits of bonding with dogs during healing, which can significantly improve their overall well-being.

Our therapy dogs are specially trained to improve clients' mental states and add warmth and excitement to their day, ensuring their stay at any location is enjoyable. We also offer an educational component tailored to the audience's age group, including visual aids, interactive segments, brochures, and videos of clients who have benefited from our services. This educational component helps clients understand the importance of bonding with dogs and how it can help them physically, mentally, emotionally, and spiritually.

Our services are especially beneficial for clients in prolonged hospital stays, rehabilitation facilities, or nursing homes, as they can be mentally taxing. At Canine Concierge, we aim to improve the mental health of this specific population as best as possible. So why wait? Let our therapy dogs work their magic and transform lives today.

## Production System

Experience the seamless production system of Canine Concierge. Our process is simple yet effective - we purchase two Golden Retriever puppies and train them to perfection to become certified therapy dogs.

Our delivery system is unique - we bring our products directly to locations, eliminating the need for goods delivery. Our dog handler meets with the site staff to go over specific plans, including which patients will interact with the dogs individually, time limits, and any restrictions the clients may have. This ensures a smooth and effective process for everyone involved.

After each venture to locations for the day, our handler returns to the Canine Concierge facility to finish his office responsibilities and relax with his trained therapy dogs. Our production system is designed to maximize efficiency and effectiveness, ensuring our clients receive the best possible service. Let Canine Concierge transform lives with our certified therapy dogs today.



## Customer Service

Our team of expert dog handlers is flexible with scheduling and willing to go above and beyond to accommodate any special needs your clients may have. We understand the importance of providing the best possible experience for your patients, so our handlers are highly educated on how to tailor their services to each unique audience. And if, for any reason, you need to reschedule, no problem! We offer complimentary rescheduling to ensure your satisfaction. With Canine Concierge, you can trust that your clients and facilities will beg for more. Don't settle for less; choose the best.

## Licenses, Permits & Regulations

Experience the peace of mind of working with licensed professionals at Canine Concierge. Our dog handlers for animal-assisted therapy are certified and licensed, ensuring that our therapy dogs are friendly, well-trained, and fully permitted to visit patients. We take the health and safety of our clients and their furry working dogs, and our dogs are always up to date on necessary vaccines, significantly reducing the risk of illness. With Canine Concierge, you can trust that you're working with the best in the business. Only settle for licensed and permitted professionals for your animal-assisted therapy needs.

## Patents & Trademarks

Canine Concierge, a premier animal-assisted therapy (AAT) service provider, fiercely protects its licensed trademarks and logos. The unauthorized use of any associated imagery is strictly prohibited and will be met with swift legal action. As a savvy business, Canine Concierge understands the importance of brand recognition and consumer loyalty. By safeguarding our trademarks, we ensure our valued clients will always associate our name and logos with unparalleled quality and exceptional service.

**CANINE  
CONCIERGE**<sup>SM</sup>  
ON-DEMAND SMILE DELIVERY



**CANINE CONCIERGE**<sup>SM</sup>  
ON-DEMAND SMILE DELIVERY



## Risk Management

At Canine Concierge, we take risk management seriously. Our top priority is the health and safety of our furry clients, staff, and customers. That's why we have strict protocols to ensure that all dogs in our care are up to date on vaccinations and receive prompt medical attention if needed. We provide peace of mind to all parties involved by mitigating the risk of illness transmission.

As a business operating in a volatile climate, we understand the potential impact of weather-related issues on our operations. That's why we stay ahead of the curve by monitoring weather patterns and taking proactive measures to reschedule appointments in advance. Doing so minimizes the risk of last-minute cancellations and ensures our clients can confidently plan their schedules. At Canine Concierge, active risk management is the key to providing exceptional service and building lasting relationships with our clients.

## Environmental Issues

At Canine Concierge, we take our environmental impact seriously. Our business model is designed to minimize our carbon footprint, and we are proud to say that our services have minimal environmental effects. While heating and cooling are necessary for the comfort of our furry working dogs, we take great care to ensure that our energy consumption is as efficient as possible. We also prioritize responsible waste management to minimize our impact on the environment.

As a company that relies on transportation to provide its services, Canine Concierge recognizes that its use of Uber may impact the environment. However, we are committed to finding innovative solutions to minimize our carbon footprint, such as exploring alternative transportation options and working from home among our staff. At Canine Concierge, we believe environmental responsibility is not just a morally imperative business strategy. By prioritizing sustainability, we can build a better future for our clients, staff, and planet.

## Quality Control

At Canine Concierge, we understand that quality control is essential to our success. We only hire certified AAT dog trainers to ensure our therapy dogs are trained to the highest standards. Our employees are carefully selected and trained to provide exceptional service to our clients and leave a lasting positive impact on their lives.

We believe that our reputation is everything, and we are committed to building and maintaining solid relationships with the facilities we partner with. By offering unique accommodations for patients and therapy dogs and flexible rescheduling policies, we aim to establish ourselves as a reputable brand that generates positivity and attracts more customers.

At Canine Concierge, we take pride in our commitment to excellence. We encourage our clients to leave reviews on platforms like Yelp! to help spread the word about our exceptional services. By maintaining a solid reputation and consistently delivering high-quality services, we can continue to grow and expand our business while positively impacting the lives of our clients and their working dog companions.

# Comprehensive Animal-Assisted Therapy (AAT) Dog Visitation Program Plan

Embarking Together: A Journey Through Our AAT Dog Visitation Program

## **Introduction: Crafting a Path of Healing Together**

At the heart of our mission lies a profound belief in the transformative power of animal-assisted therapy (AAT). Crafting a program that brings joy, comfort, and healing to those we serve is a journey we embark on together—with dedication, empathy, and a shared vision for enriching lives. Our program plan is a blueprint, guiding us in nurturing a space where human and animal connections flourish.

## **I. Engaging with Hearts and Minds**

Our first step is to open a dialogue with the administration, the heart of our facilities. Here, we share our vision, grounded in the promise of AAT, and lay the groundwork for a partnership built on mutual respect and a common goal: the well-being of those in our care. Our collaborative approach ensures that every policy and procedure we craft harmonizes with the facility's ethos and needs.

## **II. The Blueprint of Care**

Developing comprehensive policies and procedures is like drawing a map for our journey. This map details every step of our program, from the cadence of our visits to how we navigate the unexpected, ensuring safety and consistency are paramount. It's about crafting guidelines that respect the dignity of everyone involved—our staff, volunteers, handlers, and, most importantly, our therapy animals and those they serve.

## **III. Planting Seeds of Knowledge**

Educating our staff goes beyond mere training; it's about planting seeds of understanding and compassion. Through education, we illuminate the science behind AAT and the profound impact it can have, empowering our team to become advocates for this incredible work. We aim to weave the essence of AAT into the fabric of our daily practices, enriching the lives of all we touch.

## **IV. Growing Our Community of Care**

Recruiting volunteers is an invitation to join us in our mission, to become part of a community bound by a love for animals and a passion for helping others. Our process is thoughtful, ensuring every volunteer feels valued and understood. We're committed to providing training that enriches and empowers, fostering a team that's as diverse and vibrant as the lives we aim to touch.

## **V. Fostering Unconditional Bonds**

Selecting and training our therapy animals is filled with love and meticulous care. We look for souls that naturally bring comfort and joy, guiding them through training that enhances their ability to connect and heal. This journey ensures that when a therapy animal walks into a room, it brings not just joy but a calm, assured, and ready-to-heal presence.

## **VI. Weaving Our Tapestry of Support**

The implementation of our program is a testament to our collective dedication. It's about more than scheduling visits; it's about creating moments that matter, interactions that heal, and connections that last a lifetime. Our coordinator is the weaver of this tapestry, ensuring each thread - each visit - contributes to a more excellent picture of wellness and joy.

## **Conclusion: Reflecting on Our Journey**

As we reflect on the path we've charted with our AAT dog visitation program, we're reminded of the power of collaboration, the importance of empathy, and the transformative impact of our work. This program isn't just about what we do; it's about how we do it - with care, respect, and a deep commitment to those we serve. Together, we're not just providing a service; we're nurturing a community, fostering healing, and enriching lives, one visit at a time.





# Marketing Plan

## Market Trends

We are always attuned to market trends and consumer needs at Canine Concierge. Our primary consumers include patients at hospitals and rehabilitation facilities, residents in nursing homes, visitors at senior centers, and the police, as well as the managers and staff of the locations we visit.

As a relatively new development in the animal industry world, Animal-Assisted Therapy is gaining recognition for its numerous benefits. While this presents an opportunity for growth, competition may increase as the industry expands. However, we are confident that our commitment to excellence and exceptional service will set us apart from the competition.

In addition, the modern age has seen an increase in the aging population, leading to a rise in nursing homes and assisted living facilities. This demographic shift directly benefits the animal-assisted therapy industry, as these facilities are a primary client base for businesses like ours.

At Canine Concierge, we are continuously monitoring market trends and adapting our services to meet the evolving needs of our clients. By staying ahead of the curve, we can continue to grow and expand our business while positively impacting the lives of our clients and their furry working dogs.

## Customers

Unlock the Power of Animal-Assisted Therapy for Your Organization!

At Canine Concierge, we serve diverse clients, including hospitals, nursing homes, rehabilitation facilities, senior citizen centers, and even police stations! Our working dogs comfort and support those undergoing treatments and recoveries while building long-lasting relationships with our customers.

Our therapy dogs are not just ordinary dogs; they are medically trained to provide emotional support and companionship to those in need. Whether it's a patient in a hospital or a senior citizen in a social setting, our dogs have been trained and certified to recognize and adapt to the needs and wants of our customers, creating a mutually beneficial relationship.

We understand that patient turnover rates can cause fluctuations in business, but our primary focus is building relationships with the facilities themselves. Our therapy dogs are here to help, and we are committed to providing the best service possible to our clients.

Join the growing number of medical organizations that have unlocked the power of animal-assisted therapy. Contact Canine Concierge today and see how our working canines can benefit your facility!

## Pricing



At Canine Concierge, our mission is woven with threads of compassion and care, creating a tapestry of services that bring light and joy to every life we touch. Our animal-assisted therapy (AAT) sessions are more than just meetings; they are heart-to-heart connections that spark joy, offer comfort, and encourage healing in ways words cannot fully capture.

### **Our Promise: Exceptional Care at No Cost**

We're here to share that the beauty of our services comes with no price tag for the facilities we serve. Our AAT sessions are a gift, fully funded by our generous endowments, allowing us to bring this precious service to those in need without any financial burden. While the nonprofit debits \$200 per hour from its endowments for each dog and handler team, this reflects our investment in quality, care, and the profound impact of our work, not a charge passed on to those we serve.

### **Crafted With Care: Our Service Structure**

Each session, lasting from one to three hours, is a carefully crafted experience designed to meet the unique needs of our patients. Whether bringing a smile to four or five patients in a one-hour session, engaging with eight to ten in two hours, or sharing moments of joy with twelve to fifteen patients over three hours, our commitment is to enrich lives, one visit at a time.

We're offering ten hours of these transformative sessions each week in our inaugural year. This dedication reflects our commitment to reaching as many hearts as possible and spreading comfort and joy far and wide.

### **Beyond the Ordinary: Celebrating Every Moment**

Our services embrace every moment, including recognized federal and state holidays, ensuring that the warmth of our companionship is felt even on special days. We accommodate these moments with the same dedication and bill from our endowments at time and a half, a testament to our unwavering commitment.

### **Journeys Made Together: Our Partnership with Uber**

We're delighted to partner with Uber's Pet Travel package, a collaboration that ensures our working dogs travel in comfort and style. This partnership, symbolized by the Uber logo alongside Canine Concierge in our marketing materials, is another step in our journey to offer unparalleled service and convenience.

## **Our Ethos: Trust and Transparency**

At Canine Concierge, trust and transparency are at the core of our business. Our services are open book, with transparent, constant rates that reflect our commitment to providing exceptional service without financial worry. We stand by our promise to deliver unmatched care, fostering an environment of trust and assurance with every facility we partner with.

## **Invitation to Experience Our Service**

We invite you to book a session and experience Canine Concierge's unique, heartfelt service. Our teams of dogs and handlers are ready to bring the luxury of joy, comfort, and healing to your facility, all at no cost to you. Let us bring the light of animal-assisted therapy into your lives, and together, let's create moments that matter.

At Canine Concierge, we're not just offering a service; we're extending our hearts, hands, and paws in partnership, promising a journey of care, love, and transformation.

**CANINE<sup>SM</sup>**  
**CONCIERGE**  
ON-DEMAND SMILE DELIVERY



## Promotion

Welcome to Canine Concierge, where we take an assertive approach to seek out partners and promote our services. As a business that works directly with institutions, we visit hospitals, nursing homes, senior citizen centers, rehabilitation facilities, and police stations to demonstrate the benefits of animal-assisted therapy. We also invite representatives from these institutions to visit our base of operations to understand the services we offer better.

In the early stages of our business, we make compromises with potential clients to address any concerns they may have about partnering with a new business. As we grow, negotiations may become more rigid, but we still offer discounts and deals to stay ahead of the competition. We leverage digital marketing channels, such as social media and email marketing, to reach potential clients and promote our services. Additionally, we will participate in relevant industry events and conferences to network with potential partners and showcase our expertise in animal-assisted therapy.

But that's not all. We proactively promote, leveraging traditional and digital marketing channels to build our brand and attract new clients. From fundraising events to public service announcements on Hulu, Netflix, and broadcast TV, we're committed to spreading the word about the benefits of animal-assisted therapy. With our strong presence on social media, you can stay updated on all the latest news and events from Canine Concierge.

So, whether you're an institution looking to partner with an individual interested in our services or us, we're here to help. Contact us today to learn more about how we can unleash the power of animal-assisted therapy for you!

