



MEDICAL MUTTS
SERVICE DOGS

Sponsorship OPPORTUNITIES



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www.medicalmutts.org

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MEDICALMUTTS
FROM RESCUE TO SERVICE DOG

Our **MISSION**

Training rescue dogs as service dogs and promoting collaboration between dogs and people through research, education and ethical training.

Our **SERVICES**

Program Dogs

We train rescue dogs as service dogs to help with conditions such as diabetes, seizures and psychiatric disorders.

Boarding & Training

We train owner dogs as service dogs to help with a disability. The total time of training is 6-8 months.

Private & Group Classes

We teach owners with disabilities how to train their own dogs as their service dogs. The program takes about a year to complete and is done online.



What makes us **DIFFERENT**

Our Dogs are Rescues

Medical Mutts does not breed dogs, all of our dogs come from rescues and shelters.

We are World Leaders in Training

Our training methods have been substantiated by research. Dogs trained by Medical Mutts were the first to prove that there is a scent released during hypoglycemic episodes and during seizures. These facts and proven methods are now shared with other groups who now train dogs to help people in the U.S., Canada, and Europe.

Our Training Methods are Force-Free

There are different approaches to dog training. At Medical Mutts, we firmly believe that the best service dogs must have the ability to problem solve and take initiative without hesitation. Our training methods are ethical, kind to the animals, and promote confidence, trust, and a strong motivation to work. We never use choke chains, prong collars, or shock collars and consider such devices to be unnecessary and harmful to the dog and to the relationship. Instead, with efficient use of rewards, we develop quality service dogs that are not only great at their job but who also love doing it.





The **PEOPLE** Who Need Us

Patients with diabetes or seizures live with an ongoing fear of premature death.

Dogs cannot cure either condition and should never replace any medical treatment already in place, but they provide needed security, help and emotional support.

How WE HELP

DIABETIC PATIENTS

1.9 Million
Americans

Patients with diabetes are often anxious about sleeping through a night event and limit their activities away from family for fear of needing assistance.

A trained dog will:

- Alert their person of a change in their blood glucose levels
- Wake them up at night if there is a change
- Get help by pressing an alert button or going to another person nearby.
- Fetch glucose tabs, a drink, a phone, etc.
- Help the person get up when they feel weak

EPILEPTIC PATIENTS

13.4 Million
Americans

Medication to control seizures does not help every patient. Many still struggle with debilitating seizures even with the best of treatment. Simple tasks like cooking, driving, or going up or downstairs can be dangerous.

A trained dog will:

- Alert the person of the onset of the seizures so they can get into a safe position
- Fetch medication or a drink
- Lie down next to the patient to provide comfort and protection
- Get help by pressing an alert button or going to another person nearby.
- Help the person get up after the seizure

PSYCHIATRIC PATIENTS

44.7 Million
Americans

Mental illness can greatly reduce a person's ability to lead an independent and meaningful life. Dogs placed with people with Post-Traumatic Stress Disorder (PTSD), depression, anxiety disorders, or bipolar disorder can help provide a sense of security and companionship as well as facilitate social contact with others.

A trained dog will:

- Interrupt repetitive and or self-harming behaviors
- Help their person calm down if they are becoming anxious
- Remind their person to take their medication
- Provide a physical barrier when out in public
- Get help by pressing an alert button or going to another person nearby.

The DOGS

391

dogs rescued

from local shelters
and rescues



6-8

months

to fully train a
service dog by our
certified trainers

1 out of 3

dogs

has the temperament required to be a service dog and will complete our training program. The others are adopted out to good homes. All dogs receive medical attention and training that contribute to a better future for all.

30

behaviors

will be taught to
each dog before
being placed as a
service dog



A Meaningful **PARTNERSHIP**

We are seeking partners interested in making a real difference in our community by helping us save dogs and provide service dogs to those who need them. Ways you can help:

FUNDING

As a not-for-profit, we strive to provide quality service dogs without overburdening our disabled clients. Each service dog requires months of training, food, and veterinary care that add up to over \$25,000. Our clients are asked to cover 60% of those costs, but each dog still directly costs us over \$10,000 to train. We currently have a 2-year waitlist and our 2023 goal is to provide 30 service dogs to our clients. As a sponsor, you can help us reach that goal with financial contributions. In return, we offer several benefits to our partners.

IN-KIND GIFTS

Our in-kind needs include office equipment, building improvements, dog food, treats, toys, veterinary services, medication, a van for dog transport, website design, etc. We accept gifts and donations of most types as we host fundraisers throughout the year and can always use prizes, gift cards, and silent auction items.

VOLUNTEERS

Medical Mutts offers a great opportunity to those who enjoy applying their skills, knowledge, and time to making a difference in their community. We are looking for volunteers to help with events, fundraising, and marketing as well as fostering and caring for our service dog candidates.

Your **BENEFITS**



Benefits from Association with Medical Mutts

Corporate alignment with Medical Mutts results in a positive image as a socially responsible company.

Being directly responsible for the improvements in the community and flourishing alongside Medical Mutts.

