

Hope for Hounds
354 College Avenue
Clemson, SC 29631

April 25, 2022

Matthew Bershadker
American Society for the Prevention of Cruelty to Animals
424 E. 92nd Street
New York, NY 10128-6804

Dear Mr. Bershadker:

Hope for Hounds is writing to you to inquire about the ASPCA's interest in aiding in the funding of our first annual Puppy Pageant event that is to take place this upcoming June, 2022. The goal of this event is to host a dog show to raise awareness for dog adoption as well as fundraise money with 100% of proceeds going towards rescuing abused animals, administering health care, and providing a safe and comfortable shelter home. The overall goal of our organization is to rescue as many dogs in the Clemson area as possible, and give all of them a loving forever home. We strongly believe that all abused or abandoned dogs deserve a second chance at a happy life.

The founding board of Hopes for Hounds consists of five recent Clemson graduates who acknowledge the growing number of dogs in the upstate area in need of rescuing, as well as the large number of students looking for a companion. There are many other local animal shelters, however, none that are in close proximity to Clemson University nor who work exclusively with the university. Promoting adoption among college students is incredibly important to our organization since many students are seeking pets to relieve anxiety and also have limited financial means. Therefore by increasing our involvement on campus, we are able to satisfy the needs of both our rescued animals and local students.

As a small and new organization founded in January 2022, we have been mainly relying on local donors to fund our activities. We have worked with Clemson University on a small scale but have yet to host a large fundraising event. We hope to establish a reputation in the

community and receive \$250,000 in donations this year, in order to grow our organization past our proposed annual budget of \$149,400. With these extra funds, we hope to add more living areas for new dogs, as well as update their outdoor play space. Despite opening only four months ago, Hope for Hounds has already succeeded in helping 42 dogs get adopted. Therefore, with an increase in funding we will be able to host larger events, raising awareness for both our organization and our cause in turn also helping the community. In order to fund a large event for our newly established institution, we are requesting roughly \$10,000 for expected expenses.

Sincerely,

GS, Executive Director

Matthew Bershadker
American Society for the Prevention of Cruelty to Animals
424 E. 92nd Street
New York, NY 10128-6804

April 25, 2022

Applicant: Hope for Hounds
354 College Avenue
Telephone: (864) 656-8901
Fax: (864) 656-1111
Clemson, SC 29631
Email: hope4hounds@hope.gov

Dear Mr. Bershadker:

In this email is an attached funding request from Hope for Hounds, a dog cruelty prevention shelter. This organization was started by Clemson students who have a passion for animals and have witnessed the amount of harm brought to dogs and wanted to create change, in the form of a shelter that would put the well-being of its pets before income and other material items. Hope for Hounds is requesting a donation of \$15,000 to hold a Puppy Pageant for the incentive of showing off its amazing dogs to the public, gaining awareness and recognition in the Clemson community. Because the American Society for the Prevention of Cruelty to Animals centralizes its efforts on creating a safe environment for animals, Hope for Hounds is hoping to gain the necessary funds to hold the event and meet its goals.

Hope for Hounds is prepared to answer any questions about the organization or the Puppy Pageant should they arise. Please contact the email address given above for any more information and direct contact with our Grant Specialist, Saleigh Smalls. Ms.Smalls will connect you with anyone else needed for assistance.

We appreciate your time and consideration,

Sincerely,
Shea, Founder & Assistant Executive Director

**Grant Request from American Society for the Prevention of Animal Cruelty
By Hope for Hounds**

Synopsis:

Grant contactor: Leonardo DiCaprio

Executive Director: Jane Gooddall

Staff:

4 part time managers

3 part time employees

30 volunteers

1 volunteer vet when needed

Tax Status: The Hope for Hounds organization is tax exempt per IRS Section 501(c)(3).

Request for Funding: Money to go towards improving the lives of our loving animals, for example towards living conditions, medical support, and food/water.

Type of Organization: Animal Shelter

Service Area: Clemson, South Carolina and all of the surrounding counties

Target Population Served: Animal loving and caring individuals in the Clemson, South Carolina area with a specific target towards university students.

Mission: We strive to provide loving pets to individuals and families in the Clemson, South Carolina area and the surrounding areas.

Abstract:

There is a great need for sufficient and stable housing for dogs throughout the upstate of South Carolina, including the Greenville county area.