- Fundraising Events
- Fundraising Letters
- Public Service Announcements (PSA) – Hulu/Netflix
- Public Service Announcements (PSA) – YouTube
- Public Service Announcements (PSA) – TV
- Social Media Platforms

## Distribution

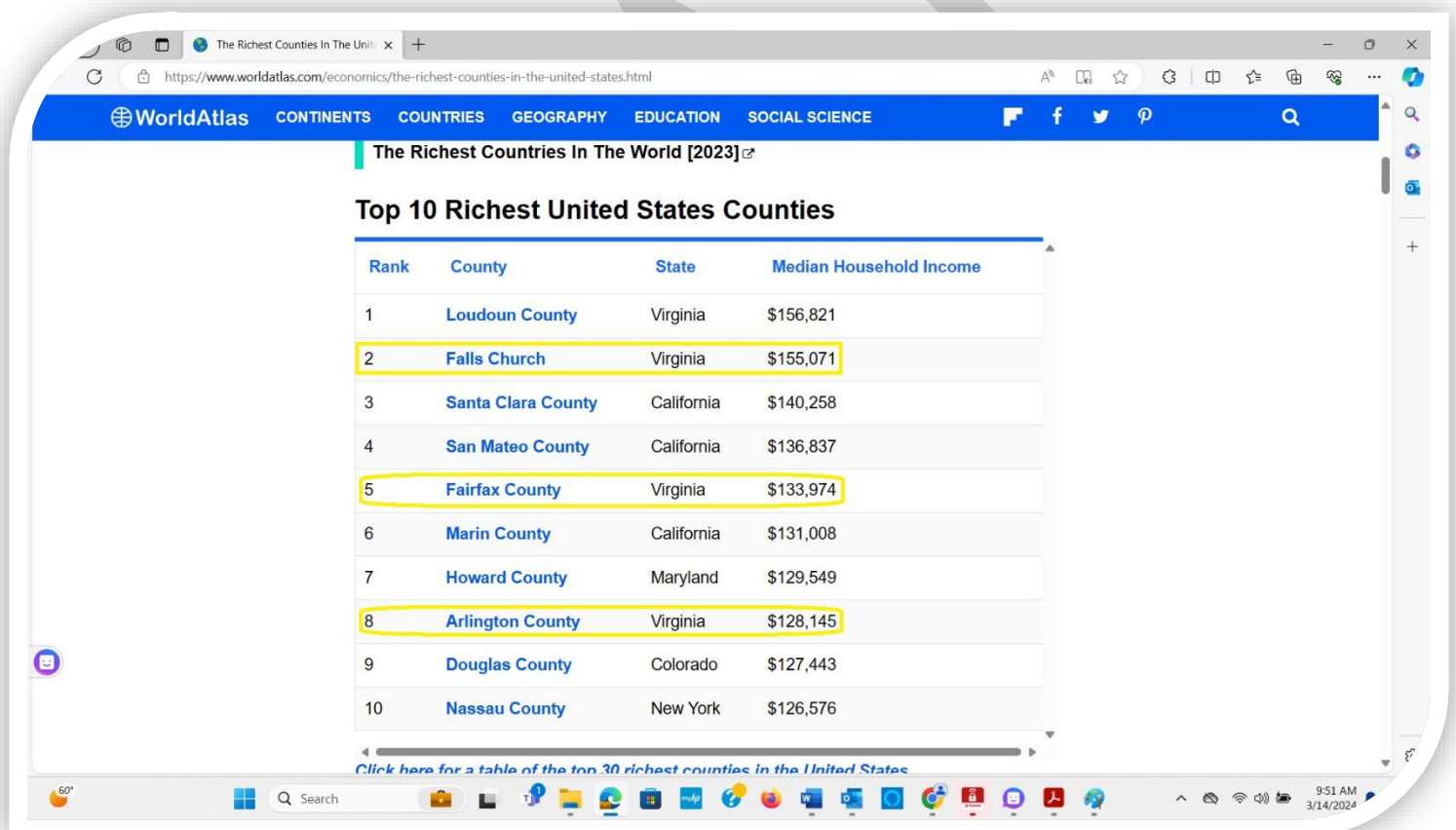
"Revolutionary Distribution Strategy: Canine Concierge's Unconventional Approach to Animal-Assisted Therapy Supply Chain"

Canine Concierge's unique selling proposition lies in its core offering of animal-assisted therapy provided by dogs, which sets it apart from other businesses in the industry. Compared to traditional supply chains,

the company's services are location-specific, making expansion to other locations economically and emotionally impractical. However, this unconventional approach has allowed Canine Concierge to focus on providing high-quality animal-assisted therapy to clients in the immediate vicinity, ensuring personalized services and maintaining the company's standards of care. By revolutionizing the distribution strategy, Canine Concierge has minimized logistical challenges associated with supply chain management, making it a savvy business choice for those seeking exceptional animal-assisted therapy services.

## Market Segments

Canine Concierge businesses segment their market primarily based on the types of locations visited by their clients. Each site serves a unique demographic, such as hospitals with various patients and nursing homes with only elderly patients. Currently, Canine Concierge operates solely within Fairfax County, VA<sup>2</sup>, including its Falls Church and Arlington subregions, the second, fifth, and eighth wealthiest counties in the United States. Even if the company expands, it will continue to focus on the Herndon-Reston urban and suburban areas, with a high concentration of facilities catering to Canine Concierge's target market. As a result, Fairfax County, VA, is the primary market segment for Canine Concierge by geography.



The screenshot shows a web browser window with the URL <https://www.worldatlas.com/economics/the-richest-counties-in-the-united-states.html>. The page title is "The Richest Countries In The World [2023]". Below the navigation bar, the section "Top 10 Richest United States Counties" is displayed. The table below lists the top 10 richest counties in the United States by median household income.

Rank	County	State	Median Household Income
1	Loudoun County	Virginia	\$156,821
2	Falls Church	Virginia	\$155,071
3	Santa Clara County	California	\$140,258
4	San Mateo County	California	\$136,837
5	Fairfax County	Virginia	\$133,974
6	Marin County	California	\$131,008
7	Howard County	Maryland	\$129,549
8	Arlington County	Virginia	\$128,145
9	Douglas County	Colorado	\$127,443
10	Nassau County	New York	\$126,576

Below the table, there is a link: "Click here for a table of the top 30 richest counties in the United States".

<sup>2</sup> SOURCE: World Atlas - <https://www.worldatlas.com/articles/richest-counties-in-the-united-states.html>

## Target Market

"Unlock the Power of Animal-Assisted Therapy with Canine Concierge - Targeting the Booming Medical and Law Enforcement Markets!

Canine Concierge is revolutionizing the animal-assisted therapy industry by catering to the needs of hospitals, rehabilitation facilities, nursing homes, senior citizen centers, and even visiting police stations. With the growing demand for animal-assisted therapy for the elderly and inside nursing homes or senior centers, Canine Concierge is well-positioned to meet the needs of this expanding market with its certified therapy dogs and exceptional customer service.

But that's not all! Canine Concierge also targets the law enforcement market by providing a unique opportunity for kids of all ages to take a break from rigorous academics and socialize with members of law enforcement and certified therapy dogs. This provides a perfect chance for Canine Concierge to expand its reach and positively impact the community.

As one of the first major businesses in the animal-assisted therapy industry, Canine Concierge has a significant advantage over its competitors; it's free of charge. This jump-start will allow the company to establish itself as a leader in the field and build a loyal customer base. With its commitment to exceptional customer service and certified therapy dogs, Canine Concierge is well-positioned to continue to grow and meet the needs of the medical and law enforcement target market.

Join the revolution and unlock the power of animal-assisted therapy with Canine Concierge!"



# Competitive Advantage

In the highly competitive animal-assisted therapy industry, Canine Concierge stands out with exceptional customer service, complimentary services, and an amicable demeanor. By offering preventive measures and fixing problems after they arise, Canine Concierge ensures that clients receive the best possible experience and are more likely to return for future services. This approach is fundamental when clients seek emotional support and comfort.

But that's not all! Canine Concierge will offer educational programs that help potential clients understand the unique benefits of its services and why they should choose this company over its competitors. This approach is particularly practical in a field where clients may need to become more familiar with the benefits of animal-assisted therapy.

Canine Concierge's location within the Fairfax, VA, area is another significant advantage. It allows for efficient and effective visitation for many clients, which is particularly important in a field where clients may seek immediate emotional support. Additionally, emphasizing contracts and honesty is essential for developing meaningful partnerships that can evolve into specialization. This approach ensures that clients and partners trust Canine Concierge and are more likely to recommend its services to others.

In conclusion, Canine Concierge has several key features that give it a competitive edge in the animal-assisted therapy industry. By offering exceptional customer service and educational programs and emphasizing contracts and honesty, Canine Concierge can differentiate itself from its competitors. Its location within the area also contributes to its success. Join the leading animal-assisted therapy provider and unleash your competitive edge with Canine Concierge.

## Competition

1. **Animal Assisted Therapy Services:** This Fairfax, VA-based organization, established in 2014, specializes in AAT services for children, adolescents, adults, and seniors, using dogs as therapy animals. They employ licensed professionals and offer services in various settings, including schools, homes, and care facilities. Fees vary.
2. **Doggie Therapy:** A Reston, VA-based service providing animal-assisted therapy for clients in need. Founded in 2019, with three employees and ten dogs, they charge \$60 per hour.
3. **Capital Dog Training** - Provides therapy using trained emotional support dogs for anxiety, depression, and other mental health conditions. Certified trainers. Fees available upon request.
4. **Jiamini's Pet Therapy** - Non-profit organization offering animal-assisted therapy to the elderly, disadvantaged, and those with disabilities. Provides services in care facilities and organizations. **Free of charge.**
5. **Doggy Therapy:** A second dog-assisted therapy service, this one based in Ashburn, VA. Established in 2015, with 6 employees and 15 dogs, they charge \$90 per hour.

6. **Fairfax Pets on Wheels:** A non-profit organization founded in 1984, providing therapy dogs to hospitals, nursing homes, and other facilities **free of charge**.

7.. Kentlands Psychotherapy - Offers animal-assisted therapy to clients with therapy dogs. Provides therapy to clients with anxiety, depression, trauma, and mental health challenges. Fees vary.

8. Inner Healing Counseling Center - Offers therapy using therapy dogs for clients. Licensed therapists. Fees vary.

9.. Paws4Hearts—Provides AAT services for individuals with special needs using registered therapy dogs and certified dog handlers. Fees vary.

10. National Capital Therapy Dogs, Inc. - This non-profit organization offers AAT services in various settings, including hospitals, nursing homes, and schools. Fees vary.

11. Animal-Assisted Care Program: Inova Fairfax Medical Campus: This is an animal-assisted therapy program within the Inova Fairfax Medical Campus, supporting patients, visitors, and staff.

12. Brookside Family Therapy is a mental health clinic in Sterling, VA, offering animal-assisted therapy, among other therapeutic modalities. Fees are based on the services provided.

13. Lynn J Piper, Ph.D.: This mental health clinic in Fairfax, VA, specializes in couples therapy and utilizes animal-assisted therapy, among other therapeutic modalities. Fees vary based on services provided.











# Management & Organization

## Management Team

Meet the exceptional management team behind Canine Concierge, a business dedicated to providing Animal Assisted Therapy (AAT) services to those in need. At the helm of the team is Michael Stokes, the Director of Canine Concierge. Michael's passion for dogs began 14 years ago when he adopted a pup while IT contracting for the US Army in Kuwait. Since then, he has been committed to making Canine Concierge the best it can be. Michael is responsible for meeting with prospective clients, handling the AAT dogs at host facilities, and working with the marketing team.

Dr. Christine Foster, the veterinarian for Canine Concierge, and her support technician, David Casey of Companion Paws, ensure that the working dogs are happy and healthy. Dr. Foster may occasionally attend sessions to evaluate both the dogs and the Director to verify that everything goes smoothly during the patient appointments. With their expertise, the AAT dogs are in good hands.

The management team also includes independent contractors who bring their unique skills. The Treasurer and Secretary positions are currently held by Michael Stokes, who acts in these roles. The Legal Consultant, Fundraising Specialist, Fundraising Event Coordinator, Social Media Specialist, and Public Relations Specialist positions are open for talented individuals to join the team.

VistaPrint/99Designs, a corporation specializing in graphic design, is also part of the team, ensuring that Canine Concierge's branding and marketing materials are top-notch.

This management team is committed to providing the highest quality AAT services to those in need. With their expertise and dedication, Canine Concierge is poised for success.



# Dog Training: Obedience and Animal-Assisted Therapy (AAT)

## **American Kennel Club (AKC) Golden Retriever Puppies:**

- <https://marketplace.akc.org/puppies/golden-retriever/virginia/herndon?breed=125&location=20170&page=1&radius=50>

## **Obedience**

- PetSmart (Reston, VA): [https://services.petsmart.com/training?\\_ga=2.126205581.1454828391.1694829451-1499784503.1694829451&\\_gl=1\\*1bnhmgc\\*\\_ga\\*MTQ5OTc4NDUwMy4xNjk0ODI5NDUx\\*\\_ga\\_YJSRP\\_R4KN4\\*MTY5NDgyOTY0Ni4xLjAuMTY5NDgyOTY0Ni4wLjAuMA..#page\\_name=flyout&link\\_section=&link\\_name=training&template\\_type=services](https://services.petsmart.com/training?_ga=2.126205581.1454828391.1694829451-1499784503.1694829451&_gl=1*1bnhmgc*_ga*MTQ5OTc4NDUwMy4xNjk0ODI5NDUx*_ga_YJSRP_R4KN4*MTY5NDgyOTY0Ni4xLjAuMTY5NDgyOTY0Ni4wLjAuMA..#page_name=flyout&link_section=&link_name=training&template_type=services)

## **Animal-Assisted Therapy (AAT)**

- Off Leash K9 Training (Woodbridge, VA): <https://www.servicedogtrainingvirginia.com/therapy-dog-certification-northern-virginia/>
- Petco (Sterling, VA): <https://www.petco.com/shop/en/petcostore/c/pet-therapy-certification>
- Dogs Downtown (Chantilly, VA): [https://www.dogsdowntownva.com/therapy-dog-training.html?gad=1&gclid=EAlaIqobChMIpK6n0YfNgAMV8pJaBR1qrQiFEAMYASAAEglGw\\_D\\_BwE](https://www.dogsdowntownva.com/therapy-dog-training.html?gad=1&gclid=EAlaIqobChMIpK6n0YfNgAMV8pJaBR1qrQiFEAMYASAAEglGw_D_BwE)
- AKC Therapy Dog Program (Raleigh, NC): <https://www.akc.org/products-services/training-programs/akc-therapy-dog-program/>
- The Animals' House (Sterling, VA): <https://www.theanimalshouse.com/therapy-dog-training-program>

# Personnel Plan

## **CLOSED, Corporation, Michael Stokes, Director | Volunteer | Founder**

OPEN, Independent Contractor, [Treasurer](#) (Michael Stokes, Acting)

OPEN, Independent Contractor, [Secretary](#) (Michael Stokes, Acting)

OPEN, Independent Contractor, [Legal](#)

OPEN, Independent Contractor, [Fundraising Specialist](#)

OPEN, Independent Contractor, [Fundraising Event Coordinator](#)

## **CLOSED, 99designs/VistaPrint, Corporation, Print Media Graphic Design: <https://99designs.com/>**

OPEN, Independent Contractor, [Social Media Specialist](#)

OPEN, Independent Contractor, [Public Relations Specialist](#)

OPEN, Independent Contractor, [Office Assistant](#)

## **CLOSED, Corporation, AAT Dog Manager (Veterinary), <https://companionpaws.com>**

OPEN, Independent Contractor, [AAT Dog Handler](#)

OPEN, Volunteer, [Board of Directors](#)

The Employment Application, Independent Contractor Agreement, Confidentiality Agreement, Non-Disclosure Agreement (NDA) and Human Resources Handbook are available under each job opening.

