

**Fairleigh Dickinson  
University**

Final Project – Non Profit Organization

**MADS Building Strategic Partnerships**

Professor: John R. Furgazzie

November 21<sup>st</sup>, 2020

**By Rosmary Encarnacion Mateo**

This project offers an overview of the non-profit and rescue organization FrienPETS, whose mission is to provide information and education about elderly pets and to help pet parents prepare for the illnesses and accidents that may afflict an aging pet in New Jersey. Also, we help find adoptive homes for senior pets in need, and provides foster-based hospice care for those who are unable to be adopted. Senior Pets in New Jersey need to find their forever homes.

We hope this project inspires many people to be a part of this beautiful cause. Both institutions and the government. Senior pets need our love.

The Nonprofit Project FrienPETS was written and designed by Rosmary Encarnacion.

November 2020.



## **Table of Contents**

- I. INTRODUCTION
- II. SENIOR PETS
  - A. Why Do Senior Pets End Up in Shelters?
  - B. Why people do not adopt senior pets?
  - C. Why you Should Adopt a Senior Pet?
- III. FRIENPETS
  - A. FrienPETS' Objectives
  - B. Our Mission
  - C. Our Social Responsibility
  - D. Vision:
  - E. Core Values
  - F. Our Services
  - G. Facilities
- IV. WHERE FIND FRIENPETS?
  - A. Upcoming Online & In-person Events
- V. MARKETING PLAN AND STRATEGY
  - A. Support an Old Frien' Program
- VI. FUNDING
- VII. POSSIBLE COLLABORATIVE PARTNERSHIP AND SPONSORS
- VIII. BUDGET
- IX. GRANTS
- X. EVALUATION AND CONCLUSION
- XI. REFERENCES

## XII. INTRODUCTION

Just take a minute to imagine a moment to envision carrying on with most of your life in a warm, cheerful family with treats and recess aplenty. You take strolls around the local you've known for quite a long time, you can generally depend on your next feast, and you throw around recognizable noisy toys you've bitten on since you were youthful. At that point all of a sudden, you end up sitting in a four-by-four foot, chilly, metal pet hotel encompassed by boisterous commotions and individuals you've never met. Individuals come in and out yet consistently choose the adorable, brilliant peered toward, unsteady pup a couple of pens down. Each time you get your expectations up, the decent woman in advance says, "Don't stress, you'll get received soon." This is the truth for some senior pets that are given up to covers only for being "hard to think about" or "not as fun as they used to be".

FrienPETS was created to help older pets, who need a home and our care. It is a nonprofit organization that focuses on senior pets. Our mission is not only to save the lives of those senior pets, but also to change the way people view and treat older dog and cats, and to let senior pets enjoy the twilight of their lives through rescue, foster, adoption, and sanctuary. We rescue senior dogs and cats from traditional shelters. We find homes for the adoptable ones, and offer a peaceful sanctuary life for those that are not. Often the senior pets we rescue from behind metal bars aren't just "strays" – they are beloved pets who have lost a guardian usually through no fault of their own; death or incapacitation of a guardian, foreclosure, change in lifestyle, or the inability to care for a pet any longer. In a perfect world, every senior pet would spend the twilight of their lives surrounded by love and family. Love Has No Age Limit and senior pets


know that more than any other pets! Adopting a senior pet changes not only their life for the better, but yours as well.

In this project you will see the data and conditions of older pets. Why they need us and we must help them. We are going to budget and identify the means and marketing strategies that we are going to use to make this project a reality.




## I. SENIOR PETS

Millions of dogs and cats are surrendered to shelters every year, and for those who are a bit older, it can be even harder for them to find adoptive homes.

|   | CAT YEARS | HUMAN YEARS |
|---|-----------|-------------|
|  | 7         | 54          |
|   | 10        | 63          |
|   | 15        | 78          |
|   | 20        | 97          |

|   | DOG YEARS | HUMAN YEARS<br>(small to very large dogs)* |
|---|-----------|--|
|  | 7         | 44 to 56                                   |
|   | 10        | 56 to 78                                   |
|   | 15        | 76 to 115                                  |
|   | 20        | 96 to 120                                  |

Age: Estimated Human Equivalents for Older Pets  
 \*Small: 0-20 lbs; Medium: 21-50 lbs; Large: 51-90 lbs; Very large: >90 lbs

It varies, but cats and small dogs are generally considered “senior” at seven years of age. Larger breed dogs tend to have shorter life spans compared to smaller breeds and are often considered senior when they are 5 to 6 years of age. Contrary to popular belief, dogs do not age at a rate of 7 human years for each year in dog years. (AVMA, 2019)



*According to the America pet productions association in 2019.*

According to a report by the College of Veterinary Medicine and Biomedical Sciences, 47.4% of shelter dogs and cats are between the ages of 5 months and 3 years old, and very few shelter dogs and cats exceed age 8.

