WE THE DOGS, INC.

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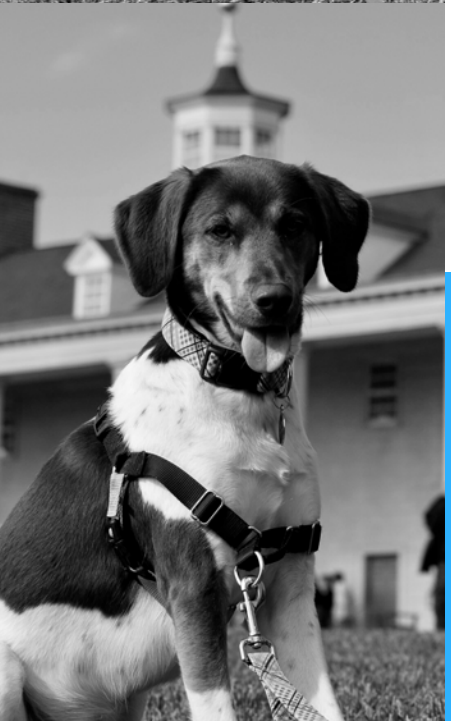


WE THE DOGS, INC.

WHAT WE DO

We the Dogs, Inc. is a nonprofit 501(c)3 organization that was formed to work with communities throughout the country to support their local animal rescue organizations. Many animal rescue organizations struggle to share their message using conventional methods, and do not have the resources or online presence to use social media to help expand their reach in the community. By using social media and the extensive network we have built, we are able to leverage the use of these platforms to stay connected with our supporters, publicize events and ongoing efforts, and instill a sense of community among dog owners and animal lovers.

We currently have teams in two cities: Washington DC (launched August, 2017) and New York City (launched January, 2019). We plan to expand to other cities nationwide in 2020.

HOW IT WORKS

Because our team works solely on a volunteer basis, we're able to use 100% of every donation we receive to benefit local animal rescue organizations. Donations are generated through hosting community events, crowdfunding campaigns, and merchandise sales. Generally, We the Dogs, Inc. will host an event or fundraiser to benefit a specific animal rescue organization. All donations received from the event or fundraiser are then directly donated to that organization. Our organization also collects donations and uses them to fund larger fundraising projects and events. This allows us to turn small donations into larger donations that we donate directly to multiple animal rescue organizations. In order to be selected by We the Dogs, Inc, an organization must be a recognized 501(c)3 public charity organization with a charity focus in animal rescue and welfare.

OUR MISSION

- **Bring awareness to issues related to the rescue, foster care, and adoption of homeless dogs who have been abandoned, abused, hurt, harmed, neglected, or mistreated;**
- **Raise funds and hold events to support animal rescue organizations;**
- **Build and strengthen a network of local pet owners; and**
- **Share and highlight dog-friendly establishments in our community.**

WE THE DOGS, INC.

WHO WE ARE

We the Dogs, Inc. was formed by five women from the DC area who connected on Instagram through accounts set up to feature our dogs. We decided to use our social connections and work together to give back to the DC animal community. In June 2017, our group planned and hosted the Bipawtisan March to benefit the Humane Rescue Alliance and Rural Dog Rescue.

Due to the success of the event and positive community response, we decided to form a nonprofit to host regular fundraisers to support local animal rescue organizations. We the Dogs DC was officially launched in August 2017. Our team is led by five of the women who founded the organization. We work solely on a volunteer basis, and each of us has a full-time job that is not connected to the organization. We do this because we all genuinely care about rescue animal organizations, and we have a talent for thinking of unique ways to bring the community together to benefit the local organizations that need it most.

Since the launch of We the Dogs, Inc., we have expanded our team to include volunteers in the cities that we operate. We currently have teams in two cities: Washington DC (launched August, 2017) and New York City (launched January, 2019). We plan to expand to other cities nationwide in 2020.

WE THE DOGS, INC.

COMMUNITY CONNECTION

COMMUNITY INSTAGRAM ACCOUNTS

In addition to our fundraising efforts, one of the unique things about our organization is that we created community Instagram accounts to build and strengthen a network of local pet owners and to highlight dog-friendly locations and activities in our community. Currently, we have accounts in two areas: Washington DC and New York City. Every day, a new person and their dog are assigned to "hold the handle" and take control of the Instagram account so they can share photos and videos featuring their pup's favorites places and activities. This information is a great resource for Two Paws Up, which is a searchable map that we built to highlight dog-friendly locations. More importantly, the connections we build with the community allow us to have a far greater impact when working to benefit animal rescue organizations.

