



THE ANIMAL RESCUE SOURCE

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*A NONPROFIT SERVING
PETS, PEOPLE, AND NONPROFITS*





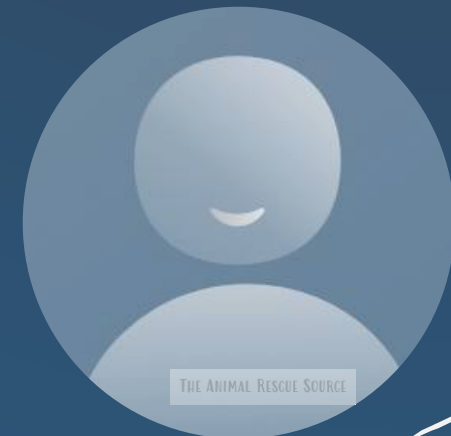
The Animal Rescue Source serves;

- The public by providing an available and easy to use source where people can be involved in animal rescue in multiple ways.
- Nonprofits by giving them our entire system which is easy to use, efficient, and works- for free- saving them time, money, and work.
- *-Most importantly-* Animals by getting them adopted into their forever homes properly, efficiently, and quickly.

About Us

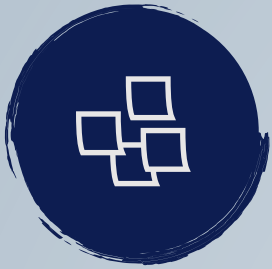
THE ANIMAL RESCUE SOURCE

IS A 501(C)3 NONPROFIT ORGANIZATION SERVING THE
PUBLIC, NONPROFIT ORGANIZATIONS, AND ANIMALS
NATION WIDE FOR FREE



The Problem

The animal rescue process does not work well.



Fragmented

- Many parties
- Don't work together
- Confusing
- Inconsistent
- Incomplete



Breakdowns

- Many steps in process
- Breakdowns between the steps
- Process delayed, stopped, or never completed



Disconnects

- Communication
- Can't find parties
- Hand offs between parties
- Lost messages
- Unreturned calls



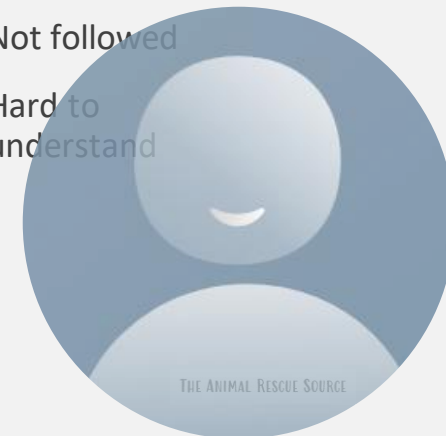
Slow

- Delays
- Communication
- Hand offs
- Inefficiencies
- Difficult



Unclear

- Unknown
- Not followed
- Hard to understand





People

The source people can turn to which is easy to use, complete, understandable, and offers many ways to support animal rescue



Animals

Animals find their perfect forever homes in the quickest and most efficient way

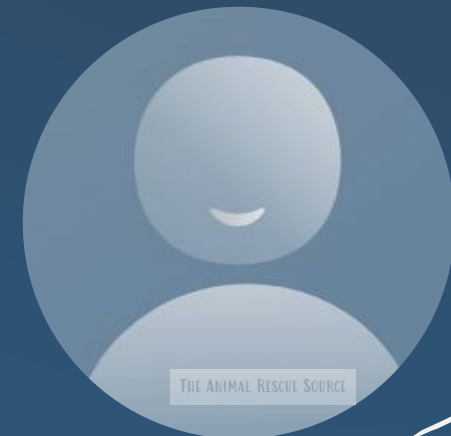


Nonprofits

Organizations have a complete, easy to use, free system which saves them time, money, and work. And helps them accomplish their mission of saving animals