In general, older dogs are less likely to be adopted than puppies are. This creates a growing issue throughout the country, and the world, where older dogs are often abandoned or sent to kill shelters.

When looking at the average price to house and properly maintain the health of a dog, the numbers can be considerably high. Compared to dogs adopted at a young age and taken care of by the same owner their whole life, homeless dogs are faced with the issue of lacking basic medications and vaccinations that can help save their lives down the road.

Hope for Hound's is a relatively new dog shelter located in Clemson, South Carolina. Although they operate primarily as a pound to host homeless dogs throughout the adoption process, their ultimate goal is to see the total percentage of homeless dogs dramatically decreased.

The executive director and board members have prior experience in animal welfare projects and funds. In addition, several members have found themselves in leadership positions throughout their respective industries.

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1. Needs Assessment

Hope for Hounds is dedicated to finding forever homes for homeless and displaced dogs. There are 7 million homeless dogs in the United States, and every year, approximately 3.1 million dogs enter animal shelters, however, only about 2 million of those dogs are lucky enough to be adopted (*American...*, 2019). While the amount of dogs in shelters has been decreasing since 2011, they still make up a large portion of the total dogs in the U.S. Newly founded in January of 2022, Hope for Hounds has only been operating for a few months. Although we don't have a long history, we have great experience, materials, and facilities to support our furry friends. We are based in Clemson, South Carolina and mainly serve Clemson and the surrounding Upstate area. As a freshly minted organization, we are seeking funding and revenue streams in order to help keep these hounds happy and healthy as well as to ultimately grow our organization. We have a small association with a strong foundation of partners, but have intentions of expanding

our network to reach more individuals, educate them on our organization, and finally save as many dogs as possible.

One major strength of our company is our facilities and materials that we have for our dogs. Each dog gets its own cage and bed with toys in the living space with them 24/7 for them to play with. All of our dogs are treated with care as they are let outside to play for at least 2 hours during the day, and they are accompanied by other dogs of similar size to socialize and play with (disease allowing). We also provide breed-specific meals and any appropriate medical care or medications. Most shelters provide such basic necessities for their animals, however, we take our care to the next step by making our dog's shelter experience as close to a loving home as possible; they are treated by staff as though they are our own pets. Another major strength is our location close to the Clemson University campus; the majority of students live in off-campus housing, and many choose to foster or adopt a pet during their time at college. With the next closest shelter being in Greenville 45 minutes away, it is a major asset of ours to be conveniently located close to the school, making us a preferred organization among undergraduate students.

Hope for Hound's largest weakness is its status as a new and relatively small organization. With an annual budget of \$20,000 and only one location, our shelter is only able to provide for a maximum of 45 dogs. Therefore, we have already reached a point where we have to turn away dogs due to being at maximum capacity. Funding also remains a large problem for our organization, as many dogs rescued require extensive medical care before being put up for adoption. For a newly rescued puppy, vaccinations cost \$75-100, flea and tick treatment costs \$50-200, spaying/neutering costs \$200-800, heartworm prevention costs \$24-120, and a check up exam costs \$240-600 (*Walansky...2020*). Therefore, for each dog rescued, Hope for Hound's requires at least \$600 to give them the required medical care. Moreover, it is often the dogs most desperately in need of rescuing that are the most expensive to care for, when coming from an abusive household and often suffering added injuries. Furthermore, as a small and new organization, we are often overlooked in terms of donations, with many choosing to support larger, well-known humane societies instead.

Looking into the future, we see a potential opportunity in partnering with local shelters in the area, as well as other non-profit organizations with similar values to ours. For example, planning future fundraising events with the Pickens County Humane Society or PAWS in Anderson. Along with this, Clemson University, a school with about 21,000 undergraduate students sits in our area (*U.S...., n.d.*). Fostering animals has become a popular practice among college students, and could lead to more adoptions throughout the future. On-campus

organizations such as environmental clubs or greek organizations also pose a potential opportunity to us, as philanthropic events are common between campus associations and local charities. Our goal is to establish a long-term partnership with at least one greek organization, who we can work with to hold annual events on campus. Within the next five years we hope to raise enough money to be able to increase our animal capacity from 45 dogs to 70, by adding an addition to our building.