Open-access shelters are responsible for accepting all pets — friendly, aggressive, healthy, sick, young and old. But faced with limited space and a finite number of adopters, shelters have to decide to humanely euthanize some of their pets. Senior dogs and cats face a higher chance of being euthanized than their healthy, young counterparts.

Old Friends Senior Dog Sanctuary, based in Tennessee, gives the grim truth:

*“Senior dogs, especially those with medical problems or disabilities, face a much greater chance of euthanasia at shelters than younger dogs because it is difficult to find adopters for them due to their shorter additional life expectancy and unknown veterinary costs.” (Petful, 2017)*

For an old dog or cat, the cruelest fate is dying in an animal shelter without love, comfort or warmth. For years, they gave their human love and devotion, only to be left in a cold, noisy place. Perhaps their human died, or maybe just couldn't pay the vet bills anymore. Whatever happened, the pet is confused and often depressed.

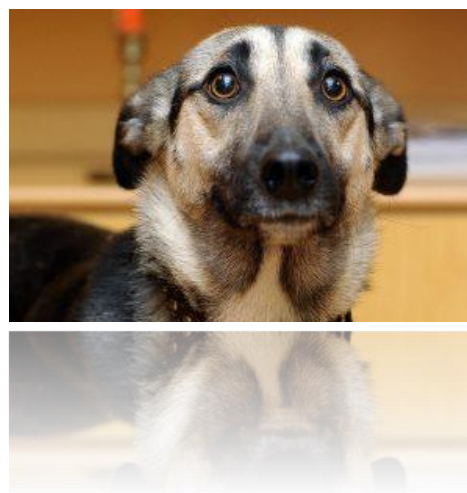


## A. Why Do Senior Pets End Up in Shelters?

Individuals give up their old pets to covers for various reasons.

Since senior pets have frequently been with a solitary family their whole carries on with, the purposes behind acquiescence will in general be more genuine, for example,

- ✗ Many senior pets that end up in shelters were cherished companions of elderly people who died or had to move to an assisted living facility that won't allow pets. The family either won't take the pets or there is no family to assume responsibility for them.
- ✗ People divorce and neither person wants the pets.
- ✗ Children are born, and the senior dog isn't able to tolerate the
  - ✗ young children because of their energy level, or
  - ✗ the parents just don
- ✗ They do not want one more responsibility.
- ✗ People say they have no time for the dog.
- ✗ The dog has become incontinent and rather than taking the dog to a vet to determine the problem, the people bring the dog to a shelter. In many cases without telling the shelter the real reason they're surrendering the dog.





## B. Why people do not adopt senior pets?

- ✓ Senior are hard to place. People like cute cuddly puppies, who are a lot work. And, ultimately all puppies grow up.
- ✓ Seniors are often abandoned at the Shelters. Sometimes a puppy has replaced them. Or, their owners died, and the family dumped them.
- ✓ Life span and health issues are the main ones.
- ✓ Most people want pups with a young family so they can grow together.
- ✓ Older pets may take a little longer to settle into a new home and routine.



Dog Bowl stars Dino (left) and Gus, both 6, were adopted from the ASPCA Adoption Center.

### **C. Why you Should Adopt a Senior Pet?!**

- ✗ Loyalty, Loyalty, Loyalty! -A senior pet can sense that he or she was saved and will be eternally loyal to his or her new “forever” family.
- ✗ Ease of Guardianship. Senior pets are mellow, relaxed and ready for a new home.
- ✗ No Huge Lifestyle Change. You don’t need to worry about puppy and kitten proofing your house and constant training. (“No! Drop it! Not yours!”) And older pets let you get a good night’s sleep!
- ✗ Old Dog, New Tricks. Senior dogs can learn new tricks and be valuable family and community members. They also make excellent therapy dogs.