Solution

We have set up a system which works, is efficient, and easy to use



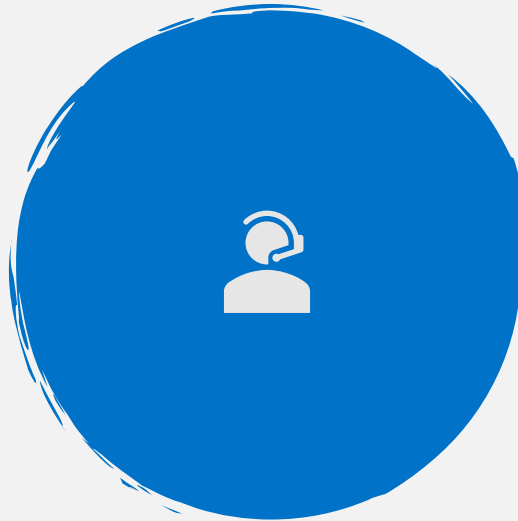
Business Model

How it works



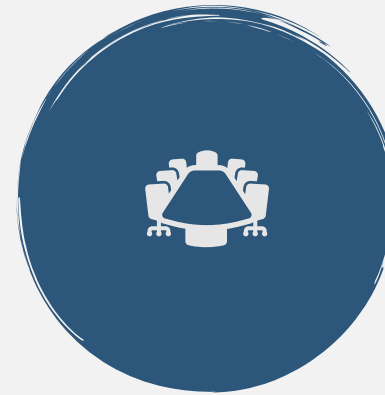
Tech

A tech heavy, automated back-end interfacing with an easy-to-use front-end website and app



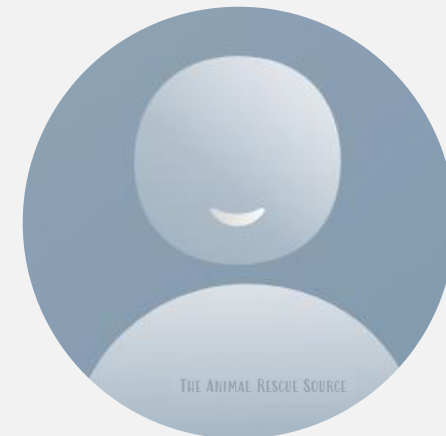
People

A people and support heavy operations to manage the process



Expertise

A team of experienced, smart, dedicated, and caring nonprofit professionals





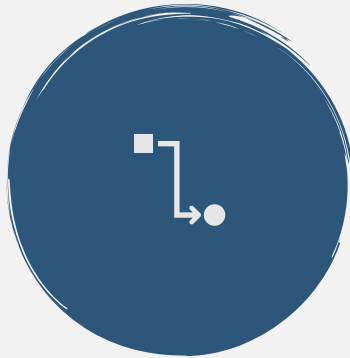
Complete

Process is thorough
from A-Z



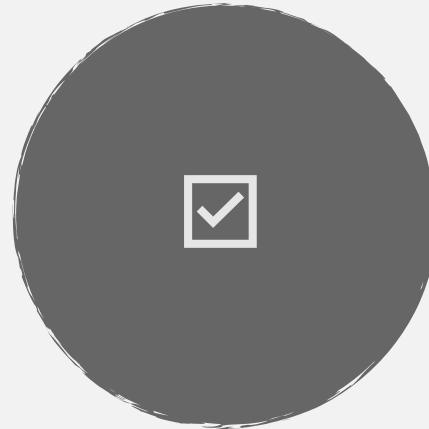
Easy to use

Website and app
for people and
nonprofits



Efficient

Our technology,
people, and process

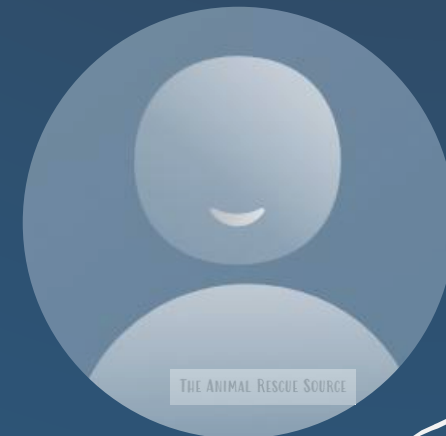


It works

For people,
nonprofits,
and most importantly,
animals

Product

Underlying Magic



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Market Opportunity/Potential