# Professional Services

As a business that entirely relies on the dogs that Canine Concierge provides, the company works closely with veterinarians to ensure that the animals are updated on vaccinations and are generally healthy and happy. Canine Concierge is just as concerned about the health of the dogs provided just as much as care is provided to make the patients happy and healthy. As a result, the utmost care is taken to keep the dogs in their best state while helping others strive to get to feel like themselves again.





# Financial Plan

## Philanthropy

Financial Plan: A Guided Journey Toward Philanthropic Partnership

### **1. Our Story and Vision**

Imagine a place where compassion meets action, and where furry paws bring comfort and joy. That's the heart of our AAT dog practice. Here, we blend passion with purpose, aiming to enhance lives through the gentle nudge of a Golden Retriever's nose. Our journey, rooted in a love for animals and a dedication to healing, seeks philanthropic partners who share our vision. Together, we can turn spaces into sanctuaries of healing.

### **2. Understanding Our Community**

Our community is vibrant, diverse, and ever evolving. Within Fairfax, Virginia, our AAT dogs find their calling, bringing smiles to faces young and old. Our market analysis dives deep into the fabric of our community, identifying the unique needs and opportunities where our therapy dogs can truly make a difference. This insight not only directs our path but also invites philanthropists to be part of a mission that's tailored to make the most impact.

### **3. The Heart of Our Operation: Financials**

Navigating the financial aspects of our mission, we open our books with transparency. From the playful romps that build bonds to the serene moments of connection, every dollar is an investment in joy, healing, and growth. Our financial statements are not just numbers; they are stories of lives touched, spirits lifted, and communities strengthened.

### **4. Our Needs, Your Impact**

The essence of our appeal lies not in the ask, but in the invitation to join a journey of transformation. We've laid the groundwork, identifying the resources required to nurture and expand our mission. Our funding needs are articulated with a clear vision of the future—a future you can help us realize.

### **5. Paths to Partnership**

The landscape of potential support is rich and varied. From grants that seek no bureaucratic ties to businesses with hearts as big as ours, we explore every avenue with optimism and initiative. Our quest for support is a quest for community, for shared values, and for collective action.

### **6. The Power of Sponsorship**

Imagine your name or your organization's ethos echoing in the joyous bark of a therapy dog or mirrored in the grateful smile of those we serve. Sponsorship is more than support; it's a shared mission. We offer various sponsorship avenues, each opening new possibilities for our practice and our partners.

## **7. The Ripple Effect of Your Investment**

Your support transcends the immediate—it sows seeds of hope, resilience, and healing. The benefits of your investment extend far beyond our practice, touching lives and weaving a tapestry of community wellbeing. We're here to make a difference, and with your help, the impact is boundless.

## **8. Engaging Hearts and Minds**

Our story is one we share with pride and joy, from social media to intimate gatherings where firsthand accounts of transformation speak loudest. We invite you to be not just a witness but a narrator in this story of hope and healing.

### **Specific Considerations for Our Golden Ambassadors:**

- **Choosing Our Champions:** Our two AKC certified Golden Retrievers stand ready, whether joining us through purchase or partnership. Each option is weighed with care, ensuring our furry ambassadors receive the love and support they deserve, all while aligning with our mission's financial stewardship.
- **Stewarding Resources:** Every aspect, from nourishment to training, is a testament to our commitment to their well-being and our mission. Your support directly contributes to this cause, ensuring our dogs and those they help flourish together.
- **Transparency and Trust:** We pledge full transparency in how contributions are utilized, ensuring that every donation fulfills its promise of growth, healing, and community enrichment.

In wrapping up, our financial plan is more than a document—it's a declaration of our commitment to making a difference, a blueprint for shared success, and an invitation to join us in a cause that transcends the ordinary. Together, we can unleash potential, inspire change, and heal hearts, one paw at a time.







# Grants

## Financial Blueprint: Cultivating Connections Through Grants

### **1. Our Heartbeat**

Diving into our narrative, let's talk about our mission with two AKC certified Golden Retrievers leading our therapeutic charge. Our goal? To weave a blanket of comfort and therapy across Fairfax, standing out with our unique approach and heartfelt mission. We're not just another AAT dog practice; we're a beacon of hope, showcasing through data and stories the profound impact we aim to make.

### **2. Crafting Our Future: The Budget**

Picture this: a budget that's more than numbers—it's the blueprint of our dream. Over the next year to two years, we're looking at creating a space that feels like home, ensuring our team and our Golden ambassadors have everything they need. This includes everything from the cozy nooks for therapy sessions to the practical bits like supplies and salaries. We've done our homework, aligning our estimates with industry standards to ensure we're on solid ground.

### **3. The Keystone: Funding Needs**

Our journey requires funding—fuel for our mission. We've calculated what's needed to launch and sustain our vision, ensuring we're transparent about how these funds will propel us forward. This isn't just an ask; it's an invitation to be part of something transformative, with every dollar marking a step towards communal healing.

### **4. Seeking Soulmates: Funding Sources**

Our founder, with a heart as big as their vision, has meticulously categorized grantors into those who require a 501c(3) and those who don't, with eligibility quests already underway. It's about connecting with those who share our heartbeat for animal welfare, therapy, and human well-being, understanding that the language of care we speak is universal.

### **5. The Bridge: Crafting the Grant Application**

Armed with our project's essence, budget, and the impact we envision, we're crafting grant applications that do more than request; they invite. Following each guideline meticulously, we're narrating our story, illustrating how we align with our grantors' missions and visions, and shining a light on the untapped need for AAT in our area.

### **6. A Mutual Dance: Investor Benefits**

Our promise to grantors extends beyond gratitude; it's about offering them a place in our story. Whether it's naming opportunities or creating spaces that reflect their contribution, we're dedicated to ensuring their support echoes in the lives touched by our practice, showcasing the cultural, social, and economic ripples of their investment.

## 7. A Pact of Transparency: Financial Reporting

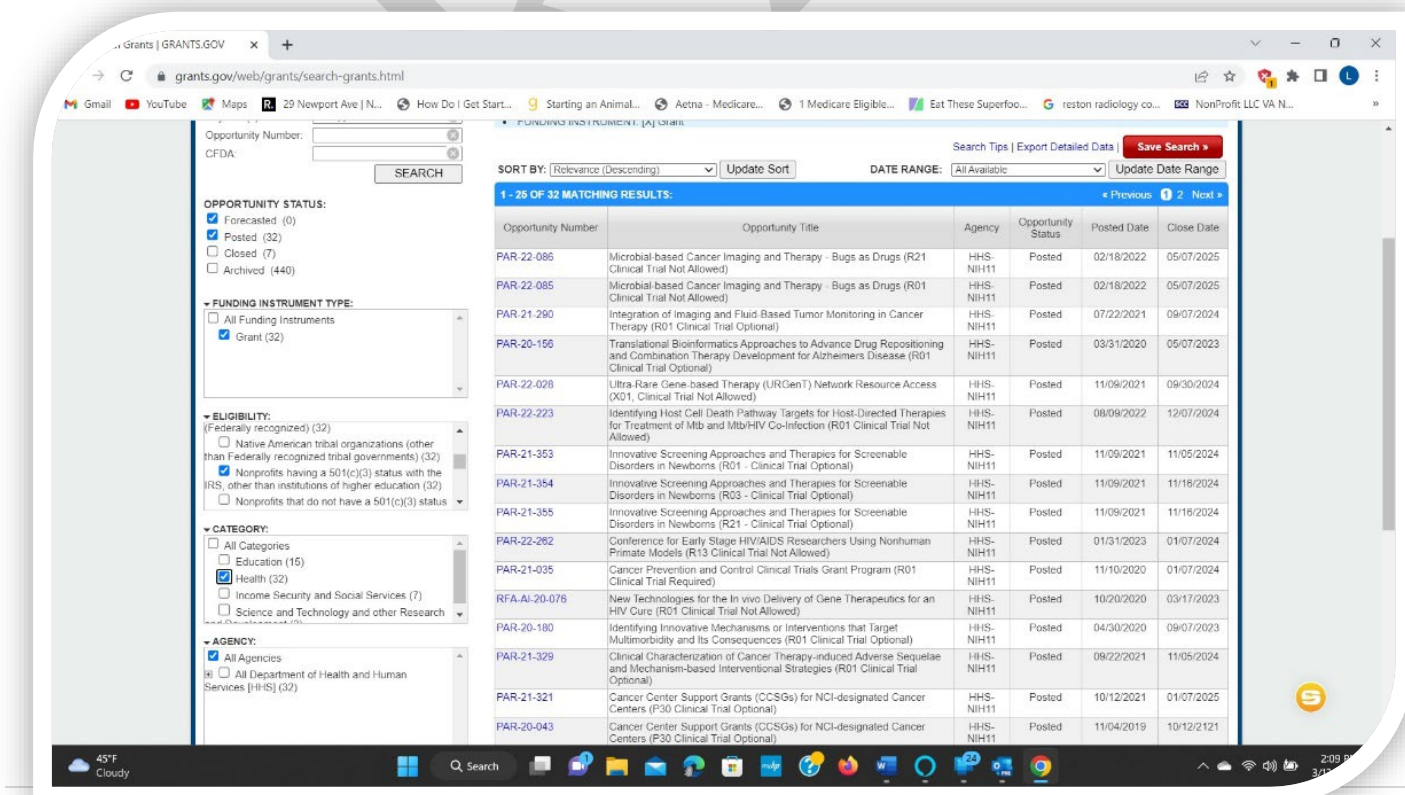
Transparency is our foundation, pledging to report on how each grant is nurtured and grown within our practice. This isn't just about accountability; it's about building trust and demonstrating the meticulous care with which we steward their contributions, ensuring they're part of our journey every step of the way.

## 8. The Art of Gratitude: Thanking Our Grantors

Our thanks go deeper than words; it's a continuous show of appreciation, from handwritten notes to updates that paint a picture of the impact made possible by their support. This relationship isn't transient; it's a growing bond that strengthens our collective impact on the community.

### In Essence

Our financial plan is more than a document—it reflects our dedication to bringing therapeutic warmth and healing to Fairfax through the gentle paws of our Golden Retrievers. By aligning with grantors who share our vision, meticulously planning our budget, and engaging in transparent communication, we're not just seeking funding; we're inviting collaboration on a journey that promises to leave paw prints on the hearts of many. Together, let's embark on this path of healing, supported by a community of allies who believe, as we do, in the power of connection and care.









# Sponsors

## Financial Blueprint: Sowing Seeds of Partnership Through Sponsorship

### **1. Our Story**

At the heart of Fairfax, Virginia, our AAT dog practice blossoms, rooted in a mission to harness the healing power of companionship our two certified AKC Golden Retrievers offer. This isn't just about therapy; it's about creating moments of joy, connection, and comfort. As we unfold our story, we invite you to visualize the impact of your support, understanding the essence of our mission and the community it nurtures.

### **2. Cultivating Our Garden: Sponsorship Budget**

Envision our budget as a garden where every contribution plants a seed of possibility. We've crafted a plan that aligns with the real value of support, creating sponsorship levels—Impact (\$200), Innovative (\$400), and Inspiration (\$600)—each designed to resonate with your spirit of giving. We've tailored these tiers through meticulous research to offer meaningful engagement and recognition, ensuring your investment blossoms into a legacy of care.

### **3. Nourishing Our Growth: Sponsorship Needs**

Our journey requires nurturing hands; your sponsorship could be the sunshine we need. We clearly and sincerely present our sponsorship goals, grounded in realistic expectations and a promise of mutual growth. Here, it's about more than funds; it's about fostering a thriving ecosystem where our goals align, yielding benefits far beyond the financial.

### **4. Seeking Kindred Spirits: Targeted Sponsorship Sources**

With careful consideration, we've identified potential sponsors whose missions intersect with ours. Whether driven by a commitment to animal welfare, therapy, or enhancing human well-being, you are allies in our mission. Our thoughtful approach aims to align our practice's needs with your desire to make a difference.

### **5. Crafting Connections: Sponsor Presentation**

Our pitch goes beyond mere proposals; it's a heartfelt invitation to join us in a mission that matters. We've crafted documents that speak to your values, outlining how each sponsorship tier can amplify your impact and visibility. This presentation is not just an ask; it's a glimpse into the potential of our partnership.

### **6. Building Bridges: Network and Follow-Up**

Reaching out with our story, we engage in meaningful dialogues, whether face-to-face, virtually, or by phone. Our commitment to follow-up is unwavering, believing that persistence paired with genuine interaction nurtures fruitful relationships. Through meticulous organization and tracking, we ensure no conversation or potential connection slips through the cracks.

## 7. A Symphony of Mutual Benefits

In every sponsorship package, we paint a picture of mutual prosperity. Your support does not go unnoticed; it is celebrated and acknowledged, showcasing the significant ripple effect of your contribution on the community and your brand. Regular updates keep our sponsors close to the heart of our mission, ensuring you witness the growth and impact you've helped cultivate.

## 8. Gratitude, Our Guiding Light

Upon receiving support, our gratitude knows no bounds. From personalized thank-you notes to exclusive sponsor events, we recognize and cherish your generosity. Your support is the water to our seeds, the warmth to our growth, and in turn, we dedicate ourselves to nurturing our relationship with ongoing appreciation and engagement.

### In Essence

Crafting a financial plan for sponsorships is akin to planting a garden, where each sponsorship level—Impact, Innovative, and Inspiration—is a testament to our collective vision for healing through animal-assisted therapy. By meticulously planning, engaging with potential sponsors, and fostering an environment of gratitude and mutual benefit, we aim to secure the necessary funds and grow a community of support. Together, in the fertile ground of Fairfax, Virginia, let's bring to life a practice where every wag and warm nuzzle opens the door to healing, supported by a network of partnerships that believe in the transformative power of companionship.











# Donations

Nurturing Hope: A Donations Journey for Canine Concierge Corporation

## **1. Our Mission Unfolds**

In the heart of Fairfax, our Canine Concierge Corporation is more than an AAT dog practice; it's a beacon of healing. Armed with our two AKC-certified Golden Retrievers, we're setting a new standard in therapeutic care. Through diligent research and a deep understanding of our community's needs, we've painted a vivid picture of our practice's potential impact, distinguishing us from others with a blend of compassion and innovation.