Companionship for All. Senior pets make wonderful companions for everyone, especially senior people and busy professionals

### **Need more reasons?**

#### **Benefits of Adopting a Senior Dog**

Old dogs aren’t obnoxious or high-maintenance, and they’re usually house-trained. They seldom dig or chew. They prefer to lie in the sun or curl up next to your feet. They’ll enjoy walks or trips to the park, but they’d just as soon chew a nice, meaty bone in front of the fireplace.

#### **Benefits of Adopting a Senior Cat**

They’re already socialized. “What you see is what you get,” says MEOW Cat Rescue. “Adult cats already know who they are.” They’re mellower than kittens. Most of us have had to run around keeping kittens from chewing electrical cords or getting into paint. Veteran cat rescuer Karen Waldron points out that kittens are “often high energy, and you need to kitten-proof your home.... I will always take a senior over a kitten.”

Finally, did you know you could be helping TWO pets, not just one, when you adopt?

That's because every time you adopt an animal, you open up a space for another animal. So you're not only giving an older pet another chance for a home — you're also helping to ease overcrowded shelters and rescues.



## II. **FrienPETS**



### **FrienPETS**

Just take a minute to imagine a moment to envision carrying on with most of your life in a warm, cheerful family with treats and recess aplenty. You take strolls around the local you've known for quite a long time, you can generally depend on your next feast, and you throw around recognizable noisy toys you've bitten on since you were youthful. At that point all of a sudden, you end up sitting in a four-by-four foot, chilly, metal pet hotel encompassed by boisterous commotions and individuals you've never met. Individuals come in and out yet consistently choose the adorable, brilliant peered toward, unsteady pup a couple of pens down. Each time you get your expectations up, the decent woman in advance says, "Don't stress, you'll get received soon." This is the truth for some senior pets that are given up to covers only for being "hard to think about" or "not as fun as they used to be".

At the point when families set out to receive a pet they for the most part have their eyes set on a child, similar to a little dog or a cat. Sadly, senior pets are more averse to be received and frequently wind up spending the remainder of their lives in covers without a family. These creatures merit another opportunity, and that is the reason FrienPETS was created.

A few people accept more established canines and felines are in covers since they are damaging or have terrible conduct. Notwithstanding, there are a lot of reasons why a pet can wind up destitute by no deficiency of their own. Family movement, demise, budgetary entanglements, or uncommon

way of life changes, for example, separation can affect canines and felines. Tragically, this can put senior creatures at an expanded danger for willful extermination when left at covers.



## **A. FrienPETS' Objectives:**

- Rescuing stray and relinquished senior animals from animal shelters that have not been adopted and are scheduled to be euthanized. Young at Heart takes the animals that are considered “too old” for traditional shelters and rescues and provides them with a chance at a forever home, either with a new loving family, or through our Sanctuary Program.
- Opening an adoption center and sanctuary where rescued senior pets can be safely sheltered without the threat of euthanization until adoptive families are found for them, or where they may live out their days surrounded by the best care and love at our sanctuary.
- Providing medical care to neglected, abused and injured senior animals.
- Rehabilitating hard-to-adopt senior animals and finding them loving homes.
- Promoting the benefit of adopting older pets, and educating the public on the care of senior dogs and cats.
- Educating children and adults alike on responsible pet guardianship.
- Creating an alliance with local shelters and animal rescues to improve the adoption rate of senior pets.



**FrienPETS**

## **B. Our Mission**

- Provide free pet insurance to at risk senior pets.
- Educate people about the joys and challenges of living with older dogs while providing the pups at the sanctuary with good food and veterinary care for the rest of their lives.
- Our vision is to find a team of volunteers to bring supplies and help bring the dogs to a local veterinary clinic when they need care.

We want to change the lives of many senior pets.

FrienPETS promotes the adoption of senior pets to show that animals are deserving of a forever home, regardless of their age.

## **C. Our Social Responsibility**

We believe all animals deserve our compassion and protection.

We work for the day when all animals' lives are respected for their inherent value, whether dogs, chickens, cows or fish.

Our planet is in crisis from over-consumption, and the use and abuse

of animals contributes tremendously to the climate catastrophe and incalculable animal suffering.



**FrienPETS**

## **D. Vision:**

To enhance the lives of senior dogs by providing them with a forever home and to change the way people value and view older dogs.