The need and how we can be impactful



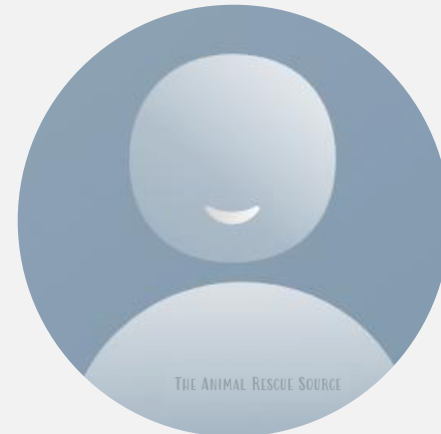
Animals in rescue system

- Estimates of 6- 10 million pets in the rescue system
 - Approx 1.5 million dogs and cats are euthanized every year.
 - The goal is to benefit the animal rescue system with our service through multiple programs.
 - We can make the system work better and faster.



Saving Lives

- Impact
 - If we improve the adoption process from 14 days down to 7, we can double the number of animals that nonprofits can save.
 - Our service is free, saving nonprofits time, money, and manpower.
 - **That means that we can help save hundreds of thousands of animals every year, and save nonprofits millions of dollars.**



Marketing and Sales

Multiple Services

Many ways to benefit animal rescue

Adoption, Foster,
Volunteer, Facilities and
Transport programs

Nationwide growth and
expansion plans with
dedicated staff

National Marketing

Dedication to the cause

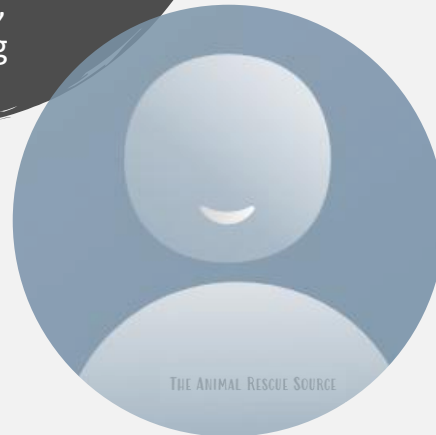
24 U.S. regions

20% of total budget toward
marketing, advocacy,
education, outreach,
community, & resources

