

Help create a more compassionate
community by investing in

PAWS UP *for* PETS



Paws Up for Pets engages local youth to promote compassion and accountability for animals, and to inspire a greater sense of empathy for all living things.

Learn more about our innovative campaign and sponsorship opportunities at pawsupforpets.org.



Paws Up is a collaboration between C.A.R.E.4Paws, Davey's Voice and United Boys & Girls Clubs of Santa Barbara County.

pawsupforpets.org • 805.565.0001



PAWS UP *for* PETS CAMPAIGN



The Mission And Vision

Our Paws Up for Pets campaign promotes compassionate pet ownership among elementary school children and Boys & Girls Club members in Santa Barbara County.

The goal is to empower local youth to make a difference by showing others that they care about animals and by inspiring empathy among friends and family members and in the community as a whole.

Campaign Components

Paws Up for Pets is headed by C.A.R.E.4Paws' bilingual Community Outreach and Youth Program Director—with support from United Boys & Girls Clubs and Davey's Voice—and consists of classroom visits, workshops and special activities designed to engage children and their families.

Children have the opportunity to become role models for others and earn badges as they participate in the campaign on three levels; each level addresses different animal welfare topics.

All students will also take home a Paws Up for Pets educational packet that features bilingual information about compassionate pet care; spaying/neutering and other services offered by C.A.R.E.4Paws; and how to recognize—and respond to—animal abuse and neglect.

A More Compassionate Community

How will our Paws Up for Pets campaign affect our local youth and the community as a whole? We believe the ripple effects will be endless ...

- Years of research links animal abuse to violent behavior toward humans and shows that children who act violently towards animals are more likely to display violent behavior later in life. In fact, a study from Michigan State University College of Law reports that 40% of animal abusers have committed violent crimes against people, and 100% of sexual homicide offenders have a history of cruelty to animals. Children who learn to have compassion for animals are less likely to harm a pet, hurt a friend or bully a classmate. It is the first lesson in empathy, and it's a message most children bring with them into adulthood.
- There's also a proven link between animal abuse and family violence. We want to empower children in our community to speak up about abuse and feel safe in doing so. When children (and adults) report animal abuse, they may save more than one life.
- By promoting the importance of spaying/neutering and providing free spay/neuter and other services to families in need, we will see a reduction in the number of unwanted litters of kittens and puppies, fewer animals in our shelters, and improved quality of life for pets and their owners.
- By creating awareness around shelter pets, more children will understand what happens when a family gives up their animal. When children and their parents view an animal as family, they are less likely to relinquish the pet.
- The extensive promotion and anticipated press coverage of the campaign and its program components will give our campaign visibility far beyond the participating children and their families. The campaign will increase community engagement countywide and hopefully even on a state- and nationwide level.
- We hope our campaign will serve as a model for other communities, state- and nationwide, in the years to come.

PAWS UP *for* PETS CAMPAIGN

PAWS UP BADGES

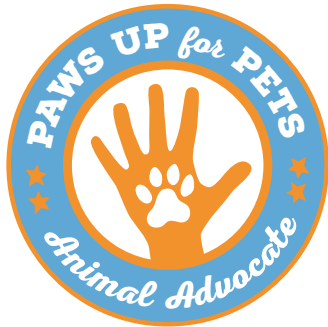
Children have the opportunity to participate in Paws Up for Pets on three different levels. Each level includes information about various animal welfare topics and features activities to engage children and their families.



Animal Ambassador

To earn an **Animal Ambassador** badge, children are asked to:

1. Participate in a Paws Up for Pets PowerPoint presentation about animals and what it means to be a compassionate pet caretaker. The presentations are interactive, allowing children to ask questions, share stories and spend time with C.A.R.E.4Paws' therapy pets.
2. Take a 10-question quiz based on the presentation.
3. Bring home and share with family members a Paws Up packet that includes information about spaying/neutering; compassionate pet care and animal abuse; and free pet care services offered by C.A.R.E.4Paws.
4. Interview a parent or grandparent about his/her view of animals and compassionate pet care and submit a summary of the answers.
5. Participate in a Paws Up for Pets Youth Contest by creating an art project or poem on the topic of "Animals have feelings, just like us!" Finalist will come on stage during C.A.R.E.4Paws' annual Wags n' Whiskers Festival to receive awards.



Animal Advocate

To earn an **Animal Advocate** badge, students participate in a tour of a local animal shelter to learn how the shelter operates and see firsthand what happens when a family decides to give up a pet. After their visits, children will virtually adopt one of the shelter pets and create a project (a photo book or written piece) about the animal. Each student will be paired up with a Paws Up mentor from C.A.R.E.4Paws or the Boys & Girls Club.