## **2. Crafting Our Canvas: The Donation Budget**

With over \$35,000 of personal investment, our founder has laid the foundation of our dream. This commitment is the cornerstone of our budget, encompassing everything from our cozy therapy spaces to the essential supplies ensuring our Golden Retrievers and clients thrive. Our budget narrative is a story of dedication, outlining the journey of every dollar toward creating moments of healing.

## **3. The Heart of Our Need**

Launching and nurturing this practice requires more than funds; it needs believers in our cause. We've mapped out a realistic funding blueprint aimed at enhancing our service offerings and extending our reach within the community. This plan isn't just about numbers; it's a pledge of the positive change donors can bring to the lives touched by our therapy dogs.

## **4. Cultivating Connections: Fundraising Sources**

Our search for donors goes beyond financial support; we seek partners in our mission. From individual animal lovers to businesses and foundations with a heartbeat for wellness and therapy, we're casting our net wide. Our fundraising events and digital campaigns are meticulously planned to weave a tapestry of support, ensuring our message resonates far and wide.

## **5. Inspiring Action: The Fundraising Presentation**

Each presentation is crafted carefully, aiming to touch hearts and inspire generosity. Utilizing a variety of mediums—from social media stories to engaging email narratives—we share our vision, the tangible impacts of donations, and the significant role each contributor plays. Our message is clear: your support plants seeds of hope in our community garden.

## **6. Building Bridges**

Our outreach is personal, heartfelt, and sincere. Through every interaction, from local gatherings to digital platforms, we invite our network into our story, encouraging them to be part of this transformative journey. Regular updates and strategic follow-ups ensure our message of gratitude and progress echoes in the hearts of our supporters.

## 7. A Circle of Gratitude

Every donation is met with heartfelt thanks, offering a glimpse into the lives changed by their generosity. We celebrate our donors not just with words but with actions, sharing stories of joy, healing, and companionship fostered by their support. Our commitment is to keep our donors connected, making them feel valued and part of our family.

## 8. Reflect, Adapt, Grow

Our journey is one of continuous learning and adaptation. By closely monitoring our financial health and the effectiveness of our fundraising efforts, we're committed to transparency, sharing our successes and learning opportunities. This open book approach solidifies trust and fosters a deeper connection with our donors, encouraging ongoing support.

### In Summary

Our Canine Concierge Corporation's journey is one of passion, dedication, and community. With a financial plan rooted in transparency, gratitude, and strategic engagement, we invite donors to join us in making a difference. Through creativity, dedication, and a heart for service, we're not just asking for donations; we're offering a chance to be part of something transformative. Together, let's make Fairfax a beacon of healing and hope, one paw at a time.

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# Partnerships

Building Bridges: Crafting Partnerships for Canine Concierge Corporation

## **Introduction: Our Foundation**

Welcome to the heart of our mission at Canine Concierge Corporation, where we leverage the unconditional love of our two AKC certified Golden Retrievers to offer unparalleled therapy and comfort. Our journey, rooted in a vision to enrich our community in Fairfax, Virginia, thrives on the belief that together, we can create profound healing spaces. Recognizing the pivotal role of partnerships, we see collaboration as the cornerstone of our growth and impact, aiming to align with entities like Amazon and Uber, whose missions resonate with our cause.

## **Partnership Opportunities: Seeking Synergy**

We're on a quest to find like-minded partners, entities that stand at the intersection of animal welfare, therapy, and human wellbeing. By researching and ranking potential partners, we're not just seeking support; we're inviting collaboration. Our approach is to create a tiered partnership program, offering a spectrum of engagement opportunities, each designed to cultivate mutual growth and alignment with our core values.

## **Partnership Benefits: A Two-Way Street**

Partnerships are more than transactions; they're opportunities for mutual elevation. For our partners, we offer a chance to amplify their brand through our materials and initiatives, leveraging promotional opportunities and discounts as tokens of our collaboration. For Canine Concierge Corporation, benefits range from monetary support to in-kind contributions, all aimed at bolstering our mission. It's about creating a symbiotic relationship where partners can enhance their credibility and visibility, contributing to a cause that resonates with the community.

## **Partnership Proposal: Crafting the Invitation**

Our proposals are tailored conversations, designed to resonate with each potential partner's ethos and goals. They detail our mission, the partnership landscape, and the tangible benefits awaiting. We're transparent about our needs, ensuring partners understand the impact of their contribution, fostering a shared commitment to healing and community well-being.

## **Partnership Communications: Cultivating Connections**

Communication is the lifeline of our partnerships. From initial outreach to ongoing engagement, we're committed to keeping our partners informed and involved, sharing milestones and successes. Our strategy embraces flexibility, leveraging technology to ensure interactions are seamless, personal, and reflective of our shared journey towards making a difference.

## **Partnership Agreement: Solidifying Commitment**

Our agreements are the blueprint of our partnership, detailing contributions, benefits, and shared commitments. These documents are not just legal formalities but are testaments to our mutual dedication to making a difference, ensuring clarity, confidentiality, and a shared path forward.

### **Reporting and Evaluation: Transparency and Growth**

We believe in the power of transparency, agreeing upfront on the metrics of success and the rhythm of reporting. This practice nurtures trust and ensures our partnerships are dynamic, responsive, and aligned with our shared goals.

### **Publicity and Recognition: Celebrating Together**

Acknowledging our partners is fundamental to our ethos. We dedicate space to spotlight each partner's contributions, offering recognition at events and through our communications. It's our way of saying thank you and ensuring our partners' generosity is seen and celebrated.

### **In Conclusion: A Vision for Collaboration**

A detailed, dynamic financial plan frames our journey towards securing meaningful partnerships for Canine Concierge Corporation. It's a roadmap designed to forge long-term alliances to empower our mission and extend our reach within and beyond Fairfax. With the support of visionary partners like Amazon and Uber within reach, we're not just aiming to sustain our practice; we're striving to redefine the landscape of animal-assisted therapy. Through strategic partnerships, Canine Concierge Corporation will grow and become a beacon of hope and healing in the community, demonstrating the boundless potential of collaboration.



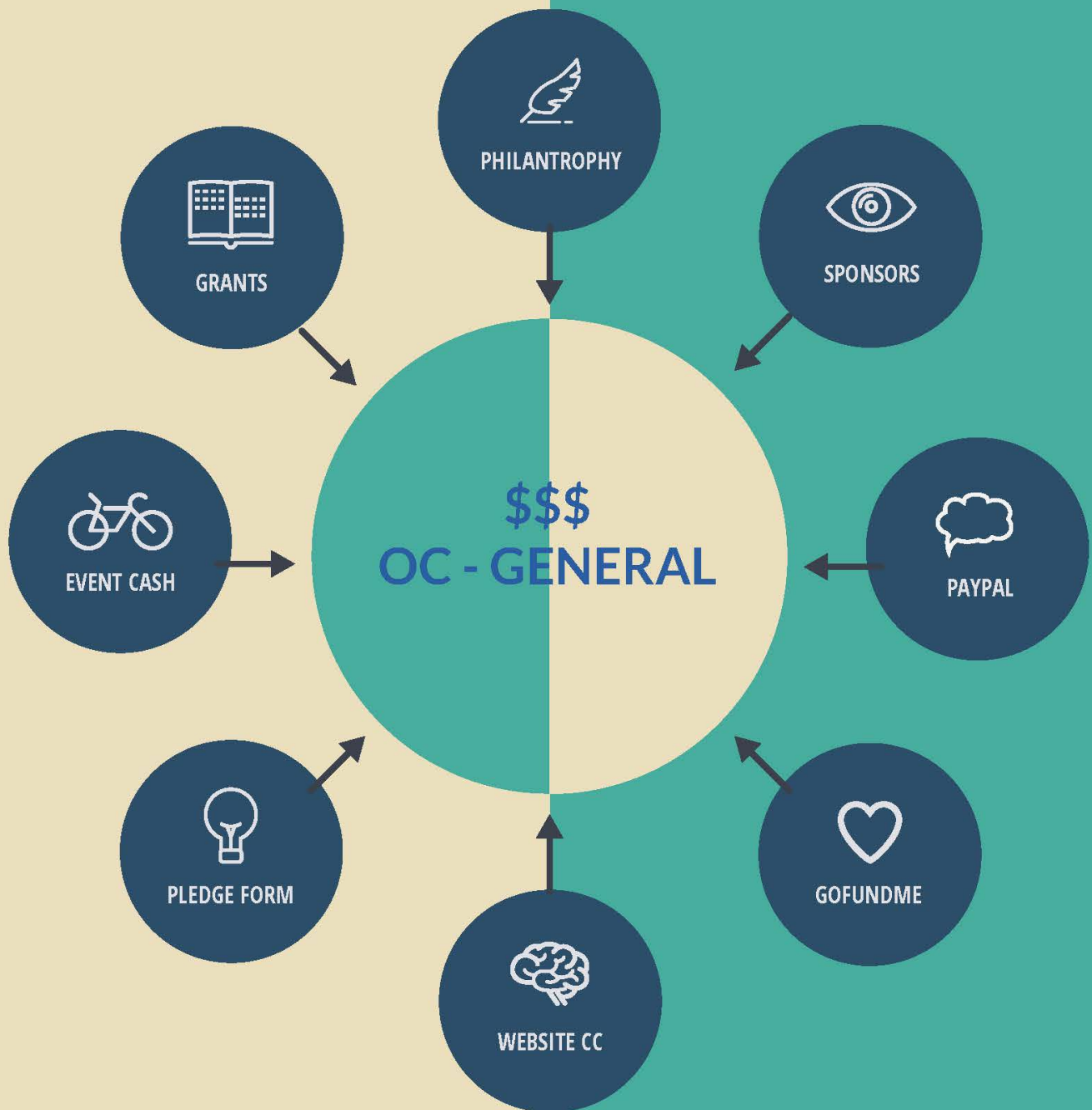


A close-up photograph of a dog's head, focusing on its black leather collar. A silver metal ring is attached to the collar, and a yellow circular tag hangs from it. The tag has the text "I AM A THERAPY DOG" written in black, hand-drawn capital letters. The dog's fur is light brown and slightly out of focus. The background is a plain, light-colored surface.

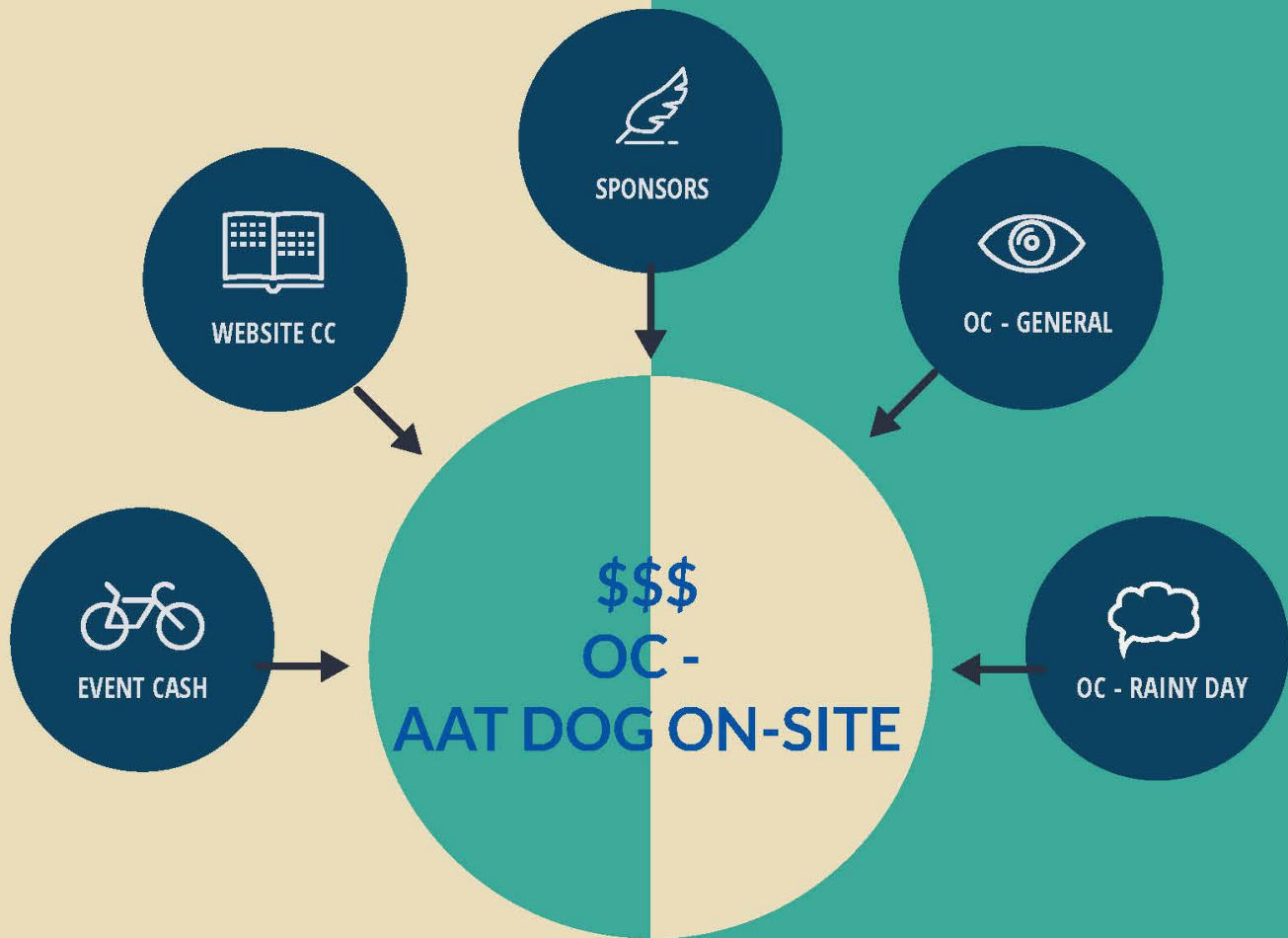
I AM A  
THERAPY  
DOG



# OPERATING CAPITAL - OC



# OC - AAT DOG ON-SITE



**Sponsors, Public Service Announcements (PSA), Fundraising Letters, Events, Websites  
OC - GENERAL and OC - RAINY DAY accounts**