### E. Core Values:

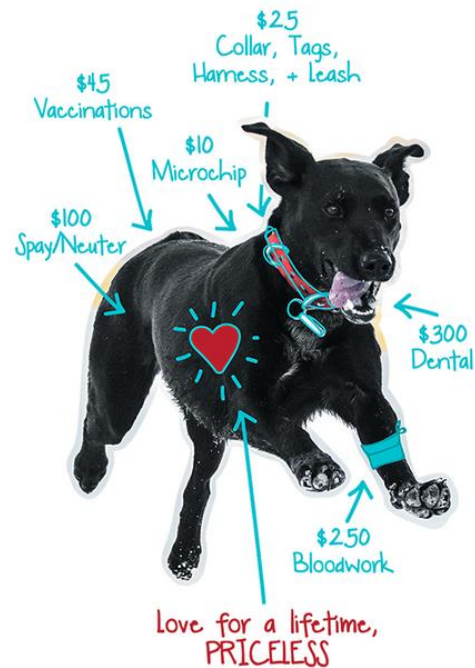
~Treat every dog that enters Marty's Place with Respect and Dignity, just as we would expect to be treated.

~Insist on the highest Ethics and Integrity in everything we do and from everyone who is part of FrienPETS.

~Treat our dogs with Compassion, especially when faced with the end of life decisions.

~Provide the highest Quality of animal care and all other sanctuary programs; ensure that all associated with the sanctuary will have a positive experience.

~Partnerships: Work closely with community organizations and individuals to develop and promote animal welfare and humane education programs.



### F. We provide a variety of services:

- Adoption services.
- Foster homes.
- Education for animal caretakers.
- Medical/financial assistance for some fosters or adopters.
- Training for the pets.



## G. Facilities

Our Sanctuary building, will be located in New Jersey, blends home-like aspects with features specific to housing senior pets. It includes:

- ✗ Individual Living Spaces for up to 40 pets
- ✗ A large multi-purpose room and several smaller lounges where pets are free to roam, relax, socialize or snooze.
- ✗ Outdoor Activity Areas – fenced in and ideal for play, exercise or catching some sun
- ✗ Grooming and Bathing areas
- ✗ Laundry Room, Pantry and Storage space.
- ✗ A Treatment Room where resident dogs can receive simple medical care.
- ✗ Short-Term Isolation Rooms for pets with health concerns.
- ✗ Office, Conference and Lounge space for staff, volunteers and visitors.
- ✗ 25-plus acres of wooded walking trails.
- ✗ A second structure houses an enclosed, in-ground swimming pool for water exercise.



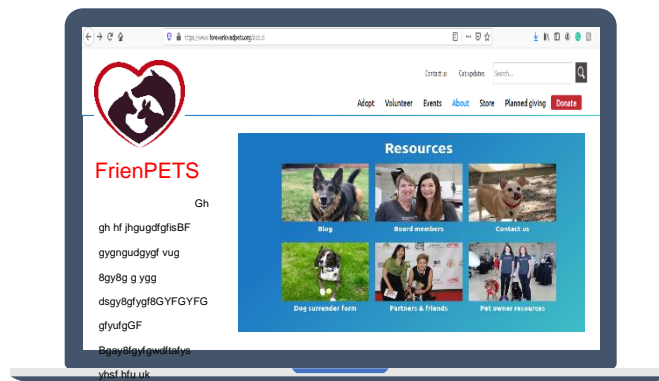
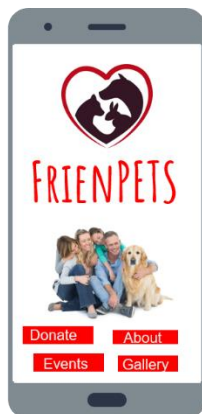
### III. WHERE FIND FRIENPETS?

#### Social Media and Multimedia.

We are going to be on all the social media with the name FrienPETS. Also, we are going to have a website, where people can read more about us see our mission, our partnership, and also see our pets. If anybody wants to donate to our organization, they will be able to do it on the website.

[Instagram](#) / [Facebook](#) / [LinkedIn](#) / [Snapchat](#) / [Website](#)

People can be part of us and see all our results through social medias.



## A. Upcoming Online & In-person Events

People will be able to see our events which we do to raise money for senior pets. Due to the pandemic, we cannot carry out face-to-face activities, therefore they will be virtual and announced through our digital platform.