Animal Hero

Children who go above and beyond to promote animal welfare and compassionate pet ownership, or stand up for an animal by reporting abuse or neglect, for example, will have the opportunity to earn an **Animal Hero** badge, and get an award from our local City Counsel and District Attorney Joyce Dudley. These awards will be given out annually and will involve press coverage and other forms of recognition for the Animal Heroes.

PAWS UP *for* PETS CAMPAIGN

SPONSOR LEVELS

Visionary – \$25,000

Become the top investor in Paws Up for Pets and sponsor our work with 5,000 children and their families. As a Visionary, your name or business logo/bio will be featured in the most prominent spot on pawsupforpets.org, on the websites of the three collaborating groups, and in all materials promoting the campaign.

Leader – \$10,000

Your contribution as a Leader sponsors our work with 2,000 children and their families. Your name or business logo/bio will be featured prominently on pawsupforpets.org, on the websites of the three collaborating groups, and in all materials promoting the campaign.

Advocate – \$5,000

Sponsor 2,500 "Paws Up" educational packets that feature bilingual information about compassionate pet care; how to respond to animal abuse; the importance of spaying/neutering; and the assistance available through C.A.R.E.4Paws. All children bring home a Paws Up packet to share with their families. As an Advocate, your name or business logo/bio will be featured prominently on pawsupforpets.org, on the websites of the three collaborating groups, and in all materials promoting the campaign.

Partner – \$2,500

Become a Partner and sponsor our work with 500 children and their families. As a Partner, your name or business logo/bio will be featured prominently on pawsupforpets.org, on the websites of the three collaborating groups, and in all materials promoting the campaign.

Supporter – \$1,000

Sponsor "Paws Up" educational packets for 500 students to bring home to their families. As a Supporter, your name or business logo/bio will be featured prominently on pawsupforpets.org, on the websites of the three collaborating groups, and in all materials promoting the campaign.

A Contribution of Choice

All donations toward Paws Up for Pets are greatly appreciated and go a long way to support our campaign. As a donor, your name or business name will be listed on pawsupforpets.org (with your permission).

Visit pawsupforpets.org or call **805.968.2273** for more information.

PAWS UP *for* PETS CAMPAIGN

OUR VISION

Paws Up for Pets empowers youth to make a difference by showing others that they care about animals and inspiring a greater sense of empathy at school, at home and in the community as a whole.



Davey's Voice

Davey's Voice is a Santa Barbara County 501(c)3 nonprofit founded in 2015 by Gretchen Lieff to honor Davey, a five-month-old puppy who had to be euthanized after enduring ongoing torture by his owner. Davey's Voice was formed to speak out about abuse, and to educate the community so other animals do not have to suffer in silence as Davey did. Davey's Voice supports projects and programs that promote animal welfare, reduce suffering, and save lives, such as the Paws Up for Pets campaign. Davey's Voice also advocates for harsher laws and stronger legislation against animal abuse. The nonprofit pledges to make Santa Barbara the most animal responsible county in California and to continue its mission throughout the United States and beyond.



C.A.R.E.4Paws

C.A.R.E.4Paws' works to reduce pet overpopulation, keep animals out of shelters, and improve quality of life for pets and pet owners in need. The nonprofit was founded in 2009 with the goal to alleviate the burden of Santa Barbara County's overcrowded shelters and change the future for animals in this community and beyond. Its founders, all longtime shelter volunteers, looked at the reasons why animals end up in shelters and designed programs to tackle these issues. Services include free spays/neuter for low-income pet owners, intervention programs that keep animals in their homes, and bilingual community outreach to ensure families in need have access to pet care programs. Paws Up for Pets will be a key component of the organization's existing Pawsitive Thinking Youth Program.



**UNITED
BOYS & GIRLS CLUBS
OF SANTA BARBARA COUNTY**

United Boys & Girls Clubs of Santa Barbara County

The United Boys & Girls Clubs of Santa Barbara County is a nonprofit organization that provides a safe, positive and enriching environment for youth between the ages of 5-18. It has four main Clubs, three satellite afterschool educational operations, a licenced daycare center, and a 55-acre residential camp, serving 2,676 youth in Santa Barbara County annually. The first branch opened in Goleta (1952), followed by Santa Barbara's Westside (1962), Carpinteria (1967), Lompoc (1988), and Camp Whittier (1988). A professionally trained staff ensures the development of positive self-esteem, proper values, and healthy life skills through constructive educational programs. We strive to encourage each child to reach their full potential.

I take care
of my pet.
Do you?



PAWS UP *for* PETS

Help build a community that cares.
Be compassionate and kind!