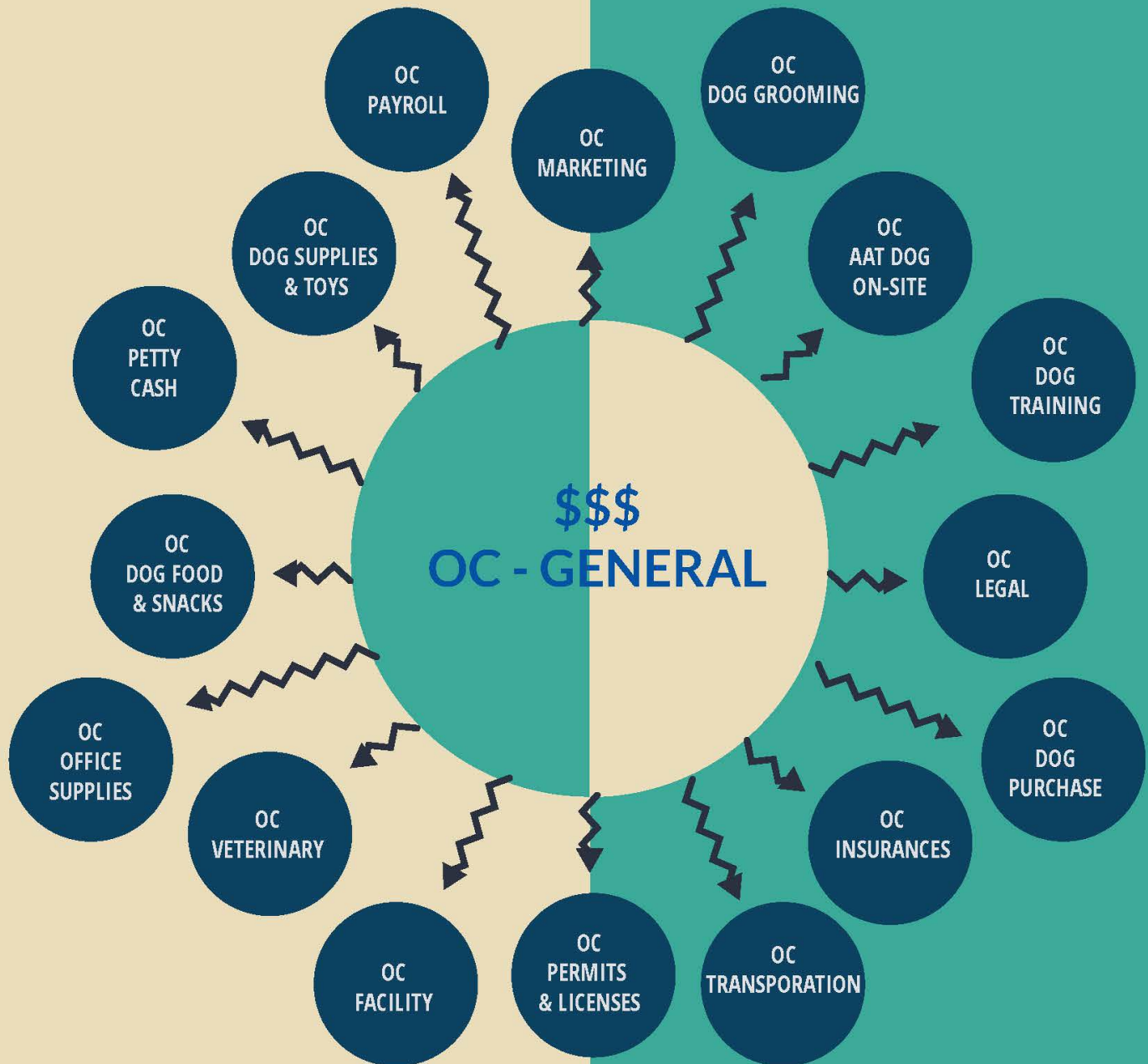
**canineconciiergecorp.com - Public, Search Engine Optimized (SEO), Google searchable  
canineconciierge.vip - Private, not Google searchable**

Investment Policy Statement

# OC - RAINY DAY



# OC - GENERAL



OC - GENERAL can transfer funds to any OC account  
except for OC - RAINY DAY

# Investment Policy Statement

## I. Introduction

The Canine Concierge Corporation Nonprofit Fund (referred to as the "Fund") has been established to provide perpetual financial support to Canine Concierge Corporation (the "Institution"). This Investment Policy Statement aims to delineate guidelines for managing the Fund's investment portfolio (the "Portfolio"). The statement incorporates accountability standards to monitor the Portfolio's investment program and evaluate the contributions of appointed manager(s) on behalf of the Fund and its beneficiaries.

## II. Role of the Investment Committee

The Investment Committee (the "Committee") serves in a fiduciary capacity concerning the Portfolio. It is accountable to the Board of Canine Concierge Corporation and the Executive Committee for overseeing the investment of all assets owned by or held in trust for the Portfolio.

A. This Investment Policy Statement outlines the investment objectives, distribution policies, and investment guidelines governing the Committee's activities and those to whom investment management responsibility for Portfolio assets has been delegated.

B. The investment policies are aligned with the Institution's anticipated financial needs and its tolerance for investment and economic risk, as determined by the majority opinion of the Committee.

C. The policies ensure that the Portfolio's investments are managed in line with the Fund's short-term and long-term financial goals while allowing flexibility to adapt to capital market conditions and the Institution's economic circumstances.

D. The Committee will conduct an annual review of this Investment Policy Statement. Changes can only be made with the affirmation of a majority of the Committee, and written confirmation of any changes will be promptly provided to all Committee members and other relevant parties.

## III. Investment Objective and Spending Policy

A. The Fund aims to preserve the assets' long-term, real purchasing power while providing a relatively predictable and growing stream of annual distributions supporting the Institution.

B. A total-return-based spending policy will be employed to make distributions, utilizing net investment income, net realized capital gains, and proceeds from the sale of investments.

C. Distribution of Fund assets will be managed to prevent erosion of tangible assets over time, with spending decisions informed by past spending and Portfolio asset values.

D. Periodic cash flow into or out of the Portfolio will align the investment portfolio with the target asset allocation outlined in the asset allocation policy.

#### **IV. Portfolio Investment Policies**

##### **A. Asset Allocation Policy:**

1. The strategic allocation of Portfolio assets across the financial asset and sub-asset categories will significantly determine long-term investment returns and Portfolio asset value stability.

2. Flexibility in adjusting the Portfolio's asset allocation will be retained, primarily in response to material changes in the Fund, underlying spending policy assumptions, and/or capital markets.

3. Fund assets will be managed as a balanced portfolio comprising equity and fixed-income components to maximize long-term growth and provide stable returns.

4. Cash investments will be temporary, used for liquidity needs or facilitating planned investments in equity and fixed-income asset classes.

##### **B. Asset Allocation Guidelines:**

- Equities: Allocation range of 20% to 70% of total assets, utilizing low-cost index funds and ETFs.

- Fixed Income: Allocation range of 30% to 80% of total assets, limited to investment-grade taxable securities with diversified issuer and industry exposure.

##### **C. Diversification Policy:**

- Diversification across and within asset classes will mitigate undue risk, with specific guidelines to limit exposure to individual securities and low-rated fixed-income investments.

##### **D. Rebalancing:**

- Rebalancing target asset allocation will be conducted semiannually, utilizing cash flow and periodic reviews to align current weightings with targets.

##### **E. Prohibited Investment Policies:**

- Margin trading, short sales, derivative speculation, and high-risk investment strategies are prohibited to maintain prudent risk levels.



## V. Performance Measurement Standards

The Committee will monitor Portfolio performance against stated objectives, utilizing benchmarks for equities and fixed income to assess performance over market cycles.

## VI. Expenditure Considerations

The Board of Directors and Finance Committee are responsible for establishing a balanced reserve fund spending policy to preserve and grow economic value while providing stable annual operating budget funds.

A. Withdrawals of up to 5% of the reserve investment account's total annual market value for operating purposes are permitted, and a three-year market value average is utilized to mitigate fluctuations.

B. Long-term performance evaluation will be conducted across complete market cycles or rolling five-year periods, with investment reports provided quarterly or as requested.

## VII. Donor Restrictions

Donor intent will guide decisions regarding investment or expenditure of donor-restricted funds, ensuring compliance with specific directives, including non-spending appreciation, where stipulated in the gift instrument.










# Income Statement

		<b>CANINE<sup>SM</sup></b>			
		<b>CONCIERGE</b>			
		ON-DEMAND SMILE DELIVERY			
<b>2024</b>					
<b>Canine Concierge Income Statement</b>					
<b>Revenue</b>					
<hr/>					
Gross sales					
Less: Sales returns and allowances					
Net sales			\$	-	
<b>Cost of goods sold</b>					
<hr/>					
Beginning inventory					
Add: Purchases					
Direct labor					
Indirect expenses					
Inventory available			\$	-	
Less: Ending inventory					
Cost of goods sold			\$	-	
Gross profit (loss)			\$	-	
<b>Expenses</b>					
<hr/>					
Rent					
Amortization			\$	-	

Utilities	\$ -		
Wages & direct costs	\$ -		
Commissions	\$ -		
Supplies	\$ -		
Marketing	\$ -		
Logistics	\$ -		
Repairs and maintenance	\$ -		
Miscellaneous	\$ -		
Depreciation	\$ -		
Interest	\$ -		
Total expenses		\$ -	
Net operating income		\$ -	

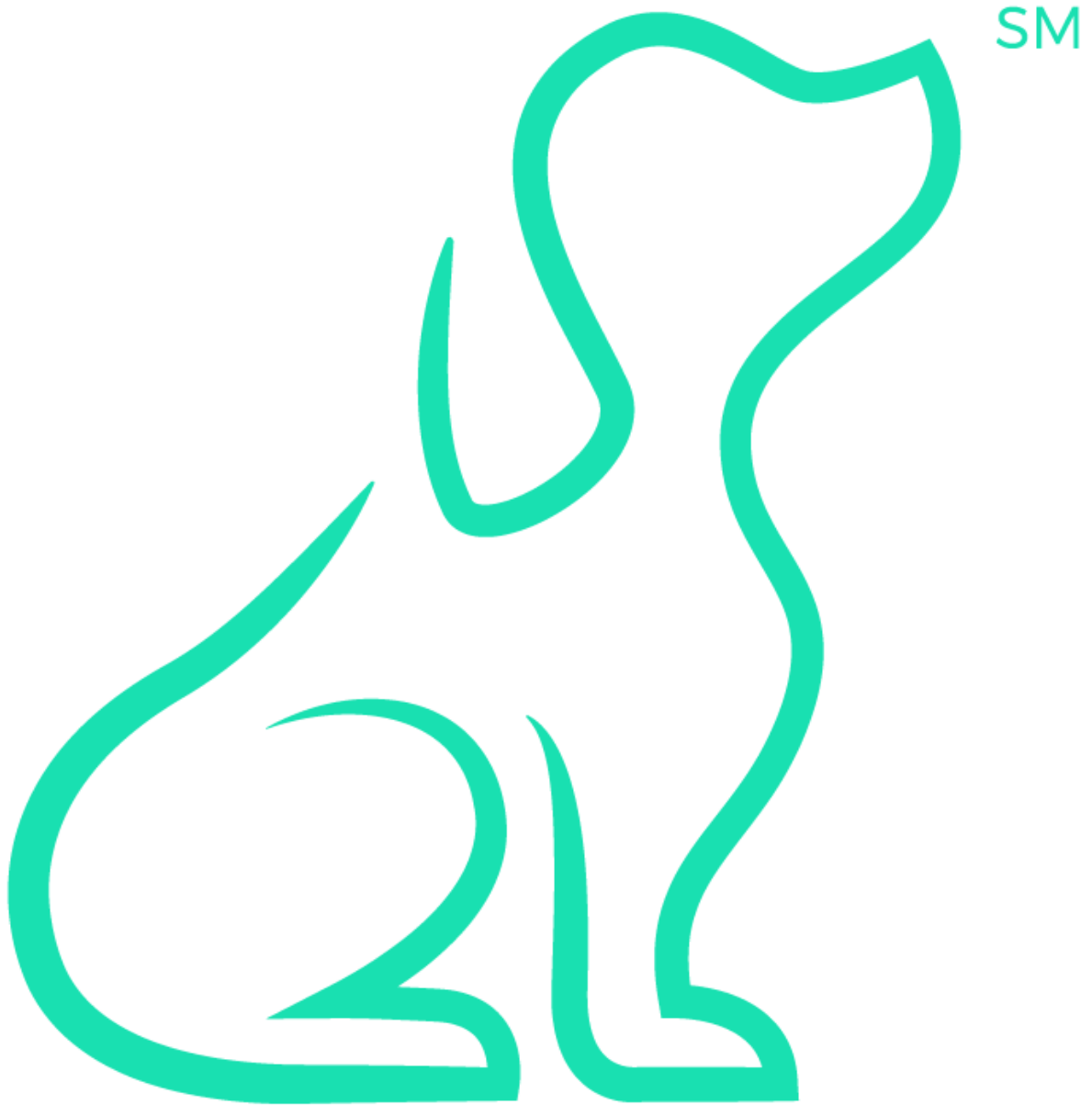
## Other Income

Gain (loss) on sale of assets			
Interest income			
Total other income		\$ -	
Net income (loss)		\$ -	



# Balance Sheet

CANINE CONCIERGE CORPORATION		BALANCE SHEET	
Assets			
Current assets:	Previous Year	Current Year	
Cash			
Investments			
Inventories			
Accounts receivable			
Pre-paid expenses			
Other			
Total current assets	-	-	
Fixed assets:	Previous Year	Current Year	
Property and equipment			
Leasehold improvements			
Equity and other investments			
Less accumulated depreciation			
Total fixed assets	-	-	
Other assets:	Previous Year	Current Year	
Goodwill			
Total other assets	-	-	
Total assets	-	-	
Liabilities & owner's equity			
Current liabilities:	Previous Year	Current Year	
Accounts payable			
Accrued wages			
Accrued compensation			
Income taxes payable			
Unearned revenue			
Other			
Total current liabilities	-	-	
Long-term liabilities:	Previous Year	Current Year	
Mortgage payable			
Total long-term liabilities	-	-	
Owner's equity:	Previous Year	Current Year	
Investment capital			
Accumulated retained earnings			
Total owner's equity			
Total liabilities & owner's equity	-	-	
Balance	-	-	



## **APPENDIX**

## A01 | Goals | Develop a Robust Online Presence

**1. Establish a Website:** A website serves as the cornerstone of our online presence, crucial for showcasing our mission, our dogs, and the services we provide. With the founder's investment and expertise, we've developed two professional and user-friendly websites tailored to our needs. This initiative, typically valued between \$500 to \$5,000, was achieved with minimal third-party involvement, reflecting our commitment to efficiency and quality.