We currently have a 6-month waiting list of people who have signed up to "hold the handle" in Washington DC, and a 2 month waiting list in New York City. We plan to create accounts in other nationwide in 2020, based on the interest of the communities in each city. Individuals may suggest cities using the form on our website: holdthehandle.com.

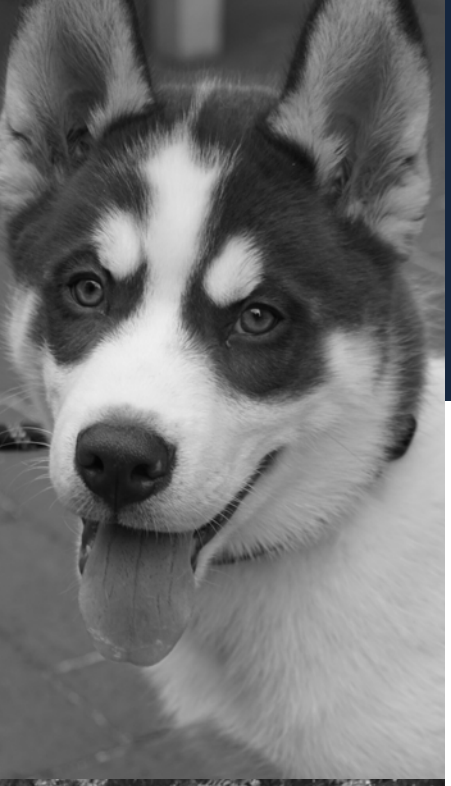
TWO PAWS UP

In June 2018, We the Dogs DC launched Two Paws Up, a searchable map of dog-friendly activities and places in the DC metropolitan area. The map categories include dog parks, hotels, restaurants, wineries, and Instagram photo hotspots, among others. Currently, the map contains over 1,000 locations that have been recommended by the community or featured on our community Instagram accounts. Currently, the map is focused on the Washington DC area, but in 2020, we will be launching a customized version that includes locations nationwide. Two Paws Up also generates donations for animal rescue organizations through business sponsorships.

BIPAWTISAN MARCH

We the Dogs, Inc.'s largest fundraising event is the Bipawtisan March, which is held annually in Washington DC. The goal of the event is to demonstrate that a group of individuals from different political and ideological backgrounds can come together and find common ground as animal lovers and advocates. The event begins with a pep rally, which is followed by a group march through Washington D.C. The event concludes with a "Yappy" Hour and additional activities for event participants, including a raffle fundraiser with a variety of prizes donated by a variety of businesses.

In 2019, the theme of the March was GLOW, and participants and pups wore glow accessories to light up the streets of DC as they marched. The event raised $12,193 to benefit the four animal rescue organizations chosen by event participants: Key to Lion's Heart Rescue, Dogs XL Rescue, Wolf Trap Animal Rescue, and Friends of Homeless Animals.