Hope for Hounds' biggest competition are puppy mills, which supply to pet stores all over America. According to PAWS, an organization dedicated to helping animals find their proper home, "roughly 90% of puppies in pet stores come from puppy mills" (*Paws...n.d.*). Puppy mills are clearly a large supplier and we are working to compete with them. The main problem with these mills is that they treat puppies horribly. According to an article about puppy mills on the People for the Ethical Treatment of Animals (PETA) website, "It's standard practice for puppy mills to keep animals in cramped, crude, and filthy conditions without proper veterinary care or socialization" (*PETA...n.d.*). Due to the clear ethical problems with puppy mills, there is a need for such places to stop supplying puppies to consumers. We are working to end this supply chain by promoting the adoption of dogs in shelters. Our Puppy Pageant event will raise awareness of dogs available for adoption and help us to lower the demand of puppies from puppy mills.

Another threat to Hope for Hounds is other, larger animal shelters in Greenville and surrounding areas. Although we share the same goal with shelters such as Oconee Humane Society and The Animal Rescue Fund in Seneca, we compete for the demand of dogs from potential adopters. These older, more established shelters attract people who want to adopt because they are more well-known. They also receive more funding and can hold more animals, making them more attractive to adopters for a greater variety of choice. However, we fill a need for adoptions in the Clemson area because students in Clemson looking to adopt previously had to travel to Seneca or Greenville but now they can visit our shelter which is much closer.

2. Program Description

Hope for Hounds is focused on five equally important goals of the Puppy Pageant event. To summarize these objectives, we would like to gain further awareness and funds of our shelter for the purpose of helping the animals, along with showing off our animals to increase the number of adoption applications.

With our Puppy Pageant event we will start by advertising our community by means of flyers, the local news networks and other forms of media that will attract the general population of Clemson, South Carolina. Through this process we hope to gain participants wishing to bond with one of our lovely pets and train them for the designated time for the event. This is a form of advertising in itself because hopefully most of our animals will have the opportunity to bond with a person outside of our shelter. Each person who gets the opportunity to take care of a pet for the allotted time will pay a fee which covers their background check to ensure that our pets are in good hands. Once the time for training has passed there will be a pageant to showcase the pets, their abilities and other factors that will be considered for the judges. The winner will have the opportunity to have a new pet for half of the adoption fee once approved.

Hope for Hounds' Puppy Pageant is a new program and will be helpful in meeting our organizational growth goals. We market ourselves as an animal shelter that treats dogs the way they should be treated, and that is true for our future adopters that must submit a thorough application so that we can hold our goals true long-term. Because the Clemson community is full of dog lovers with little dog shelters, we have volunteers and people who are looking into adopting. There are Animal and Veterinary Science majors who are consistently looking into caring for pets, families who are longing for a pet, and college students in general who want companionship outside of their studies. We are in the perfect area for bringing in pets and helping people gain a new friend.

Our volunteers are one of the most important parts of our non-profit organization as they are a huge help and bring everything together smoothly when they could be a little out of hand with any animal shelter. Our volunteers mainly consist of two demographics. One is retired persons in Clemson and the surrounding area who are interested in giving back to the community and spending their time with furry friends without the commitment of the full-time care of a pet. The other demographic consists of college students who are interested in gaining community hours and experience for their specified majors, clubs, and organizations. It is very important to us that our volunteers are so close and are able to recommend others to volunteer at our facility. With our event we hope to gain more volunteer interest through greek organizations and mentorship programs, because they are a vital part of our success and we hope to keep them with us as long as we can. Down the road, we hope that some of our Animal and Veterinary Sciences students will come back as Vets and continue our efforts.

3. Missions, Goals, & Objectives

Mission Statement:

Our mission is to provide a safe and loving environment for animals waiting on their forever home, as well as engaging the community to raise awareness for the benefits of pet adoption.