**2. Create Social Media Accounts:** Utilizing platforms like Facebook, Instagram, Twitter, and LinkedIn enables us to connect with a broader audience and engage supporters actively. Our presence on these platforms, established at no initial cost, benefits from the founder's strategic input on ad spending to optimize reach, typically requiring an investment of \$50 to \$500 for enhanced visibility.

**3. Develop Content:** Crafting compelling content is key to engaging our audience and attracting support. Leveraging the founder's expertise, we produce high-quality blog posts, photos, videos, and infographics in-house, a process that would ordinarily cost \$100 to \$500 per item. This approach allows us to maintain control over our content's authenticity and relevance.

**4. Search Engine Optimization (SEO):** To ensure our website ranks prominently in search results, we've applied SEO best practices, including quality content creation, keyword research, and on-page optimization. The founder's dedication to this area, typically costing between \$500 to \$5,000, underscores our commitment to maximizing our online visibility with limited external support.

**5. Pay-per-click (PPC) Advertising:** Our strategy includes PPC advertising to broaden our reach on search engines and social media platforms. This effort, guided by the founder's expertise, involves creating targeted ads within a budget of \$200 to \$1,000 per month, specific to Fairfax, Virginia. This approach enables us to efficiently allocate resources towards impactful advertising.

In conclusion, establishing a robust online presence for our nonprofit animal-assisted therapy dog practice in Fairfax, Virginia, featuring two certified AKC Golden Retrievers, has been achieved through the founder's substantial financial contributions and developmental expertise. The total operational expenses, ranging from \$1,300 to \$11,500, were meticulously managed to ensure a strong online presence that significantly enhances our fundraising capabilities by attracting more donors, sponsors, and supporters, all with minimal reliance on third-party services."

## A02 | Goals | Develop a Strong Brand Identity

**1. Define Our Brand Values:** Central to our identity, defining our brand values involves deep reflection on our core mission and distinguishing qualities. This critical step, facilitated by the founder's insight and a chosen third-party vendor for expert consultation, lays the groundwork for a distinctive brand that resonates with our ethos and objectives.

**2. Develop a Brand Name:** Crafting a brand name that encapsulates our mission and is both memorable and pronounceable was achieved with the founder's vision at the forefront. The process, which might typically involve a cost range of \$500 to \$5,000 for professional naming services, was efficiently handled with minimal external support, reflecting our dedication to a meaningful identity.

**3. Create a Logo and Visual Identity:** Our logo and visual identity act as the visual ambassadors of our brand, embodying simplicity, memorability, and visual appeal. Under the guidance of the founder and with the collaboration of a specialized branding agency, we established a compelling visual identity. This synergy, typically costing between \$2,500 to \$25,000, underscores our commitment to excellence and brand cohesiveness.

**4. Develop a Brand Voice:** Establishing a brand voice that effectively communicates our mission and engages our audience was achieved by crafting a brand style guide. This guide, developed internally with input from a professional copywriter, ensures consistency across all our messaging. This strategic decision, normally associated with costs ranging from \$1,000 to \$5,000, was made to refine our communication with precision and clarity.

**5. Implement Our Brand Identity:** The rollout of our brand identity across various platforms, including our website, social media, and email marketing, was managed with a focus on alignment and brand integrity. The founder's oversight and strategic use of professional branding services for implementation, with costs potentially ranging from \$1,000 to \$10,000, ensured a seamless and effective brand presence.

In conclusion, the development of a strong brand identity for our nonprofit AAT dog practice in Fairfax, Virginia, featuring two certified AKC Golden Retrievers, was achieved through the founder's substantial investment and strategic partnership with a selected third-party vendor. With a total operational expense efficiently managed within the estimated range of \$5,000 to \$45,000, we have established a powerful brand foundation. This solid identity is pivotal for enhancing our credibility, recognition, and trust amongst potential donors, sponsors, and supporters, enabling us to distinguish ourselves within the competitive landscape."

## A03 | Goals | Increased Awareness of The Therapy Dog Program

**1. Partner with Local Businesses and Organizations:** We will actively engage with local entities such as hospitals, nursing homes, and community centers to promote our AAT dog program. These partnerships, which arrange visits with our therapy dogs, have been established at minimal cost thanks to the founder's proactive efforts and community connections.

**2. Host Events:** Through events like fundraisers, adoption days, and open houses, we will enhance awareness and interaction with potential donors and the community. The founder has not yet funded these initiatives, which cost \$500 to \$5,000. This will ensure impactful engagement without financial strain on our operations.

**3. Develop Content:** The founder's expertise in leveraging Artificial Intelligence (AI) applications has enabled us to produce high-quality content, including blog posts, videos, and social media posts. This innovative approach, typically costing \$100 to \$500 per piece if outsourced, highlights the benefits and impact of our AAT program at significantly reduced expenses.

**4. Use Social Media:** Our strategic use of social media platforms like Facebook and Twitter, enhanced by targeted advertising, has broadened our reach. The founder has covered these promotional expenses, typically ranging from \$50 to \$500, ensuring our program's visibility and engagement with a wider audience at no additional cost to our nonprofit.

**5. Reach Out to the Media:** Our initiative to connect with local media outlets for exposure has been highly effective. The founder's foresight in developing a 60-second Public Service Announcement video, now under consideration for broadcast by all ten TV stations in the DC Metro area, exemplifies our innovative approach to media engagement.

In conclusion, the founder's contributions have significantly supported the strategic efforts to increase awareness of our therapy dog program in Fairfax, Virginia. By covering promotional expenses for streaming TV commercials and social media ads and employing A.I. technology for content development, we've managed to keep our overall outreach costs within a \$500 to \$5,000 range. These well-orchestrated efforts underscore our commitment to raising awareness and supporting our program, ensuring its success and sustainability with minimal financial burden.



## A04 | Goals | Develop a Network of Partners and Alliances

**1. Reach Out to Local Animal Welfare Organizations:** The founder fully funded and executed our initiative to connect with local rescue groups, veterinary clinics, and animal welfare organizations. These partnerships, crucial for promoting our AAT dog program and referring potential clients, were established at minimal cost, leveraging the founder's existing relationships within the community.

**2. Partner with Local Health and Human Service Organizations:** We've proactively engaged with hospitals, nursing homes, and therapy centers to form alliances. These collaborations, aimed at benefiting clients through our AAT dog program, were initiated with no additional financial burden, thanks to the founder's foresight and strategic outreach.

**3. Develop a Volunteer Program:** The founder's investment has enabled recruitment and training to support various facets of our program, from fundraising to marketing. While such efforts could typically range from \$500 to \$5,000, our approach has focused on maximizing impact through efficient resource use, significantly reducing costs.

**4. Attend Events and Conferences:** Participation in local events and conferences related to animal welfare, health, and human services has been an effective strategy for networking and raising program awareness. Funded by the founder, these opportunities, potentially costing between \$100 to \$1,000, have been leveraged to establish connections without financial strain on our nonprofit.

**5. Join Local Chambers of Commerce and Networking Groups:** Our membership in local chambers of commerce and networking groups, facilitated by the founder's contribution, serves as a platform for forming valuable partnerships and exploring fundraising avenues. With typical membership costs ranging from \$100 to \$500, our involvement is strategically aimed at fostering community ties and support.

In conclusion, establishing a network of partners and alliances for our nonprofit AAT dog practice in Fairfax, Virginia, has been accomplished with minimal to no additional cost, thanks to the founder's substantial funding and strategic initiatives. With total expenses effectively managed within a \$100 to \$5,000 range, our efforts have laid a solid foundation for future collaborations, significantly enhancing our ability to serve the community and secure support from potential donors, sponsors, and supporters."

## A05 | Goals | Develop a Sustainable Business Model

**1. Identify Revenue Streams:** Our strategy begins by pinpointing sustainable revenue sources for our AAT dog practice, including client fees, corporate sponsorships, grants, and donations. With a flexible client fee system tailored to individual financial circumstances, and corporate sponsorship opportunities set to launch on March 19, our approach is comprehensive. The founder's proactive efforts have also extended to submitting grant eligibility requests to local Fairfax, VA grantors not requiring a 501(c)(3) status, broadening our potential funding sources.

**2. Develop a Fee Structure:** We have crafted a fee structure that reflects the value and costs associated with our services, ranging from training and certification to therapy sessions. This process, facilitated with the founder's oversight, ensures our pricing aligns with our mission and operational needs, incurring minimal expenses estimated between \$500 to \$2,000 for development.

**3. Forecast Expenses:** Accurate expense forecasting is crucial for our program's sustainability, covering dog care, insurance, training, certifications, and administrative costs. This financial planning, directed by the founder, aims to match our revenue generation with operational demands, with an anticipated budget ranging from \$1,500 to \$5,000 for comprehensive analysis.

**4. Evaluate Partnerships and Alliances:** Our evaluation of potential collaborations with local entities emphasizes the importance of community support in sustaining our AAT dog practice. The founder's initiative in this area ensures we identify and engage with partners who can offer referrals and support, with costs for these outreach efforts estimated between \$500 to \$2,000.

**5. Establish Fundraising Strategies:** With online donor instruments already integrated into our websites, enabling contributions via PayPal, GoFundMe, private banking, stock, legacy, and cryptocurrency brokerage accounts, our fundraising plan is robust. These strategies, set to expand with the marketing of corporate sponsorships, have been significantly underwritten by the founder, with projected costs for developing and executing these campaigns ranging from \$2,000 to \$6,000.

In conclusion, the founder's considerable contributions towards establishing a sustainable business model for our nonprofit AAT dog practice in Fairfax, Virginia, have set a strong foundation. With an overall investment strategy ranging from approximately \$5,500 to \$17,000, depending on program complexities, we are poised to attract vital support from donors, sponsors, and the community, ensuring our mission's long-term viability and impact."

# A06 | Goals | Develop a Strategic Marketing Plan

Welcome to our strategic marketing plan, where passion meets purpose, paving the way for our AAT dog practice's future. With our founder's visionary contributions and a keen focus on leveraging technology and creativity, we're setting a course to make a meaningful impact within the Fairfax community and beyond.

## **1. Understanding Our Community: Market Research**

Our journey begins with a deep dive into the hearts and minds of our potential community allies—donors, sponsors, grantors, and philanthropists. By identifying their interests and aligning them with our mission, we aim to understand and tap into the pulse of Fairfax's need for AAT services. The dedication of our founder has reduced the cost burden, allocating \$500 to \$1,000 towards gaining these invaluable insights.

## **2. Charting the Course: Goal Setting**

The goal setting is our compass. Without cost, but with immense value, we outline our aspirations to elevate our presence, forge connections, and garner support, ensuring each step is a stride towards enriching lives with the help of our Golden Retrievers.

## **3. Painting Our Mission: Branding**

With a brush of creativity and a palette of passion, our brand identity comes to life. The foundational work laid by our founder, complemented by a modest investment of \$500 to \$1,000, crafts a message that resonates, a logo that captivates, and a narrative that inspires.

## **4. Sharing Our Story: Content Development**

The tales of our therapy dogs and the joy they bring unfold through meticulously crafted content. With a budget of \$500 to \$1,000, our digital footprints across Facebook, Instagram, LinkedIn, Reddit, Tumblr, and YouTube become trails leading to our mission, each post a beacon for those seeking warmth and companionship.

## **5. Engaging Hearts and Minds: Outreach**

Our outreach is a symphony of digital and real-world harmonies, inviting the community to experience our mission firsthand. From open houses to social media blasts, powered by our founder's foresight in funding Hulu and Facebook/Google ads, we allocate \$1,000 to \$2,000 to ensure no heart remains untouched.

## **6. Weaving a Tapestry of Support: Partnership Development**

The time invested in nurturing partnerships is an investment in our collective future. With Amazon and Uber in our sights, we aim to build alliances that extend our reach, amplify our message, and secure the backing our mission deserves.

## **7. Refining Our Path: Evaluation and Improvement**

With a keen eye on the horizon, we commit \$500 to \$1,000 towards measuring our journey's impact, ensuring each step forward is informed, intentional, and impactful. This continuous cycle of learning and adapting keeps us agile, responsive, and always moving towards our goals.

### **Approximate Journey's Cost: \$3,500 to \$7,000**

This estimate, infused with the founder's initial generous contribution of over \$35,000 and their continued intellectual and financial input, sets the stage for a journey not just of growth but of transformation. Our strategic marketing plan is more than a set of tasks—it's a reflection of our commitment to bring healing, joy, and companionship to Fairfax and beyond, turning our vision into a tangible reality, one paw print at a time.



# A07 | Goals | Develop a Strategic Financial Plan

## **Introduction to Our Financial Voyage**

Embarking on this journey, we aim to weave a financial strategy that sustains and amplifies the reach and impact of our AAT dog practice in Fairfax, Virginia. With our paws firmly planted on the ground and eyes on the horizon, we're charting a course toward financial resilience and growth.

### **Step 1: Visioning Our Financial Horizon**

Our financial aspirations are the stars guiding our voyage. From enhancing revenue to innovative expansion and optimizing our operational efficiency, these goals are our beacon. The beauty? This step requires no monetary investment, just time, dedication, and a clear vision of our desired destination.

### **Step 2: Crafting Our Financial Compass**

Developing a budget is akin to drawing our map, detailing the terrain of expenses and the pathways of income that will lead us to our goals. While the spirit of adventure guides us, the pragmatism of a seasoned financial navigator—a recommendation, not a requirement—can ensure our journey is both bold and wise.

### **Step 3: Forecasting the Winds of Cash Flow**

Understanding the ebbs and flows of our finances through cash flow projections is crucial. It's about anticipating the financial currents, ensuring we can sail smoothly through calm and stormy seas. While we possess the innate ability to forecast these tides, partnering with a financial expert can give us a more detailed chart of the waters ahead.

### **Step 4: Discovering Treasures: Funding Sources**

Our quest for growth may call for external support, be it loans, grants, or equity infusion. The search for these treasures doesn't bear a direct cost, but embarking on this quest with a financial ally can illuminate paths we might not have seen on our own.

### **Step 5: Steering with Precision: Financial Monitoring**

Regularly gauging our progress against our financial stars ensures we stay true to our course. This vigilance is our compass, requiring no direct costs but benefiting greatly from the modern conveniences of accounting software, which might range from \$30 to \$150 per user per month.

## **Charting Our Financial Journey**

Our strategic financial plan is our voyage across the vast seas of potential, guided by clear goals, a detailed map, keen insight into our financial currents, a quest for supportive treasures, and a steady hand at the tiller. While the direct costs of this journey can be minimal, the value of expertise—be it through



consultation or technology—cannot be understated. Expertise transforms our financial voyage from one of mere survival to one of thriving exploration.