Ad Revenues

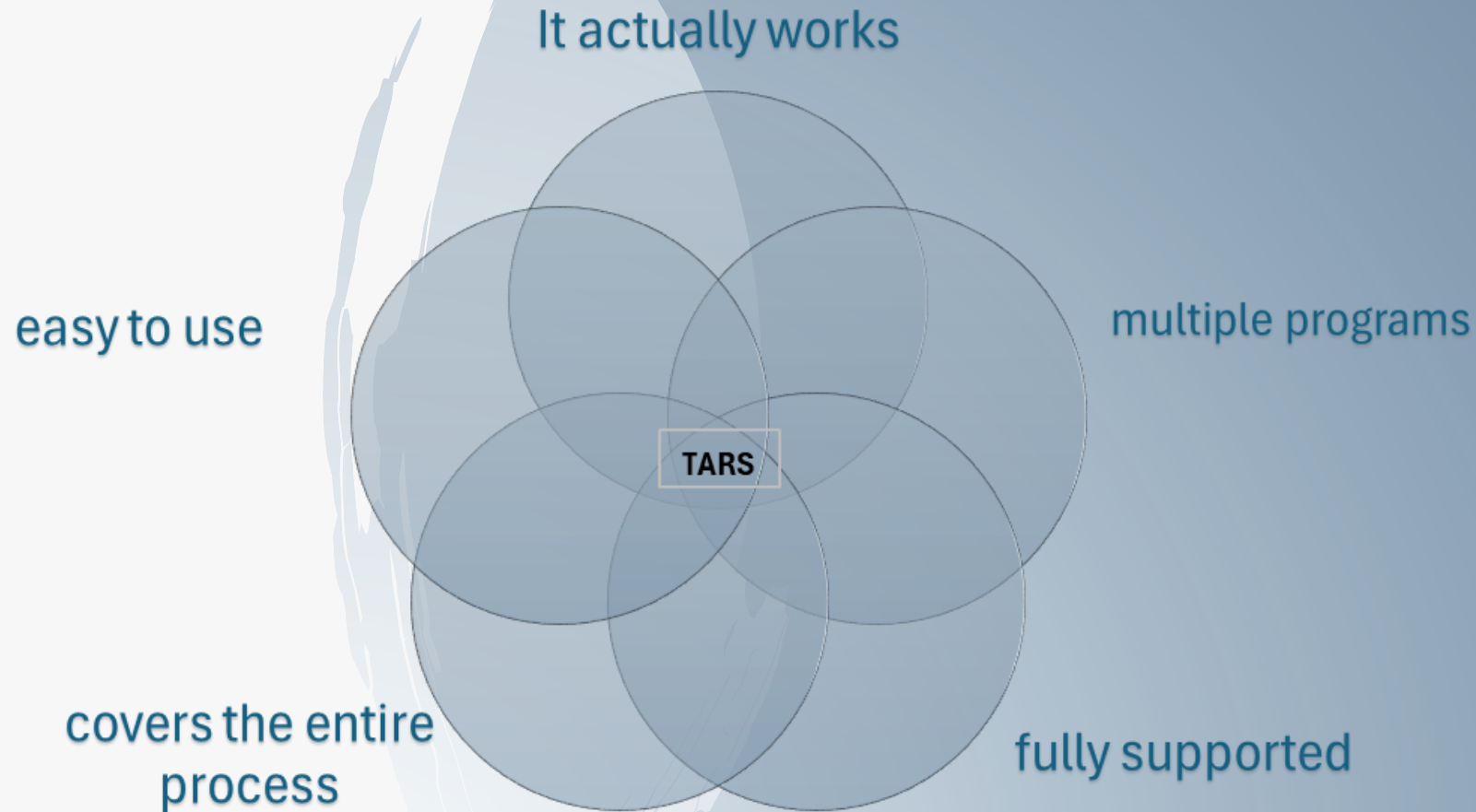
Supporting mission

App and website ads,
sponsorships,
partnerships,
& fundraising



What sets us apart from competition and alternatives

Nobody does any one of these 5 things well, and none do all.