Goals:

- Raise awareness for our animal shelter
 - Build a local base of patrons
 - Display the amazing animals that live within our shelter and want to find a forever home
- Fundraise money for our organization
 - Funding medical care of pets
 - Having more space for pets
 - Providing more means for pets to not be homeless and have a better life and chance for survival by means of a safe and fun environment
- Gain a reputation for our shelter, through word of mouth following the event
 - Creating a good name for ourselves to gain better adoption rates

Objectives:

- Gather more members of the Clemson Community and surrounding areas to volunteer and help with creating a better and wider space for our pets and help with any influxes in our dog population
- To make our puppy a pageant an annual event with a great turnout
- Gain a 15% or more increase in adoption applications
- Become partners with a Greek organization or other programs at Clemson University

4. Monitoring & Evaluation

Any funding that is provided will be used for the upcoming Puppy Pageant event in June 2023, which will be the inaugural of the to-be yearly functions to promote the adoption of dogs in our area. We would be ecstatic to see some board members of the American Society for the Prevention of Animal Cruelty come out to our event in order to show the work has been put into

our Pageant. The key to evaluating the success of this event will be the fundraising total achieved. Our goal is to raise over \$20,000 for our local pound to help house our dogs, but to also raise awareness about homeless dogs' lives.

The services provided by Hope for Hounds consist of housing with the intention of providing our dogs with a loving environment while they wait for adoption. Volunteers are given training sessions on how to properly treat our dogs to our high standards. Along with this, we have well-known veterinarians in the area perform any medical treatments required to keep our dogs in good health.

Hope for Hounds will also be using the general foot traffic seen in the pound as another form of evaluation for our event. With the intention of creating more wide-spread awareness for these homeless dogs, we hope to see the general number of basic visits to the pound to increase as well. During the months following the Pageant, a check-in procedure will be put into effect to help us monitor and analyze how many people are coming in to look at potential adoptions.

5. Organizational Capacity & Qualifications

The founding board of Hope for Hounds was formed a little over two years ago by a group of recent Clemson University graduates who felt passionately about helping abused and neglected dogs as well as providing stress relief to anxious and overworked students. The organization holds a tax-exempt status with the IRS under Section 501 (c) (3). Currently, the board of directors consists of renowned animal activists, and humanitarian public figures who are highly qualified in the knowledge of animal rescue and non-profits. An up-to-date resume of each professional that serves a key role in the organization can be accessed upon request. The key personnel and their respective roles are as follows:

Board President and Executive Director	,	Jane Gooddall
Board Vice President	,	Snoop Dogg
Board Treasurer	,	Brad Pitt
Board Communications and Grant Coordinator	,	Leonardo DiCaprio
Member	,	Martha Stewart

6. Budget & Long-term Sustainability

At Hope for Hounds we have multiple budgets that we feel are important to share in order to get a bigger picture into the company, especially the budget breakdown for our event that we plan to hold, and the reason for this grant.

Line Item	Cost of Item
Advertising	\$2,000
Transportation	\$4,000
Supplies	\$2,000
Live Music	\$3,000
Food	\$4,000
Total	\$15,000

Due to this year being our first year open we haven't held any fundraising events as a company yet feel like those target numbers are on par with what we are going to need for the event. Since this company is completely revenue free we rely on donations in order to keep our animals. We have seen tremendous support from the local community. We are planning to increase our budgets very soon, as we are expecting an organizational budget of \$270,000, but would like to almost double that to \$500,000 in the years to come. Below is a breakdown of this year's organizational budget and what we hope to increase the budget to.

Hope For Hounds	Cost with \$150,000 budget	Cost with \$300,000 budget
Salaries	\$120,000	\$240,000
Utilities	\$7,200	\$14,400
Supplies	\$12,000	\$24,000
Food/Beverage	\$3,600	\$7,200
Insurance	\$5,000	\$10,000
Cleaning Supplies	\$1,800	\$3,600

Total	\$150,000	\$300,000
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Our organization's biggest expense is paying our employees who work day in and day out to keep this place running and also the Vets that come in, and do medical work to keep our dogs healthy. Our utilities come from running the entire shelter and providing the building with water. Our supplies expenses come from all of the toys and play environments for our animals. The food/beverage is food for our animals and occasionally provides staff with meals. Insurance is for the insurance that covers our shelter as a whole, and lastly the cleaning supplies are for materials and supplies to clean our building to make it a safe, and clean environment for our animals.

7. Summary

Hope for Hounds is a committed shelter providing only the best and loving animals to loving and caring individuals and families. We are confident in our staff and team to be the best animal shelter that we could possibly be. We are the first and only animal shelter to open up in Clemson, South Carolina and are committed to providing Clemson and the surrounding areas with the best shelter that we could possibly be. With the help of a generous donation we think we can continue to provide our best services to the people that deserve it.