Giving Tuesday 2020  
December 1, 2020

Giving Tuesday is an international day of charitable giving. For us, it is an opportunity to save more senior dogs.



31 Days of Saving Seniors  
December 1, 2020

Starting Dec. 1, get ready for a month-long online campaign celebrating the senior dogs we've saved over the years!



Scavenger Hunt (attend virtually OR in person)

January 30, 2021

Join us for a virtual scavenger hunt that safely raises money for local animal welfare organizations while having FUN!



#### **IV. 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. FrienPETS has registered the domain name *\*www.frienpets.org\** and *\*www.frienpetsgroup.com\**. The website contains all the basic information regarding the organization (e.g., tax-exempt status, contact information, who we are, adoptable animals, where the animals come from, adoption application, request for volunteers, request for donations).

We utilize Facebook, Twitter, Vine and Instagram to promote our animals, adoption events and fundraisers as well as to request donations. Our goal is to achieve a growth of 8,000 followers by the end of the year and raise \$50,000 for both general funding and specific medical cases. We also created a quarterly newsletter that we send to supporters. The newsletter includes updates on some of the animals we have saved, pet behavior tips and other general information about the organization. Each newsletter has a call to action requesting a donation, which has been a successful way to raise funds thus far.

One of our staff members is a hobbyist photographer and she is in charge of photographing animals during the weekly adoption events. Fosters are responsible for providing pictures of their charges and can request a photo shoot with the staff photographer. 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.

## A. Support an Old Friend' Program

FrienPETS has a very special program called "Support an Old Friend."

You can join other businesses in our community who are saving the lives of adoptable animals and gaining valuable visibility through the "Support a Old Friend" program.



**FrienPETS**

### **Benefits of Sponsorship**

Many of our sponsors participate on an ongoing basis thanks to the following benefits:

- 100% of sponsorship dollars go to Bobbi and the Strays to support life-saving activities.
- Promotional support attached to your sponsorship.
- Sharing your sponsored animal with your customers and employees.

It is a great way to get them excited about a meaningful cause.

### **How it Works**

Our valued sponsors receive the following promotional opportunities as part of their participation:

- **Logo placement:** Your logo will receive prominent placement on the cage of a n adoptable cat or dog in our shelter.
- **Social media promotion:** We will announce your sponsorship on our social media pages and post again when your sponsored animal is adopted. If your sponsored animal is adopted before your sponsorship expires, we will move a new animal into the cage you have sponsored and issue another social media announcement related to your sponsorship.

## V. FUNDING

FrienPETS will fund its operations with adoption fees, fundraising events, donations, corporate matching programs and grants. With the exception of the executive director, all other staff 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. Adoption fees are expected to account for approximately 20% of income.



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).

FrienPETS 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 both in person and in the foster manual. The organization will keep supplies on hand for emergency situations. Additionally, New Jersey has agreed to provide all supplies (e.g., food, litter, litter pans, toys, cleaning supplies) for the cats that we keep in their store. We will need to supply only bedding, food and water bowls for the animals at that location, as well as certain additional supplies (e.g., towels, gloves for handling cats, specific cleaners).

## VI. POSSIBLE COLLABORATIVE PARTNERSHIP AND SPONSORS



Evans EAH provides routine and emergency care to both cats and dogs in a warm, friendly environment. We are also committed to promoting responsible pet ownership and providing health-related educational opportunities for our clients. Our clinic houses a fully-stocked pharmacy, complete laboratory, digital radiography, and state-of-the-art surgical suite. Our very high standards of veterinary medicine have awarded us accreditation from the American Animal Hospital Association (AAHA) since 1989.



As the largest manufacturer of electronic pet training products in the U.S., we're devoted to the most innovative research and advanced designs. Our products help you and your pet have the best moments together, whether you need a little help with training or you just want to pamper your pet.



PetSmart is a privately held American chain of pet superstores, which sell pet products, services, and small pets. PetSmart, together with non-profits PetSmart Charities and PetSmart Charities of Canada, partners with nearly 4,000 animal welfare organizations to bring adoptable pets into stores so they have the best chance possible of finding a forever home. Through this in-store adoption program and other signature events, PetSmart has facilitated more than 9 million adoptions – more than any other brick-and-mortar organization.