Measurable Benefits*

All of your contribution will support our work of helping individuals with disabilities and giving shelter dogs a second chance

Recognition on the Medical Mutts website

Earned media through social media posts and press releases

*See chart on page 12 for full list of benefits



Visibility **BENEFITS**

Partnering with Medical Mutts allows you visibility to our audience. As one of the largest providers of service dogs in Central Indiana, we have a large following of supporters.



MEDIA RELATIONS

Our strong relationship with local media outlets including tv, radio, print, and podcasts.



SOCIAL MEDIA

Our social media platforms have over 20,000 combined followers. Our platforms include Facebook, Instagram, Twitter, YouTube, TikTok, and LinkedIn.



E-NEWSLETTER AND WEBSITE

Our monthly eNewsletter is sent to over 14,000 subscribers. Our website over 250,000 website sessions annually.



VIDEO

Depending on your sponsorship level, you will benefit from being featured in a video that will be shared on our website, social media, and in our eNewsletter.

Social MEDIA

Social Media (as o 11/10/2023)



- Total Followers: **20,718**
- Page Reach (last month): **26,500**
- New Page Likes (average per month): **115**
- Post engagement per month **5,000**

@MedicalMutts



- Total Followers: **64**
- No other analytics available at this time

@MedicalMutts



- Total Followers: **1,076**
- Followers Increased **220%** since last year
- Accounts reached (per month average): **1,400**
- Accounts Engaged (per month): **300**

@MedicalMuttsServiceDogs



- Total Followers: **586**
- Followers Increased **70%** since last year
- Impressions: (last month): **2,5356**
- Page Views (last month): **78**



- Total Followers: **992**
- Followers Increased **1845%** compared to last year
- Average monthly video views: **2,057**

@MedicalMutts



- Total Subscribers: **1,080**
- Video with highest views: Temperament Puppy Testing: **19K**

@MedicalMutts2781

Sponsor a **SERVICE DOG**

Each service dogs we place is valued at \$30,000. We ask our clients to contribute \$20,000. Your generous contributions cover the remaining \$10,000, ensuring our clients' financial commitment remains manageable.

If you are interested in sponsoring a service dog, we ask for a \$10,000 gift.

This gift covers:

- Our efforts to find dogs in rescues and shelters with the right temperament.
- Care and training for every dog that comes through our doors. (Even after careful assessment, only 30% of rescue dogs become service dogs, and the rest find loving homes, but all receive medical care and training.)
- Months of training, staff time, food, veterinary care, and more go into preparing each service dog.
- Coaching each client receives during our 10-day training program at our facility.
- Ongoing support for the life of the service dog.

While we aspire to offer our services at a more affordable rate, current fundraising constraints limit our ability to cover a larger portion of the cost. Your ongoing support fuels our strategic plan, which aims to lower client costs as donations increase. Your investment is not only a donation; it's a commitment to transforming lives.

Sponsorship BENEFITS

Top Dog
\$10,000

Big Mutt
\$7,500

Little
Mutt
\$5,000

Pooch
Pal
\$2,500

Happy
Hound
\$1000

Exclusive Benefits

Naming a Medical Mutt	✓				
Invitation to Service Dogs Graduations	✓	✓	✓	✓	✓
Meet the Mutts: Personalized meet and greet with our Mutts	✓	✓	✓	✓	✓
Name Placed on Kennel	✓	✓	✓		

Promotion

Recognition on social media	Monthly	Monthly	Quarterly	Quarterly	Yearly
Announcement of partnership in press release	✓	✓			
Listed on our website	Logo	Logo	Logo	Name	Name
Takeover of our social media channels	✓				
Recognition in our Annual Report	Logo	Logo	Name	Name	Name
Listed in our Monthly eNewsletter	✓	✓	✓		

Sponsorship BENEFITS

Top Dog
\$10,000

Big Mutt
\$7,500

Little
Mutt
\$5,000

Pooch
Pal
\$2,500

Happy
Hound
\$1,000

Event Benefits: Purse Bingo, Music for Mutts, Graduations, Calendar

Recognition on our event pages	Logo	Logo	Logo	Name	Name
Business name incorporated into Purse Bingo and Music for Mutts Events	✓				
Recognition in all event press releases	✓	✓			
Recognition on donor wall posted in our lobby	Logo	Logo	Logo	Logo	Name
Recognition in event programs	Logo	Logo	Logo	Name	Name
Tickets to Purse Bingo and Music for Mutts (Number of tickets dependent on sponsorship level)	One Table at each event	One Half Table at each event	Two (2) tickets to each event	Two (2) tickets to either Purse Bingo or Music for Mutts	
Recognition during the events	✓	✓	✓	✓	✓
Representative invited to speak at the events	✓				
Booth space at Music for Mutts event	✓	✓	✓	✓	✓
Priority seating and recognition at our Graduation Events	✓	✓			
Personal Meet and Greet with Client receiving service dog during graduation	✓				

Helping
PEOPLE

Saving
DOGS

Promoting
KINDNESS



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