Executive Team



Jeff

CEO, Founder, and
Chairman of the Board



Gus

Chief Operations Officer
and Chief Projects Officer



Jake

Chief Financial Officer



Carolyn

Chief Philanthropy Officer



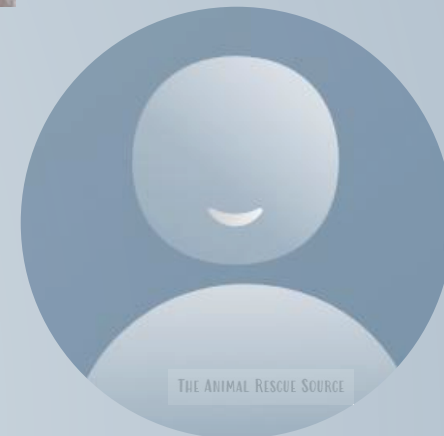
Crystal

Chief Human Resources Officer



CTO & CMO

To hire



Visionary, Founder, Board Chair, Chief Executive Officer



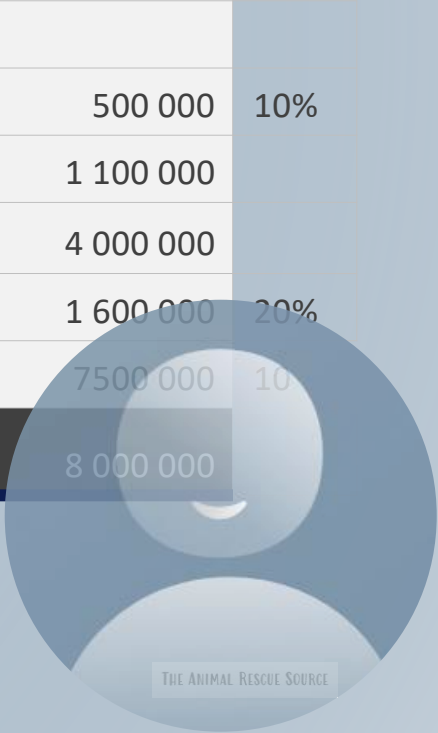
Jeff Sandri

A dedicated, honest, hardworking, team- oriented executive with extensive and diverse experience at an enterprise level.

30 years of executive experience focused on management, finance, operations, and strategy. Performed nearly all job functions within the C Suite, CEO, CFO, COO, overseen and led all company departments. Management of companies with more than \$500M in sales, \$1B in assets, \$100M projects, multiple business units and subsidiaries, national and international exposures, 1000s of employees. Impacted bottom line by more than \$1M on many occasions, built successful cultures valuing employees and furthering mission, structured financials to improve all organizational objectives. Expansive and diverse sector and industry experience. Worked in large companies, publicly traded corporations, privately held companies, startups, entrepreneurial ventures, growth environments, and nonprofit organizations.

Financial Summary

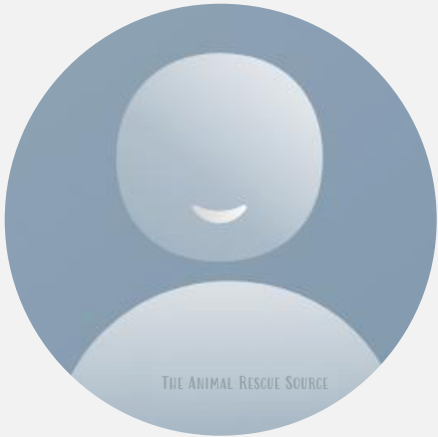
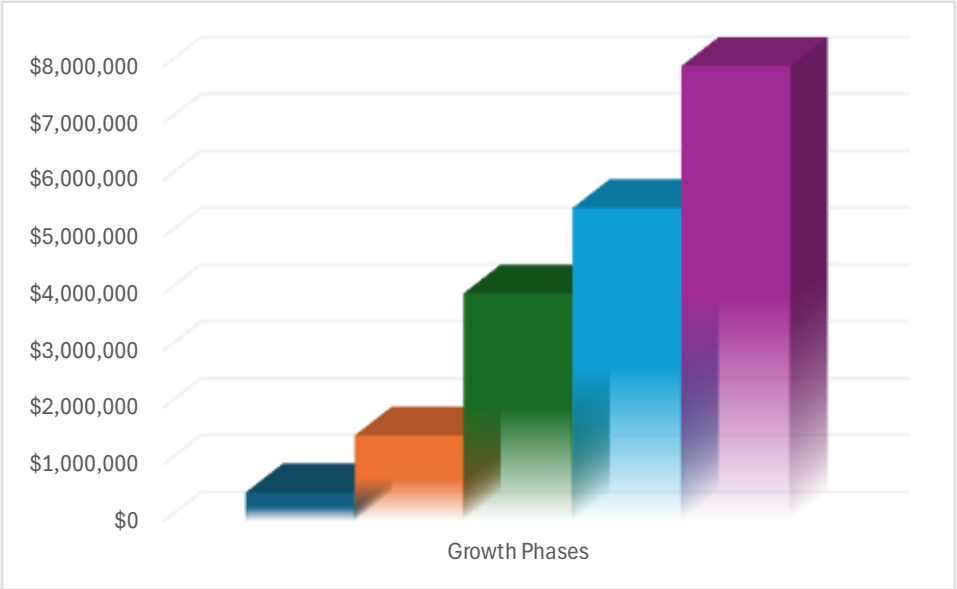
	Startup		Year 1	Year 2	Ongoing
Revenues					
Philanthropy	80 000		2 300,000	5 000 000	5 500 000
Campaigns	10 000		100 000	250 000	1,000 000
Sponsorships	10 000		100 000	250 000	500 000
Advertising	0		300 000	500 000	500 000
Total Revenues	100 000		2 800 000	7 000 000	7 500 000
Expenses					
Admin	20 000		180 000	350 000	500 000
Tech	30 000		380 000	850 000	1 100 000
Operations	5 000		1 400 000	3 700 000	4 000 000
Marketing	5 000		560 000	1 400 000	1 600 000
Philanthropy	40 000		280 000	700 000	750 000
Total Expenses	100 000		2 800 000	7 000 000	8 000 000