Just Right by Purina is a personalized dog and cat's food blends are now made with natural ingredients plus vitamins and minerals with no animal, poultry or fish by-product meal and no artificial colors, flavors or preservatives. With this change, dogs will enjoy a natural, nutrient-dense dog food blend tailored to their dog's unique nutritional needs and preferences with real chicken, salmon or lamb as the first ingredient.

## VII. BUDGET

According to 2018 and 2019 expenses from Provided by The Humane Society of the United States [animalsheltering.org/rescuebestpractices](http://animalsheltering.org/rescuebestpractices).

| Revenue                      | 2018/2019 Budget | Notes                       |
|------------------------------|------------------|-----------------------------|
| <b>Senior Dogs Adoptions</b> | \$ 40,000.00     | Based on 2018/2019 numbers. |
| Senior Cats Adoptions        | \$ 30,000.00     | Based on 2018/2019 numbers. |
| Another Senior Pets          | \$ 12,000.00     | Based on 2018/2019 numbers. |
| Fundraising Events           | \$ 15,000.00     | Based on 2018/2019 numbers. |
| Donations                    | \$ 20,000.00     | Based on 2018/2019 numbers. |
| Capital Campaign             | \$ 0             | None plain for this year.   |
| Memorials                    | \$ 7,000.00      | Based on 2018/2019 numbers. |
| Sponsorship                  | \$ 10,000.00     | Based on 2018/2019 numbers. |
| Grants                       | \$ 6,000.00      | Based on 2018/2019 numbers. |
| <b>Total Revenue</b>         | 140,004.00       | Estimated to 2020.          |

Now we will show the expenses based on 2018 and 2019.

| Expenses      |              |                                 |
|---------------|--------------|---------------------------------|
| Vet Care      | \$ 50,000.00 | Based on 2018 and 2019.         |
| Veterinarians | \$30,000.00  | Represents increase of 10%      |
| Spay*Neuter   | \$10,000.00  | Doing more surgeries at         |
| Medication    | \$5,000.00   | shelter should decrease cost of |
| Vaccines      | \$3,000.00   | spay/neuter.                    |
| E-collars     | \$1,000.00   |                                 |
| Special Food  |              |                                 |



|  |            |   |
|--|------------|---|
|  | \$1,000.00 |   |
| Canine Food  | \$2,000.00 | Based on 2018/2019 numbers.   |
| Feline food  | \$2,000.00 | Based on 2018/2019 numbers.   |
| Birds and other pets foods   | \$5,000.00 | Based on 2018/2019 numbers.   |
| Supplies<br>Bedding/ Blankets<br>Litter and Litter boxes<br>Toys<br>Cleaning Products<br>Treats<br>Furniture<br>Food and Water Bowls<br>Carries<br>Laundry | 2,000.00   | Only need a few of supplies<br>for emergency situations.                                      |
| Trainers/ Behavior Experts   | \$5,000.00 | Based on 2018/2019 numbers.   |
| Adoption Events<br>Transport<br>Cages<br>Tablecloths<br>Posters  | \$6,000.00 |   |
| Insurance  | \$5,000.00 | Increase of 50% to cover BOD<br>insurance.  |
| Legal Fees   | \$1,000.00 | Based on 2018/2019 numbers.   |
| Volunteer Recruitment  | \$1,000.00 | Based on 2018/2019 numbers.   |
| Advertising  | \$3,000.00 | Increased by \$2,000.00 for<br>new signs, material for events<br>and supplies for a new logo. |

|                       |                     |   |
|-----------------------|---------------------|---|
| Postage               | \$500.00            | Increase of 100% to allow for rate increase and increased mailings. |
| Auditing Expenses     | \$1,000.00          | Based on 2018/2019 numbers.   |
| Taxes and Licenses    | 0                   | None needed as pet store has all necessary licenses.                |
| Payroll               | \$30,000.00         | ED salary set by the BOD.   |
| <b>Total Expenses</b> | <b>\$113,500.00</b> |   |
| <b>Saving</b>         | <b>\$26,504</b>     | Use for any emergency cases.  |

This tablet is just an estimated for the cost in 2020 and 2021.



## VIII. GRANTS

Large grants are difficult to come by in the animal welfare world. Animal shelters and rescues are always in need of funds – and what better way to receive much needed help than from a grant. There is a large collection of animal related grants available – some are well known organizations, other are smaller groups that you may not have heard of.

