Peppy Pet Rescue Business Plan

Appendix A

1.0 Executive Summary

Peppy Pet Rescue is a nonprofit 501(c)(3) volunteer-based animal welfare organization dedicated to rescuing homeless dogs and cats that have been abandoned, surrendered, or lost . By working with a network of volunteer advocates, foster caregivers, local veterinarians, trainers and shelters, Peppy Pet Rescue is able to rescue many animals every year. We provide these animals with care and temporary homes until we can place them into their permanent homes. We also serve as a resource to our community by providing information on pet ownership, including resources for spay/neuter, positive behavior training, nutrition and veterinary care. We believe that no animal should be mistreated and are working towards the day when no companion animal is euthanized for lack of a home. Peppy Pet Rescue was founded in 2021 by Bryn Hudson in Paradise, TX after learning that the area had been inundated with stray and relinquished animals. Peppy Pet Rescue was formed to rescue as many stray and homeless animals as possible.

1.1 Organizational Structure

Peppy Pet Rescue is organized exclusively for charitable and educational purposes of companion animal rescue. The organization is not-for-profit and obtained 501(c)(3) status from the IRS in 2022. Bryn Hudson serves as the executive director of Peppy Pet Rescue, running the day-to-day operations. In addition to Ms. Hudson, the organization has an all-volunteer staff consisting of one records manager, and one treasurer. The group as a whole is responsible for recruiting volunteers to help the other coordinators carry out their tasks as well as managing the volunteer program. Peppy Pet Rescue hopes to build a shelter in the future to provide

more spaces to keep some of the organization's animals. As we obtain additional space, the organization will also expand its staff and volunteer base.

2.0 Services

Peppy Pet Rescue fosters and adopts out dogs and cats who are currently homeless. All animals in our care are tested for common diseases, assessed behaviorally, provided with necessary medical care, vaccinated and altered before they are adopted into permanent homes. We have several volunteers who are knowledgeable about common dog and cat behavior issues and are available to advise all foster providers and adopters. We partner with other community resources such as low cost spay/neuter clinics, veterinarians who are willing to give us a discount, and pet food pantries to take care of all animals in our care. Good customer service is a cornerstone of our philosophy. We want every person who encounters the organization to feel like he or she has been folded into our family. We also want to get the animals out of our care and into their permanent homes as quickly as possible so that we may save even more lives. We are committed to making the adoption process as seamless as possible.

2.1 Intake and Humane Capacity

Peppy Pet Rescue rescues most of our animals from abandonment and owner surrender. We take as many animals as we can while still ensuring that all animals under our care are receiving all good care. We take care to ensure that we are not overwhelmed with the number of difficult cases or animals in general. We have ongoing conversations with foster providers to determine their capacity and we do not exceed those limitations. Specifically, we consider the number of pets in a home (their own plus any fosters), special medical issues, special behavior issues, pregnant animals, mothers and their babies as well as other issues. Once we are at capacity, we do not bring any additional animals into the rescue until a space at an appropriate foster home opens up or a kennel spot opens at our facility. We

ask that any animals that are adopted from our rescue are returned to us if they need rehomed.

2.2 Adoptions

Our goal this year is to place as many animals in permanent homes, and find a safe solution for animals who cannot find permanent homes. In addition to promoting animals through our website and social media channels, the main way for potential adopters to meet and adopt our animals is through our adoption events. We try to hold adoption events at least twice per month, and attempt to take at least 10 or more animals to each event. We would like to hold more adoption events on the weekends and are actively looking for volunteers interested in running adoption events. All animals attending the adoption event are current on their shots and free of any communicable illnesses. Animals should be in our organization and healthy before they are allowed to attend an adoption event. We generally require that all animals attending an adoption event behave well in unfamiliar areas and can co-exist with other animals. We will not allow, for example, a dog to attend an adoption event if that dog is highly reactive to other animals. Cats need not be as well socialized with other animals as they are all in cages for the duration of the event, unless a potential adopter is interested in meeting one. We also have a "Pet of the Week" feature on Facebook that allows us to highlight animals that are having a difficult time finding their permanent home.