We are happy with the current success that we have had even with it being only our first year officially open, with that being said I think we can only get better as time moves on.

We love animals more than anything, and that is why the donations are so vital to move our non profit forward. We are confident the money will be well spent and used to benefit the lives of the animals in our shelter. We appreciate the time you have spent considering donating to our loving shelter, and hope to see you soon!

8. Appendices

a. Letter of Support:

Matthew Bershadker

American Society for the Prevention of Cruelty to Animals

424 E. 92nd Street
New York, NY 10128-6804

April 20, 2022

Dear Mr. Bershadker:

I am writing in support of Hope for Hounds and the Puppy Pageant. There is a great need for an increase in dog adoption in the Upstate South Carolina area; not only will increased adoptions benefit the dogs, but it will also benefit the overall well-being of our students at Clemson University.

The Hope for Hounds team has a strong vision and work ethic, which leads me to believe that the Puppy Pageant, held on our campus, will be a great success with proper funding. In conclusion, I am in strong support for the Hope for Hounds mission.

Sincerely,

Dr. Chris Miller

Vice President and Dean of Students of Clemson University

b. Letter of Commitment:

Matthew Bershadker
American Society for the Prevention of Cruelty to Animals
424 E. 92nd Street
New York, NY 10128-6804

April 20, 2022

Dear Mr. Bershadker:

This letter is meant to continue our conversation on the terms and commitments of your organization's potential donation. It is not a legally binding document, and does not commit your organization to the donation of \$10,000.

Thank you so much for your continued support and cooperation.

Sincerely,
Grace Helland
Hopes for Hounds

c. Press Release:

Contact: Hope for Hounds
Telephone: (864) 656 - 8901
Email: hope4hounds@hope.gov
Website: www.hope4hounds.org

FOR IMMEDIATE RELEASE
April 25, 2022

HOPE FOR HOUNDS TO HOST A PUPPY PAGEANT TO RAISE MONEY TO
SUPPORT PROTECTING THE DOG COMMUNITY

The organization aspires to raise money to provide better living conditions for dogs in the
Clemson community and surrounding areas.

Clemson South Carolina, April 25, 2022 - Hope for Hounds is a Non-Profit organization that assists in protecting the dogs of the Clemson Community in finding a better home and healthier living conditions for its furry friends. They hope to raise funds in order to raise adoption rates to further provide health care and expand its facility for more pets to enter the shelter.

The Puppy Pageant will provide concessions consisting of refreshing drinks and great food for the expectedly sunny day. There will be entertainment for anyone who wishes to watch the event and an opportunity to meet some furry friends that are a part of the shelter. There will be live music for everyone to enjoy and a large field for everyone to enjoy and have fun in before, during, and after the event. Around 3 p.m. will be the start of the Puppy Pageant where contestants will walk out on our red carpet with their chosen pets and they get to show off their skills in building a bond with the pet, training the pet, and grooming the pet. All proceeds will go into creating a better environment and health for the pets in our up and coming expansion.

“ We are super proud and grateful to have the support of the Clemson Community in helping us create our Puppy Pageant event and expecting it to be one of the largest non-profit events to happen in Clemson’s Community in 20 years. Even more happy to say that multiple news networks will be joining us to make this an even more memorable event.”

For more information about this event and more events to come later this year, please visit the Hope for Hounds Website and click the events tab in the menu provided on the left.

About Hope for Hounds

Hope for Hounds is a committed animal shelter located in Clemson, SC. They are committed to providing families and individuals with the adoption dog of their dreams. Located in Clemson, SC which is the first and only dog shelter in Clemson, they are committed to excellence and providing you with a healthy and loving dog for your home! Listed below are our board of directors

###

Media List:

The Tiger - Caroline Elswick, news@thetigercu.com

Greenville News - Alexis Hamilton, ahamilton@gannett.com

WYFF News 4, community@wyff4.com

Fox Carolina, <https://www.foxcarolina.com/about-us/contact-us/> (submit news tip)

WSPA Channel 7, <https://www.wspa.com/report-it/> (submit news tip)

Citations:

American Society for the Prevention of Cruelty to Animals. (2019). *Pet statistics*. ASPCA.

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