As we navigate the waters of Fairfax, Virginia, with our two AKC-certified Golden Retrievers leading the way, our journey is more than just numbers and projections; it's a heartfelt mission to make a difference, propelled by thoughtful planning, strategic action, and the enduring belief in the power of partnerships and community.



## A08 | Goals | Develop a Strategic Operations Plan

Embarking on our mission to enrich the Fairfax community through the healing power of our AAT dog practice, we've laid out a strategic operations plan that combines ambition with practicality. Our journey marks clear objectives, meticulous planning, and an unwavering commitment to quality and safety.

### **Step 1: Vision and Purpose**

Our first step is to crystallize our vision, outlining the services we'll offer and the lives we aim to touch. This foundational stage requires no financial outlay but is invaluable, setting the direction for all that follows.

### **Step 2: Crafting Our Strategy**

We map out the logistics of our operation, from the furry paws that deliver joy to the hands that guide them, and delve into planning the essentials. With an estimated financial investment of \$10,000 to \$30,000, this step ensures that our facility, equipment, and four-legged therapists are equipped to provide unparalleled service.

### **Step 3: Understanding Our Journey's Cost**

Pinpointing operational expenses is crucial, from the daily care of our Golden Retrievers to the spaces that welcome our clients. While budgeting is without direct cost, the comprehensive exploration and documentation of these expenses, which range between \$1,000 and \$5,000, are essential for illuminating the path ahead.

### **Step 4: Ensuring Excellence**

Developing operational procedures and best practices anchors our commitment to consistency and quality. While this task does not carry a direct cost, it is instrumental in ensuring that every interaction within our practice upholds our standards and vision.

### **Step 5: Empowering Our Team**

Our team's growth is central to our mission's success. Investing \$5,000 to \$10,000 in a training and advancement plan underscores our dedication to nurturing a skilled, motivated team capable of advancing our mission and their professional journeys.

### **Step 6: Safeguarding Our Future**

Crafting a risk management plan is a proactive measure to anticipate and mitigate potential challenges, ensuring the safety and well-being of our therapy dogs and the community we serve. While this crucial step has no associated cost, it is fundamental to our operation's integrity and longevity.

### **Navigating Forward**

In summary, the strategic operations plan for Canine Concierge Corporation is a carefully charted course toward achieving our vision in Fairfax. With an estimated financial outline ranging from \$20,000 to \$50,000, we are committed to making a difference in the lives of individuals through the healing power of animal-assisted therapy. Investing in our operational backbone reflects our dedication to quality, safety, and the profound impact we envision. As we move forward, our plan is a testament to our commitment to excellence, community, and the enduring bond between humans and dogs.



# A09 | Goals | Develop a Strategic Human Resources Plan

## **Introduction: Our Mission at Heart**

At Canine Concierge Corporation, we embark on a journey to harness the therapeutic power of animal-assisted therapy, guided by a mission that celebrates the bond between humans and dogs. Our team is the backbone of this mission, and developing a strategic HR plan is crucial to nurturing this foundation.

## **Step 1: Mission and Vision Alignment**

Our first step is to align our team structure with our broader mission, defining the roles that will transform our vision into reality. This foundational phase involves no direct costs but is pivotal in steering our efforts towards our goals effectively.

## **Step 2: Crafting Our Team Strategy**

Developing a HR strategy is akin to drawing a map for our journey, detailing how we'll recruit, train, and empower our team. With an investment of \$2,500 to \$5,000, this step ensures we're equipped to build a team as committed and passionate as we are, with clear roles delineated for trainers, handlers, and support staff, reflecting our operational needs and aspirations.

## **Step 3: Financial Framework for Our Human Capital**

- Estimating HR costs is a critical step, projecting the investment required to cultivate a dedicated team. Based on Indeed.com salary indexes and our operational needs, we anticipate this step will range from \$5,000 to \$10,000. This budget covers the compensation for our diverse roles, from Independent Contractors specializing in areas like legal support, fundraising, and social media, to vital positions such as AAT Dog Handlers and an AAT Dog Manager.
- **CLOSED, Owner/Volunteer, Michael Stokes, Director/AAT Dog Handler**
- OPEN, Independent Contractor, Treasurer (Michael Stokes, Acting)
- OPEN, Independent Contractor, Secretary (Michael Stokes, Acting)
- OPEN, Independent Contractor, Legal
- OPEN, Independent Contractor, AAT Dog Handler
- OPEN, Independent Contractor, Fundraising Specialist
- OPEN, Independent Contractor, Fundraising Event Coordinator
- **CLOSED, Corporation, 99Designs/VistaPrint, Print Media Graphic Design: <https://99designs.com/>**
- OPEN, Independent Contractor, Social Media Specialist
- OPEN, Independent Contractor, Public Relations Specialist
- OPEN, Independent Contractor, Office Assistant
- **CLOSED, Corporation, AAT Dog Manager (Veterinary): <https://companionpaws.com>**
- OPEN, Volunteer (\*Per Virginia Law), Board of Directors

#### Step 4: Empowering Through Learning

A comprehensive training and development plan ensures our team not only meets but exceeds our high standards of care and professionalism. Investing \$2,500 to \$5,000 in this area, we aim to provide our staff with the skills and knowledge needed to thrive in their roles and contribute to our mission meaningfully.

#### Step 5: Nurturing Excellence

Performance management is the key to fostering a culture of excellence and accountability. With a budget of \$1,500 to \$3,500, we're committed to implementing a system that recognizes and rewards outstanding contributions, ensuring our team remains motivated and aligned with our mission.

#### Step 6: Strengthening Connections

Communication and engagement are the lifeblood of our operation. Investing \$1,000 to \$2,500 in developing robust channels for dialogue and feedback ensures our team feels valued, heard, and connected to our collective mission.

#### Navigating Forward

Our strategic HR plan is a testament to our commitment to excellence and the profound impact we aim to make in Fairfax and beyond. With a projected cost of \$12,000 to \$26,500, this blueprint is not merely about numbers; it's a reflection of our dedication to creating an environment where every team member can flourish. As we move forward, this plan will serve as a guiding light, ensuring that as we grow, we remain steadfast in our mission, values, and the incredible potential of our canine and human teams alike.

free agent INCOME PROJECT  
SELF-EMPLOYED ASSIGNMENT SELF-SUFFICIENT CONTRACT  
WORKER job BUSINESS  
**Freelance**  
service SELF-MOTIVATED  
independent ASSIGNMENT consultant



# A10 | Goals | Develop a Strategic Technology Plan

## **Introduction: Setting Our Digital Compass**

As we embark on this journey, the convergence of our founder's rich IT experience and the innovative potential of AI software applications sets a distinctive course for Canine Concierge Corporation. Our mission is to harness these digital advancements and ensure our AAT dog practice in Fairfax, Virginia, leads in service quality, efficiency, and client engagement.

## **Step 1: Charting Our Technological Vision**

Our digital voyage begins with defining our technological objectives. Though cost-free, this phase is invaluable. It establishes a roadmap for leveraging technology to enhance our therapy services, streamline operations, and foster deeper connections with those we serve.

## **Step 2: Assessing Our Technological Terrain**

A thorough technology assessment lays the groundwork, identifying our current capabilities and pinpointing the digital tools and infrastructure that will elevate our practice. With an investment of \$5,000 to \$10,000, this step ensures we understand our digital landscape thoroughly and prepares us for a future where technology and therapy intertwine seamlessly.

## **Step 3: Crafting Our Digital Strategy**

Drawing upon our founder's expertise, we'll craft a technology strategy that embodies our commitment to data privacy, security, and business continuity. This comprehensive blueprint, estimated to cost between \$10,000 and \$20,000, will guide our digital transformation, adhering to stringent HIPAA and AVMA standards to safeguard our clients and their animal companions.

## **Step 4: Budgeting for Digital Growth**

Our technology budget is a financial reflection of our ambition, outlining the investments required to implement our digital strategy. Ranging from \$5,000 to \$10,000, this budget covers everything from hardware upgrades to software licenses, ensuring we're equipped for tomorrow's digital demands.

## **Step 5: Implementing Our Digital Dreams**

With a projected investment of \$5,000 to \$10,000, we'll turn our technology strategy into reality. This step involves a meticulous timeline for acquiring, installing, and testing our new systems, ensuring our practice is as innovative as it is compassionate.

## Step 6: Ensuring Digital Durability

Our commitment to technology extends beyond implementation. With an additional \$2,500 to \$5,000, we'll establish ongoing support and maintenance protocols to keep our systems running smoothly, ensuring our practice remains at the forefront of digital excellence.

## Navigating Forward

In sum, our strategic technology plan represents an investment of \$27,500 to \$55,000 in our practice's future. It's a testament to our founder's belief in the transformative power of technology, blending decades of IT experience with cutting-edge AI applications to redefine animal-assisted therapy. This digital blueprint is not just a component of our business plan—it's a declaration of our commitment to innovation, efficiency, and, most importantly, the therapeutic journey we offer to the Fairfax community and beyond. Through strategic investment and expert guidance, Canine Concierge Corporation is poised to lead the way in a new era of digital-enhanced therapy.



# A11 | Goals | Develop a Strategic Research and Development Plan

## **Introduction: Laying the Groundwork**

At Canine Concierge Corporation, nestled in the heart of Fairfax, Virginia, we stand on the brink of pioneering advancements in animal-assisted therapy (AAT). Our mission is propelled by a commitment to research and development (R&D), aiming to deepen our understanding and enhance our practice through innovation. With a strategic approach to R&D, we're setting the stage for groundbreaking contributions to veterinary science and AAT.

## **Step 1: Visioning Our Research Horizon**

Our journey begins with the crystallization of our R&D objectives. Here, we aim to explore new territories in therapy practices, address existing challenges, and harness potential developments in veterinary science. This foundational step, fueled by ambition and foresight, is our launchpad into the realm of research, requiring no financial investment yet invaluable in steering our efforts.

## **Step 2: Assessing Our Needs**

A thorough needs assessment marks our next phase, identifying the resources at our disposal and unveiling opportunities for funding and collaboration. With a projected cost of \$5,000 to \$10,000, this exploration is crucial in mapping out the terrain of our R&D voyage, pinpointing allies in academia, industry, and beyond.

## **Step 3: Crafting Our R&D Strategy**

The cornerstone of our plan is developing a robust R&D strategy. This phase, estimated to cost between \$10,000 and \$20,000, outlines the specific projects that will carry our mission forward. Leveraging insights from across disciplines, we aim to craft an R&D blueprint that aligns with our therapeutic goals, enriching our practice and the field.

## **Step 4: Budgeting for Breakthroughs**

Our R&D endeavors are underpinned by a meticulously planned budget that projects the costs of bringing our research vision to life. The budget, which ranges from \$5,000 to \$10,000, encompasses everything from personnel to discovery tools, ensuring we're equipped to pioneer with purpose.

## **Step 5: Implementing Our Innovations**

The implementation of our R&D strategy translates our plans into action. With an investment of \$5,000 to \$10,000, we embark on the practical phase of our research, from experimentation to testing, guided by a management plan designed for efficiency and impact.

## Step 6: Sharing Our Discoveries

In our final stride, we focus on disseminating the fruits of our R&D labor. Costing between \$2,500 and \$5,000, this plan ensures that our findings reach the right audiences, from the scientific community to healthcare practitioners, amplifying their influence and application.

## Navigating Forward

With a total investment ranging from \$27,500 to \$55,000, our strategic R&D plan is not just an element of our broader business strategy—it's a testament to our dedication to advancing the practice of AAT. By intertwining research with our therapeutic mission, Canine Concierge Corporation stands as a beacon of innovation, poised to contribute valuable insights and methodologies to the field. As we move forward, guided by our founder's commitment and our collective vision, we're not just navigating the future of AAT—we're shaping it.



# A12 | Goals | Develop a Strategic Community Outreach Plan

## **Introduction: Our Commitment to Community**

At Canine Concierge Corporation, nestled within the heart of Fairfax, Virginia, we recognize the profound impact of our animal-assisted therapy (AAT) practice not just as a service but as a cornerstone of community engagement. Having been actively involved in community outreach for several months, our dedication to fostering deep, meaningful connections has never been more robust. This strategic plan outlines our path forward, emphasizing collaboration, awareness, and the tangible benefits of AAT within our community.

## **Step 1: Laying the Foundations**

Our journey begins with clearly defining our outreach objectives. This crucial step, though cost-neutral, sets the stage for impactful engagement, focusing on identifying the communities most in need of our services, potential challenges, and effective communication strategies.

## **Step 2: Understanding Community Needs**

A comprehensive needs assessment is pivotal in tailoring our approach to meet the community where it stands. With an estimated investment of \$5,000 to \$10,000, we aim to capture the heartbeats of our target communities, ensuring our efforts resonate profoundly and authentically.

## **Step 3: Crafting Our Outreach Strategy**

Developing a nuanced community outreach strategy involves planning events and weaving our mission into the fabric of local life. With a budget ranging from \$10,000 to \$20,000, we envision a series of initiatives—from social media campaigns to community events—that align with our commitment to healing and support, leveraging our active engagements and collaborations for broader impact.

## **Step 4: Budgeting with Purpose**

Our community outreach endeavors are underpinned by a carefully constructed budget that forecasts the costs associated with bringing our vision to life. From \$5,000 to \$10,000, this budget encompasses everything from event costs to compensating the passionate individuals driving our mission forward.

## **Step 5: Bringing Our Vision to Life**

Our plans take flight when we implement our community outreach strategy. With an anticipated cost of \$10,000 to \$20,000, we're set to engage our community through various channels, ensuring our message reaches and resonates with those we aim to serve. Our commitment to creativity, volunteer engagement, and meaningful metrics underscores our approach.



## Step 6: Evolving with Our Community

As our outreach efforts unfold, a continuous cycle of analysis and refinement, budgeted between \$2,500 and \$5,000, ensures our strategies remain agile and responsive to the community's evolving needs. Collaboration remains at the heart of our adjustments, ensuring our outreach remains effective and deeply connected to the community's pulse.

### In Conclusion

The strategic community outreach plan for Canine Concierge Corporation represents an investment ranging from \$27,500 to \$55,000 in our community's well-being and the spread of animal-assisted therapy's benefits. As we forge ahead, our foundation of active community projects and the strategic allocation of resources will enable us to deepen our impact, enriching lives and strengthening bonds within Fairfax. Our plan is not just a roadmap for outreach but a testament to our belief in the power of community, collaboration, and the healing touch of our therapy dogs.