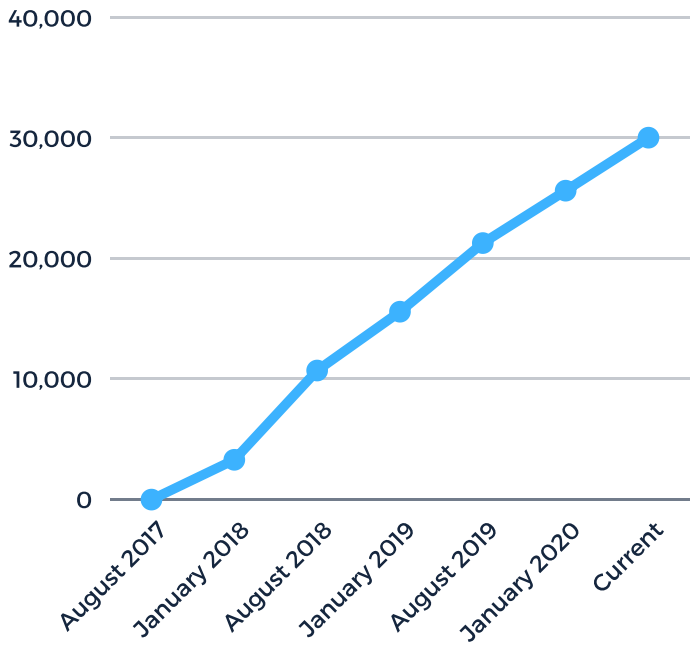


WE THE DOGS DC

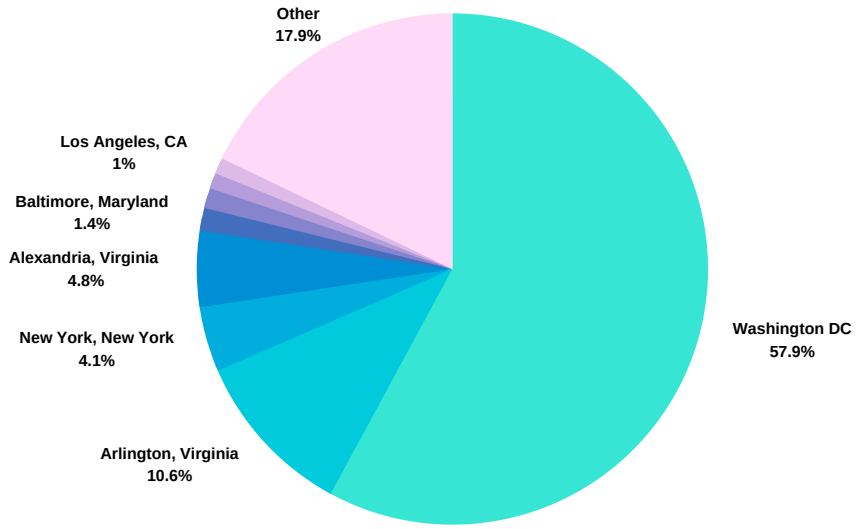
@wethedogsdc

Launched August 2017

Instagram Follower Growth



Instagram Follower Location



SOCIAL MEDIA REACH

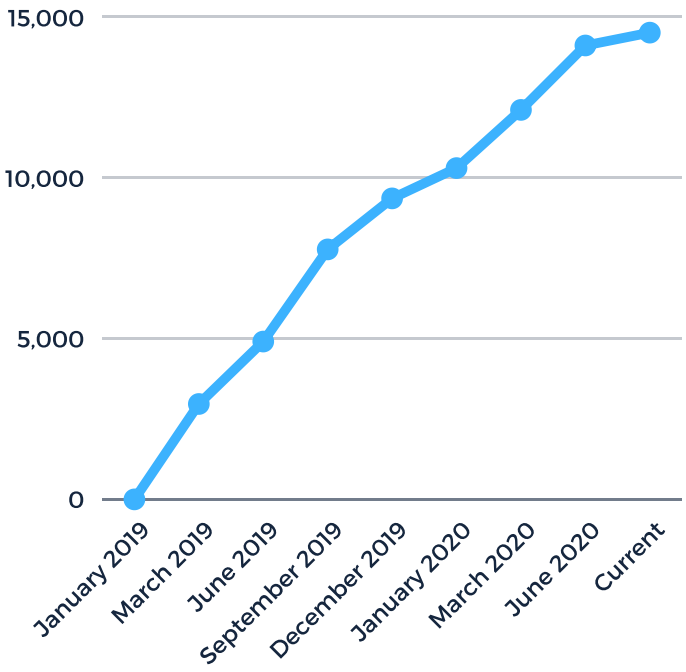
30K	18.5M	1.90%	20.8%	1.7K
Total Followers	Toral 2019 Impressions	Average Post Engagement	Average Post Reach Rate	Average Story Impressions

WE THE DOGS NYC

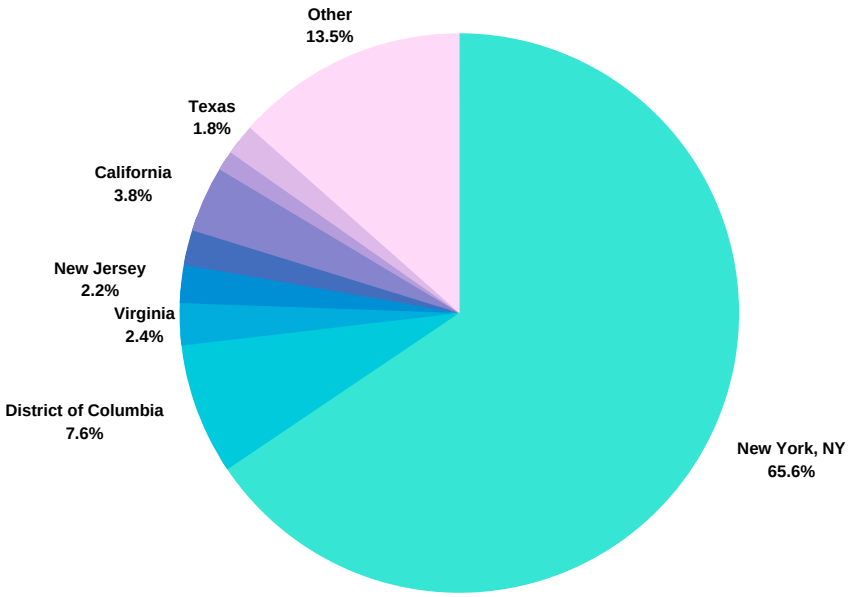
@wethedogsnyc

Launched January 2019

Instagram Follower Growth



Instagram Follower Location



SOCIAL MEDIA REACH

14.5K	4.3M	6.43%	38.5%	419.1
Total Followers	Toral 2019 Impressions	Average Post Engagement	Average Post Reach Rate	Average Story Impressions

WE THE DOGS, INC.