Growth Strategy

Forecasting for success

	regions	areas	programs	need
Startup	0	0	Adoption	\$100,000
Single Region	1	1	Adoption	\$1,000,000
Single Area	7	1	Adoption	\$3,500,000
Two Areas	13	2	Adoption, Foster	\$5,000,000
National	24	4	5- AFVFT	\$7,500,000



Next Steps

How will we scale in the future

Startup 6 months

- Actions
 - Technology Development
 - Fundraising and Philanthropy
- Targets
 - Minimum Viable Product
 - Cash Reserves



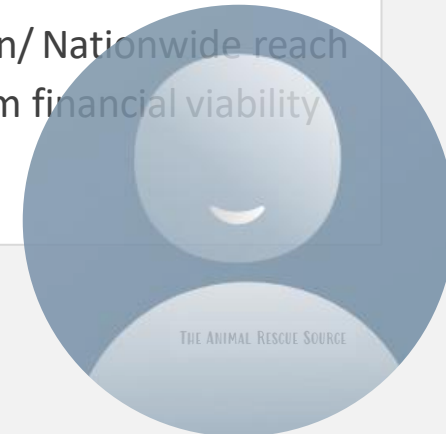
Establishment 6 months

- Actions
 - Establishment in area
 - Rollout of Adoption
 - Staffing and Hiring
 - Full implementation of Fundraising and Philanthropy
- Targets
 - Implementation of Product
 - Financial Development



Growth 2 years

- Actions
 - Growth into all markets
 - Adoption Program fully implemented
 - Other programs rolling out
- Targets
 - Fully Operational
 - Fully Staffed
 - 24 Region/ Nationwide reach
 - Long term financial viability





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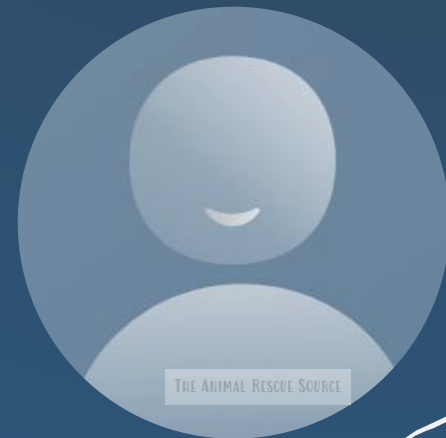
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The Animal Rescue Source is
an impactful and sustainable nonprofit.

The most important next step is to secure funding.

This is where we need your help.

Please see our philanthropic options.

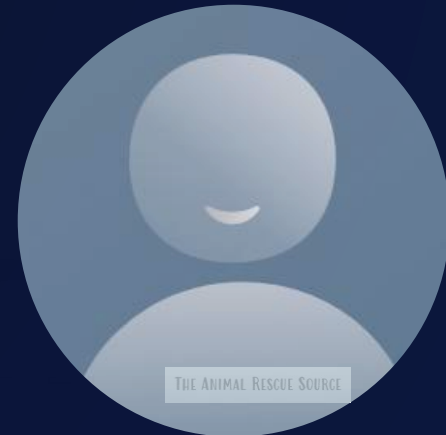




We help save lives

We can save hundreds of thousands of animal's lives every year and help them find loving, forever homes.

We would appreciate your support



THANK YOU

Jeff Sandri 

(303) 807- 8020 

jwsandri@gmail.com 

www.jws-advisory.com 