# A13 | Goals | Develop a Strategic Fundraising Plan

## **Introduction: Crafting Our Financial Future**

At Canine Concierge Corporation, our journey is propelled by a vision to revolutionize animal-assisted therapy in Fairfax, Virginia, with our commitment underscored by thoughtful engagement in community projects and initiatives. Amidst awaiting our 501c(3) status and setting the stage for significant support from various sectors, our strategic fundraising plan is designed to navigate these waters with precision, agility, and foresight.

## **Step 1: Envisioning Our Fundraising Horizon**

Our initial step is to delineate clear fundraising goals and objectives, a foundational phase that requires no financial outlay but is critical in charting our course. This involves understanding the scope of funding necessary to sustain and expand our AAT practice and outlining a timeframe for achieving these goals.

## **Step 2: Laying Out Our Fundraising Path**

Developing robust fundraising strategies is pivotal and requires an investment of \$5,000 to \$10,000. This step ensures we're prepared to effectively engage potential donors, leveraging our insights and the compelling narrative of our mission to build enduring support networks.

## **Step 3: Crafting Our Narrative**

Creating a compelling case statement, estimated to cost between \$5,000 and \$10,000, is essential in capturing the hearts and minds of potential contributors. This narrative underscores our work's unique value and impact, connecting emotionally with donors and illustrating the transformative power of their support.

## **Step 4: Understanding Our Supporters**

Segmenting our donor base, with a projected cost of \$2,500 to \$5,000, enables us to tailor our outreach, ensuring we communicate with potential donors in the most resonant and effective ways. This segmentation informs our approach, aligning our messaging with the interests and motivations of different donor groups.

## **Step 5: Planning with Precision**

The development of a comprehensive fundraising budget, requiring an investment of \$10,000 to \$20,000, lays the financial groundwork for our initiatives. This budget encompasses the costs associated with executing our fundraising strategies, from promotional efforts to event organization, ensuring we're equipped for success.

## **Step 6: Activating Our Strategy**

Implementing our fundraising strategies is where our plans come to life. With costs ranging from \$10,000 to \$20,000, this phase involves rolling out targeted fundraising campaigns, from online platforms to community events, each designed to engage and inspire our audience to action.

## **Step 7: Reflecting and Refining**

Evaluating our fundraising efforts, with a budget of \$2,500 to \$5,000, is crucial for continuous improvement. This step allows us to assess the effectiveness of our strategies, adapt to emerging trends and opportunities, and further hone our approach to ensure maximum impact.

## **Navigating Forward**

Developing our strategic fundraising plan represents a financial commitment of \$35,000 to \$70,000. This investment reflects our dedication to securing the necessary resources for our AAT practice and our commitment to operational excellence, community engagement, and the enduring value of our mission. As we await the pivotal decision from the IRS, our proactive steps toward grant submissions, local corporate sponsorships, and future outreach to A-List celebrities demonstrate our multifaceted approach to building a sustainable and impactful practice. Through strategic planning and community collaboration, Canine Concierge Corporation is poised to leave a legacy of healing and hope in Fairfax and beyond.



# A14 | Goals | Develop a Strategic Public Relations Plan

## **Introduction: Shaping Our Narrative**

In the heart of Fairfax, Virginia, Canine Concierge Corporation embarks on a mission to not only provide transformative animal-assisted therapy but also to weave our story into the fabric of the community. Our strategic PR plan is designed to illuminate our services, mission, and impact, fostering support and engagement at every turn.

## **Step 1: Crafting Our PR Vision**

Our journey begins with setting clear, ambitious PR objectives. This foundational step, requiring thoughtful deliberation but no direct costs, aims to elevate awareness, enhance our reputation, and cultivate a community of supporters and advocates for our cause.

## **Step 2: Understanding Our Landscape**

A comprehensive PR situation analysis, with an estimated cost of \$5,000 to \$10,000, lays the groundwork for our strategic efforts. This phase assesses both the opportunities and challenges within our environment, ensuring our strategies are both informed and impactful.

## **Step 3: Messaging with Purpose**

Developing key messages, at an estimated cost of \$2,500 to \$5,000, ensures that our communication resonates deeply with our audience. These messages will articulate our values, differentiate our services, and align with our overarching mission, forming the core of our PR narrative.

## **Step 4: Strategizing for Impact**

Crafting our PR strategies and tactics involves a nuanced approach to engaging our community and stakeholders. With a budget ranging from \$10,000 to \$20,000, we plan to employ a mix of traditional and digital media, events, and direct community engagement, tailored to amplify our presence and message effectively.

## **Step 5: Budgeting for Success**

Our comprehensive PR budget, projected to cost between \$10,000 and \$20,000, outlines the financial roadmap for executing our plan. This budget encompasses all necessary expenses, from staffing and consultancy fees to promotional materials and event costs, ensuring we have the resources to bring our vision to life.

## Step 6: Bringing Our Story to Life

The implementation of our PR plan is where our strategic vision becomes reality. With an investment of \$30,000 to \$60,000, we will execute our carefully crafted strategies, engaging our community, managing our media relations, and solidifying our brand presence in the hearts and minds of our audience.

## Step 7: Reflecting and Refining

Evaluating our PR efforts, with a budget of \$2,500 to \$5,000, allows us to measure our impact and adapt our strategies for continued growth and engagement. This step ensures that our PR endeavors remain dynamic, responsive, and aligned with our goals.

## Navigating Forward

In total, our strategic PR plan represents an investment of approximately \$60,000 to \$125,000. This financial commitment underscores our dedication to not just sustaining but flourishing as a vital part of our community's fabric. Through targeted communication, meaningful engagement, and a steadfast commitment to our mission, Canine Concierge Corporation is poised to make a lasting impact in Fairfax and beyond. Our plan is not merely a component of our business strategy—it's a declaration of our intent to serve, engage, and inspire at every opportunity, crafting a narrative of hope, healing, and community connection.

# Public Relations





# A15 | Goals | Develop a Strategic Sales Plan

In the heart of Fairfax, Virginia, Canine Concierge Corporation embarks on a journey to bring healing and joy through the compassionate work of our animal-assisted therapy (AAT) program. Featuring two medically trained, registered, and certified AKC Golden Retrievers, our mission is to weave the therapeutic magic of these gentle souls into the fabric of our community. Our strategic sales plan is a blueprint designed to secure the support and funding necessary to make this vision a reality, nurturing our growth and enabling us to touch more lives.

## **Introduction to Our Sales Strategy**

Our sales strategy is more than a plan; it's a commitment to creating and sustaining meaningful relationships with philanthropists, grantors, sponsors, and donors. It's about conveying the value and impact of our work, inviting investment in a mission that not only changes lives but enriches our community in immeasurable ways.

### **Step 1: Setting the Foundation**

**Define Clear Objectives:** Establish specific, measurable goals for funding needed to support and expand our AAT dog practice. This step is about vision and precision, setting targets that align with our mission's core needs.

**Cost:** This foundational step incurs no direct costs but requires the investment of time and dedication to detail.

### **Step 2: Mapping the Terrain**

**Market Analysis:** Conduct thorough research to understand the landscape of potential funding sources within Fairfax and beyond. This includes identifying philanthropic individuals, organizations interested in supporting animal-assisted therapy, and grant opportunities tailored to nonprofit initiatives.

**Cost:** Estimated between \$3,000 to \$7,000, this step involves leveraging professional services to ensure a comprehensive analysis.

### **Step 3: Crafting Our Message**

**Develop Key Sales Messages:** Create compelling narratives that highlight the unique benefits of our AAT program, the impact of our work, and the specific needs our program addresses. These messages will guide all communication efforts.

**Cost:** Developing these key messages, with the assistance of a professional copywriter or marketing specialist, may range from \$2,000 to \$5,000.

### **Step 4: Engaging Our Community**

**Outreach Strategy:** Identify and implement strategies for reaching potential funders, utilizing a mix of personal outreach, tailored presentations, social media campaigns, and community events to build awareness and support.

**Cost:** The execution of a multi-faceted outreach strategy is estimated to cost between \$10,000 and \$20,000, accounting for event hosting, promotional materials, and potential digital marketing expenses.

### **Step 5: Building Relationships**

**Fostering Connections:** Develop a plan for ongoing engagement with current and potential supporters, ensuring our community feels connected to our mission and the tangible outcomes of their support.

**Cost:** While building relationships is an ongoing effort, initial setup and management tools for CRM systems can range from \$2,000 to \$4,000.

### **Step 6: Measuring and Adapting**

**Performance Evaluation:** Regularly assess the effectiveness of our sales strategies, making data-driven adjustments to improve outreach and increase funding.

**Cost:** Evaluation tools and services can range from \$1,000 to \$3,000, focusing on metrics such as engagement rates, conversion rates, and ROI on specific campaigns.

### **Conclusion and Next Steps**

In crafting our strategic sales plan, we're not just seeking funding; we're inviting partners to join us on a journey of healing, growth, and community impact. With an approximate total cost of \$18,000 to \$39,000 for the initial setup and execution of this plan, we're poised to lay a strong foundation for our work, ensuring that Canine Concierge Corporation can continue to offer the healing touch of our Golden Retrievers to those in need.

As we move forward, guided by our strategic sales plan, we remain committed to transparency, excellence, and the deep belief in the power of animal-assisted therapy to transform lives. Together, with the support of our community and partners, we'll weave a story of hope, healing, and compassion that will resonate far beyond the bounds of Fairfax, Virginia.

# A16 | Goals | Develop a Strategic Customer Service Plan

## **Introduction: Elevating Our Service Experience**

At Canine Concierge Corporation, nestled in the heart of Fairfax, Virginia, we're embarking on a journey to redefine the standards of customer service within the animal-assisted therapy (AAT) sector. Leveraging our founder's expertise with artificial intelligence (AI) applications, we aim to craft a customer service plan that not only meets but exceeds the expectations of those we serve, guided by our "trust, but verify" principles.

### **Step 1: Understanding Our Audience**

Our mission begins by identifying the diverse needs of our clientele, from patients seeking comfort in healthcare settings to children requiring a supportive therapy companion. Understanding our target audience is foundational, requiring diligent research and empathy to ensure our services resonate deeply and meaningfully.

### **Step 2: Meeting Expectations with Insight**

By engaging in feedback surveys and market research, estimated to cost between \$2,000 and \$5,000, we aim to capture the essence of our customers' expectations. This step is vital in tailoring our AAT services to deliver not just therapy but transformation.

### **Step 3: Vision for Service**

Crafting a customer service vision that embodies our commitment to excellence involves no direct costs but demands a dedication to defining the values and principles that will underscore every interaction with our community.

### **Step 4: Empowering Our Team**

Investing in staff training, with an estimated budget of \$3,000 to \$7,000, ensures our team is equipped with the skills necessary to provide empathetic, effective, and transformative customer service. From communication techniques to empathy training, our staff will embody the heart of our mission.

### **Step 5: Initiating Excellence**

The implementation of customer service initiatives, anticipated to require a budget of \$2,000 to \$5,000, reflects our innovative approach to engagement. Utilizing AI to personalize customer experiences, from welcome packs to tailored communications, showcases our dedication to setting a new standard in AAT services.

### **Step 6: Ensuring Satisfaction**

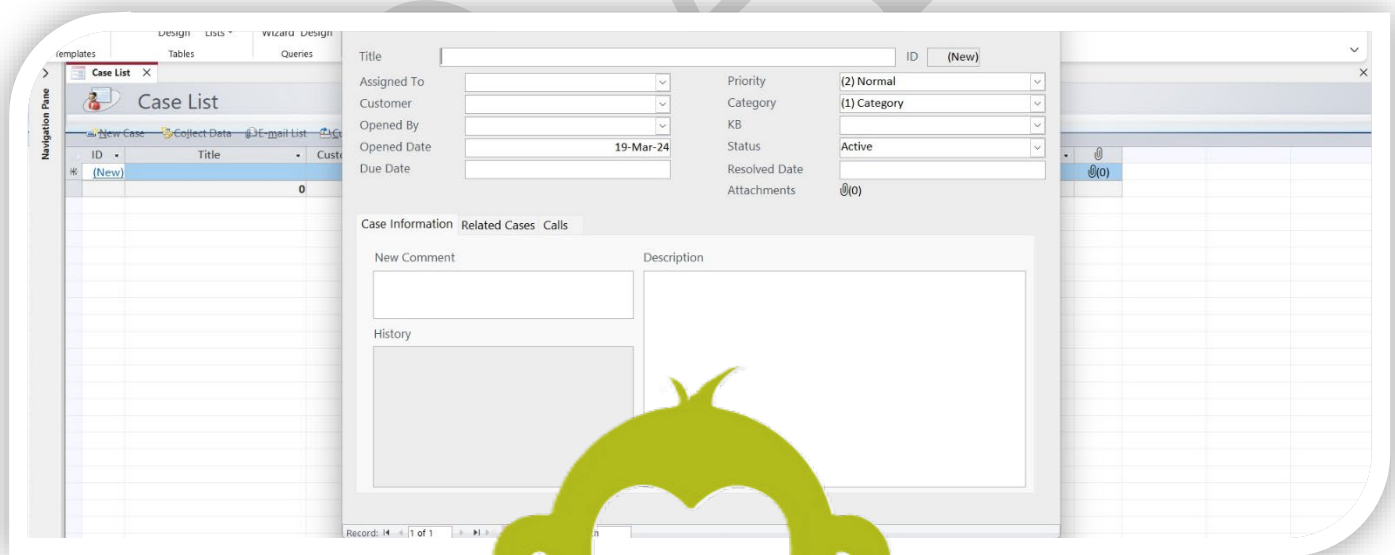
Monitoring customer satisfaction is an ongoing endeavor, estimated to cost between \$1,000 and \$3,000. Regular surveys and feedback mechanisms will provide the insights needed to continually refine and enhance our service offerings.

### Step 7: Commitment to Improvement

Our dedication to continuous improvement is woven into the fabric of our operations. Adjusting our services based on direct feedback ensures that our customer service remains dynamic, responsive, and aligned with our community's evolving needs.

### Navigating Forward

Overall, the development and implementation of our strategic customer service plan represents a financial commitment of \$10,000 to \$20,000. This investment underscores our dedication to not just meeting but exceeding the expectations of those we serve. By integrating the innovative use of AI with a deep commitment to empathetic customer service, Canine Concierge Corporation is poised to lead the way in delivering exceptional animal-assisted therapy experiences. As we move forward, our strategic approach to customer service is set to become a cornerstone of our practice, ensuring every interaction is a step towards healing, comfort, and support for our community in Fairfax and beyond.



# SurveyMonkey®





# B U S I N E S S   P L A N

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