DONATIONS

We The Dogs, Inc.'s mission is to connect dog owners and advocates to support local animal rescue organizations. As part of our fundraising efforts, we host multiple community events throughout the year to benefit different organizations in the New York City and Washington D.C. areas.

2017 BIPAWTISAN MARCH

This is the event that started it all! Our **first Bipawtisan March** raised over $10,000 to benefit the Humane Rescue Alliance, and inspired us to create the 501c3 nonprofit **We The Dogs, Inc.**

2017 INITIATIVES

In August 2017, we officially founded We the Dogs DC, and hosted our first fundraisers as an nonprofit organization. We raised **over $2,400** for organizations like Puppy Rescue Mission and Worthy Dog Rescue.

2018 BIPAWTISAN MARCH

We hosted the second Bipawtisan March in 2018, and asked the community to select the rescues to receive the donations from the event. **32 rescue organizations** benefited from the **$10,000+ in donations raised!**

2018 FUNDRAISERS

$2,900 was raised to organizations like Lu's Labs, Pets With Disabilities, Animal Welfare League of Arlington, Humane Rescue Alliance, and the Fairfax Fire Department. **80 Barkboxes** were donated to Friends of Homeless Animals.

2019 BIPAWTISAN MARCH

In 2019, the theme of the March was GLOW, and participants and pups wore glow accessories to light up the streets of DC as they marched. The event **raised $12,000+** to benefit the four animal rescue organizations chosen by the community.

2019 FUNDRAISERS

In January 2019, we **launched** our second city team: **We The Dogs NYC!** Between our two branches, we raised over $8,700 for rescue organizations in DC and NYC.

WE THE DOGS DC PHOTO BOOK

In 2018, we released a photo book filled with over 200 submitted photos of local pups in our community! As of 2019, we've raised **over $6,200** for four DC area rescue organizations.

2020 FUNDRAISERS

In January 2020, we **raised $1,837** to benefit two Australian rescue organizations that assist wildlife impacted by the bushfires.

In April 2020, we **raised $1,065** to benefit the ASPCA Emergency Fund for pet owners impacted by COVID-19

In May 2020, we **raised $500** to benefit Special Needs Animal Rescue and Rehabilitation, and **$1,135** to benefit ASPCA and Chow Chow Rescue of CNY.

$56,000+

TOTAL RAISED

WE THE DOGS, INC.

BRANDING

PREVIOUS AND ONGOING SPONSORSHIPS

A Baked Joint
Alta Strada
Anytime K9
Art and Soul
BarkBox
Barkly Pets
Barkley & Wagz
Chewy
Clarendon Animal Care
Denizens Brewing Co
District Dogs
District Vet
Doggy Style Bakery
DogMa Daycare and Boarding
Embassy Row Hotel
Eye Street Cellars
Fly Wheel
Friendship Hospital
Go Fetch Photography
Hannele Lathi Photography
HDS
Healthy Hound Playground
IMGE
Insomnia Cookie
KimchiJuice
Kriser's Natural Pet Food
Life of Riley
Maga Design
Mandu
Melissa Gray Design
Metro Wine & Spirits
My Sticker Face
Nest
Olde Towne Pet Resort
Olivia Macaron
Paul's Wine and Spirits
Paws Pet Boutique
Perry Wears
Philz Coffee
Piccadilly Paws
Pleasant Pops
Pooch Portrait Studio
Premium Distributers of DC
Proflowers
Providge Consulting
Republic National Distributing Company
Shop Made in DC
SoundView Services
South Block Juice Co.
Southern Hospitality
Southern Pup
Sampson Properties
Spot On Training
StellaLunaCompany
Sun Dogs B&B
The Big Bad Woof
The Brig
The Cheeky Puppy
The Midlands
The Salt Line
Total Wine in Arlington
Trader Joe's
Tysons Biergarten
Urban Dwell DC
Vigilante Coffee Co.
Walkypaws
Whole Dogz
Wigzi Pets
Wundergarten