



MEDICAL MUTTS
SERVICE DOGS

PARTNERSHIP OPPORTUNITIES



317-991-5400



www.medicalmutts.org

@MedicalMutts @



info@medicalmutts.com





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.

A photograph of a woman with dark hair, wearing a plaid shirt, sitting in a chair and hugging a small brown and white dog. The dog is wearing a grey and white patterned sweater and a black collar with a gold tag. The woman is smiling and looking down at the dog. The photo is partially framed by a large red curved line.

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 4
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 range from office equipment and building improvements to dog food, treats, toys, veterinary care, and even a van for transporting dogs. We also welcome support with services like website design. Throughout the year, we host several fundraisers and gladly accept donations such as gift cards, prizes, and silent auction items to help make these events a success.

VOLUNTEERS

Medical Mutts offers a meaningful opportunity for those who want to use their time, skills, and passion to make a difference. We're looking for volunteers to support our events, fundraising, and marketing efforts, as well as help foster and care for our future service dogs.

Your **BENEFITS**



Benefits from Association with Medical Mutts

Partnering with Medical Mutts enhances your company's image as a socially responsible organization, committed to making a meaningful difference. Your support contributes directly to community impact while growing and thriving alongside our mission.

Measurable Benefits*

Your contribution directly supports our mission to empower individuals with disabilities while giving shelter dogs a second chance. In appreciation, sponsors are recognized on the Medical Mutts website and featured in our social media posts and press releases.

*See chart on page 11 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 of 01/03/2023)



- Total Followers: **19,715**
- Page Reach (last month): **29,056**
- New Page Likes (last month): **136**
- Post engagement up **66%**

@MedicalMutts



- Total Followers: **39**
- No other analytics available at this time

@MedicalMutts



- Total Followers: **399**
- Followers Increased **64%** compared to Q3
- Accounts reached (last month): **1,900**
- Accounts Engaged (last month): **191**

@MedicalMuttsServiceDogs



- Total Followers: **344**
- Followers Increased **48%** compared to Q3
- Impressions: (last month): **1,307**
- New Page Likes (last month): **150**
- Page Views (last month): **32**



- Total Followers: **51**
- Followers Increased **96%** compared to Q3
- Views on Post since November 2: **675**



- Total Subscribers: **811**
- Video with highest views: Temperament Puppy Testing: **9.4K**

Sponsorship BENEFITS

Top Dog
\$7,500

Big
Mutt
\$5,000

Little
Mutt
\$2,500

Pooch
Pal
\$1,000

Happy
Hound
\$500

Exclusive Benefits

Naming a Medical Mutt	✓				
Invitation to Donor Celebration Annual Event	✓	✓	✓	✓	✓
Meet the Mutts: Personalized meet and greet with our Mutts	✓	✓	✓	✓	✓

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 eNewsletter	✓				

Sponsorship BENEFITS

Top Dog
\$7,500

Big Mutt
\$5,000

Little
Mutt
\$2,500

Pooch
Pal
\$1,000

Happy
Hound
\$500

Event Benefits: Purse Bingo, Music for Mutts and Graduations

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 thank you sign posted in our lobby and at all events	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	✓	✓			
Recognition in our eNewsletters	✓	✓	✓	✓	

Helping
PEOPLE

Saving
DOGS

Promoting
KINDNESS



317-991-5400



www.medicalmutts.org

@MedicalMutts



info@medicalmutts.com