2.3 Fostering

Once foster caregivers go through an orientation process, animals may be delivered to their homes. We provide names of vets and clinics where foster animals can be taken, as well as communication with the foster while the animal is placed in the foster's care. We will always find a new foster home for a pet when requested by a foster provider.

3.0 Market Analysis

The goal of Peppy Pet Rescue is to help every homeless pet in our community find a home and reduce the number of companion animals that are euthanized. We know we cannot do this on our own and have enlisted the help and resources of other local rescue groups, trap-neuter/spay-return ("TNR") groups, spay/neuter clinics, veterinarians, the local shelter and other community advocates to help reduce the number of homeless animals, find new homes for ones that are in need and prevent pets from being surrendered into the shelter and rescue group system in the first place.

SWOT Analysis
Strengths:
• Provide local residents with another outlet to help with abandoned or neglected animals, as well as surrendered animals.
• Work collaboratively with other organizations to increase the chance of reducing the homeless animal population on a community level.
Weaknesses:
• Requires a significant amount of funding dependent on donations and fundraising events, as well as raising funding for a shelter to be built.
• Requires significant dedication from a volunteer staff.
 Opportunities:
• Build additional relationships with community animal advocacy groups.
• Increase staff and volunteer knowledge regarding community education.
• Increase presence in economically disadvantaged and senior populations.
 Threats:
• We currently provide the same services for homeless animals as numerous other organizations in the community with little distinction for our organization.
• Failing to acquire necessary funding to sustain the program will limit the number and type of medical cases that we can treat.
• Failing to properly manage and sustain a team of volunteer staff and foster providers will limit our ability to run the organization effectively.
• Failing to maintain capacity will cause harm to the animals.

4.0 Funding

Peppy Pet Rescue will fund its operations with adoption fees, fundraising events, donations, corporate matching programs and grants. All positions are unpaid, as such, the vast majority of funds will go towards either caring for the animals in our charge or enhancing and expanding the organization's operations. In general, foster providers are expected to provide their own resources for the daily care of their foster dog or cat (e.g., food, bowls, litter, litter pans, toys). Peppy Pet Rescue will provide collars, leashes and all veterinary care, as long as the foster uses the approved veterinarians. These expectations are clearly explained to foster providers before the animal is placed in foster home. The organization will keep supplies on hand for emergency situations. We have teamed up with two local veterinarians who give us discounted rates. Additionally, we have all animals altered at a local high volume spay/neuter clinic or through one of our partner veterinarians at a much reduced rate. The budget for 2023 is included in Appendix B.

4.1 Marketing Plan and Strategy

Our marketing strategy is based on exposure from social media as well as developing relationships with local vendors and media outlets. We utilize Facebook to promote our animals, adoption events and fundraisers as well as to request donations. In terms of volunteers, donors, foster providers and adopters, people in the local community are our target audience. We plan on partnering with local stores (not just pet stores, but also grocery stores, big box stores and community centers) to post flyers in order to reach this population.

Our goals for 2023 include:
- Adopting animals consistently so that we can keep open kennel spots at the rescue.
- Get grant funding and donations from the community to build a metal building that will be used as a shelter for the animals. The building will be climate controlled, as well as equipped with water

and power to keep the animals comfortable. They will have runs as well in connection with their kennel space to give them outside exercise.

- Start a website that will help get animals adopted and provide a space for the community to come and see updates on animals in the shelter's care.
- Increase our number of supporters and donations by 25% on Facebook.
- Increase our volunteer numbers and set up work days to help with cleaning up around the shelter.
- Plan adoption events in different parts of the DFW area.

5.0 Conclusion

Although we are a young organization, we believe that collectively we have the experience, savvy and diversity to allow Peppy Pet Rescue to grow and flourish. While we are mindful of not overextending ourselves, we are looking forward to expanding in the future as resources allow.