**American Society for the Prevention of Cruelty to Animals (ASPCA)** has a variety of grant opportunities that range from \$500 to approximately \$10,000 per award. Awards



are provided to groups for some of the following: equine welfare, emergency & disaster, anti-cruelty, scholarships and more. Each grant has specific requirements and some are by invitation only.

Banfield Foundation offers grants to animal welfare organizations that help delivery veterinary services to pets. These grants include the opportunity to receive funds for veterinary assistance, pet advocacy, medical equipment, flea/tick and disaster relief. Each grant requires a different application. They also added a grant called Safer Together that provides funding to help pets of domestic violence victims.

## IX. EVALUATION AND CONCLUSION

It's a sad truth that every day in our communities, beautiful loving pets are euthanized. Why? They're older. And because they're older, they're not considered adoptable. Traditional shelters with an open-door policy, a policy that means they must accept every animal that walks through their door, run out of space. Too many pets, not enough homes. Those that are older are considered "unadoptable". And because they are older, they are the first to be euthanized. Their fate is sealed simply because they were loved longer than the other homeless pets around them.

FrienPETS is a nonprofit organization that focuses on senior pets. Our mission is not only to save the lives of those senior pets, but also to change the way people view and treat older dog and cats, and to let senior pets enjoy the twilight of their lives through rescue, foster, adoption, and sanctuary. We rescue senior dogs and cats from traditional shelters. We find homes for the adoptable ones, and offer a peaceful sanctuary life for those that are not. Often the senior pets we rescue from behind metal bars aren't just "strays" – they are beloved pets who have lost a guardian usually through no fault of their own; death or incapacitation of a guardian, foreclosure, change in lifestyle, or the inability to care for a pet any longer. In a perfect world, every senior pet would spend the twilight of their lives surrounded by love and family. Love Has No Age Limit and senior pets know that more than any other pets! Adopting a senior pet changes not only their life for the better, but yours as well.

Giving a senior dog or cat a comfortable home to live out the rest of their lives is one of the most selfless and loving things you can do. Many animals have had full lives with loving families, but for one reason or another, their loved ones couldn't take care of them anymore.

We at FrienPETS believe every animal should be in a loving home—no matter how many grey hairs they have. Also, senior pets are wait longer to be adopted. FrienPETS will work with fund, grants and sponsors. We will fund its operations with adoption fees, fundraising events, donations, corporate matching programs and grants. With the exception of the executive director, all other staff 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. Adoption fees are expected to account for approximately 20% of income.

We are going to be on all the social media with the name FrienPETS. Also, we are going to have a website, where people can read more about us see our mission, our partnership, and also see our pets. If anybody wants to donate to our organization, they will be able to do it on the website.

Our recommendation is if you are planning on adopting a furry friend for your family, we encourage you to consider a senior pet!



## X. REFERENCES

1. Adopting an Older Pet: An Expert Guide to Senior Pet Adoptions In-text: (Adopting an Older Pet: An Expert Guide to Senior Pet Adoptions, 2018) Your Bibliography: Petful. 2018. *Adopting an Older Pet: An Expert Guide to Senior Pet Adoptions*. [online] Available at: <<https://www.petful.com/animal-welfare/adopting-an-older-pet/>> [Accessed 11/17/2020].

2. Roberts, B. *Dog Shelter and Adoption Statistics - Fuzzy Rescue*

*“Some of the most reputable sources for this information include the American Society for the Prevention of Cruelty to Animals (ASPCA), Shelter Animals Count, the American Pet Products Association, the Humane Society of the United States, and the American Veterinary Medical Association. “*

**In-text:** (Roberts, 2020) **Your Bibliography:** Roberts, B., 2020. *Dog Shelter and Adoption Statistics - Fuzzy Rescue*. [online] Fuzzy Rescue. Available at: <<https://fuzzyrescue.org/dog-shelter-and-adoption-statistics/>> [Accessed 17 November 2020].

3. Adopting an Older Pet: An Expert Guide to Senior Pet Adoptions. In-text: (Adopting an Older Pet: An Expert Guide to Senior Pet Adoptions, 2018) Your Bibliography: Petful. 2018. *Adopting An Older Pet: An Expert Guide To Senior Pet Adoptions*. [online] Available at: <<https://www.petful.com/animal-welfare/adopting-an-older-pet/>> [Accessed 28 November 2018]. <https://www.shelternvet.org/guidelines-for-standards-of-care-in-animal-shelters>